Classification of Programmes (third part)

Unit of Analysis

This part of the analysis requires access to the real content of the programme provided on the website via downloads, webcasts or podcasts or by other means. The unit of the analysis is the single feature within the programme.

Specifications: A single feature within a programme is a piece that can clearly be distinguished from other pieces within a programme, usually start and end of a feature can easily be identified. This is the case when for instance a presenter clearly structures the programme as consisting on several pieces regardless whether the different features are on right the same topic. This is typically the case in magazines and talk formats, where different topics are discussed with different guests. Given a programme is a news block or contains a news block, the news block represents a single feature.

In many cases the programme will consist on only one feature, that is the case in documentaries but also in talk shows, where one single topic are discussed. This is also true for shows, where single features cannot be clearly distinguished from each other.

Sampling
The analysis of real contents is restricted to regular programmes. To assess the programmes in a valid way at least two programmes have to be analysed but not less than four features of the same programme. That means: Given a programme consists on only one single feature, four programmes have to be analysed. Given one programme consists on five single features, at least two full programmes have to be analysed.
In cases where 01, 02 or 04 is coded all the materials provided are the base for the following analysis. In cases where 03 is coded the four excerpts of the latest broadcast programmes are sampled. In cases where 05 and 06 is coded the two latest broadcast programmes are analysed. Please make sure on the base of the best of your knowledge that the programmes analysed can be considered to be typical.

(material) Online-Availability of the programme
00: no access to real content of the programme is provided (in such a case, the two (respect. four latest programmes have to be watched or listened)
01: Excerpts of a single edition of the programme are provided online (in such a case, the two respect. four latest programmes have to be watched or listened)
02: Excerpts of up to four editions of the programme are provided online
03: Excerpts of more than four editions of the programme are provided online
04: A complete single edition of the programme is provided online (to assess a programme as complete it does not matter whether or not for instance music for instance or trailer are missing).
05: Up to four complete editions of the programme are provided online.
06: More than four complete editions of the programme are provided online.

(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. **The ID number must be identical with the number in the analysis first part.** Given a programme consists on more than one single features or excerpts, every feature or every excerpt of the same programme will get the same ID number.

(date) Date when the analysed material has been broadcast

In cases, where excerpts are analysed and it is not clear, when they've been broadcast, leave this item blank.

(lengths) Lengths:
The lengths of the feature or the excerpt means the netto-duration of the piece being analysed. The lengths includes the presentation. Advertisement within the feature is excluded, the whole lengths of the analysed piece is measured and coded.
01 less than one minute
02 less than eight minutes
03 less than 20 minutes
04 more than 20 minutes.

(Rank) Placement of the feature
For every single feature within the programme a number is coded (double digit) that represents the position of a feature within the programme. Please note that the presentation is part of the feature. 01 for instance means, that the feature has been broadcasted at the very beginning of the programme.
In cases where only excerpts of the programme are available,

code 99 for not identifiable.

(RelSciT) Relatedness to science (theme)

This item measures the relatedness to science concerning themes regardless what actually prompts the feature. It refers to the center of the thematic focus of a feature. A report about the immigration of elks may be prompted by a political event (a certain decision how to protect an area) but focus on behavioural biology (scientists explain habits of elks, it is described how the habits are researched etc) or may focus on wildlife/nature, just explaining what the elks usually do or eat whatever with no clear references to the formal production of knowledge about elks). In such a case the feature cannot be clearly classed to biology as a discipline or behavioural biology as a subdiscipline but to an area (environment) related to science. A timeless documentary about the evolution of humans is certainly not being prompted by an event but can easily be classed to a scientific discipline, in that case biology, more precisely anthropology. The main indicator to code this item equivalently is, whether or not the outcome of the scientific production of knowledge is addressed within the feature, whether or not the outcome of single studies, or groups of studies are mentioned or explained.

