

## Codebook: Classification websites

30/09/2008

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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 24<sup>th</sup> to May 30<sup>th</sup> 2008 (dry run)
- April 7<sup>th</sup> to 13<sup>th</sup> 2008
- October 15<sup>th</sup> to 21<sup>st</sup> 2007
- August 06<sup>th</sup> to 12<sup>th</sup> 2007
- March 26<sup>th</sup> to April 1<sup>st</sup> 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 and Sweden (will be done by Lucie Schiebel).

### **(Presweb) Presentation of the program on the web**

- 01: On a webpage or website provided by the channel
- 02: on its own website
- 03: no presentation on a website

### **GENERAL FILTER 1: GIVEN THE PROGRAMME OR THE CHANNEL DO NOT PROVIDE A WEBSITE STOPP ANALYSIS HERE**

#### **Analysis of the web-presentation**

The following items has to be coded on the base of all materials that are available on the website of the programme.

#### **Clarification regarding the unit of analysis for this part of the codebook**

There are many webpages in a website. It gives us an indication of how organised, complex a website is. The unit of analysis for this part of the codebook should be the webpage or webpages of the programme's website. However, some of the questions will only apply to the front webpage or the whole of the website. These will be clearly indicated.

### **Number of webpages in a programme's website has without the front webpage**

**(Pageno)** The number of webpages is counted by the number of links which are displayed on the front page and lead to other parts the website which however are relevant to the programme (not external links).

### **Formal features of the web presentation**

#### **Contact details published on the webpage or website (Contact details could be found either on the front webpage or anywhere on website)**

Please indicate by coding 0 for no and 1 for yes whether or not the following criteria are fulfilled

##### **(contdet1) Production team**

The website offer contact details of the production team.

Plain information on the team rather than contact details should be coded as 0 for no in this item. A general email for the programme can be coded as 1 for yes in this item.

##### **(contdet2) Roles within the production team**

The website offer information about the title or role of each or some of the members of the production team.

If information is offered for one member only, it should still be coded as 1 for yes.

##### **(contdet3) Head of the programme**

The website offer information about the person who is responsible for the programme or for the scientific part of it.

#### **Which parties usually influence the content of the program according to the webpage or website? (This information could be found either on the front webpage or anywhere on website)**

The item measures whether or not websites provides clear indications that a certain group of people is awarded a particular influence on what is presented in a science programme. Given an active scientist presents a science programme, the programme is obviously particularly *influenced* by a Scientist, regardless the fact, that the content itself is determined by the production team to which extent ever. In choosing a scientist as presenter of a programme, programme makers award him or her a particular influence. An other example for a clear indication would be the case, when audiences are asked for proposals what should be broadcasted or a programme is sponsored by an interest group.

With this in mind, we are looking at clear indications whether an external party influences content other than the journalists.

Code 0 for 'no', code 1 for 'yes', code 9 for 'not identifiable'

**(influex) Influence of Experts**

Experts/Scientists

**(influpol) Influence of policy makers**

Policy makers

**(influop) Influence of opinion leaders and interest groups**

Opinion leaders

**(influaud) Influence of the Audience**

Audience

**(specau) Audience suitability (This information could be found either on the front webpage or anywhere on website)**

Does the program's description specify audience suitability?

00. Yes

01. No

09. not identifiable

Please note that 0 should be coded when audience suitability is definitely not mentioned.

Otherwise please code 09 for 'not identifiable'.

**Characteristics of the website (This information could be found either on the front webpage or anywhere on the website)**

Please code 0 for no and 1 for yes

**(linksint) Website provides links to other parts of the website (internal links). (This information could be found either on the front webpage or anywhere on the website)**

Links to other parts of the website for example the channel where the programme is hosted should be coded as internal links.

**(linkext) Website provides links to other parts of the web (external links). (This information could be found either on the front webpage or anywhere on the website)**

**(linktxt) Links are embedded in the text. (This information could be found either on the front webpage or anywhere on the website)**

The presence of one or more links should be coded as 1 for yes.

**(linkres) Website provides external links to research institutes, universities. (This information could be found either on the front webpage or anywhere on the website)**

**(linksci) Website provides external links to distinguished scientists, businesses, research projects, experts, policy makers. (This information could be found either on the front webpage or anywhere on the website)**

**(linkpro) Website provides external links to other TV or Radio programmes. (This information could be found either on the front webpage or anywhere on the website)**

**(linkoth) Website provides external links to associations, learned societies, civic societies. (This information could be found either on the front webpage or anywhere on the website)**

“Learned societies” are anything close to professional associations, for example ‘Royal College of Physicians’.

