

Codebook: Classification and Description of Science Programmes

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Aim of the analysis

The analysis aims at the classification and description of programmes and the differentiation of different strategies how to use the internet.

Structure of the codebook

We can differ different sources of data needed for the aim of our analysis. The structure of the codebook reflects that by using “general filters”. The first section of the codebook covers superficial data about the programme that should be available even in cases where no other information are available as what is written in programme guides. The first general filter is the question, if a web presentation is available, if not, the analysis of the science programme can only cover the first cluster of questions. The second general filter is the availability of more or less detailed information of the programme on the website, of special importance are topic lists. The third filter is the availability of the whole programme or single features of the programme on the web (downloads, webcasts (streaming) podcasts). When such offers are provided the analysis bases also on the real content of the programme as indicated by watching or listening to the material provided online.

Units of analysis

Units of analysis are the science programme, the website, and the single feature within the programme.

Programme

Our sample contains all science programmes that have been broadcasted in our reference weeks. According to what has been agreed upon in the telephone conference (16/06/2008), listed should be all programmes that have been broadcasted between

- May 24th to May 30th 2008 (dry run)
- April 7th to 13th 2008
- October 15th to 21st 2007
- August 06th to 12th 2007
- March 26th to April 1st 2007.

Please note that the weeks or days chosen may vary slightly from country to country. It is not important that the weeks or days are exactly the same, decisive is that the period is equivalent, that means our sample shall be equivalent in that sense that it contains five reference weeks from different times of a year regardless which ones exactly.

Criteria of the identification of a programme is the title and the “place” where it is scheduled. Given the title of a daily programme runs research today and is scheduled in the afternoon and the title of the sunday edition, scheduled to the same time on the same channel, is different (research exclusive), the programmes are categorised as two programmes, the first is a daily programme, the second a weekly programme.

Given a programme of the same title runs to different times within a day, week or month **on the same channel** (please note, excluded are reruns), every place is coded like an own programme

(this is important for the linkage with user dates). For instance: The title of a programme is research today, the programme is scheduled two times of a day, in the morning and in the evening, then we code it as two daily programmes.

Given a programme of the same title and the same content is broadcasted on different channels, the programme is coded as single programme, not as rerun. It is a “take over”, not a rerun. That means: Given a daily programme called nano is broadcasted on BBC 1 and the same programme is also broadcasted on BBC four (to the same time or to other times, it doesn’t matter), we code both like two single programmes. *Only a programme is coded as rerun, that is broadcasted on right the same channel within one week after the original version.*

Given a programme is part of a season, broadcasted regularly, titled for instance “service” or “documentary” or “the daily feature” (that means the serial itself is not mainly or exclusively on science), and within that season in one of our sampled weeks a science programme is broadcasted, we code it like a single programme, regardless the fact that the programme is part of a saison.

Given a regular programme has been scheduled to different times within our sampled period or has been renamed, we use the latest week as reference for all data that concerns programming. That means: Given a weekly programme called nano was scheduled in March 2007 on monday, 20:00 and in May 2008 on friday, we only code friday. Given a regular programme has been identified in March 2007 and after that the programme has been cancelled, we code it as regular programme.

Sampling

The first stage of the analysis covers every science programme that has been identified by using the definition of science programmes. The sampling of websites is restricted on the countries where the collaborators are native speakers. That means, the sample of websites consists of all science programmes from UK, Ireland, Austria, Germany, Greece, Cyprus, Bulgaria and Finland.

Structure of the code book

Basic formal features (source for data descriptions in programme guides and/or websites). Has to be filled out for every programme identified in all Countries.

Basic features of the Science Programme

Please code the following items on the base of the best of your knowledge wherever this knowledge comes from. After identifying the programmes you should be able to answer all questions.

(id) ID Number

The ID number consists on five digits. The first two digits cover the country code (see country), the remaining three digits are for counting up the number of the programmes, starting with 001 for every country analysed.

(coder) Coder

For every single programme the name of the coder has to be coded. The numeric code is double-digit. The first digit stands for the partner involved, the second for the actual coder. For instance.

Given Free University codes a programme, the number for FUB is 1, the programme was coded by me personally, Markus has number 1, the code for the coder in that case is 11.

