

Codebook for the analysis of frames in online documents, newspaper articles and political documents

## **Issue: Food Safety**

**Project „The impact of challengers’ online communication on media agenda-building – a comparison across countries and issues“**

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Non-project members are allowed to draw on this codebook for their own research purposes, provided that they make appropriate reference to this source. This applies to the usage of the general structure of the coding, as well as to individual variables and category systems.

This codebook is used to code frames mentioned in online documents, articles and political documents dealing with the issue of “food safety”.

### **Definition of “food safety”**

Food safety is an important political, economic and public health issue, since food-borne diseases or contaminations cause considerable mortality around the globe. Food safety, and thereby the health of people, can be put in danger by biological (bacteria, viruses, etc.), chemical (industrial pollution, additives, etc.) or physical (glass, stones, etc.) contamination of food. Also, potential dangers arising from genetic manipulation of organisms or application of nanostructures are discussed in the scope of food-safety debates. In a broad sense, we consider all kinds of health problems connected to food as food safety problems. Thus, also problems caused by (too much) unhealthy ingredients like sugar, fat, alcohol, ingredients etc. can endanger public health in terms of obesity, cardiovascular diseases and so forth. Also, allergic reactions pose severe food safety problems to at least parts of the population.

Factors contributing to food safety problems include: intensive farming, changes in consumer demands and the globalization of the food industry. Many actors, such as government regulators and authorities, the food industry, consumer groups and associations as well as international organizations try to ensure food safety along the food production chain both on national and international level. They do so by means of regulations, standards, surveillance systems, controls and communication (Rooney & Wall, 2003; Schlundt, 2008).

A frame is understood as a certain pattern in a given text and consists of separate elements (Entman, 1993; Matthes & Kohring, 2008):

- Problem definition
- Causal interpretation: Attribution of failure or success. Specific causes or consequences.
- Treatment recommendation: Call for/against certain actions. Proposition of solutions.
- (Moral) evaluation

In the logic of our coding, a frame is always linked to an actor (=speaker) who uses it in a specific discourse.

## Sample

### 1. Newspaper articles

The newspapers in the sample are:

Germany:

- BILD
- BILD am Sonntag
- Süddeutsche Zeitung (SZ)
- Die Welt
- Welt am Sonntag
- Der Spiegel
- Taz
- Focus
- Die Zeit
- Frankfurter Rundschau
- Stern
- FAZ
- FAZ am Sonntag
- Financial Times Deutschland (included until its final publication on 2012-12-07)
- Handelsblatt

Switzerland:

- Neue Zürcher Zeitung
- NZZ am Sonntag
- Tages Anzeiger
- Die Sonntagszeitung
- Die Weltwoche
- Beobachter
- Blick
- Der Sonntagsblick
- WOZ
- Der Sonntag (verschiedene Regionalteile)

UK:

- The Sun
- Sunday Mirror
- Daily Mirror
- The People
- Daily Star - Sunday
- Daily Star
- Daily Mail
- The Mail on Sunday
- Sunday Express
- Daily Express
- The Sunday Times
- The Times
- The Daily Telegraph

- The Sunday Telegraph
- Financial Times
- The Observer
- The Guardian
- i
- Independent on Sunday
- The Independent
- The Economist - UK Edition
- The Week

USA:

- Time Magazine
- Newsweek (included until its final publication in December 2012)
- Wall Street Journal
- Wall Street Journal Sunday
- USA Today
- New York Times
- Washington Post
- L.A. Times
- Chicago Tribune

An article becomes part of the sample if one of the following search terms is mentioned somewhere in the article and if the article includes at least one actor-frame sequence, i.e. an actor putting forward at least a problem definition (variable FPROBDEF) and additionally a cause, a consequence or a treatment recommendation.

A document is relevant if it contains the keyword of the first column – „Lebensmittelsicherheit“ (deutsch) or „food safety“ (English), or if it contains at least one keyword of each of the columns 2 and 3 (each language is considered separately, so either the German or the English keywords apply).

|                        |                                   |                                                                                                                                                                                                                              |
|------------------------|-----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Lebensmittelsicherheit | Lebensmittel<br>Nahrung<br>Futter | Erreger<br>Keim<br>Epidemie<br>Seuche<br>Krankheit<br>Gesundheits<br>Infiziert<br>Verunreinig<br>Kontamin<br>Belast<br>Gentechni<br>gefähr<br>Gefahr<br>Skandal<br>Hygien<br>Risiko<br>EFSA<br>BVL<br>BAG                    |
| Food safety            | Food<br>Aliment<br>Feed           | Germ<br>Epidemic<br>scare<br>Illness<br>health<br>Infected<br>borne<br>Contagious<br>Contaminated<br>polluted<br>GM food<br>Genetical<br>bioengineer<br>hazard<br>harmful<br>scandal<br>hygien<br>Risk<br>EFSA<br>FDA<br>FSA |

In general all articles are relevant. Not part of the coding are

- snippets from articles of other newspapers (“Pressestimmen”)
- advertisements
- letters to the editor
- caricatures/cartoons
- tables of content/overviews
- calendars of events
- television program overview

## 2. Online documents

### *First step: Identification of the relevant pages via the Visual Web Spider*

A specific page becomes part of the sample if one of the search terms (see above) is mentioned somewhere on the page and if the document includes at least one actor-frame sequence, i.e. an actor putting forward at least a problem definition (variable FPROBDEF) and additionally a cause, a consequence or a treatment recommendation.

Some pages only collect links to articles, which are published on other sites. These pages are not included in the coding.

### *Second step: Coding of the identified pages – identification of the relevant content on a page*

We only code documents on the page, which deal with our issue food safety (cf. keywords). Furthermore, we prefer central text documents on the page, i.e. content which has its own headline and/or is located in the middle of the page (cf. Maurer, Oschatz, & Haßler, 2011). In cases of several articles on the page, we code that one with the most prominent headline (i.e. bold headline, headline with the largest font). In cases of more than one article with a prominent headline, we code the first one mentioning our search terms<sup>1</sup> (so if the most prominent article does not deal with our issue, but a smaller, less prominent article, we choose this one).

In cases of an article spreading on more than one page, we follow the continuation one step (e.g. click one time “more” at the end of a document). If the link “read more” does not work anymore but the teaser already includes an actor-frame-sequence we only code the teaser.

The same criteria (i.e. issue relevance and centrality/prominence) also apply to other cases:

- In cases of teased articles with only short introductory texts, or simply headlines containing links we follow the “read more” link of the first article dealing with our issue once and code the linked article. This applies also for summaries/abstracts or short introductory texts for other documents like .pdfs: We follow the “download the complete document-link” and code the document.
- If the website contains in its centre a dynamic box where several articles are being presented consecutively and the first one cannot be identified due to the dynamic character of the presentation, the articles are supposed to be checked concerning their up-to-dateness, and the newest article is to be coded, unless it does not deal with the desired topic.
- Sometimes the central document on a page is a short “technical” summary of different articles that are published somewhere else on the site. These summaries are not content-based but only tell the visitor what kind of content is on the following webpages. Usually these summaries only contain links leading to the specific documents. In that case, we follow the

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<sup>1</sup> In this case, „the first one“ means from top to bottom, and from left to right, respectively.

first link leading to an article which deals with our issue and then, code the specific article.

We do not follow any further links within an article (e.g. link to related themes, link to further pdf-documents, link to further presentations, ...).

Generally, all types of pages and all type of online content are relevant. Excluded from the coding are:

- Impressum, contact pages
- Shops
- Link lists
- Lists of names (funders, members, founders, ...)
- Recruiting pages, job announcements
- Photo archives, picture galleries
- Registration, subscription, login pages
- Help pages, FAQs
- Privacy statements
- All visual and audible material like videos, podcasts, figures, pictures, tables, powerpoint presentations, ...
- Databases
- Advertisement
- Announcement of events, workshops, seminars, contests
- Calls for donation
- Teaching material for schools
- Texts of law
- Glossaries
- Lists of abbreviations
- Travel, local information
- Interactive elements (dialogic elements, ...)
- Polls
- Comments of online documents
- Letters to the editor of online media
- Content only available to registered users
- Articles from scientific journals

Generally for all long online and offline documents applies the following rule: We only code the first 10 pages of the document.

### 3. Political documents

#### 3.1 Parliamentary documents

Our sample includes all plenary protocols (including annexes) and documents of the relevant committees of both parliamentary houses on the national level:

- Bundestag and Bundesrat (Germany),
- Nationalrat and Ständerat (Switzerland),
- House of Commons and House of Lords (UK),
- House of Representatives and Senate (USA),

and on the European level:

- European Parliament (EU)

A parliamentary document is considered potentially relevant for the sample if one of the search terms/combination of search terms (see above) is mentioned somewhere in the document. The relevant coding unit however, is not the overall document, but the smallest possible thematic section(s) the found keyword(s) belong(s) to. This can be for instance a small question & answer sequence on a specific topic, parts of a debate on a specific topic (e.g. discussion of a specific amendment of a law proposal), or a whole debate if it is not divided into further thematic subsections. Also merely written statements (sometimes attached to the protocol in annexes) are part of the coding.

We include all sections into the final sample that contain at least one of our keywords, deal with the issue of food safety/climate change as defined above and include at least one actor-frame sequence (problem definition plus frame element). The thematic sections are the unit of analysis for the further coding process.

*Example:* The search term “Lebensmittelsicherheit” is found in the parliamentary minutes of the 204th assembly of the 17th German Bundestag. It belongs to annex 12, which includes a set of written speeches dealing with the amendment of a law on drugs, and here specifically with measurements to reduce the use of antibiotics in livestock breeding. → *As all speeches deal with the same topic, all of them are considered for coding if they contain an actor-frame sequence. The whole annex forms one thematic unit of analysis.*

*Example:* The search term “food safety” is found in the parliamentary minutes of the House of Commons from January 22<sup>nd</sup> 2013 (Chan101). It belongs to a short questions & written answers section titled “Beef: Horse Meat”. → *We code all actor statements in this section dealing with food safety aspects of the horse meat scandal and including at least one actor-frame sequence.*

We copy & paste the relevant thematic sections and save them as a separate document. The document name is a document ID containing 11 digits: The first two characters signify issue and country. The next five characters are devoted to the parliamentary session ID the section belongs to, and the last four characters identify the thematic section. Both parliamentary session ID as well as section ID are serially numbered.

For instance, the “Beef: Horse Meat” section of the example above would be saved with the following document ID: 24000010001 (Issue “food safety”, country “UK”, parliamentary session nr. 1, section nr. 1).



| Issue | Country | Parliamentary Session ID |   |   |   |   | Section ID (TOP) |   |   |   |
|-------|---------|--------------------------|---|---|---|---|------------------|---|---|---|
| 2     | 4       | 0                        | 0 | 0 | 0 | 1 | 0                | 0 | 0 | 1 |

The units of analysis are either articles/online-documents/thematic sections of political documents or actor-frame sequences.

*Level 1: Articles/online-documents/thematic section(s) of political documents:*

Articles, online documents or thematic sections of political documents are defined as separate entities with a headline.

*Level 2: Actor-frame sequences:*

The coding of the concrete frame elements is linked to the actors who express them. As frames are always linked to an actor, every document has to have at least one actor. The journalist/author of the article can be an actor, too.

## Procedure

- 1) Read the article/online-document/thematic section of political document and
  - a) code the formal attributes of the document
  - b) identify the three most central actors in the document (see page 16)
- 2) Read the sequences attributed to the chosen actors again and code the variables for the actor-frame sequences.

## General rules

There are some general rules the coders should have in mind in order to avoid mistakes (Sowka, et al., 2011):

- a) Ambiguities in coding are not a sign of incompetency but a natural part of the coding process. Ambiguities should not be solved by coding “something or the other” but should be talked through.
- b) Ambiguities concerning the allocation of codes should be noted down and should be discussed with the project supervisors. If the ambiguities are of relevance for other codings as well, they should be documented and discussed within the team of coders.
- c) The coding should be oriented towards the manifest content of the material. Interpretations that go beyond the coding instructions in this code book are to be avoided.
- d) As a general rule, specific codings take priority over general codings. This means that coders should preferably choose specific subcategories rather than more broad meta-categories, e.g., Angela Merkel should be coded as “government” and not as “political actor”.

# **PART 1: Article-level variables**

## Formal attributes of the document

*Note: all variables are numeric except when otherwise indicated*

Variables which will be attributed automatically by the database:

For all documents: article/document identification number, name of coder

For offline documents: name of newspaper/magazine, publication date

For online documents: name of organization, name of the website, date of crawl for online documents

### **FILTER: Online documents**

#### **Date of publication [W\_DATE, format YYYY-MM-DD]**

*The date of publication is coded as follows:*

- 1. We code the publication date of the online document, if explicitly indicated on the site.*
- 2. If the document does not have its own time stamp, we code the date of the first comment.*
- 3. If the document does neither have its own time stamp nor comments, we code the date of the last website update.*

Note: When downloading the texts to be coded from the webpages, it is important to also download this information.

If no information on the publication is given, please code 99.