**(search) Website provides a website search option. (This information could be found on the front webpage)**

The search option should be coded as ‘yes’ in the case where the program has its own website (rather than provided by the channel).

It should also be coded as ‘yes’ in the case where the website is provided by the channel but the search option clearly concerns a search in the ‘science’ section of the website.

**(sitemap) Website provides a site map. (This information could be found either on the front webpage or anywhere on the website)**

**(easyacc) Website provides easy access to the Home Page.**

**(visit) Website provides visit/display counter. (This information could be found on the front webpage)**

This is a tool used in many websites whereby the unique visits to the website are counted.

‘A hit counter is a piece of code embedded in a web page which tracks visitors. Hit counters vary in complexity from simple versions which merely tell the web master that someone has visited, to complex ones which track a user's progress through a website and supply supplemental information, such as where a visitor comes from. Most web pages have hit counters installed, so that the owners can see how popular the site is, and how users are reaching the site. A hit counter can also be used to see how navigable a site is, and to determine which areas of the site are most popular.’

<http://www.wisegeek.com/what-is-a-hit-counter.htm>

**(update) Website/ webpage provides information on last update (This information could be found on the front webpage).**

**(rssfeed) Website/ webpage provides RSS feeds. (This information could be found on the front webpage).**

This item should be coded as 1 for 'yes' only if the RSS feeds concern the program in question.

**(fuicons) Website includes function icons.**

Function icons refer to small pictures which serve as tools such as scissors for 'Cut' command.

**(liicons) Website includes icon links.**

Icon links are small pictures which serve as links to other parts of the website such as a picture of a house for homepage.

**(video) Website includes videos.**

**(animat) Website includes animations.**

**(sound) Website includes sound-files.**

This item is coded as 1 for 'yes' in the case of videos, sound files, podcasts (all files that include sounds) or/ and background music to the webpage.

**(down) Downloadable**

This item is coded 1 for 'yes' in the case that videos or/ and sound files can be downloaded and saved to a pc.

**(sizetxt) Size of the text on the front webpage (Please code this information for the front webpage).**

What is the size of the text on the website?

- 02. 0-250 words
- 03. 251-700 words
- 04. 701 + words

**(sizetxt1) Size of the text on the webpages on average (Please code this information for the rest of the webpages).**

What is the average size of the text on the website?

- 05. 0-250 words
- 06. 251-700 words
- 07. 701 + words

**(linetxt) Linearity of the text on front webpage (Please code this information for the front webpage)**

A classic book page is linear. A busy website such as www.yahoo.com can be read in a non-linear way. For example, one can read the world news section first and then move on to read another section without any problem as the two sections are not connected in terms of meaning.

Example of non-linear page: <http://www.sciencenews.org/>

Example of a linear page: <http://science.shumans.com/>

- 00. The text is nonlinear.
- 01. The text is linear.
- 02. Both linear and non linear
- 09. Not identifiable

**(linetxt1) Linearity of the text in the majority of webpages (Please code this information for the rest of the webpages)**

A classic book page is linear. A busy website such as [www.yahoo.com](http://www.yahoo.com) can be read in a non-linear way. For example, one can read the world news section first and then move on to read another section without any problem as the two sections are not connected in terms of meaning.

Example of non-linear page: <http://www.sciencenews.org/>

Example of a linear page: <http://science.shumans.com/>

- 00. The text is nonlinear.
- 01. The text is linear.
- 02. Both linear and non linear
- 09. Not identifiable

**(picture) The website contains pictures.**

**(nopict) Number of pictures on front webpage. (Please code this information for the front webpage)**

- Code 01: 0-20 pics
- Code 02: > 20 pics

**(nopict1) Number of pictures in the majority of webpages. (Please code this information for the rest of the webpages)**

- Code 01: 0-20 pics
- Code 02: > 20 pics

**(classic) The pictures on the front webpage are relevant to the content of the text. (Please code this information for the front webpage)**

We mean relevant to the science topic described as opposed to decorative. For example, if the text mainly describes the process of a nebulae formation, and the accompanied picture shows the presenter of the programme then the picture cannot be considered as relevant to the text. **This item should be coded as 1 for 'yes' if there is at least one relevant picture.**

