

Code sheet

ID-variables

1. News outlet. 2. Date of publishing, 3. News ID, 4. News item headline 5. Media group

Format variables (see also 15:4)

6. Still photography

- 0. No picture
- 1. At least one picture

7. Video content

- 0. No video content
- 1. Video content
- 2. Audio file

8. Citizen contribution explicitly included in editorial content.

- 0. No
- 1. Yes

9. Sharing

Check, when applicable, how many times a news item has been shared through the following means/platforms (code the numbers of time shared 0 or 13 or 678 etcetera)

- a. Facebook
- b. Twitter
- c. E-mail

Framing/presentation variables

10. News topic dimensions

a) News theme; 1) Politics 2) Business/economics 3) Social issues (work, health, education, migration) 4) Sports 5) Accidents/disasters 6) Culture 7) Entertainment 8) Weather 9) Science, technology 10) Media 11) Environment 12) Crime 13) Lifestyle, fitness 14) War/conflict 15) Others

b) Societal actors

0= not present, 1= present

c) Decision-making authorities

0= not present, 1= present

d) Policy plan

0= not present, 1= present

e) Actors concerned

0= not present, 1= present

11. News focus/framing

a) Individual - societal relevance

0= predominant focus on individual relevance/consequences

1= predominant focus on societal relevance/consequences

b) episodic-thematic framing

0= predominant episodic framing

1= predominant thematic framing

8. News presentation style

a) Personal – impersonal reporting

0= predominantly personal

1= predominantly impersonal

b) Emotional-unemotional reporting

0= predominantly emotional

1= predominantly unemotional

c). Dominant tonality [sentiment is another nomenclature]

0. predominantly negative tonality

1. predominantly positive tonality

d). Journalistic style

0. Predominantly descriptive

1. Predominantly interpretive

Journalistic work variables

12. Journalistic positioning vis-à-vis object

0) N/A 1) Investigative reporting/critical stance 2) Neutral presentation 3) Advertorial/positive stance

13. Level of timeliness

0) N/A 1) Historical event (further back than yesterday) 2) Current event (yesterday, today or tomorrow) 3) Future event (later than tomorrow)

14. Main geographical location of the news story

0) N/A 1) national 2) international 3) local 4) regional

15. Origin (clearly visible). Is it a:

1) Own story, 2) News agency, 3) Mix of 1) and 2), 4) Collected/embedded from partner (e.g. Omni, Svd Näringsliv, YouTube) 5) Other

16. Gender on writer

0) N/A 1) Male 2) Female 3) Both (multiple authors)

17. Sources

Check how many, if any, of the following categories are included as sources in the news story (code 0, 1, 2, 3 etc):

- a. Domestic party affiliated actors (politicians and strategists)
- b. International politicians or foreign government officials

- c. Ordinary citizens
- d. Non-partisan/Academic experts
- e. National domestic government officials
- f. Local domestic government officials
- g. Public relations officer/spokesperson
- h. Media Analysts/Media Spokespersons/Journalists
- i. Number of female sources
- j. Number of male sources
- k. Cultural practitioner (actor, director, musician etcetera)
- l. Religious leader/representative
- m. Business and trade
- n. Union
- o. Athlete
- p. NGO's
- q. Anomynous
- r. Other