**FILTER: Offline articles****type of article [TYPE]**

*In this variable we code the type of the article and whether the article is written by a journalist/reporter/editor of the newspaper, whether it is adopted from a news agency, or whether it is a guest editorial or column (e.g., journalists from other newspapers, intellectuals, experts). We only code explicit information given with the article, i.e. names of journalists or acronyms of news agencies. Guest articles have to be explicitly labelled as such.*

|    |                                                                                                                                                                                                                                                                |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 10 | news, documentation ( <i>please code this meta category only if it is unclear whether the article is written by a news agency, journalist, or guest</i> )                                                                                                      |
|    | 11 news agency ( <i>indicated by acronyms such as ap, dpa, afp, reuters</i> )                                                                                                                                                                                  |
|    | 12 journalist, editor ( <i>indicated by the author name or acronym</i> )                                                                                                                                                                                       |
|    | 13 guest ( <i>usually indicated by the full name and position of the guest author</i> )<br><br><i>Be careful: Guest commentaries are coded in category 22!</i>                                                                                                 |
| 20 | commentary, editorial, ironical comment ("Glosse") ( <i>opinion-based</i> )                                                                                                                                                                                    |
|    | 21 journalist, editor ( <i>indicated by the author name or acronym</i> )                                                                                                                                                                                       |
|    | 22 guest commentary<br><i>A "guest commentary" is an article which is not written by a journalist of the newspaper. Only coded if the newspaper clearly indicates that the commentary is written by a guest (e.g. by a headline "guest commentary by ...")</i> |
| 30 | interview                                                                                                                                                                                                                                                      |
| 40 | advise column (Ratgeber-Artikel) ( <i>articles giving advise, for example concerning the proper handling of food</i> )                                                                                                                                         |
| 99 | unknown, cannot be specified, other                                                                                                                                                                                                                            |

**FILTER: Political documents****Type of the document 1 [PTYPE1]**

|    |                                                   |
|----|---------------------------------------------------|
| 10 | Plenary Document                                  |
|    | 11 Bundestag (BRD) → <i>ptype2</i>                |
|    | 12 Bundesrat (BRD) → <i>ptype2</i>                |
|    | 13 Nationalrat (CH) → <i>ptype2</i>               |
|    | 14 Ständerat (CH) → <i>ptype2</i>                 |
|    | 15 House of Representatives (USA) → <i>ptype2</i> |
|    | 16 Senate (USA) → <i>ptype2</i>                   |
|    | 17 House of Commons (UK) → <i>ptype2</i>          |
|    | 18 House of Lords (UK) → <i>ptype2</i>            |
|    | 19 European Parliament → <i>ptype2</i>            |
| 20 | Committee Document (Ausschüsse, Kommissionen)     |
|    | 21 BRD                                            |
|    | 22 CH                                             |
|    | 23 USA                                            |
|    | 24 UK                                             |
|    | 25 EU                                             |
| 30 | Weekly Address U.S. President                     |
| 40 | Facebook-Post                                     |

**FILTER: plenary document****Type of plenary document [PTYPE2]**

|    |                                                                                                                                                                                                                                                                                                                                                                                                                |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 10 | Executive speeches ( <i>Regierungserklärung/Unterrichtung durch die Bundesregierung/state of the union/Queen's speech/(written) ministerial statements/statements by the European Council, the Council of Ministers, the Vice President/High Representative (VP/HR), the European Commission/Geschäftsbericht der Regierung/Bericht des Schweizer Bundesrates/Geschäftsbericht des Schweizer Bundesrates</i> ) |
| 20 | Questions & Answers (Anfragen/Kontrolle/Arbeitsaufträge)<br><i>Instrumente, die der Kontrolle der Regierung dienen oder Arbeitsaufträge an die Regierung beinhalten</i>                                                                                                                                                                                                                                        |
| 21 | Fragestunde, aktuelle Stunde, written questions/answers, oral questions/answers, urgent questions, Interpellation                                                                                                                                                                                                                                                                                              |

|    |                                                                                                                                                                                                                                     |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 22 | Arbeitsaufträge an die Regierung – vom Parlament bzw. einzelnen Mitgliedern (CH: Postulat, Motion) ( <i>betrifft vor allem CH</i> ); Arbeitsauftrag von der Bevölkerung ( <i>Volksinitiative, CH, Petitionen</i> )                  |
| 30 | Debates ( <i>Note: oral as well as written statements are considered</i> )                                                                                                                                                          |
| 31 | Debates on bills (readings, considerations of bills, amendments, Gesetzeslesung, Haushaltsdebatte, debates on committee reports in the European Parliament, also „blue card questions“/“Frage nach dem Verfahren der blauen Karte“) |
| 32 | Other debates (UK: emergency debates, adjournment debates, early day motions, debates on reports, Beschlussempfehlungen, schriftliche Erklärung zu Abstimmung (vote explanation); Antrag)                                           |
| 40 | Gesetzestext, der verlesen/zitiert wird                                                                                                                                                                                             |
| 99 | Other (Mitteilungen, Verschiedenes, Prayer, announcements, 1-minute-requests)                                                                                                                                                       |

### Initiator of the business [IBUS1]

Wer hat den Vorgang eingebracht, von wem ging er aus, wer stellt die Frage? Der Initiator kann mit einem der MIPs zusammenfallen, muss aber nicht. Wir codieren bis zu drei Initiatoren, gibt es mehr, nehmen wir die drei erstgenannten.

Für Deutschland, Schweiz: Wir codieren immer die grösste Einheit. Beispiel: „Beratung der Beschlussempfehlung und des Berichts des Ausschusses xy zu dem Antrag der Abgeordneten Herr Muster 1, Herr Muster 2 und Frau Muster 3, weiterer Abgeordneter und der Fraktion der SPD“ → als Initiatoren wird der Ausschuss und die Fraktion der SPD codiert

|    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 10 | government/executive<br><i>governments and government representatives (spokespersons, ministers, royalty etc.) irrespective of territorial scope. The European Commission, Council of Ministers and the European Council, the UN General Secretary and Security Council are coded as governments. Other examples: mayor, Landesregierung, ministry of education, Berlin senate, Attorney General, Commissioner</i>                                                                                                                                                                                     |
| 20 | Legislative<br><i>Legislatives and parliaments (all chambers), including individual members thereof, including parliamentary fractions of political parties, committees. Examples: House of Representatives, Congress, Senate, Bundestag, Minister als Mitglieder des Bundesrats, House of Lords, European Parliament, local councils, parliamentary fraction of the SPD, Labour MPs, Rapporteur(s)/Berichterstatter, Kommissionen für Umwelt, Raumplanung und Energie Nationalrat (UREK-N), Energy and Climate Change Select Committee, EP Ausschuss für Umweltfragen, öffentliche Gesundheit und</i> |

|    |                                                                                                             |
|----|-------------------------------------------------------------------------------------------------------------|
|    | <i>Lebensmittelsicherheit / EP Committee on Environment, Public Health and Food Safety Committee (ENVI)</i> |
| 99 | Other / not applicable / not mentioned                                                                      |

## **FILTER: offline articles and online documents**

### **Is there a real-world event that stimulated the writing of the document? [INITEV]**

(cf. Adam, et al., 2002)

*We code concrete events, which have stimulated writing of the document. We are only interested in real-world events explicitly mentioned in the text, and NOT in mere communication acts like press conferences, press releases or unspecified verbal statements (e.g., experts warn...) that might also have stimulated the writing of the document.*

*The initiating event can also be a historical event or an event which happened some time ago. If more than one initiating event is mentioned, the event that is mentioned first in the document is to be coded. If no concrete real-world event is explicitly mentioned in the text, which serves as initiator (e.g., general background information is given), we code 0.*

*For some categories, more specific subcategories are given. In general, please code the specific categories whenever possible. If an event does not fit into the subcategories please code it into the more general meta-categories like “politics/political process” or “publication”.*

|    |                                                                                                                                                                                                                                                                                              |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 0  | No real-world initiating event                                                                                                                                                                                                                                                               |
| 10 | Politics/political process                                                                                                                                                                                                                                                                   |
| 11 | Political action<br><i>legislative, governmental, or judicial decisions, parliamentary vote, resolution, binding agreement, personnel decisions, laws and orders, lawsuits, also regulations by state executive agencies (e.g., establishing prescriptive limits for certain substances)</i> |
| 12 | Administrative/ authority action<br><i>actions of the administration (e.g., arrests, fines, security checks, official controls, inspections, moratoria on sales, official shut-down of restaurants or production sites), also actions of police and military</i>                             |
| 13 | Elections/direct-democratic action/ petitioning<br><i>initiating referenda, voting on referenda, collecting signatures for referenda</i>                                                                                                                                                     |
| 20 | Meeting/conference<br><i>conventions, congresses, summits, assemblies, conferences, exhibition, fair, symposium, discussion forum, etc.</i>                                                                                                                                                  |
| 30 | Protest/ mobilizing event<br><i>public assemblies, marches, demonstrations, boycotts, strikes, etc. Also violent protests are coded in this category.</i>                                                                                                                                    |
| 40 | Criminal action<br><i>corruption, fraud, violence</i>                                                                                                                                                                                                                                        |
| 50 | Product-related events                                                                                                                                                                                                                                                                       |



|    |                                                                                                                          |                                                                                                                                                                                                                                                                                                                 |
|----|--------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    | 51                                                                                                                       | New product/ product changes/ technological innovations ( <i>e.g. new recipes, new production processes</i> )                                                                                                                                                                                                   |
|    | 52                                                                                                                       | Voluntary product recalls/ stops on sales or production ( <i>e.g., Fresh Express calls back Romaine salad. Also code sales or production stops, shut-downs of production sites, slaughter of contaminated animals in this category. Note: Mandatory recalls are coded as authority action in category 12.</i> ) |
| 60 | Publication                                                                                                              |                                                                                                                                                                                                                                                                                                                 |
|    | 61                                                                                                                       | Scientific study (also announcement or start of a new study)                                                                                                                                                                                                                                                    |
|    | 62                                                                                                                       | Report or survey ( <i>official reports, reports of NGOs, etc.</i> )                                                                                                                                                                                                                                             |
|    | 63                                                                                                                       | Traditional mass media offline<br><i>Newspaper, magazine, radio, tv program, news agency, cinema, movie, book, also announcement of tv program or the like</i>                                                                                                                                                  |
|    | 64                                                                                                                       | Traditional mass media online                                                                                                                                                                                                                                                                                   |
|    | 65                                                                                                                       | Genuine online media<br><i>Websites, blogs, social media, independent online media (e.g., Huffington Post), e.g. foundation of a new facebook group</i>                                                                                                                                                         |
| 70 | Catastrophes and other incidents (force majeure)<br><i>Natural catastrophes, epidemics and other diseases, accidents</i> |                                                                                                                                                                                                                                                                                                                 |
| 90 | Annual days/events ( <i>e.g. Earth Day, World Food Day</i> )                                                             |                                                                                                                                                                                                                                                                                                                 |
| 99 | Other real-world initiating event                                                                                        |                                                                                                                                                                                                                                                                                                                 |

**Centrality of the issue [CENTR]** (cf. Sowka, et al., 2011)

*Centrality refers to the relative significance given to the issue of food safety in comparison to other issues mentioned by the author. The issue can be of high or medium centrality, or it may represent just a peripheral aspect in a document, depending on the given space the issue covers in the document.*

**Important MAXQDA instruction:** For coding centrality, please mark the main headline of the article and drag and drop it into one of these categories:

|   |                                                                                                                                                                                                                                                                                                                                                          |
|---|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | <p>Low centrality</p> <p><i>Food safety is of low centrality (a peripheral aspect) when the document deals with the issue only marginally compared to other topics in the text. This means that it is only shortly mentioned in the document, i.e. only one or two sentences deal with the issue (for longer articles: less than one paragraph).</i></p> |
| 2 | <p>Medium centrality</p> <p><i>Food safety is of medium centrality when they are an issue next to others and dealt with (= not just mentioned) more or less extensively, but do not stand out clearly against the other issues, i.e. the topic is not prominent in the headline or lead.</i></p>                                                         |
| 3 | <p>High centrality</p> <p><i>Food safety is of high centrality when they constitute the main aspect or one of the main aspects of the article; they should be mentioned in the headline, subheadline or within the first third of the article.</i></p>                                                                                                   |

**END OF FILTER: ALL DOCUMENTS****Are there references to other offline or online media? [MEDREF 1-2]**

*We code this variable only for those parts of the document dealing with the issue of food safety. References given to other offline or online media cited are coded. Internal references/links to the medium of publication are not coded as MEDREF.*

*Examples for MEDREFs: "Der Mitteldeutsche Rundfunk (MDR) berichtete am vergangenen Wochenende", ... "Auf Twitter wurden am Sonntag neue Informationen über.... verbreitet", „in an online-platform, consumers can check ingredients of products“.*

*Sources have to be referred to in the text. A list of weblinks or offline sources in the bottom of the page without any cross reference in the text is not considered for MEDREF.*

*In online documents we only code links to other webpages (i.e. no internal links) if they are explicitly introduced or referred to in the text, e.g.:*

“Read more information on: [www.greenpeace.org](http://www.greenpeace.org).”

“[Foodwatch](#) published on its website new facts about....”

Links inserted into the text without further explanation are not coded as references to other media. We code up to two references. If there are more than two references, we only code the first two references in the order of appearance.

If the same medium is cited more than once, we only code it once.

Note: References to scientific, peer-reviewed journals (e.g. Science, Nature) are not of interest here.

Please google, if you cannot specify by the information given in the text. If a publication is published on- and offline (e.g., Consumer Reports or Greenpeace Magazine), and it is not clear from the reference, which type of media is mentioned, please code the offline medium.

Note: If there is no MEDREF in a document, we code 0 for MEDREF 1 as well a MEDREF 2. If there is only one MEDREF, we code 0 for MEDREF 2.

|    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 0  | No references to other media                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 10 | Reference to offline media                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 11 | Newspaper, magazine, radio, tv program ( <i>also announcement of a program, etc.</i> )                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 12 | Cinema, movie, books, videotapes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 20 | Offline news agency<br><i>e.g. DPA, AP, Reuters, SDA, ...</i><br><i>Only if referred to explicitly in the text as a source of information (not as an author as this will be coded in [TYPE])</i>                                                                                                                                                                                                                                                                                                                     |
| 30 | Website or blog of traditional offline mass media<br><i>e.g., Spiegel.de, nzz.ch</i>                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 40 | Genuine online media<br><i>Websites, blogs, social media, independent online media (e.g., Huffington Post), YouTube Videos</i><br><i>Examples:</i><br><i>“AllergyEats.com provides a forum for customers to rate the allergy-friendliness of restaurants across the country.”</i><br><i>“... the NFCA maintain lists on their websites of restaurants that have undergone their training programs for handling gluten-free foods.”</i><br><i>“Support groups such as KidsWithFoodAllergies.com are also useful.”</i> |
| 50 | Reference to “media” in general                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

|  |                                                                                                                    |
|--|--------------------------------------------------------------------------------------------------------------------|
|  | <i>z.B. "wie gewisse Medien behaupten", „while the news media and litigators have our attention focused on..."</i> |
|--|--------------------------------------------------------------------------------------------------------------------|

## **PART 2: Variables on the actor-frame sequences level**

**IDENTIFICATION OF THE MOST IMPORTANT ACTOR: Who expresses his/her opinion in the article, or whose opinion is expressed?** (cf. Matthes, 2007)

The most important actors (MIP) are the actors who express their opinion concerning food safety and are most central in the document. Actors who are only mentioned (e.g. by another actor) do not count as MIP. They must express their opinion in the document, or their opinion must be paraphrased by the journalist, e.g. “XY says, states, criticizes, demands, warns, puts pressure on so., responds by announcing or doing sth., etc.” We also code opinions which are attributed to actors by the author of the document, e.g. “XY hopes, wants, aims at, believes, assumes, etc.”

