

**Training Package:
Practical Guide Media Claims
Reporting Round 8 ESS 2016
Version 1.0 July 2016**

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Short Overview:

Training Guide Media Claims in ESS Round 8

■ What to do?

- Select two newspapers
- Make a selection of relevant news from the newspapers
- Record claims for (minimum) ten weeks in a standardised SPSS file (provided)
- Send file to NSD.
- Notify SCP: essmediaclaims@scp.nl

Short Overview:

Training Guide Media Claims in ESS Round 8

- Please use Media Claims Guidelines as reference
 - Containing: explanation, ESS claims codebook and ESS issue coding scheme round 8

- Contact person Media Claims CST: Sander Steijn
ESSmediaclaims@scp.nl

Changes from Round 7

- In the codebook and SPSS dataset **new issuecodes** are included, namely Climate Change, Energy Security and Energy Supply Sources (see the media claims guidelines)
- Data should be deposited to NSD
- In ESS8, the optional variable Actparty will be a string variable and should include the full name of the national party (In ESS7, the guidelines prescribed that this variable should be coded in the same format as the ESS survey)

Sources:

- Newspapers
- Articles
- Claims
- Coding Period

Sources: Newspapers

- Select **two national quality newspapers** (preferable one left/ one right orientated).
- Only **paper version** should be used

Sources: Newspapers

- Paper version can be found
 - LexisNexis database
 - other (online) newspaper databases
 - website of newspaper (only digital version of the printed version)
 - the newspaper itself

Sources: Newspapers

- **Send a ‘media claims source’ document** of the newspapers in advance to CST (ESSmediaclaims@scp.nl)
- A short description with information regarding the newspapers and selection of sections
- Possible sources of information:
http://www.ejc.net/media_landscape/
www.wikipedia.org

Media claims source document should include:

- Name of the newspaper
- Sections of newspaper to be coded with explanation
- Left or right leaning/ political orientated
- Average daily circulation (year/month)
- Founded in the year
- Headquarter (location)
- Source of the newspapers (e.g. online LexisNexis or paper version)
- Source (of information of media claims source document)

Sources: Articles

- **Do not** code entire newspaper
- Only parts with **‘important news’**
 - Differs between countries
- Parts to code (mostly):
 - the front page
 - home news section (or first few pages)
- Foreign news only if relevant for own country (and related to questionnaire)
- No editorials and advertorials

Sources: Claims

- Who claimed (How) What
- The claims are the unit of analysis
- Only if related to topic of questionnaire (see coding scheme; next slide)
- Optional
 - “To Whom” (addressee)
 - type of “Who” (actor)

Coding scheme: overview

- Reliance on media (television)
- Community relations
- Political engagement
- Trust in political institutions
- Collective action/ actions by members of the civil society
- Salience of political parties
- Personal wellbeing and life satisfaction
- Perception of national performance
- Limits of state intervention
- Enlargement/Deepening EU interaction
- Ethnic difference and immigration
- Economic effects of immigration
- Cultural diversity (within the country)
- Violent crimes targeting individuals and perception of safety in the local environment
- Religion
- Religiosity and attendance/participation
- Discrimination

Coding scheme: details

Related to questions in
ESS R8 survey

■ Reliance on media

- Questionnaire category - *questions A1 to A3 in the questionnaire.*
- Claims relating to how much people depend on television, for informational or other purposes.

■ Community relations

- Questionnaire category - *questions A4 to A6 in the questionnaire.*
- Claims relating to the state of relations between different communities in a country, including aspects of mutual trust, harmony and influence.

■ Political engagement

- Questionnaire category - *questions B1 to B5 in the questionnaire.*
- Claims relating to people's involvement with politics in the country, how much do they feel they can understand and engage with it, do they feel involved in the political processes in their own country.

■ Trust in political institutions

- Questionnaire category - *questions B6 to B12 in the questionnaire.*
- Claims relating to public's trust in macro political institutions and bodies, people's perception of the role of these bodies.

