

08/10/2008

Reliability Check of selected Formal Variables:

Type of the Medium (Medium)

Holsti's Coefficient of
Reliability

Coder

Pair

| | |
|-------|-------|
| 11,12 | 1.000 |
| 11,21 | 1.000 |
| 11,31 | 1.000 |
| 11,51 | 1.000 |
| 12,21 | 1.000 |
| 12,31 | 1.000 |
| 12,51 | 1.000 |
| 21,31 | 1.000 |
| 21,51 | 1.000 |
| 31,51 | 1.000 |

Average 1.000

Main source of revenue (Revmain)

Holsti's Coefficient of
Reliability

Coder

Pair

| | |
|-------|-------|
| 11,12 | 1.000 |
| 11,21 | 1.000 |
| 11,31 | 1.000 |
| 11,51 | 1.000 |
| 12,21 | 1.000 |
| 12,31 | 1.000 |
| 12,51 | 1.000 |
| 21,31 | 1.000 |
| 21,51 | 1.000 |
| 31,51 | 1.000 |

Average 1.000

Season when the programme is broadcasted (season)

Holsti's Coefficient of
Reliability

| | |
|---------|-------|
| Coder | |
| Pair | |
| 11,12 | 0,800 |
| 11,21 | 0,900 |
| 11,31 | 0,800 |
| 11,51 | 0,800 |
| 12,21 | 0,700 |
| 12,31 | 0,800 |
| 12,51 | 1.000 |
| 21,31 | 0,700 |
| 21,51 | 0,700 |
| 31,51 | 0,800 |
| Average | 0,800 |

Frequency of the programme (freque)

Holsti's Coefficient of Reliability

| | |
|---------|-------|
| Coder | |
| Pair | |
| 11,12 | 0,889 |
| 11,21 | 0,875 |
| 11,31 | 1.000 |
| 11,51 | 1.000 |
| 12,21 | 1.000 |
| 12,31 | 0,889 |
| 12,51 | 0,889 |
| 21,31 | 0,889 |
| 21,51 | 0,875 |
| 31,51 | 1.000 |
| Average | 0,931 |

Reruns of the programmes on the same channel (rerun1)

Holsti's Coefficient of Reliability

| | |
|-------|-------|
| Coder | |
| Pair | |
| 11,12 | 0,750 |
| 11,21 | 0,750 |
| 11,31 | 0,556 |
| 11,51 | 1.000 |
| 12,21 | 1.000 |
| 12,31 | 0,875 |
| 12,51 | 0,750 |
| 21,31 | 0,875 |
| 21,51 | 0,750 |

31,51 0,556

Average 0,786

Title, subtitle or description of the programme (define1)

Holsti's Coefficient of
Reliability

Coder

Pair

11,12 1.000

11,21 0,556

11,31 1.000

11,51 0,600

12,21 0,556

12,31 1.000

12,51 0,600

21,31 0,556

21,51 1.000

31,51 0,600

Average 0,747

Classification of the programme on the website (define2)

Holsti's Coefficient of
Reliability

Coder

Pair

11,12 1.000

11,21 0,700

11,31 0,900

11,51 0,600

12,21 0,700

12,31 0,900

12,51 0,600

21,31 0,600

21,51 0,700

31,51 0,700

Average 0,740

Reliability of semantic variables

The topic field of science programmes (Topicf)

Holsti's Coefficient of
Reliability

| | |
|---------|-------|
| Coder | |
| Pair | |
| 11,12 | 1.000 |
| 11,21 | 0,900 |
| 11,31 | 0,700 |
| 11,51 | 0,700 |
| 12,21 | 0,900 |
| 12,31 | 0,700 |
| 12,51 | 0,700 |
| 21,31 | 0,600 |
| 21,51 | 0,600 |
| 31,51 | 1.000 |
| Average | 0,780 |

The topic area of science programmes

Holsti's Coefficient of Reliability

| | |
|---------|-------|
| Coder | |
| Pair | |
| 11,12 | 1.000 |
| 11,21 | 0,800 |
| 11,31 | 0,714 |
| 11,51 | 0,857 |
| 12,21 | 0,800 |
| 12,31 | 0,714 |
| 12,51 | 0,857 |
| 21,31 | 0,714 |
| 21,51 | 0,857 |
| 31,51 | 0,857 |
| Average | 0,817 |

Using science as topic (assess1)

Holsti's Coefficient of Reliability

| | |
|-------|-------|
| Coder | |
| Pair | |
| 11,12 | 1.000 |
| 11,21 | 0,833 |
| 11,31 | 1.000 |
| 11,51 | 1.000 |
| 12,21 | 0,833 |
| 12,31 | 1.000 |
| 12,51 | 1.000 |
| 21,31 | 0,750 |

| | |
|-------|-------|
| 21,51 | 0,800 |
| 31,51 | 1.000 |

Average 0,922
Using science as service (assess2)

Holsti's Coefficient of
Reliability

Coder

Pair

| | |
|-------|-------|
| 11,12 | 1.000 |
| 11,21 | 0,800 |
| 11,31 | 1.000 |
| 11,51 | 0,714 |
| 12,21 | 1.000 |
| 12,31 | 1.000 |
| 12,51 | 0,667 |
| 21,31 | 1.000 |
| 21,51 | 0,714 |
| 31,51 | 0,750 |

Average 0,865

Relatedness to news/events (assess3)

Holsti's Coefficient of
Reliability

Coder

Pair

| | |
|-------|-------|
| 11,12 | 0,800 |
| 11,21 | 1.000 |
| 11,31 | 0,750 |
| 11,51 | 0,750 |
| 12,21 | 1.000 |
| 12,31 | 0,750 |
| 12,51 | 0,750 |
| 21,31 | 1.000 |
| 21,51 | 1.000 |
| 31,51 | 0,833 |

Average 0,863

Target group (tagr)

Holsti's Coefficient of
Reliability

Coder

Pair

| | |
|---------|-------|
| 11,12 | 0,800 |
| 11,21 | 1.000 |
| 11,31 | 1.000 |
| 11,51 | 1.000 |
| 12,21 | 0,800 |
| 12,31 | 0,800 |
| 12,51 | 0,800 |
| 21,31 | 1.000 |
| 21,51 | 1.000 |
| 31,51 | 1.000 |
| Average | 0,920 |

Average Reliability of all semantic variables assess 1 – 3 and TopicF and FToparea

Holsti's Coefficient of Reliability

Coder Pair

| | |
|---------|-------|
| 11,12 | 0,973 |
| 11,21 | 0,848 |
| 11,31 | 0,714 |
| 11,51 | 0,730 |
| 12,21 | 0,875 |
| 12,31 | 0,714 |
| 12,51 | 0,722 |
| 21,31 | 0,656 |
| 21,51 | 0,676 |
| 31,51 | 0,872 |
| Average | 0,778 |