Codes:

- 1 FUB
- 2 UH
- 3 UOP
- 4 BAS
- 5 DCU

(typem) Type of the medium

- 01 TV Programme
- 02 Radio Programme

(country) Country

It has to be indicated in which country the medium is located. The numeric code is double digit as follow:

- 01: Germany
- 02: Austria
- 03: Finland
- 04: Sweden
- 05: Greece
- 06: Cyprus
- 07: Bulgaria
- 08: Great Britain
- 09: Ireland
- 10: Estonia
- 11: Romania
- 12: France
- 13: Spain

(medium) Medium

The communication channel through which the programme is distributed. For television and radio, it is the TV/radio channel/station in which the media outlet is programmed (e.g. "BBC News" is the programme, BBC One the medium). This is a string variable.

(distrib) Distribution of the medium

According to our sampling we can roughly differ channels, distributed nationally and channels distributed locally/regionally. This differentiation is necessary since in some cases the market share (specifically of Radio channels) often refers only to the region where the channel is broadcasted.

01: National programmes are all programmes that are distributed terrestrially or by cable or satellite in the whole country, regardless the fact that they can also be received in other countries than the one under consideration. For instance: ARTE is a channel that can be received in Germany and in France and Austria as well. We code this channel anyhow as a national channel and refer in the next item to the market share on the national market.

02: Regional programmes are all programmes that are distributed mainly locally or regionally regardless the fact, that they might be available also in other regions of the country via specific receivers. When a programme is distributed locally or regionally, the market share (next item) must refer to the region where the channel is distributed.

(marshare) Market share of the medium

Please indicate whenever possible, which national market share the medium has. In cases where such information is not available leave the item blank. It is possible that the calculation of the market share differs slightly from country to country. This problem cannot be solved, in every case we use the data of the country observed. We are interested in the average market share of the medium in percent according to the latest available data, for instance the average market share of a medium in 2007. Sometimes the market share refers to different groups of recipients, for instance recipients aged from 3 up or from 14 up. In any case we choose the market share that includes the widest range of ages, in the example mentioned the market share of recipients aged from 3 up.

(Rmarshar) Regional market share of the medium

Given a programme is broadcasted primarily or exclusively in certain regions of a country or has a particular high market share only in certain regions of a country, we additionally code the market share in that region. For instance: Specially the radio market in Germany is divided into several parts that coincides with the federal structure of the country. Every federal state has its own radio channels which are receivable only in this federal states. In such a case a radio channel has a national market share of 0.5 percent, but the market share in the region where it is receivable can be 20.0 percent. In cases where such information are not available or the medium is broadcasted nationally, leave the item blank.

Revenue structure:

Please indicate, based on data and/or to the best of your knowledge, the medium's sources of revenue. You can select more than one.

(Revsadv) Revenue Advertisement

0: no advertisement; 1: advertisement; 9: not identifiable

(revsubs) Revenue Subsidies

0: no subsidies; 1: subsidies; 9: not identifiable

(others) Others

Please indicate the type of revenue (string variable)
A string variable means that text can be used.

(Revmain) Main source of revenue

Please indicate the medium's main source of revenue:

Please indicate based on data and/or to the best of your knowledge. Select only one.

Code 1: Advertisement

Code 2: Subsidies (from the state, political parties etc.)

Code 3: Others

Code 9: not identifiable

(nameO) Original Name of the programme

(nameE) English name of the programme, translated by coder

These are string variables, the title has to be filled out in the original language (nameO) and in English (nameE).

(season) Season when the programme is broadcasted

01. Code 01 when the programme is a regular one, that means that the description of the programme *does not clearly indicate* that the period, where the programme is broadcasted, is limited. Code also 1 in cases when the programme does make a break of not more than four month within a year. An example for a clear indication that the programme is not a regular one is the numbering of single programmes.
02. Code 02 when the programme is part of a serial. Part of a serial is a programme in cases where the single editions of the programme (even when there are only four editions) are not linked with each other, every edition of the serial can stand alone and do not need references to contents of other editions broadcasted under the label of the serial. (see code 3 for further explanations).
03. Code 03 when the programme is a single programme. A single programme is also a programme that consists on two or more parts. To differ it from a serial, it is decisive that the single programme do not stand alone, but is connected in terms of content with other editions, for instance a documentary about the manipulation of genes that has three parts, part 1: history of gene manipulation, part 2: progress of the technology, part 3: current topics in gene manipulation is coded as single programme. That means that a programme consisting on more than one part is coded as single programmes, when the programme is clearly marked as being made up of parts.
09. Code 09 when that is not identifiable

F (refweek) Reference week

Filter: In any case where you've coded 2 or 3 in the item before, please indicate, in which week the programme has been identified, when you code 1 in the item before, leave the item blank. When your weeks are slightly different, it doesn't matter, code the week that is most close to the dates.