Code 2: The feature can be linked to one or more than one scientific disciplines or subdisciplines (Earth Science, Physics including Space/Astronomy, Life Science, Medicine, Social Science (for instance Psychology), Engineering, humanities), because the outcome of the formal production of knowledge is an important part of what is broadcast. It is not necessary that the whole feature is dominated by scientific findings.

Code 1: The feature is related to science and technology (environment, health, education), but not clearly linked with disciplines, that means that scientific findings are not mentioned explicitly but can assessed to be somewhere behind of what is broadcast.. For instance: A report about the use of energy saving systems in households, where professional experts judged or assessed how useful these systems are, cannot be classed to a scientific discipline but to environment. A report instead, where only new energy saving systems are invited (look, this is a new system) without any kind of professional expertise has to be coded 0.

Code 0: The content of the feature cannot be classed to scientific disciplines or related areas. A feature where an ordinary person explains his way to reduce weight obviously has to do with nutrition (a science related area), but due to the lack of any kind of expertise from the science system, it has to be coded 0.

Filter: The next two variables are only relevant when you coded 2 in the category before. In any other case, leave the items blank.

(RelSciM) Relatedness to science (methodology)

This item measures the relatedness to science concerning methodology mentioned within a single feature.

Code 1, when a feature explains scientific methods used for gaining results in a manner that recipients can get at least a grasp how a study for instance has been conducted. When more than one study is mentioned, one explanation is sufficient to code 2.

Code 0, when only vague references are made to method matters.or when scientific methods are not mentioned.

The topic area of the feature

This item measures the topic area of themes, where the thematic focus has been classed to a scientific/academic discipline. Please indicate to what area the feature belongs. Please note that you can code more than one topic area in cases, where different disciplines are touched.
Please code 0: for no, and 1 for yes.
(Topnat) Natural sciences
(TopEng) Engineering
(TopMed) Medicine
(TopSS) Social sciences
(TopHum) Humanities
(TopOth) Other

Filter off:

(CauseE) The cause of the feature

This item refers to what prompts features resp. has prompted features. Please note that in some cases more than one cause may be mentioned. An event is mentioned that can be linked to salient problems or shows a trend. The item refers to the question what actually prompted the feature, it has to be assessed by the coder what in the single case is the most probable cause for the report. For instance: When a presenter mentioned a concrete event took part yesterday just to introduce into a documentary of 20 minutes lengths, the event cannot be the cause for the report.

Code 2, when the feature is prompted by an event. An event is defined as an incident that is limited in terms of time and space. An event can be further defined as the reply to the questions what happened, what is happening or what will happen, excluded from this definition are anniversaries of any kind (birthday of a famous person and the like, see Code 1).

Code 1: A feature is obviously prompted by "event-like" seasonal particularities, e.g. the seasons/weather, public holidays or anniversaries of any kind..

Code 0, when an event does not have prompted the feature resp. no evidence can be found that an event prompts the feature.

Filter: The next variable is only relevant when you coded 0 in the category before: In any other case leave the item blank.

(CauseO) Classification of other causes

Code 3, when a feature is prompted **by societal problems** within society (the society are becoming older and older, more and more computer waste, environmental destruction...). For placing a feature in this category it doesn't matter if the societal problem is relevant in your view, decisive is whether the presentation for instance or the feature itself refers to a societal problem.

Code 2, when the feature is prompted by every day experiences, common individual habits, private problems many people share. Code also 2 when a feature is prompted by adopting the curiosity of recipients, this is for instance the case when a presenter emphasise that everybody of us certainly wants to know more about xy.

Code 1, when the feature is prompted by a series, for instance "the big errors in math" or when the feature represents the outcome of investigative journalism..

Code 0, when a cause is not identifiable .

Filter: The next variable is only relevant when you coded 3 in the category before. In any other case, leave the item blank.

(ClaSa) Classification of the up-to-dateness of societal problems

Code 2, when the societal problem can be linked to what is still discussed within mass media. This is for instance the case when the feature is about scientific explanations, why traffic jams occur, during the time when it is discussed in political circles that due to saving energy reasons traffic jams have to be reduced.