In an actor-frame sequence, the MIP gives at least a “problem definition” and another important frame element of the issue, i.e. he/she proposes a cause, consequence, or a treatment to the problem. In a problem definition, the actor takes a specific view or stance on the issue. This view is expressed through the emphasis of certain issue aspects or a specific perspective on the issue. Furthermore, the actor has to mention causes, consequences, and/or solutions to the problem. One actor-frame sequence does not have to contain all these frame elements, but at least a problem definition and one of these other elements must be given.

Actors are defined as individual speakers or collective actors who advance their view of the issue in the document.

An actor is a potential speaker in a text, if:

- his name is mentioned,
- his concrete function is mentioned,
- the used description points clearly to a group of speakers or an institution or
- other substitutes used clearly point to a specific individual or collective actor.

In the case that the potential speaker expresses his position about the issue directly or indirectly, he is coded as actor. For us, only actors who express their positions concerning the issue of food safety are relevant. Statements about other issues are not of interest.

An exception with regard to the above given definition is the journalist/author of the document: He/she also can be a MIP if he/she acts as a speaker in the text giving his/her own interpretation of the issue. As for the other MIPs, the author has to give a problem definition and at least one cause, consequence, or treatment to be considered as MIP, No other actor should be cited to whom the statements can be attributed. Webpages: If no specific author is mentioned, the organization which runs the webpage is the author of the document. One document can contain several frames. That is the case when several actors express different opinions concerning the issue in a document.

We code all speakers (MIPs) according to the above described definition for political documents.

We code up to three MIPs in offline articles and online documents. The first actor to be coded is the most important one – not necessarily the one mentioned first. Crucial for the identification of the most important actor is the space that actor occupies in the document (measured in lines). If, for example, 60% of a document contains statements from Sigmar Gabriel and another 40% contains the opinion of Angela Merkel, Gabriel is the most important actor. If two actors obtain the same space, the actor who is mentioned first has to be coded first.

Sometimes it is hard to decide, where the statement of an actor begins and where it ends. Generally, we attribute whole sentences to the actors. Also introductory phrases (e.g., introducing the person and its function) are included. The same holds for sentences elaborating on the directly quoted statement which do not clearly belong to other actors such as the author.

In an interview, the interviewee is the most important actor. If the interviewer also conveys opinions, interpretations, and evaluations in his questions or statements, he is also coded as MIP. Other actors who are mentioned in the interview by the interviewee or the interviewer can also be coded as MIPs.

In the documents, sometimes newspaper articles are cited and/or commented on. In this case, we code the newspapers as MIPs.

Generally, if an MIP quotes other actors in his or her statement, the following rules apply: The cited actor can be coded as an MIP if he/she fulfils all of the above mentioned requirements (i.e. having an own perspective on the issue, etc.). Note: all the sequences devoted to the perspective of the cited MIP are only attributed to him/her. The remaining sequences belong to the person citing this MIP. Only if these sequences contain a problem definition itself, will the citing person also be coded as MIP.

*Examples:*

*MATTHEW CARNEY: Professor Karoly said, the strength of the study is that it relies on direct observation instead of only climate computer models and simulations.*

→ Carney is just citing the view of professor Karoly. We code Karoly as MIP, but not Carney because he does not express his own perspective on the issue.

*Dr. Roberts adds: „As I said before, scientist Miller interprets the study in a way that climate change is caused by natural conditions. However, my opinion is quite the opposite...“*

→ Roberts quotes Miller with his interpretation of climate change and adds his own perspective. We code the first part of the statement as belonging to Miller and the second part as belonging to Roberts. Thus, both, the citing actor and the cited actor are coded as MIPs.

Results of opinion polls are not considered MIPs and are therefore not part of the coding.

Sometimes the same actor is named differently in the course of an article (e.g. one time his name is mentioned, another time his function, another time the article says only “he”, ...): All synonyms used for the same actor in one article count for the mentioned actor. Organizations and their individual representatives are considered as one unit, i.e. one MIP, if they express the same opinion. Only if an individual representative puts forward a different view than the overall organization can we treat him as a separate actor.

The headline or sub-headlines are seen as part of the article and are treated equally as the ‘normal’ text.

Sometimes an actor conducts a study by order of another actor (e.g. the “Ökoinstitut” conducts a study for Greenpeace). In that case, if the actor who conducts the study is cited (in our example the “Ökoinstitut”) it is the possible MIP (and not Greenpeace).

Sometimes, a position is attributed to several actors so that they express exactly the same position concerning the frame elements. In this case, we only code the actor mentioned first in the text (e.g. “Germany and France want to stop gene food” → this statement is not coded for Germany and France separately (=twice), but only for Germany). However, if the actors do not share the same position, they are coded as separate MIPs.

### **Procedure:**

Read the article/document and

- a) Identify all speakers in the text expressing their view on the issue food safety (MIP candidates); here, also check, if the author acts a speaker himself.
- b) For each of these actors, mark sequences dealing with the issue food safety.
- c) For each actor, check if he/she gives a problem definition and another frame element: does he/she acknowledge or deny a food problem and suggest at least one cause, consequence, or treatment? If not, don’t consider this actor any further.
- d) For online and offline documents: Identify the speakers with the most lines in the document and name them MIP 1 to 3.
- e) Code the actor-frame variables for the first most important actor, afterwards for the second one, then for the third one. For political documents: Code all identified MIPs in the document.

### Rank of the most important actor [MIP\_Rank]

|     |                                                       |
|-----|-------------------------------------------------------|
| 1   | MIP 1 (opinion occupies the most space in a document) |
| 2   | MIP 2                                                 |
| 3   | MIP 3                                                 |
| 4   | MIP 4 (for political documents)                       |
| 5   | MIP 5 (for political documents)                       |
| 6   | MIP 6 (for political documents)                       |
| ... | MIP ... (for political documents)                     |

### [ACT\_SURNAME, string]

*For each of the three most important actors, please write down the full surname (family name/ last name) of the actor. Academic titles (Dr., Prof., M.A., etc.) are not marked down. Name suffixes as titles of nobility or “de”, “d’ ”, “Jr.” belong to the surname (e.g., Edd von Schleck → code “von Schleck”), Gregory d’Amato → code “d’Amato”). Members of the House of Lords are named with their title of nobility. Please write down the full title of nobility as the surname.*

*If no names of individual persons are mentioned, but only an institution, organization, project team, etc. we only code the variable [ACT\_ORG].*

*If several persons are mentioned all belonging to the same organization and putting forward the same views and interpretations, we leave this variable blank and only code the organization in [ACT\_ORG].*

### [ACT\_NAME, string]

*For each of the three most important actors, please write down the full first name of the actor.*

### [ACT\_ORG, string]

*If mentioned, please write down the name of the institution, organization, project team, etc. to which the person belongs. Also code this variable if only an organization is mentioned or if several persons belonging to the same organization and representing the same opinion are mentioned.*

*If you do not have the name of a specific organization, you can also code groups such as “Dutch scientists” or “consumer advocates” in this field.*

*Journalist/author as MIP: please code the name of the newspaper, the name of the news agency or – in the case of online documents – the name of the organization the document belongs to as organization. In the latter case, the name of the webpage is noted as*



organization, e.g. for [www.greenpeace.org](http://www.greenpeace.org) it is greenpeace.org, for [www.abgespeist.de](http://www.abgespeist.de) it is abgespeist.de.

*Blogs: only the name of the organization is written down, not the entire url (e.g. watts up with that)*

Political actors like parliament: Please write down “parliament” in the ACT\_ORG field and leave the other variables (name & function) empty.

Members of Parliament: Please write down the name of the parliamentary house, even if it is not explicitly mentioned (Act\_Func is only coded if a function is explicitly mentioned).

### **[ACT\_FUNC, string]**

*Only use this field, if additional information on the function of the actor, i.e. his /her position within the organization, is given, or if only the function of the actor is mentioned (e.g. “die Bundeskanzlerin”). Please code only functions mentioned explicitly in the text. Journalist/author as MIP: Please code “author” as function.*

*Guest authors: please write down the concrete function of the person AND “author” (e.g. James Hansen: director of the NASA institute and author of an article in the NYT → director, author*

### **To which group does the most important actor belong? [ACTG]** (cf. Koopmans, 2002; Rucht, Yang, & Zimmermann, 2008)

*Please choose the social group to which the actor belongs. If an actor can be associated to several categories because he has several positions, and more than one position is mentioned in the text, choose the position mentioned first.*

*If the actor is too unspecified to attribute him to one of the specific subcategories, code the main category (10, 20, 30 etc.; e.g. an unspecified politician where it is unclear whether he/she is referred to as government, parliament or parties will be coded as 10-political actor; the same will be done for former states(wo-)men).*

*All values should be read as including organizations and institutions, as well as unorganized collectives and even individuals, i.e., ‘consumers’ are coded into ‘consumer organizations and groups’. The ‘groups’ should be read as referring to formally or unorganized collectives as well as individuals speaking or acting for such groups.*

*Foundations are generally coded as civil society actors, regardless of the founding institution; e.g. also foundations of political parties or economic businesses are coded as civil society actors.*

*In the case that scientific studies are cited but no specific author of the study is mentioned, we code as MIP the unspecified group “scientists” (→ 361).*

*If for example a scientist is employed at a political institution and directly works for them, he/she is coded as political actor. The same applies if a scientist works for a media organisation (e.g. a meteorologist) who is responsible for the presentation of weather forecasts. He is coded as “media” (40), not as scientific actor.*

*Bloggers are subsumed under their respective category, i.e. the CEO of Novartis’s blog is the blog of an economic actor, a journalist’s blog that of a media actor, etc. Key to their*

classification is the way they present themselves. If they appear in their institutional role (e.g. “This is the blog of journalist XYZ”), record them in the appropriate category and as specific as possible; if they do not appear in their institutional role (“This is James McNulty’s blog”), classify them as “citizens, single private persons”. Civil society bloggers such as Anthony Watts’ climate sceptic blog, who claim to be experts in a certain field are explicitly recorded as such.

|           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>10</b> | <b>Political actor</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 11        | <p>government/executive</p> <p><i>Governments and government representatives (spokespersons, ministers, royalty etc.) irrespective of territorial scope. The European Commission, European Council and Council of Ministers, the UN General Secretary and Security Council are coded as governments. Other examples: mayor, Landesregierung, ministry of education, Berlin senate, Department of Health, Attorney General, Commissioner</i></p>                                                                                                                                                                                                                                                                                                                         |
| 12        | <p>Legislative</p> <p><i>Legislatives and parliaments (all chambers), including individual members thereof, including parliamentary fractions of political parties. Examples: House of Representatives, Congress, Senate, Bundestag, Bundesrat, House of Lords, European Parliament, local councils, parliamentary fraction of the SPD, Labor MPs, Rapporteur(s)/Berichterstatter. Intergovernmental organizations which draw up international treaties on the basis of unanimous consent of the signatories are coded among executive/government The European Parliament and the General Assembly of the UN are, however, coded as legislatives, because they have (limited, but still) the power to make binding decisions on the basis of majority decisions</i></p> |
| 13        | <p>political parties</p> <p><i>This category should be used only for parties as parties, e.g., party chairman, party congress, “die SPD”, “a Labor party spokesman”, as well as for sub-organizations of parties (e.g., Junge Sozialisten). Note that the same person may be coded differently according to the way in which her or his position is described: e.g., Bundeskanzler Schröder is coded as government, Mitglied des Bundestages Schröder is coded as legislative, SPD-Parteivorsitzender Schröder is coded as political party.</i></p> <p><i>Note: For parliamentary debates, we code members of the parliament of a specific party in ACTG 12 (legislative).</i></p>                                                                                      |
| 14        | <p>state executive agencies</p> <p><i>Bundesumweltamt, Landesämter für Umwelt, WHO, IPCC, WMO, Aufsichtsbehörden, e.g. European Food Safety Agency (EFSA), Bundesamt für Gesundheit (BAG/ Switzerland), Bundesinstitut für Risikobewertung (BfR/ Germany), Bundesamt für Verbraucherschutz und Lebensmittelsicherheit (BVL/Germany), Food Standards Agency (FSA/ UK), Food and Drug Administration (FDA/ USA), Centers for Disease Control and Prevention, Eidgenössische Kommission für Konsumentenfragen, Health Protection Agency (HPA), health officials, Nationalparkverwaltung,</i></p>                                                                                                                                                                           |

|           |                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|-----------|---------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|           |                                                                     | <i>ambassadors, Sustainable Development Commission, Food Safety and Inspection Service (FSIS), UNICEF, Health and Safety Executive (HSE/ UK)</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 15        | judiciary                                                           | <i>e.g., European Court of Justice, individual judges, juries</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 16        | police/internal security agencies/military                          | <i>E.g., police, marechaussee, Bundesgrenzschutz, secret service, Verfassungsschutz, Europol, Bundeswehr, NATO</i><br><i>Note: the Police Union is coded as a union</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 17        | central bank                                                        | <i>e.g. IWF, Weltbank</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 18        | whole countries, whole economies, federal states, local communities | <i>e.g., ‘the EU’, ‘the UN’, ‘Britain’, if used not to refer to the government or any other specific institution, but to the polity as a whole; also federal states (Bundesländer) like Bavaria, California and local community units (such as cities, city districts), ‘der Bund’.</i><br><i>Note that ‘the Europeans’, ‘the British’, etc. are coded in 52: general public</i>                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 19        | Direct-democratic /popular initiative (referendum committee)        | <i>Initiators of a referendum, e.g., Volksinitiative / Komitee der Volksinitiative / Volksbegehren. Note: Usual citizens’ initiatives and action groups are coded as non-profit actors of civil society.</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>20</b> | <b>Socioeconomic pressure groups (economic power)</b>               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 21        | unions and employees                                                | <i>includes the general categories “workers” and “employees”</i><br><i>e.g. Bundesverband Beruflicher Naturschutz (BBN) e.V., Public Employees for Environmental Responsibility, childcare workers</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 22        | employer’s organizations/ trade and professional associations       | <i>e.g., Bundesverband der deutschen Industrie (BDI), Verband der chemischen Industrie, Deutscher Bauernverband, Deutsche Landwirtschafts-Gesellschaft (DLG), Bio Suisse, Bioland, Bundesverband Erneuerbare Energie, Eco Swiss, Eco Sense, Naturland, Öbu, UnternehmensGrün (Bundesverband der grünen Wirtschaft), Demeter-Verband, Naturland – Verband für ökologischen Landbau, National Farmers Union (NFU), National Chicken Council, Verband Thurgauer Landwirtschaft, Wasser Agenda 21, Bundesdeutscher Arbeitskreis für Umweltbewusstes Management (B.A.U.M), Schweizerischer Wasserwirtschaftsverband, Ärztekammer (medical association), crèche owners, American Veterinary Medical Association, IFS, R-CALF USA (Ranchers-Cattlemen Action Legal Fund, United Stockgrowers of America)</i> |
| 23        | firms and companies                                                 | <i>Code all firms and companies not fitting into the subcategories here, e.g. assurances, banks, industry consultants, attorneys.</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