- 01: May 24th to May 30th 2008 (dry run)
- 02: Spring 2008 (April 7th to 13th 2008)
- 03: autumn/winter 2007 (October 15th to 21st 2007)
- 04: summer 2007 (August 06th to 12th 2007)
- 05: spring 2007 (March 26th to April 1st 2007)

(stday) Start day of the programme

The first day of a week where the first edition of the programme is broadcasted. The week starts on monday 00:01 am. When the programme starts monday, code 1, when it starts on sunday, code 7. We code only the first day of the week when the programme is broadcasted.

(stime) Start Time of the programme

The time (hh:mm) when the first edition of the programme starts. We use a 24 hour code, that means a programme that starts at 4.00 pm is coded 16:00. In cases where you don't know the start time, leave the item blank.

(endtime) End time of the programme

The time (hh:mm) when the first edition of the programme ends. In cases where you don't know the start time, leave the item blank.

(freque) Frequency of the programme

The variable measures the frequency with which the programme is broadcasted regardless whether the programme is only broadcasted within a certain season of a year. For instance: A programme that is broadcasted daily only for a week is coded as daily programme. The **coding excludes reruns of programmes.**

01: daily: Code 1 when the programme is broadcasted at least four times a week. Decisive is the scheduled frequency, that means that a programme that is not broadcasted four times a week within one of the sampled weeks, because of some exceptions within the schedule (live report about sports or whatever else), the programme is coded as daily programme. That is also relevant for the following criterias.

02: weekly: Code 2 when the programme is broadcasted 1-3 times per week.

03: monthly: Code 3 when the programme is broadcasted 1-3 times per month.

04: Code 4 when the programme is not broadcasted regularly or when the programme is a single one.

09: Code 9 when this is not identifiable.

(rerun1) Reruns of the programme on the same channel

The context is the channel and the time, that means a rerun of a programme on the same channel within one week. (Given programme guides clearly indicate that a programme has already been broadcasted longer than a week ago, we do not code it as rerun but as an ordinary programme. Big documentaries for instance are often repeated several times a year (like movies), in such a case we code the documentary as single programme, not as rerun)

00 Code 0 when the programme is not repeated within one week.

01 Code 1 when the programme is repeated for the first time on the same channel within 24 hours after the original version has been broadcasted.

02 Code 2 when the programme is repeated for the first time later than 24 hours after the original version has been broadcasted.

F (nurerun) Number of reruns

Filter: When you've coded 1 or 2 in the item before, please indicate if the programme is repeated

01: only one time within a week

02: more than one time within a week.

When you've coded 0 in the item before, leave the item blank.

(rerun2) Qualification of the time when the rerun is broadcasted

01 Code 1 for middle of the night programming (00.00 – 6.00 TV and 23.00 – 5.00 Radio)

02 Code 2 for all other times

(orgpro) Origin of the programme

Here it is important to code whether the programme can be assessed to be a take over from other channels of the same country.

00 Code 0 when the programme is not a take over.

01 Code 1 when the programme has been taken over from a channel of the same broadcasting company.

02 Code 2 when the programme has been taken over from other channels of the same country.

09 not identifiable

Filter: Please note, when you coded 01 or 02, stop analysis here. **Exception:** Given the take over programme is not already part of your sample (for instance because of the fact, that the channel from which the programme has been taken over is not in our sample), continue the analysis!

Specification of the criterion/criteria why the program is considered to be a science programme

In this items a specification has to be given with regard to the agreed definition why a program has been selected. Code 0 for no, Code 1 for yes!

(defin1) Title, Subtitle, Description of the programme

The program has been selected since the words science, research, knowledge, technology, computers, environment, health/medicine, discovery or the name of a scientific discipline (including social sciences and including humanities) (history, philosophy, psychology, sociology, biology, archaeology and the like) are in the title, the subtitle or the self description of the programme in programme guides or websites. Please note that this item does not measure whether or not any of the words do appear somewhere on the websites. Decisive is whether or not the programme mention one of the keywords mainly in title or subtitle, as every recipient can expect at quite the first glance that the programme has to do with science in the sense mentioned.

(defin2) Classification of the program on the webpage

The programme is listed on the webpage of a channel under a category which name contains clear references to science and humanities, knowledge, technology, medicine, environment or the name of a scientific discipline (including Humanities).

(defin3) Classification by interpretation

You consider the programme being a science programme according to the definition (paragraphs a – c) but it does not fulfil one of the mentioned criteria.