■ Collective action/ actions by members of the civil society

- Questionnaire category - *questions B15 to B22 in the questionnaire.*
- How active are people as members of the civil society in making their opinions/stance known by taking some sort of action.

■ Salience of political parties

- Questionnaire category - *questions B23 to B25 in the questionnaire.*
- Prominence of national political parties in people's perception or claims made in relation to a specific political party.

Sources: Coding Period

- Only during **weekdays** (from Monday till Friday)
- Starts **one week before** fieldworks starts
- Minimum of **ten weeks** coding
 - most countries will have contacted in the first nine weeks the largest part of the total sample
 - this relatively short period of coding will decrease the time burden especially for countries with (much) lengthier fieldwork
 - If fieldwork period is shorter, only in this weeks claims should be coded
 - longer is optional but should not continue once fieldwork has finished

Sources: Coding Period

- **In first week two coders** to code some claims in parallel
- **Discuss differences**
- **Reduce subjectivity** at the beginning of coding and help to find the **difficulties**

Claims-making acts: 'claims' definition

The unit of analysis for capturing the ideological contents is a 'claims-making act' or 'claim'. This is a strategic action in the public sphere.

It consists of intentional public speech acts which articulate political demands, calls to action, proposals, and criticisms, which, actually or potentially, affect the interests or integrity of claimants and/or other collective actors in a specific issue-field.

Claims-making acts: coded variables in theory

1. Location of claim in time and space (WHEN and WHERE is the claim made?)
 2. Actor making claim (WHO makes the claim?)
 3. Form of claim (HOW is the claim inserted in the public sphere?)
 4. Substantive issue of claim (WHAT is the claim about?)
 5. Addressee of claim (AT WHOM is the claim directed?)
 6. Justification for claim (WHY should this action be undertaken?)
 7. Constituency actor: who would be affected by the claim if it were realised (FOR/AGAINST WHOM?)
- In a simple form: at a time and place (1.) an event occurs, where an actor (2.) mobilises a speech act (3.) that raises a claim about an issue (4.) which addresses another actor (5.) calling for a response, on the basis of a justifying argumentation (6.). The claim is made with reference to a public constituency, whose interests are affected (7.).

Claims coding: coded variables in practice

■ For the ESS8 we only use:

1. Location of claim in time and space (WHEN and WHERE is the claim made?/ DATE and NEWSPAPER)
2. Actor making claim (WHO makes the claim?)
3. Form of claim (HOW is the claim inserted in the public sphere?)
4. Substantive issue of claim (WHAT is the claim about?)
5. *Addressee of claim (AT WHOM is the claim directed?) (optional)*
6. ~~Justification for claim (WHY should this action be undertaken?)~~
7. ~~Constituency actor: who would be affected by the claim if it were realised (FOR/AGAINST WHOM?)~~

Identification process claims

- Check if **article is relevant to ESS-questions***; headline, lead etc. and first 150 words
- If relevant to ESS-questions, read more carefully; otherwise ignore article
- Identify if claims are **related to ESS-questions***; otherwise ignore

*coding scheme in media claims guidelines, page 14

Identification process claims

- Claims: verbs indicating action include, e.g., said, stated, demanded, criticised, decided, demonstrated, published, voted, wrote, arrested. Nouns directly referring to such action include, e.g., statement, letter, speech, report, blockade, deportation, decision.
- **In short: anything that fits into one of the categories in the HOW variable. The occurrence in the report of such verbs or nouns is a precondition for the coding of a claim.**
- Reports that only refer to ‘states of mind’ or motivations should not be coded (e.g., references such as want, are in favour of, oppose, are reluctant to, are divided over).

Identification process claims

- Each article can comprise zero, one or more claims.

- The claims are the unit of analysis.