|           |                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|-----------|----------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|           | 231                                                      | Agricultural firms and companies ( <i>e.g., farmers, Agrochemiekonzerne, Monsanto</i> )                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|           | 232                                                      | Food industry ( <i>e.g., food companies like Nestlé, Unilever, Kraft, Dr. Oetker, Kühne, Schlachthof-Konzerne</i> )                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|           | 233                                                      | Health business ( <i>e.g., pharmaceutical industry, health insurances, hospital groups, Weight Watchers</i> )                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|           | 234                                                      | Gastronomy ( <i>e.g., restaurants, catering</i> )                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|           | 235                                                      | Retailers ( <i>e.g., Sainsbury's, Edeka, Real, Safeway, Trader Joe's</i> )                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>30</b> | <b>Non-profit actors of civil society (social power)</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|           | 31                                                       | Environmental movements/organizations and groups, incl. animal protection<br><i>e.g., Greenpeace, BUND (Germany), PETA - People for the Ethical Treatment of Animals International, WWF, The Humane Society of the US, Alliance to Save our Antibiotics, Compassion in World Farming (CIWF), Friends of the Earth – foe, Umweltschützer, environmentalists, WRAP, umweltinstitut.org, Natural Resources Defense Council (NRDC)</i>                                                                                                                                        |
|           | 32                                                       | Food movements and groups<br><i>e.g., Foodwatch, Genfood campaigns, Soil Association, aid infodienst, Meine Landwirtschaft.de, slowfood, Center for Science in the Public Interest (cspinet.org), Sustain/sustainweb.de, Center for Food Safety (CFS), Food &amp; Water Watch, Not in My Food, Gen-ethisches Netzwerk e.V. (GeN), Deutsche Gesellschaft für Ernährung e. V., Vegetarierbund Deutschland, Safe Tables our Priority (STOP), food activists, nourish9billion.org, Meine Landwirtschaft, GeneWatch UK, agrarinfo.ch, Childrens Food Trust, Organic Center</i> |
|           | 33                                                       | Health associations and groups<br><i>e.g., Allergiebund, PEW Health Group (USA), Healthy Schools Campaign, Physicians Committee for Responsible Medicine, Chartered Institute of Environmental Health (CIEH), EPHA, naturalnews.com, Physicians for Social Responsibility (PSR)</i>                                                                                                                                                                                                                                                                                       |
|           | 34                                                       | Solidarity/ human rights/ peace movement organizations and groups<br><i>This includes only private organizations such as Pro Asyl, Anti-Racist Alliance, Amnesty International, Terre des Hommes, médecins sans frontières, Alliance Sud, Erklärung von Bern, Germanwatch, Gesellschaft für bedrohte Völker, Oxfam, Welthungerhilfe, Brot für die Welt, Population Connection, Südwind Institut, Farmer-to-Consumer Legal Defense Fund (FTCLDF) etc.</i>                                                                                                                  |
|           | 35                                                       | welfare organizations<br><i>E.g. Red Cross, Arbeiterwohlfahrt, not state welfare agencies (these are coded as state executive agencies).</i>                                                                                                                                                                                                                                                                                                                                                                                                                              |
|           | 36                                                       | Experts / scientists                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

|    |     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|----|-----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    | 361 | Scientific and research professionals and institutions ( <i>e.g., research institutes, universities, scientific associations</i> ), <i>die Wissenschaftler, die Forscher</i>                                                                                                                                                                                                                                                                                                                                       |
|    | 362 | Health experts ( <i>not being scientists, e.g., doctors, nurses, etc., also hospitals</i> )                                                                                                                                                                                                                                                                                                                                                                                                                        |
|    | 363 | Civil society bloggers ( <i>e.g. Anthony Watts of “wattsupwiththat.com”, Verbraucherpapst, barfblog</i> )                                                                                                                                                                                                                                                                                                                                                                                                          |
|    | 364 | Other experts ( <i>e.g., think tanks, Club of Rome, Testbiotech e.V.</i> )                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 37 |     | Churches and religious organizations and groups                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 38 |     | consumer organizations and groups<br><i>Verbraucherzentrale, Verbraucherzentrale Bundesverband e.V. (vzbv), VERBRAUCHER INITIATIVE e. V., Die Verbraucher Initiative, Stiftung Warentest, Bund der Energieverbraucher, Verbraucher fürs Klima, Consumers Union, Consumers Report, Which?, consumerfocus, National Consumer Council, Consumer Federation of America, Organic Consumer Association, konsumentenschutz.ch, konsum.ch, „consumers“, consumer advocates, consumer activists, zusatzstoffe-online.de</i> |
| 39 |     | Other civil society organizations and groups<br><i>These groups are formed by members who share a common trait or attribute, including not already mentioned social categories such as 'youth', 'the unemployed', 'children', 'food allergy sufferers', 'parents of allergic kids', teens and adolescents, 'industrial meat proponents', 'Kritiker' etc.</i>                                                                                                                                                       |
| 40 |     | <b>media and journalists</b> ( <i>media power</i> )<br><i>including filmmakers; online news platforms, Der Beobachter, Cropchoice.com, consumeraffairs.com, grist.org, nationofchange, news agencies</i>                                                                                                                                                                                                                                                                                                           |
| 50 |     | <b>Citizens</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 51 |     | Single private persons/ citizens<br><i>Single persons or citizens on the street, in the supermarket, etc. Also relatives of politicians (e.g. “first lady”) belong here, if they do not appear in another official function. Do NOT code freelancers or one-person enterprises here. These belong into the “firms and companies” categories.</i>                                                                                                                                                                   |
| 52 |     | the general public<br><i>'die Öffentlichkeit', 'the electorate', 'the Germans', 'the population', 'taxpayers', 'families'; “you” if the reader is addressed as the ordinary consumer</i>                                                                                                                                                                                                                                                                                                                           |
| 99 |     | Other actor<br><i>International Olympic Committee (IOC),</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

### Scope of MIP [ACTSC]

*Note: The notion of “scope” refers to the organizational extension of the organization or institution. In the case of non-organized collective actors (e.g., 'farmers', 'protesters') it*

refers to the scope of mobilization. I.e., if the report mentions 'farmers from different countries', the scope is "supranational/not global/other'.

Note on the scope of multinational companies: Business firms are coded as they are qualified in the article. If the article says, "the American automobile manufacturer Ford", it is coded as national, USA, if it says "the multinational company Ford", it is coded as global.

Journalist as MIP: please code as scope "national" → 200

If a person and his/her organization are mentioned, the scope of the organization is coded.

You might have to google organizations to determine their scope, if it is not clear from the text. Most organizations have an "about us" page. If the scope is not explicitly mentioned in the text, we code the scope corresponding to the self description of the organization on its webpage.

Example: Greenpeace writes on its webpage that it is an international organization. Thus, we code 115. However, if the text is clearly about Greenpeace Switzerland, then, we code a national scope. Other example: If BMW calls itself a German automobile company, we code 200. However, we code 115, if it presents itself as a multinational firm.

If both national and global self descriptions are found on the internet, please code the global scope.

Only if the scope cannot be at all determined this way, we code 999.

News agency: We code the scope 130 for all news agencies

Single persons (e.g. a blogger): We code the scope 200 (national) for all single persons

General public: If a larger group such as "the consumers" is quoted or addressed in a newspaper or other media, code the scope (and country) of the media outlet, e.g., national, US if this MIP is quoted in the NYT.

|     |               |                                                                                                                                                                                                                                                                                                 |
|-----|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 100 | Supranational |                                                                                                                                                                                                                                                                                                 |
|     | 110           | Global                                                                                                                                                                                                                                                                                          |
|     | 111           | IPCC                                                                                                                                                                                                                                                                                            |
|     | 112           | WHO                                                                                                                                                                                                                                                                                             |
|     | 113           | FAO                                                                                                                                                                                                                                                                                             |
|     | 114           | UN<br>also: all UN institutions like UNESCO, UNHCR, UN security council                                                                                                                                                                                                                         |
|     | 115           | Other<br>E.g. ILO, WTO, IMF, World Bank, CAC, Amnesty International, Greenpeace International, International Council of Voluntary Associations, médecins sans frontières, Attac, Club of Rome<br>Companies acting globally – such as McDonalds, Nestlé, etc. – are also coded in this category. |
|     | 120           | not global                                                                                                                                                                                                                                                                                      |
|     | 121           | EU                                                                                                                                                                                                                                                                                              |

|     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                   |
|-----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <p><i>European Commission, Council of the European Union (Ministerrat), European Parliament, European Council, European Court of Justice (Europäischer Gerichtshof), EU citizens, most EU states,</i></p> <p><i>NOT: Council of Europe (Europarat) and European Court of Human Rights (Europäischer Gerichtshof für Menschenrechte); those belong to 130.</i></p> |
|     | 122                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | G8/G20                                                                                                                                                                                                                                                                                                                                                            |
|     | 123                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | OECD                                                                                                                                                                                                                                                                                                                                                              |
|     | 124                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | NAFTA                                                                                                                                                                                                                                                                                                                                                             |
|     | 125                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Mercosur                                                                                                                                                                                                                                                                                                                                                          |
|     | 126                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | African Union                                                                                                                                                                                                                                                                                                                                                     |
|     | 127                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | ASEAN                                                                                                                                                                                                                                                                                                                                                             |
|     | 128                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Arabische Liga                                                                                                                                                                                                                                                                                                                                                    |
|     | 129                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <p>specific regions of the world</p> <p><i>Specific geographical regions of the world or groups of states, ,E.g.: Africa, Europe, emerging economies (Schwellenländer), Third World, most Mediterranean states → continue with [ACTCOUNTRY]</i></p>                                                                                                               |
|     | 130                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <p>Other</p> <p><i>federations of countries, bilateral</i></p> <p><i>E.g., GermanAmerican Trade Association, German-French summit, Deutsch-Polnischer Freundschaftsverein, Europarat, Europäischer Gerichtshof für Menschenrechte, all news agencies</i></p>                                                                                                      |
| 200 | <p>National/regional/local → continue with [ACTCOUNTRY]</p> <p><i>E.g., national political parties, Bundesverfassungsgericht, Deutscher Gewerkschaftsbund, national media (incl. local papers in name with national scope such as NZZ, FAZ), Deutsche Telekom, Zentralrat der Juden in Deutschland</i></p> <p><i>Landesregierungen, Landesversorgungsamt, Norddeutscher Rundfunk, Bund türkischer Einwanderer in Berlin-Brandenburg, Flüchtlingsrat Niedersachsen, purely regional political parties (e.g. Frisian National Party), regional branches of national parties (e.g., Hessian SPD)</i></p> <p><i>local governments, local parties and party branches, Braunschweiger Zeitung, Jüdische Gemeinde Berlin, Fürther Komitee gegen Rechtsradikalismus</i></p> <p><i>If cities are mentioned where you don't know the country, please google it and code the country the city belongs to.</i></p> |                                                                                                                                                                                                                                                                                                                                                                   |
| 999 | Unspecified, not identifiable                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                   |

**Filter: If ACTSC= 129 or 200**

**Country of the actor [ACTCOUNTRY]**

The country of an actor is where the actor is permanently resident, i.e., not necessarily corresponds to the actor's nationality.

*see list of countries*



**Filter: If ACTG=11, 12, or 13****Party affiliation of the actor [ACTPA]**

*We code the party affiliation of an actor, if it is explicitly mentioned in the text. Otherwise just leave this variable blank.*

*Note: This list contains all parties, which are represented in the national or European parliament or have gained more than 2% of the votes in the last elections on national or European level. If the actor belongs to another party, please use the "Other" categories.*

| <b>GERMANY</b>     |                                             |
|--------------------|---------------------------------------------|
| 101                | CDU/CSU                                     |
| 102                | FDP                                         |
| 103                | SPD                                         |
| 104                | B'90/Die Grünen                             |
| 105                | Die LINKE                                   |
| 106                | Piratenpartei                               |
| 107                | Other German party                          |
| <b>SWITZERLAND</b> |                                             |
| 201                | Schweizerische Volkspartei (SVP)            |
| 202                | Sozialdemokratische Partei der Schweiz (SP) |
| 203                | Christlichdemokratische Volkspartei (CVP)   |
| 204                | FDP.Die Liberalen (FDP)                     |
| 205                | Grüne Partei der Schweiz (GPS)              |
| 206                | Grünliberale Partei (GLP)                   |
| 207                | Bürgerlich Demokratische Partei (BDP)       |
| 208                | Evangelische Volkspartei (EVP)              |
| 209                | Lega dei Ticinesi                           |
| 210                | Christlichsoziale Partei (CSP)              |
| 211                | Mouvement Citoyens Romands/Genevois         |
| 212                | Other Swiss party                           |
| <b>UK</b>          |                                             |
| 301                | Conservative Party                          |
| 302                | Labour Party                                |
| 303                | Liberal Democrats                           |
| 304                | Democratic Unionist Party                   |
| 305                | Scottish National Party                     |

|                                                    |                                                                                                  |
|----------------------------------------------------|--------------------------------------------------------------------------------------------------|
| 306                                                | Sinn Féin                                                                                        |
| 307                                                | Plaid Cymru                                                                                      |
| 308                                                | Social Democratic and Labour Party                                                               |
| 309                                                | Green Party of England and Wales                                                                 |
| 310                                                | Alliance Party of Northern Ireland                                                               |
| 311                                                | United Kingdom Independence Party (UKIP)                                                         |
| 312                                                | British National Party                                                                           |
| 313                                                | Other UK party                                                                                   |
| <b>USA</b>                                         |                                                                                                  |
| 401                                                | Republican Party                                                                                 |
| 402                                                | Democratic Party                                                                                 |
| 403                                                | Other US parties                                                                                 |
| <b>Political groups of the European parliament</b> |                                                                                                  |
| 501                                                | EVP – Fraktion der Europäischen Volkspartei (Christdemokraten)                                   |
| 502                                                | S&D – Fraktion der Progressiven Allianz der Sozialisten und Demokraten im Europäischen Parlament |
| 503                                                | ALDE - Fraktion der Allianz der Liberalen und Demokraten für Europa                              |
| 504                                                | ECR – Europäische Konservative und Reformisten                                                   |
| 505                                                | Grüne/EFA – Fraktion der Grünen / Europäische Freie Allianz                                      |
| 506                                                | KVEL/NGL – Konföderale Fraktion der Vereinigten Europäischen Linken/Nordische Grüne Linke        |
| 507                                                | EFD - Fraktion Europa der Freiheit und der Demokratie                                            |
| 508                                                | NI - Fraktionslose                                                                               |

**END OF FILTER: ALL CASES**

## Is there an addressee the actor addresses with criticism or demands? [ADDREL]

The MIP directly addresses another clearly identifiable actor with demands or criticism. This is the case if the following conditions are met: (a) The demand or criticism should be as specific/ explicit as possible; (b) the addressee can be clearly identified as an institution, a private person, or a specific group of people (e.g., "consumers").