**(classic1) The pictures are relevant to the content of the text in the majority of the webpages. (Please code this information for the rest of the webpages)**

We mean relevant to the science topic described as opposed to decorative. For example, if the text mainly describes the process of a nebulae formation, and the accompanied picture shows the presenter of the programme then the picture cannot be considered as relevant to the text. **This item should be coded as 1 for 'yes' if there is at least one relevant picture.**



(specpic) The pictures are specialised (e.g. diagrams, graphs, scientific instruments etc.).  
(Please code this information for the front webpage)

(specpic1) The pictures are specialised in the majority of the webpages (e.g. diagrams, graphs, scientific instruments etc.) (Please code this information for the rest of the webpages)

**(assespic) Role of the pictures on the front webpage (Please code this information for the front webpage)**

01. the picture(s) dominate over the text on the page.
02. The text dominates over the picture(s).
03. there is a balance between pictures and text
09. not identifiable

**(assespic1) Role of the pictures in the majority of webpages (Please code this information for the rest of the webpages)**

01. the picture(s) dominate over the text on the page.
02. The text dominates over the picture(s).
03. there is a balance between pictures and text
09. not identifiable

**(parties) Parties mentioned in the program description**

01. Journalists
02. Experts/Scientists
03. Policy makers
04. Opinion leaders/interest groups
05. Audience
06. Other
08. none
09. not identifiable (for instance since a program description is missing)
10. Mix

**(catweb) Category under which the program is classed by the TV or radio channel**

01. Science
02. Health
03. Environment
04. Education
05. Knowledge
06. Culture
07. Lifestyle
08. Technology
09. Others
10. not identifiable/no classification

**(contmail) Website provides contact button (email for instance) (0 no, 1 yes) (This information could be found either on the front webpage or anywhere on the website)**

This item should be coded as 1 for 'yes' in the case only in the case where the contact button provided gives the user the option of contacting the makers of the programme or the people responsible for the programme.

**(blog) Website provides community like features e.g. blogs, forums (This information could be found either on the front webpage or anywhere on the website)**

**(activ) Website provides activities as e-voting, donations, puzzles, etc. (This information could be found either on the front webpage or anywhere on the website)**

**(archiv) Website provides access to the program's archives. (This information could be found either on the front webpage or anywhere on the website)**

This means access to information about past programmes (often included under an "Archives" heading on the website and access to downloads of past programmes or summaries of past programmes)

**(alerts) Website provides alerts (sms or e-mail) (This information could be found either on the front webpage or anywhere on the website)**

**(downlo) Website provides downloads. (This information could be found either on the front webpage or anywhere on the website)**

Code 01: downloads of past programs

Code 02: downloads of other material (screensavers, wallpaper....)

Code 03: Both

**(podcast) Website provides podcasts. (This information could be found either on the front webpage or anywhere on the website)**

'A **podcast** is a series of audio or video digital-media files which is distributed over the Internet by syndicated download, through Web feeds, to portable media players and personal computers. Though the same content may also be made available by direct download or streaming, a podcast is distinguished from other digital-media formats by its ability to be syndicated, subscribed to, and downloaded automatically when new content is added'.

**(Genre) Genre of the programme**

- 1 News: A news program means that the whole program consists on news, do not code 1 when a news block is part of the program.
- 2 Talk, interview, discussion program, Call ins: This category collects programs where one or more guests are discussing or speaking about a topic, the physical

presence of the guests in the studio are not necessary to class a program in this category, but may often be the case. The program must be dominated by talks, by dialogues, by discussions, by interaction to class it in this category. Call-ins differ from other interview and discussion programmes because of the role of laymen, but are also classed in this category. Please note: A program is classed in this category when it is dominated by talks, interview, discussion, questions.

- 3 Quiz/game show: When the program is called somewhere on the website as quiz, or show, class it into this category.
- 4 Lecture: A program is a lecture when an expert is acting like a lecturer who explains stuff to an audience.
- 5 Others: Every program that cannot easily be classed into one of the mentioned categories
- 9 not identifiable

**FILTER: IF THE WEBSITE DOES NOT PROVIDE ACCESS TO THE ACTUAL CONTENT OF THE PROGRAMME (downlo: no; webcast: no; podcast: no) STOP ANALYSIS!**