Example of selecting articles and claims

- Only parts with **‘important news’**
- **Steps:**
 - Start with frontpage (mostly)
 - Then home news section (mostly first few pages)
 - Foreign news only if relevant for own country (and related to ESS-questionnaire) (mostly no coding international pages)
 - No editorials and advertorials
- Do not code articles appearing in other sections of the newspaper, such as Sports, Financial, Media, Comments & Debate Weather etc...



the guardian

guardian.co.uk

When death stalked the ad breaks
Alexis Petridis on a TV nightmare

Charlie Brooker
Baby talk. For this week only. In g2

Liverpool tumble
And so does Andy Carroll. In Sport



Burmese spring Hopes of fresh start as Suu Kyi's party declares victory



Supporters cheer yesterday's results, some in costumes, as they consider the office of Aung San Suu Kyi, National League for Democracy, in Yangon, Myanmar. Photograph by Reuters

Baron Gollberg

There were 150,000 people who cheered yesterday that Aung San Suu Kyi had won a parliamentary election in Myanmar. It was a historic moment, the first time in 50 years that a public election had been held in the country.

"We won! We won!" chanted her supporters as they crowded the pavement in their thousands outside her party's headquarters. Traffic was restricted to a thin line snaking haphazardly through the crowd, where young and old in red - the colour of Aung San Suu Kyi's party, the National League for Democracy (NLD) - sang along to a Johnny Cash-inspired anthem calling for "the return of Mother Suu".

Those who were not dancing swayed back and forth to watch numbers flash on a digital signboard that measured the NLD's victories in by-elections around the country, where the party was contesting 44 of 45 open seats in Burma's 664-seat parliament.

Aung San Suu Kyi's victory, which will not be officially confirmed for another week, could mark the moment that this post-1988 military junta's exclusivity for the past 50 years, takes its first genuine steps towards democracy.

The NLD was competing in its first elections since 1990, after which Aung San Suu Kyi was held under house arrest for most of the next 20 years, and the poll was notable for its unprecedented access for foreign journalists and independent observers.

According to unofficial party figures, Aung San Suu Kyi was leading the polls against her rival, former military doctor U Soe Min of the military-backed Union Solidarity and Development Party, with 65% of the vote in 82 of her Kawhmu constituency's 129 polling stations. Local observers, however, claimed yesterday that she had won 90% of the vote, with the NLD said to have won a minimum of 40 of the 44 seats it contested.

Despite being the face of democracy in her native country, she would be the first time that Daw [Auntie] Suu, as she is known here, has held public office.

Fear of 'witch-hunt' will stop doctors training for abortions

Providers say medical staff 'under siege' from protests and political pressure

Ben Quiggan and Samira Bhowmik

A new generation of doctors will be deterred from training to perform abortions because of a "witch-hunt" by politicians and protesters, according to medical staff at a private clinic in London. The new generation of doctors will be deterred from training to perform abortions because of a "witch-hunt" by politicians and protesters, according to medical staff at a private clinic in London. The new generation of doctors will be deterred from training to perform abortions because of a "witch-hunt" by politicians and protesters, according to medical staff at a private clinic in London.

for medical staff. The expectation by officials from the Conservative Party is that the Royal College of Obstetricians and Gynaecologists (RCOG) would not allow evidence of links from the abortion industry to justify a ban on training. A spokeswoman for the RCOG said: "We are aware of the current climate and why the women go ahead with the procedure. A spokeswoman for the RCOG said: "We are aware of the current climate and why the women go ahead with the procedure. A spokeswoman for the RCOG said: "We are aware of the current climate and why the women go ahead with the procedure."

On Wednesday, the Guardian published a letter from a group of medical students and consultants who said they were "deeply concerned" about the way the public reaction to an abortion is presented in the media. The letter said: "We are aware of the current climate and why the women go ahead with the procedure. A spokeswoman for the RCOG said: "We are aware of the current climate and why the women go ahead with the procedure."