It is thus not enough if a MIP states the "we should do something about climate/food safety" as both the addressee ("we") and the content of the demand are too unspecific.

If several addressees are mentioned we only code the first one.

|   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|---|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 0 | no addressee mentioned                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 1 | <p>addressee is criticized</p> <p>The MIP makes explicit that he/she does not agree with what another actor thinks, says, or does. This may have the form of polite disagreement, but also overt attacks or offenses.</p> <ul style="list-style-type: none"> <li>- "...said the Physicians Committee's test was "disingenuous," given that it identified only 57 questionable samples out of about 42 million pounds of ready-to-cook chicken products in grocery stores every day."</li> <li>- "I'm very surprised that a manufacturer would really show a disregard for what is safe," LeBlanc said."</li> <li>- "It's just a shame that an activist with an agenda can really degrade the safety of our food supply," said David Theno, an industry consultant who has advised BPI.</li> <li>- "The purpose of regulation, of course, is to protect the public. If the Republicans and the chamber don't like that, they can suck a deregulated egg."</li> </ul>                                           |
| 2 | <p>demands are made on the addressee-</p> <p>The MIP calls another actor to do or leave something concerning food safety. Demands can also be suggestions, recommendations, proposals, etc. as long as their content is explicitly stated by the MIP.</p> <ul style="list-style-type: none"> <li>- "Germany calls on the U.S. to sign the Kyoto Protocol" → the U.S. are the addressee, and demands are made on them by Germany</li> <li>- "Führende Wissenschaftler fordern das IPCC auf, mehr Transparenz herzustellen" → Here, scientists make a demand vis-à-vis the IPCC regarding transparency</li> <li>- „Die Grüne Partei schlägt dem Schweizer Bundesrat vor, eine Öko-Steuer einzuführen“ → Here, the Green Party makes a demand to the Swiss Federal Government about an eco tax.</li> <li>- "The FDA warned vulnerable consumers like the elderly to hard-boil eggs to cut the risk of food poisoning." → Here, the FDA wants a specific group of consumers to change their behaviour.</li> </ul> |
| 3 | both aspects are mentioned (criticism and demands)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |

**FILTER: ADDREL = 1, 2 or 3**

*If an addressee is mentioned by the actor, we also code the following variables.*

*Remember: If several addressees are mentioned, we only code the information for the first one.*

**To which group does the addressee belong? [ADDG]**

(same as ACTG)

**Scope of the addressee [ADDSC]**

(same as ACTSC)

**Country of the addressee [ADDCTR]**

(same as ACTCTR)

**Party affiliation [ADDPA]**

(same as ACTPA)

**Problem definition: What perspective on food safety is taken by the actor? Which aspects of the issue are most prominent?**

*In the following variables we identify what the MIP talks about, if he defines a food problem, and from which perspective he/she discusses the food problem. Which specific view does the actor take on the issue? Which issue aspects does he or she focus on? Of course, several actors can have the same problem definition of the issue. The problem definition of an actor does not have to be the main topic of the article.*

*The problem definition consists of the variables PROBTYP, PROBAW, and PROBDEF. All of these variables have to be coded for each actor; omissions are not allowed!*

*Choose only one problem definition for each actor. In some cases an actor may take several perspectives on the issue of food safety. In that case, the problem definition that is expressed most extensively has to be coded. If two problem definitions are expressed equally, the one that is mentioned first has to be coded.*

*Keep in mind that above all, the actor has to talk about the issue of food safety, i.e. risks and problems for food safety. If he or she talks about one of the following aspects with no link to food whatsoever, it is not a problem definition we are looking for. For example, if an actor talks about an animal disease, but does not give a hint how this might cause problems for the safety of our food, the actor should not be coded as an MIP at all.*

**What is the food problem? [FOODPROB, string]**

*In this open string variable in the variable list, please specify with a few keywords to what food problem (or problematized food) the actor refers to. A food problem needs to pose at least potential risks to humans. Examples are: chicken contaminated with salmonella, ecoli in meat products, GM fish, BPA in food packaging, health risks of organic food, forbidden substances in sweets, etc.*

***To help you during the coding process:*** Please also write down the food problem on a sheet before you, so you are always reminded what food problem you have to think about when coding the frame elements.

**What type of food is in question? [FPROBTYP]**

*In this variable, please specify if the statement of the actor is related to a specific type of food. If this is not the case (e.g., if the perspective is mainly on regulation issues), please code 1 (food in general/ not applicable).*

*Please choose only one category. If one actor gives several statements on different types of food, choose the one he talks about most extensively. If he talks about two or more types of food with equal weight, choose the category that is mentioned first. For example, if the MIP in his statement first talks three sentences about “Frankenfood” and then later on one sentence about organic food, code 4 (genetically modified food).*

|   |                                                                                                                                                                                                                                                                                                                                                                                                                     |
|---|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | <p>food in general/ not applicable</p> <p><i>please only code this category if none of the more specific one apply. i.e. if there is no focus on a specific type of food. Also code specific groups of food such as chicken, beef, fish, etc. in this category if you cannot decide whether they are produced conventionally or organically.</i></p>                                                                |
| 2 | <p>conventional food</p> <p><i>from conventional agriculture and mass production (only if explicitly mentioned; otherwise code category 1, food in general); it is explicit enough if mass production, mass producers and/or conventional farming practices are mentioned, e.g. "overuse of antibiotics in livestock production", "large meat producers", "Wiesenhof &amp; Co.", "large processing plants".</i></p> |
| 3 | <p>organic food</p> <p><i>bio, ökologischer Landbau, organic food</i></p>                                                                                                                                                                                                                                                                                                                                           |
| 4 | <p>genetically modified food</p> <p><i>risks of GM food, diseases caused by GM food, contamination of other crops and natural products (e.g., honey) GM seeds, Frankenfood, Frankenfish</i></p>                                                                                                                                                                                                                     |
| 5 | <p>nanofood</p> <p><i>risks of nanofood</i></p>                                                                                                                                                                                                                                                                                                                                                                     |
| 6 | <p>novel food</p> <p><i>risks of food innovations, e.g. new exotic plants, new sweeteners (e.g.: Stevia), trendy food</i></p>                                                                                                                                                                                                                                                                                       |
| 7 | <p>functional food</p> <p><i>food which is not only food but what is claimed explicitly to have an additional function besides its nutritional value, e.g. enhance human health (extra vitamins, probiotic yogurt, cholesterol-lowering margarine), make you awake (energy drinks), relax (brownies with sleep aid), enhance your concentration, help you to loose weight, etc.</i></p>                             |
| 8 | <p>fast food / junk food</p> <p><i>food from fast-food diners like McDonalds, Burger King, Pizza Hut, etc., snack bars, instant meals from the super market, frozen pizza, soft drinks, chips, alcohol, sweets, coffee and other unhealthy food</i></p>                                                                                                                                                             |

**Is the occurrence of a food problem denied or acknowledged by the actor?  
[FPROBAW]**

*Here, we ask whether the actor acknowledges or denies that there is a food problem concerning the type of food defined in PROBTYP, i.e. he or she states that food safety is or is not at risk.*

*Note: Answering this question depends on the variable PROBTYP. Please only code the position of the MIP referring to the type of food coded in PROBTYP. For example, if the MIP talks about GM food and organic food, but you decided to code GM food in PROBTYP, you should only code the problem evaluation of the MIP concerning GM food.*

*Please choose only one category that fits best. If the statement of the actor is very neutral or you find that the variable is not applicable, please code 99 (impossible to specify).*

|    |                                                                                                                                                                                                                                                                                                                                           |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1  | <p>problem denied</p> <p><i>Actor explicitly states that there is no food problem, e.g., by denying causes or consequences, or by naming already existing, effective treatments to justify that there is (no longer) a problem. Example: "Let's not blow a food-safety risk out of proportion. That risk is negligible," he said.</i></p> |
| 2  | <p>both positions are discussed equally by the actor</p> <p><i>The actor argues in both directions: On the one hand, one might see a problem, on the other hand not. Example: "In most energy drinks, they're relatively small quantities, so they're probably not doing any harm. But we really don't know."</i></p>                     |
| 3  | <p>problem acknowledged</p> <p><i>Actor explicitly says that there is a food problem, e.g. by emphasizing negative consequences. Also, If he/she calls for treatments against a food problem, it is clear that the actor acknowledges the problem.</i></p>                                                                                |
| 99 | <p>Impossible to specify</p> <p><i>The actor gives no specific evaluation concerning the problem. His/her statement is neutral. Example: "New research by Dutch scientists has found much lower levels of antibiotic use and prevalence of MRSA on organic pig farms compared with non-organic pig farms."</i></p>                        |

## What perspective is taken on the food problem? [FPROBDEF]

*In this variable, we ask for the specific perspective the actor takes on the food problem, defined above. The question is what the actor is mainly talking about? Here, you first need to specify, whether the actor is mainly talking about the food problem itself or about other aspects. For example, if he/she mainly talks about residues of pesticides in strawberries, code category 11 (Food contamination). However, if he/she focuses on how to better regulate the use of pesticides when growing strawberries, code 21 "food safety policy and regulation", as the food problem is not at the centre of the argumentation. The MIP rather focuses on the regulation aspect.*

*If an MIP focuses on two or more possible perspectives, choose the one he/she devotes more space to (count lines or even words). If he/she devotes equal space to two perspectives, choose the first mentioned.*

*Sometimes, if the actor does not explicitly describe his/hers perspective, you may need to determine the perspective on the food problem from the context. This might happen, if a statement is very short, or if an actor just adds something, agrees with or opposes to a statement already given by another actor.*

*Example: Charlotte Nelson, 59, from Columbia, Miss., celebrating granddaughter Kaitlyn's 9th birthday agreed. "I wouldn't expect anybody to get sick," she said.*

|    |                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                  |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 10 | <b>Food problem</b> itself is at the centre of the argumentation ( <i>including its causes and consequences such as human health problems, practices of food production. Code this general category only if the actor talks about another food problem not covered by the subcategories</i> ) |                                                                                                                                                                                                                                                                                                                                                  |
|    | 11                                                                                                                                                                                                                                                                                            | <b>Food contamination</b><br><br><i>Food contaminated by pathogens, e.g., e-coli, salmonella, anti-biotica resistant bacteria (MRSA), or chemicals, e.g., residues of pesticides, and other substances that do not belong there.</i><br><br><i>Note: We also code suspected, but not already proved contaminations of food in this category.</i> |
|    | 12                                                                                                                                                                                                                                                                                            | <b>(Potentially) harmful ingredients</b><br><br><i>Problematic food ingredients/ recipes, transgressions of prescriptive limits for harmful substances, use of forbidden substances, use of potentially harmful substances such as altered genes, nano particles, too much fat, sugar or other poisonous/ dangerous substances.</i>              |



|    |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|----|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    |    | <i>Statements about risks and benefits of GM food or nano food are always coded here (and not as food contamination), unless their main focus is more on another aspect such as regulation or consumer activism.</i>                                                                                                                                                                                                                                                                                                                                               |
|    | 13 | Bad food quality<br><br><i>old or rotten food ("Gammelfleisch"), food nibbled on by mice</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|    | 14 | Food packaging<br><br><i>Enhanced food packages (i.e. with nano structures, or gas mixtures), problematic substances in food packages, e.g. BPA or other chemicals.</i>                                                                                                                                                                                                                                                                                                                                                                                            |
| 20 |    | <b>Other aspects</b> are at the centre of the argumentation ( <i>code this general category only if the actor takes another perspective on the food problem not covered by the subcategories</i> )                                                                                                                                                                                                                                                                                                                                                                 |
|    | 21 | Food safety policy and regulation<br><br><i>Focus on political regulation, licensing, labelling, sanctions</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|    | 22 | Consumer activism<br><br>Focus on consumer rights, freedom of consumer choice and transparency, role of consumer organizations, NGOs and social movements, protests<br><br><i>Example: But some consumer advocates worry that attacks on the product by food activist Jamie Oliver and others will discourage food manufacturers from developing new methods of keeping deadly pathogens out of their products.</i>                                                                                                                                                |
|    | 23 | Role of the media<br><br><i>e.g., media panic during a food scandal.</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|    | 24 | Role of science<br><br><i>Focus on dissent between scientists or methodological aspects of scientific studies (i.e. reliability, validity), implications of scientific results</i><br><br><i>Examples:</i><br><br><i>"These findings, not a 'peer-reviewed' study, are another misleading attempt by a pseudo-medical group to scare consumers in hopes of advancing their goal of a vegan society," said Dr. Ashley Peterson.</i><br><br><i>The research is just one of a clutch of recent studies that are reviving fears that GM food damages human health.</i> |