F (specrea) Specification of the reasons, why a programme has been selected that does not fulfil one of the criteria

Filter: This item is only relevant when you've coded defin3 yes! In any other case leave the item blank.

01. I know the programme
02. Other reasons

(Topicf) The topic field of the programme

Please assess on the expertise you own concerning the programme, to which scientific area the content of the programme can be classed at best. Code 4 has been integrated to code programmes where no dominant scientific topic area can be identified. That may concern programmes like "How is it made" where science in our broad sense is used as expertise, but in such a diffuse way that an identification of topic areas is not possible. That may also concern programmes where primarily research policy is broadcasted.

Code 1: Natural sciences, including Technology, Engineering, Medicine

Code 2: Social sciences/Humanities

Code 3: Mixed

Code 4: The programme cannot be classed to a scientific area

Code 9: not identifiable

F (Toparea) The topic area of science programmes

Filter: This item is only relevant when you code topicp 1 or 2. In any other case leave the item blank.

Please assess on the expertise you own concerning the programme, whether or not the programme is dominated by the following topic areas.

01: Technology

02: Medicine

03: Environment

04: History

05: Philosophy

06: Other specific area

07: not dominated by one area

09: not identifiable

F (otharea) Other specific areas

This is a string variable, which has to be filled out in cases when Topnat has been coded 6. Fill in the area that suits best, for instance Mathematics or Biology or Sociobiology.

Assessment of the science programme

Please assess on the expertise you own concerning the programme how well the programme suits within the following descriptions. Please use a five point scale to rank your assessment. 2 means I am absolutely sure that the programme is of that kind, -2 means I am absolutely sure that the programme is not of this kind, 0 means that an assessment is not possible (for instance because of a lack of knowledge).

(assess1) Using science as topic

The programme broadcasts research findings or events related to the natural and social sciences, humanities or to applied sciences such as engineering and medicine (Bauer et al. 2006; Bucchi 2003), regardless how new the findings or the events might be. Please note that a new technology available on the market for instance, according to our definition, is a science topic.

(assess2) Using science as expertise

Within this programme societal, political, economical or every day topics are clearly linked with scientific expertise or scientific findings related to the natural and social sciences, humanities, or are clearly related with technology or engineering or medicine (Hijmans et al. 2003).

(assess3) Relatedness to news/events

In Journalism the term event is strongly linked with news. An event becomes news when somebody tells you what has happened you did not know before. Please assess whether or not the programme broadcast news in that sense, for instance by emphasising the up-to-dateness of what is broadcasted. A clear indicator that the programme are not closely related to news is the availability of a programme preview on the website for instance, where the topics addressed are mentioned or even described. The item measures your assessment how probable an event that has happened very recently has the change to become a topic in the programme.

(product) Main characteristics of the production process

This item measures basic characteristics of programmes in terms of their production.

01 Code 1 when the programme is produced by a defined organisational unit, for instance BBC produces a programme and broadcasts it on BBC 1. Code also 1 in cases, where parts of the programme (single features) are produced by freelancers or production companies. Code also 1 in cases where the programme is a coproduction between the medium in question and other channels. This category can be called self produced or co-produced programmes. Code also 1 in cases when the whole programme is produced by a private production company on behalf of the medium, where it is broadcasted. This category can be called productions being bought by channels.

02 Code 2 when the programme is adopted from another foreign channel, for instance a German channel broadcasts a programme produced by the BBC for the BBC. It doesn't matter whether or not the programme is translated. Relevant is that the programme does not differ considerably from the one being produced on behalf of an other channel than the one which broadcasts it.

09 Code 09 when this is not identifiable

(orgcount) Country where the programme has been produced

European countries are all countries of the EU and: Albania, Armenia, Azerbaijan, Bosnia, Georgian Republic, Iceland, Israel + Palestine, Croatia, Macedonia, Moldova, Montenegro, Norway, Russia, Switzerland, Serbia, Turkey, Belarus, Ukraine

11 The country where the programme is broadcasted

12 Other EU-country

13 Other European Country

14 USA

15 Other Countries

21 Coproduction between the country where it is broadcasted and EU-Country (Country + EU)

22 Country + other European Country

23 Country + USA

24 Country + EU-Country + USA

25 Country + other Europe + USA

26 Country + one or more others

(targr) Target group

Does the program target explicitly

00. no target group identifiable

01 children or younger audiences

02 families

03 science – educated audiences

04 more than one of the mentioned target groups

05 others

(Presweb) Presentation of the program on a webpage

01: On a webpage provided by the channel

02 : on its own website

03: no presentation on a website