Dr Susan Durrin, a consultant in obstetrics and gynaecology at the Royal Free Hospital, said she had received a letter from a group of medical students and consultants who said they were "deeply concerned" about the way the public reaction to an abortion is presented in the media. The letter said: "We are aware of the current climate and why the women go ahead with the procedure. A spokeswoman for the RCOG said: "We are aware of the current climate and why the women go ahead with the procedure."

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The streets of Rangoon echoed with cheers yesterday after unofficial results indicated Aung San Suu Kyi had won a parliamentary seat in a landmark election that could see the Nobel laureate and former political prisoner take public office for the first time.

"We won! We won!" chanted her supporters as they crowded the pavement in their thousands outside her party's headquarters. Traffic was restricted to a thin line snaking haphazardly through the crowd, where young and old in red - the colour of Aung San Suu Kyi's party, the National League for Democracy (NLD) - sang along to a Johnny Cash-inspired anthem calling for "the return of Mother Suu".

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Despite being the face of democracy in her native country, she would be the first time that Daw [Auntie] Suu, as she is known here, has held public office.

This election was touted as the make-or-break moment in Burma's history and a crucial test of the reforms initiated by President Thein Sein. Many are now hoping for a final end to the years of sanctions that have crippled the nation's economy and its population, one third of whom live on less than 30p a day.

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Foreign news
With no relevance
No coding!



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Fear of 'witch-hunt' will stop doctors training for abortions

Providers say medical staff 'under siege' from protests and political pressure

Ben Quinn and Sarah Boseley

A new generation of doctors will be put off from becoming involved in abortion services by high-profile protest campaigns and a political "witch-hunt", providers fear.

The current climate is already causing anxiety among doctors who are concerned that their practice will be called into question, the British Pregnancy Advisory Service (BPAS) said, as activists behind a new campaign to demonstrate outside abortion clinics were joined at one protest in London by a Catholic bishop.

The warning comes as the BPAS and pro-choice campaigners say they feel "under siege" after the government ordered an unannounced inspection of more than 250 clinics in England, claiming as many as a fifth were pre-signing consent forms

for terminations. The inspections by officials from the Care Quality Commission (CQC) were said to have found evidence of blank forms being signed in anticipation of women seeking a termination. Although doctors do not have to see the woman in person, they must certify that they are aware of her circumstances and why she wants to go ahead with the procedure.

A spokesperson for the BPAS said: "Abortion is a vital yet stigmatised area of women's healthcare which few doctors train in. The current politicisation of abortion provision is likely to make it even harder to recruit a future generation of abortion doctors who are prepared to provide the care that a third of women will need in the course of their lifetimes."

Dr Paula Franklin, medical director of Marie Stopes, which like the BPAS has contracts to provide terminations on

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"deeply concerned" about the way the public discussion on abortion is proceeding and about how the service will manage to carry on.

One of its signatories, Dr Kate Guthrie, clinical director with Hull and East Riding Sexual and Reproductive Healthcare Partnership, said she had concerns about the

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"Anyone thinking of becoming involved in abortion will be aware of the recent, very intense scrutiny of services, and I hope will not be put off by uncertainty in interpretation of the law and the thought of Care Quality Commission swoops."

Continued on page 2 »

Start check headline, lead, (if present) photo and photo byline for relevance

Not clear if article is relevant, Read first 150 words

...to go ahead with the procedure.
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Fear of 'witch-hunt' will stop doctors training for abortions

Providers say medical staff 'under siege' from protests and political pressure

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Maximum of 150 words reading main text, to check relevance

If relevant read whole article carefully

- Issue: Doctors within abortion services under pressure
 - Related to health?? (e.g. 8.5 Perception of national performance; health)
 - But no relation to perception of performance (it is about the climate in abortion)
 - No coding!
- www.europeansocialsurvey.org

Example: Second page The Guardian, 2 April 2012



Fears doctors will not train for abortions

Doctors in the UK are worried that the number of people who will be trained to perform abortions will fall significantly in the next few years, according to a report by the Royal College of Obstetricians and Gynaecologists (RCOG).