**Causes [CAU]: Which causes of food problems are mentioned by the actor?**

*Here, we ask whether the actor talks about causes to the food problem. If he does, choose the category that applies. We code all causes for the above defined food problem/ unsafe food mentioned explicitly by the MIP: you can code several causes! We do not care whether the causes are only potential or really proven.*

*However, you should code one type of causes only once. For example, if an actor talks about two causes fitting into the category artificial modification – say gene modification and nano particles – we only code this category once.*

*Be sure only to code causes of food problems, not causes for regulations of food problems, e.g., we are not interested in the intended or unintended consequences of a new bill, new tax, etc.*

*Note: For each coded cause, we additionally specify, if it is mentioned or denied as a cause, or if it is described explicitly as unclear, if the fact needs to be interpreted as a cause. Please be especially aware of actors denying causes of a problem.*

*Thus, for each of the causes the actor mentions, we code one of the following values (subcategories in MAXQDA). Choose the value with the best match (on this level, no multiple answers are allowed).*

|   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | <p>mentioned as cause of the problem</p> <p><i>The actor presents a situation or action as the cause of the above defined food problem.</i></p> <p><i>Example: “The Humane Society called inadequate U.S. Department of Agriculture regulations designed to protect the nation's food supply from being contaminated with meat derived from cattle at a higher risk of carrying mad-cow disease.” → Insufficient political regulation is mentioned as a cause for higher risks of contaminated meat.</i></p> |
| 2 | <p>denied as cause of the problem</p> <p><i>The actor denies that a situation or action is the cause of the food problem.</i></p> <p><i>Example: In reaction to the accusation in the example above, “Will Hueston contends that the multipronged U.S. system is adequate.” → The actor denies that political regulation is insufficient and that it causes problems with contaminated meat. By stating this he also denies that the problem of contaminated meat exists at all.</i></p>                     |
| 3 | <p>explicitly described as unclear</p> <p><i>The actor describes explicitly as unclear, whether the fact needs to be interpreted as a cause. This may be identified by phrases like: „Scientists do not agree whether... “, „Studies show contradictory results...“.</i></p> <p><i>Example: "In most energy drinks, they're relatively small quantities, so they're</i></p>                                                                                                                                  |

probably not doing any harm. But we really don't know."

## LIST OF CAUSES

### **01\_Artificial modification [FCAU\_ART]**

*Human modification of natural organisms, i.e. genetic modifications, cloning, application of nano particles, or modification with other synthetic methods, use of additives, preservatives or other chemicals*

### **02\_Mass production [FCAU\_MASS]**

*Intensive agriculture, mass breeding and keeping of animals, routine use of antibiotics in live stocks, use of pesticides*

### **03\_Side effects of food preparation processes [FCAU\_PREP]**

*Causes inherent to the technological preparation or cooking process, not due to direct human failure (e.g. emergence of acrylamide when frying chips).*

### **04\_Human failure and/or fraud [FCAU\_FAIL]**

*Bad storage or hygiene on the side of the producers, sellers, or retailers; wrong declaration/labelling, repackaging of old or rotten food, bestechliche Inspektoren, korrupte Regierungsmitglieder*

### **05\_Environmental pollution [FCAU\_ENV]**

*Effects of general environmental pollution on food, e.g., radioactive contamination*

### **06\_Natural contamination [FCAU\_NAT]**

*Poisonous plants, animal epidemics, food contamination with pathogenic organisms, not caused by human actions or failure, e.g. inevitable fecal contamination of meat products; natural allergens.*

### **07\_Profit seeking of food business [FCAU\_PROF]**

*Greedy corporations seek to optimize their profit margins; criticizing the power and lobbyism of corporations. Also: Promotion/advertising of unhealthy or even dangerous products.*

*"«Diese Studie», sagt Yves Zenger von Greenpeace, «bestätigt unsere schlimmsten Befürchtungen.» Sie beweise, dass die Agrochemiekonzerne das Risiko des Konsums von gentechnisch veränderten Lebensmitteln herunterspiele «und die Konsumenten als Versuchskaninchen missbrauchen»."*

### **08\_Human arrogance [FCAU\_ARR]**

*Faith in scientific and technological progress lead humans to tamper with nature, delusional sense of feasibility and control, "punishment" for arrogant and unsustainable behaviour of mankind, e.g. "While these improvements in hygiene and sanitation deserve applause, they have inadvertently given rise to a set of truly human-made diseases."*

*"I'll tell you why. There is an irrational, false belief that continues to permeate society today, and it's founded in the lies of Scientism and the reductionist approach to western*

*thinking. That false belief is that chemicals are good for you, but bacteria are bad for you.”*

**09\_Consumer behaviour [FCAU\_CONS]**

*Consumer demand for cheap food; consumers are not willing to pay more because they are poor or greedy. Consumers preferring the “wrong”, i.e. unhealthy diet, or just eating too much of it. Wrong food storage, handling, or hygiene on the side of the consumers.*

**10\_Insufficient political regulation and control [FCAU\_POL]**

*No or insufficient laws, political regulation and/or control, not enough money spent in investigations and regular controls, bad coordination or bad execution of political efforts and administrative acts, e.g. “Jegliche Kontrollen haben versagt.”*

**99\_Other cause [FCAU99]** *important cause not mentioned in the list.*

**Consequences: Which consequences of food problems are mentioned by the actor?**  
(cf. Peters & Heinrichs, 2003; Maurer, 2011)

*Does the author mention consequences of the food problem? Here, we are looking for effects of the food problem. Consequences are distinguished from treatments in that they are no conscious decisions about actions, but just effects that happen because of the food problem. For example, product recalls are a treatment to contain the danger of contaminated food, but the economic losses that go with it are a consequence we code here.*

*We code all consequences the actor attributes to the mentioned food problem (i.e. also consequences the actor mentions as only potential consequences). However, you should code one type of consequences only once.*

*Be sure only to code consequences of food problems, not consequences for regulations of food problems, e.g., we are not interested in the intended or unintended consequences of a new bill, new tax, etc.*

*For each consequence, the coder has to decide first if the actor considers it a positive or a negative effect. Then, he/she determines if the actor really presents the effect as a consequence of the food problem, denies that the effect is due to the problem in question, or explicitly argues that it is uncertain if the facts can be considered consequences of the problem.*

*Please be especially aware of actors denying consequences of food problems/ problematic food. Example: The FDA concluded the genetically altered version was as safe to eat as traditional Atlantic salmon, and posed little risk to the environment. → denied negative ecological consequence.*

*Thus, for each mentioned effect we code its assessment by the speaker (subcategories in MAXQDA). These categories are exclusive and no multiple answers are allowed.*

|   |                        |
|---|------------------------|
| 1 | Positive               |
| 2 | denied positive effect |
| 3 | Negative               |

|   |                                              |
|---|----------------------------------------------|
| 4 | denied negative effect                       |
| 5 | mentions both, negative and positive effects |
| 6 | mentioned without assessment, neutral        |
| 7 | is described explicitly as unclear           |

## LIST OF EFFECTS

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>01_Health effects [FEFF_HEALTH]</b></p> <p><i>Positive: e.g., increased bacterial resistance, less calories, higher nutritional value.</i></p> <p><i>Negative: Diseases and epidemics with manifest short-term consequences, i.e. people get ill because of food contamination, long-term, latent and uncertain negative effects on health and reproduction, e.g., diseases of lifestyle (overweight, hypertension, allergies), infertility dangers, dangers for the unborn child, resistance to antibiotics</i></p>                                                  |
| <p><b>02_Consumer experience [FEFF_EXP]</b></p> <p><i>Positive: e.g., better taste, better look of the products; chocolate does not melt in your hand, feeling trendy, up-to-date</i></p> <p><i>Negative: e.g., artificial taste and look</i></p>                                                                                                                                                                                                                                                                                                                           |
| <p><b>03_Consumer trust and behaviour [FEFF_TRUST]</b></p> <p><i>Positive: Consumers stop buying unsafe food, choose higher quality food, organic food or even become vegetarians or vegans</i></p> <p><i>Negative: Consumer irritation and fear</i></p>                                                                                                                                                                                                                                                                                                                    |
| <p><b>04_Economic consequences [FEFF_ECON]</b></p> <p><i>Positive: Economic benefits for consumers/ producers/ the economy in general, e.g., lower price, more choices, decreasing production costs, extended shelf life, better products, economic boom</i></p> <p><i>Negative: Economic losses for consumers/ producers/ the economy in general, e. g., less choice, higher prices, losses because of product recalls, moratoria on sales, etc., macroeconomic costs, economic recession</i></p>                                                                          |
| <p><b>05_Ecological consequences [FEFF_ECOL]</b></p> <p><i>Positive effects on the environment, e.g., more biodiversity, furthering of the ecological balance</i></p> <p><i>Negative effects on the environment, less biodiversity, adverse effect for the ecological balance</i></p>                                                                                                                                                                                                                                                                                       |
| <p><b>07_Social consequences [FEFF_SOC]</b></p> <p><i>Effects on social welfare, poverty, unemployment</i></p> <p><i>Positive: Positive effects on social equality, i.e. more and better food for all, possibility of feeding the poor</i></p> <p><i>Negative: Social inequality manifested in possible food choices; unsafe and unhealthy food as a bigger problem for the poorer.</i></p> <p><i>"All across the world figures on chronic diseases unveil a ticking bomb with effects not only on people's health, but also on today's struggling health systems."</i></p> |
| <p><b>08_Political consequences [FEFF_POL]</b></p> <p><i>Consequences for the political process, political action (e.g., elections, political posts).</i></p> <p><i>Positive: e.g. green party gains more votes</i></p> <p><i>Negative: e.g. politician has to resign.</i></p>                                                                                                                                                                                                                                                                                              |

**09\_Moral consequences [FEFF\_MORAL]**

*Effects on moral values*

*Positive: Rise in problem awareness and moral values of the people (e.g., the values of saving nature and living sustainably)*

*Negative: Negative effects on/ offenses against moral values (e.g., the values of saving the environment, dignity of nature and animals), tampering with nature or playing god, being cruel to animals: "..., dass den Hähnen in den letzten sechs Wochen vor Übergewicht die Beine wegknicken."*

**10\_Unspecified consequences [FEFF\_UNSP]**

*This category is chosen, if an actor talks about negative or positive consequences of food problems in a general and unspecified manner and does not name other specific effects.*

*Examples*

*"The FSA insists its findings raise no immediate risk to the public..." → unspecified consequence, denied negative effect.*

*"Let's not blow a food-safety risk out of proportion. That risk is negligible," he said, adding that his larger concern focused on humanely treating livestock. → unspecified consequence, denied negative effect.*

**99\_Other consequence [FEFF99]** *If the actor mentions an important consequence not mentioned in the list, please code the category 'other consequence' [FEFF99].*

**Treatments: What has to be done? Which treatments to the problem does the actor suggest?** (cf. Matthes, 2007; Maurer, et al., 2011)

*Does the actor call for actions to reduce the problem? If yes, we code all solutions to the food problem the actor mentions explicitly in a positive way, i.e. he/she supports or calls for the respective solution. Generally, we only code treatments called for the future or measures just about to be established. However, we also code measures recently announced or established, if they are a direct reaction to a current food problem, e.g. a firm calls back a contaminated product, a restaurant is closed, contaminated animals are slaughtered. We do not code treatments that have been already established before the current food problem occurred.*

*Note: Also consumer advice considering consumer behaviour is considered as calls for action.*

*Example: “Consumers should always refrigerate or freeze meat, poultry, eggs and other perishables as soon as you bring them home.” → change of consumer behaviour, voluntary agreement.*

*For each mentioned treatment recommendation, we additionally specify how it is mentioned (subcategories in MAXQDA). If a treatment is proposed to be realized in several ways, e.g. voluntary agreement and funding, we code the one that is mentioned first.<sup>2</sup>*

*If an actor uses existing, already established measures to justify that nothing else needs to be done, we code FAC\_ANTI (no action required).*

*Example: Will Hueston, a former USDA official and now the University of Minnesota's director of the Center for Animal Health and Food Safety, contends the multipronged U.S. system is adequate. In particular, he says, the 1997 prohibition against use of animal protein in feed has been an effective step. → The 1997 BSE scandal is not a current food problem. Rather the actor refers to an already established measure to justify that the status quo is effective and adequate, and he also denies that a current food problem exists. We code FAC\_ANTI (no action required).*

|   |                                                                     |
|---|---------------------------------------------------------------------|
| 1 | obligatory policy rule, e.g. taxes, charges, regulations, standards |
| 2 | voluntary agreement                                                 |
| 3 | fundings, subsidies, financial incentives, tradable permits         |
| 4 | mentioned but not specified                                         |

<sup>2</sup> Originally we planned to allow multiple codings into the subcategories to be able to code several realizations of one treatment. However, in the MAXQDA master file it is not allowed to code multiple subcategories. Please choose only one subcategory, as MAXQDA will save “undefined” if you attribute one case to several subcategories.