Code 1, when the societal problem can be linked to what has been recently discussed within mass media. This is for instance the case when the feature is about scientific explanations, why traffic jams occur and two weeks before it has been discussed in political circles that due to saving energy reasons traffic jams have to be reduced.

Code 0, when the societal problem cannot be linked to what has been discussed recently or is discussed within the mass media.

Filter: The variable is only relevant when (CauseE) has not been coded 0.

(Clanews) Classification of the up-to-dateness of events

Code 2, when the event can assessed to be new, an indicator is for instance when the presenter refers clearly to the up-to-dateness of the event that has prompted the feature, in which way ever, for instance by mentioning the date of the event or by using quite vague terms like "now".

Code 1, when the event cannot classed to be very new, since it happened a longer time ago. In cases where clear references by the presenter or within the feature are missing and only vague terms are used like "recently" (by the presenter for instance), class the feature within this category.

Code 0, when an assessment is not possible, since even vague references are missing. Code 0 can mean that the event is not new, it can also mean that neither the presenter nor the reporter emphasise the up-to-dateness of the event.

Filter: The variable is only relevant when (CauseE) has not been coded 0.

(Claorig) Classification of the origin of the events

The item measures the origin of an event, an event can be prompted by a social system or by the "physical world". Physical World means for instance a "natural phenomenon" (a big thunderstorm, a catastrophy).

1: Science System
2: Physical World
3: Other social systems
9: Not identifiable

(Filter off) The main actors within the feature

A main actor is a person or a group of persons that contributes **considerably** to what is broadcast. When a science institution for instance is merely mentioned, the institution usually is not a main actor. Actors are involved in what is reported, either as source or as persons who are concerned by what is reported. Only three actors are coded. In cases where more than three actors contribute considerably to what is reported, only the ones are coded that have the biggest share (main actors). In cases where such a ranking is not possible, only the three first mentioned actors are coded.
Code 0 for no and 1 for yes!

(ActSci) A single scientists or more than one single scientist (including engineers, doctors), a research institution (universities, research center) or a group of scientists are the main actors or one of the main actors.
(ActPract) Practitioners of any kind, for instance a ranger taking care on elks
(ActInter) Interest groups (Greenpeace, WWF)
(ActPol) Single Policy makers, parties or other political bodies.
(ActEco) Economists or economical bodies (trade unions and the like)
(ActOrd) Ordinary people, laymen
(ActOth) Others

Finally: Please assess to which genre the feature belongs.

(Genre) Genre of the feature

Code 1: News: This is a short (not longer than one minute) feature where usually it is reported what happened where, when and why. Sometimes background information are also part of this very short features.

Code 2: Report: This is a longer version of a news report. Quotes can be part of a report. Usually a report focuses mainly on facts.

Code 3: Interview: An interview is a dialogue between a journalist or presenter and one or more than one actor of which kind ever, except a journalist (a journalist is not coded as an actor, see colleague talk). An interview is also coded in cases when a reporter outside the studio speaks with an actor outside.

Code 4: Colleague Talk: A colleague talk is a dialog between the presenter and a reporter/journalist in the studio or outside the studio.

Code 5: Commentary: A commentary is a judgmental feature where personal views of a named journalist or any other actor (for instance a guest commentary of a scientist) are expressed by an actor. He argues, criticises or explains different standpoints. A commentary usually does not stand alone, usually a commentary is clearly linked with a report about the topic that is commented.

Code 6: Documentary: It means a longer feature (longer than eight minutes) that tells ("documents") a story. In contrast to news or a report, documentaries are characterised by the try to tell a story, that means, that usually narrative techniques and effects of any kind (noises, music, illustrations) are used to attract attention of recipients.

Code 7: Lecture/monologue. This has to be coded when a scientist or expert of any kind are the only actor within the feature.

Code 8: Other