## LIST OF TREATMENTS

|                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>01_Change of consumer behaviour/ consumer action [FAC_CON]</b></p> <p><i>Each consumer is part of the solution, when he buys higher quality food, organic food, eats less meat, follows essential rules of hygiene, etc.; change of consumer habits in order to prevent intake of certain substances which might be harmful, consumer actions (calls for engaging in petitions, mailings, protests, boycotts, etc.)</i></p> |
| <p><b>02_Change of agriculture [FAC_AGR]</b></p> <p><i>Supporting alternative ways of agriculture, i.e. organic farming, appropriate animal care;</i></p>                                                                                                                                                                                                                                                                         |
| <p><b>03_Change of industrial production processes [FAC_IND]</b></p> <p><i>Change of processes of food production, handling, packaging ,e.g., in food factories, slaughterhouses, etc.</i></p>                                                                                                                                                                                                                                    |
| <p><b>04_Restrictions on certain substances [FAC_RES]</b></p> <p><i>Establishing prescriptive limits for chemicals, additives, preservatives; ban certain substances, or gm/nano food in general, official checks if food additives are harmful and should be banned or restricted</i></p>                                                                                                                                        |
| <p><b>05_Labelling of food ingredients [FAC_LAB]</b></p> <p><i>Labelling of GM food, nano food and other controversial substances/ingredients</i></p>                                                                                                                                                                                                                                                                             |
| <p><b>06_Change of licensing rules [FAC_LIC]</b></p> <p><i>Tighten the rules of getting a new food product, new substances, etc. on the market; check whether existing rules are still up to date, etc.</i></p>                                                                                                                                                                                                                   |
| <p><b>07_Increased inspection [FAC_INSP]</b></p> <p><i>regular controls and sanctions</i></p>                                                                                                                                                                                                                                                                                                                                     |
| <p><b>08_Coordination [FAC_COORD]</b></p> <p><i>Better coordination and flow of information between several responsible ministries, public agencies and institutes, between public and private stakeholders.</i></p>                                                                                                                                                                                                              |
| <p><b>09_New technologies/ innovations/ research [FAC_TECH]</b></p> <p><i>Scientific studies to better understand causes and consequences of unsafe food, technical innovations of products and production processes</i></p>                                                                                                                                                                                                      |
| <p><b>10_Information/ education/ transparency [FAC_INF]</b></p> <p><i>Investigations and information of the public: clarifications of facts, inquiries to find causes and responsible actors for food problems, consumer information, public debate</i></p>                                                                                                                                                                       |
| <p><b>11_Product recalls/ sales stops/ shut-downs [FAC_REC]</b></p> <p><i>Voluntary or mandatory recalls of potentially contaminated products, shut-downs of restaurants or production sites, official moratoria on sales, slaughter of infected animals, shipment prohibitions, decisions of producers or retailers not to produce or sell a product any more.</i></p>                                                           |
| <p><b>12_General action/ regulation [FAC_GEN]</b></p>                                                                                                                                                                                                                                                                                                                                                                             |

*e.g., "something has to happen" "Da müssen wir ran!" "Science-based regulations ensure that..."*

*"to press the federal government to improve the nation's food-safety system."*

**13\_No action required [FAC\_ANTI]**

*Nothing should be done; everything should stay as it is.*

*Examples: "Aktuell sehen wir keinen Handlungsbedarf." „There is no need for people to change their diet. “*

**99\_Other treatment [FAC99]**

*If the actor mentions an important treatment not mentioned in the list, please enter it in the variable 'other treatment' [FAC99].*

## Appendix 1: List of countries [ACTCOUNTRY und ADDCTR]

|                                                                                  |                                                                           |
|----------------------------------------------------------------------------------|---------------------------------------------------------------------------|
| 1 Deutschland                                                                    | Germany                                                                   |
| 2 Schweiz                                                                        | Switzerland                                                               |
| 3 USA                                                                            | USA                                                                       |
| 4 Großbritannien, Vereinigtes Königreich, England, Schottland, Wales, Nordirland | Great Britain, United Kingdom, England, Scotland, Wales, Northern Ireland |
| 5 Ägypten                                                                        | Egypt                                                                     |
| 6 Äquatorialguinea                                                               | Equatorial Guinea                                                         |
| 7 Äthiopien                                                                      | Ethiopia                                                                  |
| 8 Afghanistan                                                                    | Afghanistan                                                               |
| 9 Albanien                                                                       | Albania                                                                   |
| 10 Algerien                                                                      | Algeria                                                                   |
| 11 Andorra                                                                       | Andorra                                                                   |
| 12 Angola                                                                        | Angola                                                                    |
| 13 Antigua und Barbuda                                                           | Antigua and Barbuda                                                       |
| 14 Argentinien                                                                   | Argentina                                                                 |
| 15 Armenien                                                                      | Armenia                                                                   |
| 16 Aserbaidshan                                                                  | Azerbaijan                                                                |
| 17 Australien                                                                    | Australia                                                                 |
| 18 Bahamas                                                                       | Bahamas                                                                   |
| 19 Bahrain                                                                       | Bahrain                                                                   |
| 20 Bangladesch                                                                   | Bangladesh                                                                |
| 21 Barbados                                                                      | Barbados                                                                  |
| 22 Belgien                                                                       | Belgium                                                                   |
| 23 Belize                                                                        | Belize                                                                    |
| 24 Benin                                                                         | Benin                                                                     |
| 25 Bhutan                                                                        | Bhutan                                                                    |
| 26 Bolivien                                                                      | Bolivia                                                                   |
| 27 Bosnien und Herzegowina                                                       | Bosnia and Herzegovina                                                    |
| 28 Botsuana                                                                      | Botswana                                                                  |
| 29 Brasilien                                                                     | Brazil                                                                    |
| 30 Brunei                                                                        | Brunei                                                                    |
| 31 Bulgarien                                                                     | Bulgaria                                                                  |
| 32 Burkina Faso                                                                  | Burkina Faso                                                              |
| 33 Burundi                                                                       | Burundi                                                                   |
| 34 Chile                                                                         | Chile                                                                     |
| 35 China                                                                         | China                                                                     |
| 36 Costa Rica                                                                    | Costa Rica                                                                |
| 37 Dänemark                                                                      | Denmark                                                                   |
| 38 Dominica                                                                      | Dominica                                                                  |
| 39 Dominikanische Republik                                                       | Dominican Republic                                                        |
| 40 Dschibuti                                                                     | Djibouti                                                                  |
| 41 Ecuador                                                                       | Ecuador                                                                   |
| 42 El Salvador                                                                   | El Salvador                                                               |
| 43 Elfenbeinküste                                                                | Ivory Coast/ Cote D'Ivoire                                                |

|    |                               |                               |
|----|-------------------------------|-------------------------------|
| 44 | Eritrea                       | Eritrea                       |
| 45 | Estland                       | Estonia                       |
| 46 | Fidschi                       | Fiji                          |
| 47 | Finnland                      | Finland                       |
| 48 | Frankreich                    | France                        |
| 49 | Gabun                         | Gabon                         |
| 50 | Gambia                        | Gambia                        |
| 51 | Georgien                      | Georgia                       |
| 52 | Ghana                         | Ghana                         |
| 53 | Grenada                       | Grenada                       |
| 54 | Griechenland                  | Greece                        |
| 55 | Guatemala                     | Guatemala                     |
| 56 | Guinea                        | Guinea                        |
| 57 | Guinea-Bissau                 | Guinea-Bissau                 |
| 58 | Guyana                        | Guyana                        |
| 59 | Haiti                         | Haiti                         |
| 60 | Honduras                      | Honduras                      |
| 61 | Indien                        | India                         |
| 62 | Indonesien                    | Indonesia                     |
| 63 | Irak                          | Iraq                          |
| 64 | Iran                          | Iran                          |
| 65 | Irland                        | Ireland                       |
| 66 | Island                        | Iceland                       |
| 67 | Israel                        | Israel                        |
| 68 | Italien                       | Italy                         |
| 69 | Jamaika                       | Jamaica                       |
| 70 | Japan                         | Japan                         |
| 71 | Jemen                         | Yemen                         |
| 72 | Jordanien                     | Jordan                        |
| 73 | Kambodscha                    | Cambodia                      |
| 74 | Kamerun                       | Cameroon                      |
| 75 | Kanada                        | Canada                        |
| 76 | Kap Verde                     | Cape Verde                    |
| 77 | Kasachstan                    | Kazakhstan                    |
| 78 | Katar                         | Qatar                         |
| 79 | Kenia                         | Kenya                         |
| 80 | Kirgistan                     | Kyrgyzstan                    |
| 81 | Kiribati                      | Kiribati                      |
| 82 | Kolumbien                     | Columbia                      |
| 83 | Komoren                       | Comoros                       |
| 84 | Kongo, Republik               | Congo, Republic of            |
| 85 | Kongo, Demokratische Republik | Congo, Democratic Republic of |
| 86 | Kroatien                      | Croatia                       |
| 87 | Kuba                          | Cuba                          |
| 88 | Kuwait                        | Kuwait                        |
| 89 | Laos                          | Laos                          |
| 90 | Lesotho                       | Lesotho                       |

|     |                          |                         |
|-----|--------------------------|-------------------------|
| 91  | Lettland                 | Latvia                  |
| 92  | Libanon                  | Lebanon                 |
| 93  | Liberia                  | Liberia                 |
| 94  | Libyen                   | Libya                   |
| 95  | Liechtenstein            | Liechtenstein           |
| 96  | Litauen                  | Lithuania               |
| 97  | Luxemburg                | Luxembourg              |
| 98  | Madagaskar               | Madagascar              |
| 99  | Malawi                   | Malawi                  |
| 100 | Malaysia                 | Malaysia                |
| 101 | Malediven                | Maldives                |
| 102 | Mali                     | Mali                    |
| 103 | Malta                    | Malta                   |
| 104 | Marokko                  | Morocco                 |
| 105 | Marshallinseln           | Marshall Islands        |
| 106 | Mauretanien              | Mauritania              |
| 107 | Mauritius                | Mauritius               |
| 108 | Mazedonien               | Macedonia               |
| 109 | Mexiko                   | Mexico                  |
| 110 | Mikronesien              | Micronesia              |
| 111 | Moldawien                | Moldova                 |
| 112 | Monaco                   | Monaco                  |
| 113 | Mongolei                 | Mongolia                |
| 114 | Montenegro               | Montenegro              |
| 115 | Mosambik                 | Mozambique              |
| 116 | Myanmar                  | Myanmar/ Burma          |
| 117 | Namibia                  | Namibia                 |
| 118 | Nauru                    | Nauru                   |
| 119 | Nepal                    | Nepal                   |
| 120 | Neuseeland               | New Zealand             |
| 121 | Nicaragua                | Nicaragua               |
| 122 | Niederlande              | Netherlands             |
| 123 | Niger                    | Niger                   |
| 124 | Nigeria                  | Nigeria                 |
| 125 | Niue                     | Niue                    |
| 126 | Nordkorea                | North Korea             |
| 127 | Norwegen                 | Norway                  |
| 128 | Österreich               | Austria                 |
| 129 | Oman                     | Oman                    |
| 130 | Pakistan                 | Pakistan                |
| 131 | Palau                    | Palau                   |
| 132 | Palästinensische Gebiete | Palestinian Territories |
| 133 | Panama                   | Panama                  |
| 134 | Papua-Neuguinea          | Papua New Guinea        |
| 135 | Paraguay                 | Paraguay                |
| 136 | Peru                     | Peru                    |
| 137 | Philippinen              | Philippines             |

|     |                                |                                |
|-----|--------------------------------|--------------------------------|
| 138 | Polen                          | Poland                         |
| 139 | Portugal                       | Portugal                       |
| 140 | Ruanda                         | Rwanda                         |
| 141 | Rumänien                       | Romania                        |
| 142 | Russland                       | Russia                         |
| 143 | Sahara                         | Western Sahara                 |
| 144 | Salomonen                      | Solomon Islands                |
| 145 | Sambia                         | Zambia                         |
| 146 | Samoa                          | Samoa                          |
| 147 | San Marino                     | San Marino                     |
| 148 | São Tomé und Príncipe          | São Tomé and Príncipe          |
| 149 | Saudi-Arabien                  | Saudi Arabia                   |
| 150 | Schweden                       | Sweden                         |
| 151 | Senegal                        | Senegal                        |
| 152 | Serbien                        | Serbia                         |
| 153 | Seychellen                     | Seychelles                     |
| 154 | Sierra Leone                   | Sierra Leone                   |
| 155 | Simbabwe                       | Zimbabwe                       |
| 156 | Singapur                       | Singapore                      |
| 157 | Slowakei                       | Slovakia                       |
| 158 | Slowenien                      | Slovenia                       |
| 159 | Somalia                        | Somalia                        |
| 160 | Spanien                        | Spain                          |
| 161 | Sri Lanka                      | Sri Lanka                      |
| 162 | St. Kitts und Nevis            | St. Kitts and Nevis            |
| 163 | St. Lucia                      | St. Lucia                      |
| 164 | St. Vincent und die Grenadinen | St. Vincent and the Grenadines |
| 165 | Sudan                          | Sudan                          |
| 166 | Südafrika                      | South Africa                   |
| 167 | Südkorea                       | South Korea                    |
| 168 | Suriname                       | Surinam                        |
| 169 | Swasiland                      | Swaziland                      |
| 170 | Syrien                         | Syria                          |
| 171 | Tadschikistan                  | Tajikistan                     |
| 172 | Taiwan                         | Taiwan                         |
| 173 | Tansania                       | Tanzania                       |
| 174 | Thailand                       | Thailand                       |
| 175 | Timor-Leste                    | Timor-Leste                    |
| 176 | Togo                           | Togo                           |
| 177 | Tonga                          | Tonga                          |
| 178 | Trinidad und Tobago            | Trinidad and Tobago            |
| 179 | Tschad                         | Chad                           |
| 180 | Tschechien                     | Czech Republic                 |
| 181 | Tunesien                       | Tunisia                        |
| 182 | Turkmenistan                   | Turkmenistan                   |
| 183 | Turks- und Caicosinseln        | Turks and Caicos               |
| 184 | Tuvalu                         | Tuvalu                         |

|     |                                    |                                          |
|-----|------------------------------------|------------------------------------------|
| 185 | Türkei                             | Turkey                                   |
| 186 | Uganda                             | Uganda                                   |
| 187 | Ukraine                            | Ukraine                                  |
| 188 | Ungarn                             | Hungary                                  |
| 189 | Uruguay                            | Uruguay                                  |
| 190 | Usbekistan                         | Uzbekistan                               |
| 191 | Vanuatu                            | Vanuatu                                  |
| 192 | Vatikanstadt                       | Vatican                                  |
| 193 | Venezuela                          | Venezuela                                |
| 194 | Vereinigte Arabische Emirate       | United Arab Emirates                     |
| 195 | Vietnam                            | Vietnam                                  |
| 196 | Weißrussland                       | Belarus                                  |
| 197 | Zentralafrikanische Republik       | Central African Republic                 |
| 198 | Zypern                             | Cyprus                                   |
| 200 | Antarktika                         | Antarctica                               |
| 201 | Europa, EU, Eurozone               | Europe, EU, Eurozone                     |
| 202 | Asien                              | Asia                                     |
| 203 | Afrika                             | Africa                                   |
| 204 | Südamerika                         | South America                            |
| 205 | Nordamerika                        | North America                            |
| 206 | Industrieländer                    | Industrialized Countries                 |
|     |                                    | Developing Countries/ Emerging Economies |
| 207 | Entwicklungsländer/Schwellenländer |                                          |
| 300 | verschiedene Länder/ anderes Land  | Other Country/ several countries         |
| 999 | Land unbekannt                     | Country Unknown                          |

## Appendix 2: Coding with MAXQDA

**When opening MAXQDA:** Please be sure to enter your name in the field “Benutzer” / “User” in the opening dialogue. All your changes to the project will then be saved under your name.

**Before you start coding:** For offline documents (text documents), please define a strict line length. Double click on the text and select the “edit” button in the menu bar. Then right click in the text window, select “Feste Zeilenlänge und Zeilenumbruch / Wrap and line number”, set the length to 90 characters and click OK.

**Irrelevant article:** You think an article is irrelevant because it does not deal with the issue food safety and/ or you don't find a single MIP with a problem definition on food safety? Just write a memo and stop coding the article.

**Coding in the variable list:** Insert the numerical codes directly into the table. If you click on the text you want to code, the cursor automatically chooses the right case (line) in the variable list. For string variables, insert the text directly into the variable list. Use drop down/ autofill features for repeating terms so that you write them always the same way: e.g., when you have coded Foodwatch once, MAXQDA will propose this word, once you type in Food again.

**Coding with the coding tree:** First, be sure to have opened all the different categories and sub-categories so that you will not miss one of the categories. Choose the text in the list of texts, mark the sequences in the text that refer to the categories in the coding tree and drag and drop them into the respective category folder.

**Identifying MIPs:** To identify the most important actors in the document you will have to compare how much space is devoted to each actor. First, read the text and mark all of the possible MIPs as MIP candidates in different colors. If one actor talks more than once in the text, give him the same color each time you mark him or her. Then, decide which actor occupies most space in the text (counted in lines) and code him/her as MIP1. If you activate the text document you are coding and the candidate you want to code as MIP, you see the list of sequences that belong to this candidate in the window “list of codings”. You can then, automatically code all the sequences as MIP1 using the “code codings” function.

**Exporting MIP-sequences:** Activate the text you are working on, and activate the code MIP 1. In the window “list of codings” click on “export retrieved segments” ( “Liste der Codings exportieren”), save them in a special MIP-folder in rtf-format and name the document “1”. Do the same with MIP 1 and MIP 2, saving them as “2” and “3”.

**Importing MIP sequences:** Open the actor-frame level document. Choose the document group of the article you are working on. Right click on the group and select “Import texts / Dokumente einfügen”. Select the rtf's 1 to 3 in your MIP folder and click OK. All of the sequences will be directly imported into the document group of your article.

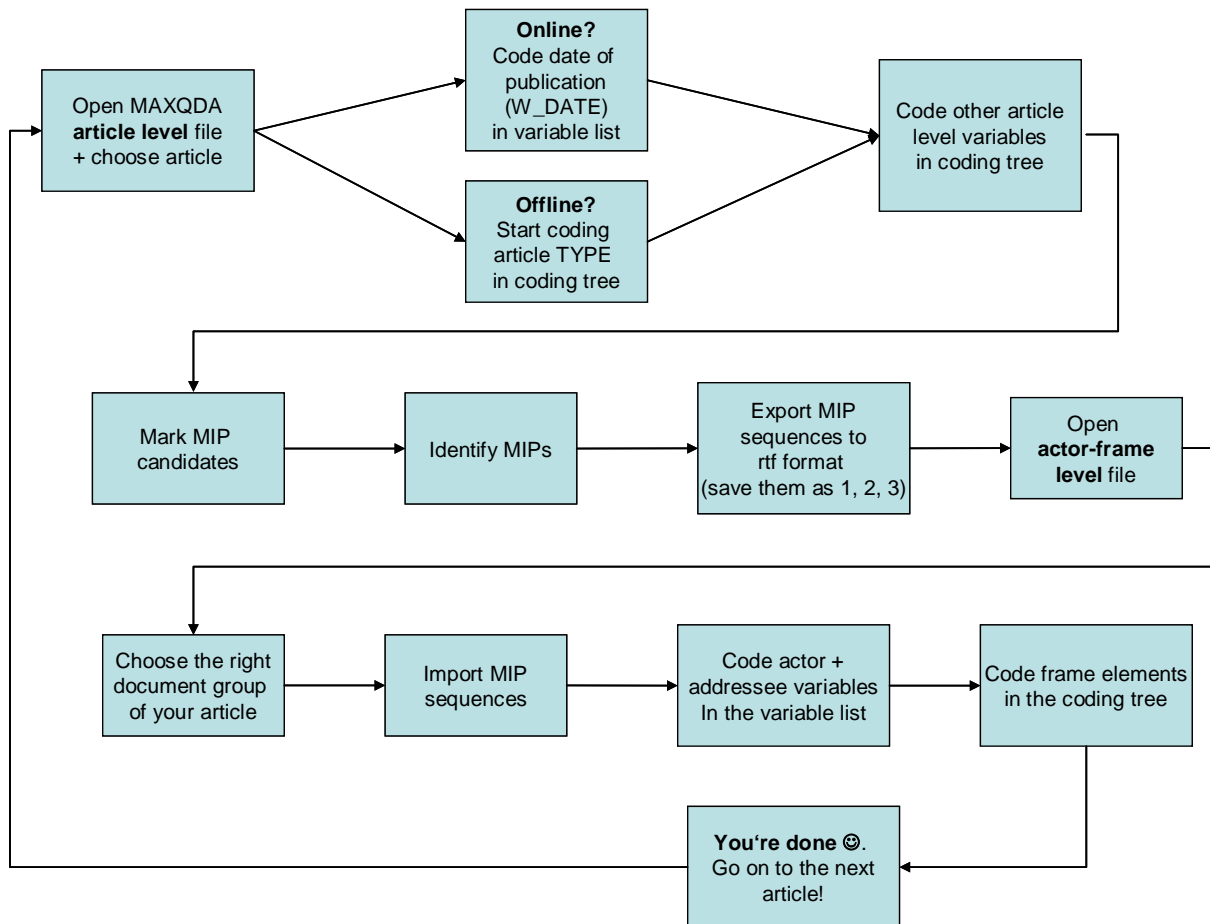


| Variable                                      | Where to code? | How to code?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|-----------------------------------------------|----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>ARTICLE LEVEL</b>                          |                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Date of publication [W_Date]<br>(only online) | Variable list  | Insert date in format YYYY-MM-DD.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Type of article<br>[Type] (only offline)      | Coding tree    | Mark author and/or headline.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Real-world initiating event<br>[InitEV]       | Coding tree    | Mark the sequence where the (first) initiating event is mentioned. If no initiating event is mentioned, mark the headline.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| [CountCat]                                    | DO NOT CODE    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| [DatCat]                                      | DO NOT CODE    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Centrality of the issue<br>[Centr_ID]         | Coding tree    | Mark the headline.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| References to other media<br>[MedRef_1]       | Coding tree    | Mark the first reference to other media. If there is no reference to other media, mark the headline.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| References to other media<br>[MedRef_2]       | Coding tree    | Mark the second reference to other media. If there is no reference to other media, mark the headline.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| MIP candidates                                | Coding tree    | <p>Mark all the sequences belonging to actors in the text which possibly meet the criteria for being an MIP:</p> <ul style="list-style-type: none"> <li>- Is the actor quoted or paraphrased? Or does the author express his view?</li> <li>- Does the actor talk about a food problem?</li> <li>- Is a problem definition and a cause, consequence, or treatment given, thus making an actor-frame sequence?</li> </ul> <p>You can mark the sequences for up to ten MIP candidates with different colors. If there are more actors in the text, mark only those talking more than one sentence. We only mark whole sentences, also introductory phrases are included. Make sure you also mark the name and position of the candidates, so this</p> |

|                                         |               |                                                                                                                                                                                                                                                                                                                                                                            |
|-----------------------------------------|---------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                         |               | information gets visible later in the exported documents.                                                                                                                                                                                                                                                                                                                  |
| MIPs                                    | Coding tree   | <p>Choose the three most important actors and their sequences and code them as MIP 1 to 3:</p> <ul style="list-style-type: none"> <li>- Is there more than one actor who gives a problem definition and other frame element?</li> <li>- If yes, how many lines are attributed to the various actors? Code MIP 1 up to MIP 3 in order from most to fewest lines.</li> </ul> |
| <b>ACTOR-FRAME-SEQUENCE LEVEL</b>       |               |                                                                                                                                                                                                                                                                                                                                                                            |
| Surname of the actor<br>[Act_Surname]   | Variable list | Insert the family name of the actor if known.                                                                                                                                                                                                                                                                                                                              |
| Name of the actor<br>[Act_Name]         | Variable list | Insert the first name of the actor if known.                                                                                                                                                                                                                                                                                                                               |
| Organization<br>[Act_Org]               | Variable list | Insert the organization the actor belongs to, or insert only the organization as the collective actor if no individual actor is speaking.                                                                                                                                                                                                                                  |
| Function<br>[Act_Func]                  | Variable list | Insert the function of the individual actor if known.                                                                                                                                                                                                                                                                                                                      |
| Social group of actor<br>[ACTG_ID]      | Variable list | Insert the numerical code indicating the social group the actor belongs to (see codebook)                                                                                                                                                                                                                                                                                  |
| Scope of the actor<br>[ACTSC_ID]        | Variable list | Insert the numerical code indicating the national or global scope of the actor (see codebook)                                                                                                                                                                                                                                                                              |
| Country of the actor<br>[ACTCOUNTRY_ID] | Variable list | If ACTSC_ID = 129 or 200, insert the code for the country or region the actor belongs to (see list of countries).                                                                                                                                                                                                                                                          |
| Party of the actor<br>[ACTPA_ID]        | Variable list | If ACTG_ID = 11, 12, or 13, insert the numerical code for the party the actor belongs to.                                                                                                                                                                                                                                                                                  |
| [Act_ID]                                | DO NOT CODE   |                                                                                                                                                                                                                                                                                                                                                                            |
| [PROM_ID]                               | DO NOT CODE   |                                                                                                                                                                                                                                                                                                                                                                            |

|                                            |               |                                                                                                                                                                                                                                                                             |
|--------------------------------------------|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Addressee mentioned?<br>[ADDREL]           | Coding tree!  | Mark the actor which is addressed with criticism, support, or demands.                                                                                                                                                                                                      |
| Social group of the addressee<br>[ADDG_ID] | Variable list | Insert the numerical code indicating the social group the addressee belongs to (same list as ACTG_ID)                                                                                                                                                                       |
| Scope of the addressee<br>[ADDSC_ID]       | Variable list | Insert the numerical code indicating the national or global scope of the actor (same list as ACTSC_ID)                                                                                                                                                                      |
| Country of the addressee<br>[ADDCTR_ID]    | Variable list | If ADDSC_ID = 129 or 200, insert the code for the country or region the actor belongs to (see list of countries).                                                                                                                                                           |
| Party of the addressee<br>[ADDPA_ID]       | Variable list | If ADDG_ID = 11, 12, or 13, insert the numerical code for the party the actor belongs to (same list as ACTPA_ID)                                                                                                                                                            |
| Type of food mentioned<br>[FPROBTYP]       | Coding tree   | Mark the segment where the actor mentions the type of food he talks about most. Sometimes you might need to infer this information from the context of the whole article and cannot find it directly in the MIP statement. Then, just mark and code the whole MIP sequence. |
| Problem acknowledged?<br>[FPROBAW]         | Coding tree   | Mark the segments of the MIP statement(s) which best show if he/she acknowledges or denies the problem.                                                                                                                                                                     |
| Problem definition<br>[FPROBDEF]           | Coding tree   | Mark the segments of the MIP statement(s) which best show the perspective the actor takes on the issue.                                                                                                                                                                     |
| Causes [FCAU]                              | Coding tree   | Mark the causes the actor refers to.                                                                                                                                                                                                                                        |
| Consequences [FEFF]                        | Coding tree   | Mark the consequences the actor refers to.                                                                                                                                                                                                                                  |
| Treatments [FAC]                           | Coding tree   | Mark the possible treatments/actions the actor mentions.                                                                                                                                                                                                                    |

## Appendix 3: Coding process overview



## Appendix 4: „How to export my memos“

This appendix will show you how to export your memos from MAXQDA, so that you can send them to Annie and Peter for feedback.

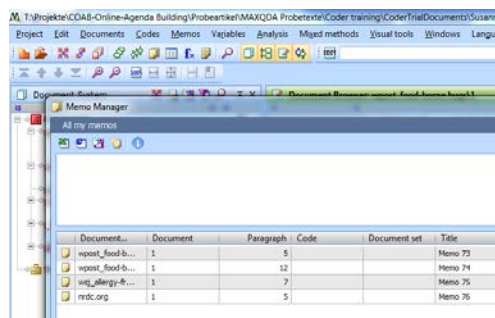
Please try to write the memos as precise as possible, e.g. by including the passages or sentences from the text that you are unsure about.

### Here is what you need to do to export memos

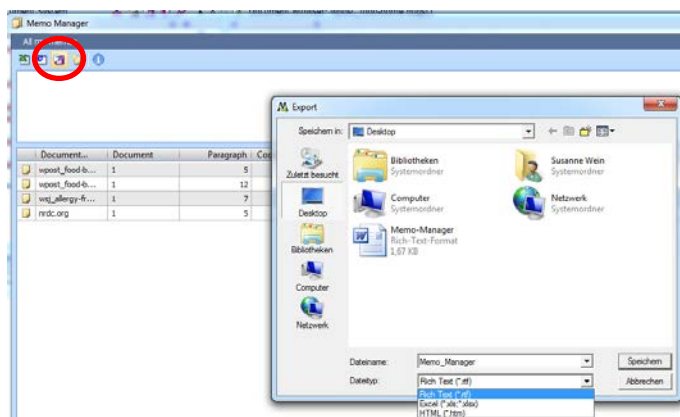
1. Click on Memos in the MAXQDA toolbar.



2. Choose *All my memos* and a new window will open showing you all the memos that you wrote.



3. Click on the *export* button in the toolbar of the new window, choose Rich Text (.rtf) as the format of the file and *save*. The document with your memos will then open.



### If that does not work

1. Open the *Memo Manager* in the *Memo* menu. A new window will open showing you all the memos that have been written, not only yours.
2. Export all the memos by clicking on the *export* button. Choose rtf-format and *save*.
3. A document will open where you will be able to delete all those memos that have not been written by you.

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