The RCOG says that the number of doctors who will be trained to perform abortions will fall from 1,000 in 2011 to 700 in 2015. This is because many doctors who are currently trained to perform abortions are approaching retirement age, and few new doctors are being trained to take their place.

The RCOG says that this could lead to a shortage of doctors who are able to perform abortions, which could lead to a rise in the number of women who are unable to get an abortion. This could lead to a rise in the number of women who are forced to have an abortion in a hospital, which is a more expensive and painful procedure.

The RCOG says that it is calling on the government to fund more training places for doctors who will be trained to perform abortions. It also says that it is calling on the government to fund more research into the use of medical abortion pills, which could help to reduce the number of women who need to have a surgical abortion.

Overseas aid to Africa dwarfed by hefty costs of importing oil

Sub-Saharan states given over \$4bn worth of aid last year, but oil imports cost these nations \$48bn, says IEA

When it comes to aid, Africa is a success story. Last year, the continent received over \$4 billion worth of aid, a record for the region. However, the continent is also facing a huge challenge: the cost of importing oil. In 2011, Africa spent over \$48 billion on oil imports, a huge increase from the \$30 billion spent in 2008.

The International Energy Agency (IEA) says that the cost of oil imports is a major problem for Africa. It says that the cost of oil imports is a major problem for Africa because it is a major source of revenue for many African governments. It says that the cost of oil imports is a major problem for Africa because it is a major source of revenue for many African governments.

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NO advertisements

Continuation of frontpage, No coding

Next page

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Overseas aid to Africa dwarfed by hefty costs of importing oil

Sub-Saharan states given overseas aid worth \$15bn

But oil imports cost those nations \$18bn, says IEA

Fiona Harvey
Environment correspondent

Developing countries in Africa received less in overseas aid last year than they paid for oil imports, figures published today show.

Sub-Saharan Africa received about \$15.6bn (£9.7bn) in overseas development aid last year, but this was outweighed by the \$18bn cost of importing oil, according to the figures compiled by the International Energy Agency.

A decade of soaring oil prices has created huge problems for development efforts in countries whose attempts to industrialise have left them heavily dependent on fossil fuels. Even though overseas aid has increased, poor nations are effectively “running to stand still” in development terms, because they are paying so much for energy imports.

With oil prices likely to remain high, the only answer is for developing countries to move to cleaner renewable sources of energy, Fatih Birol, chief economist at the IEA, told the Guardian.

“If you diversify the sources of energy, that is a good thing and using free, home-grown resources will bring down the import bills,” he said.

When industrialised economies were developing, oil was the equivalent of \$13 a barrel, but now developing countries must pay \$120 to \$130, noted Birol, which leaves developing countries “hamstrung” - so if more people are to be lifted out of poverty, clean energy must be an imperative.

The data from the IEA, widely regarded as the gold standard for energy analysis, rang alarm bells for campaigners, and is likely to be closely examined by donor governments, which have not tended to prioritise clean energy in the past.

A DFID spokesperson said: “British aid is helping to improve the health, education and welfare of millions of the poorest, including providing cleaner, greener energy such as solar power to help grow their economies.”

Ruth Davis, chief policy adviser at Greenpeace UK, said: “Instead of giving taxpayer handouts to the fossil fuel industry through World Bank aid programmes and Export Credit Guarantee schemes, countries like the UK should be investing in renewable energy and energy efficiency projects in developing countries, which will improve access to energy for the poor and help build stronger economies.”

While rapidly emerging economies such as China and India are forging ahead on wind and solar power, little has been invested in Africa. This is not because of a lack of renewable energy resources, but because private sector investors see the continent as a riskier proposition.

Under the United Nations scheme to give poor countries access to low-carbon technology - the clean development mechanism - the lion’s share of the invest-

ment has gone to China, followed by India and other big emerging economies, but a paltry sum has gone to Africa.

Birol added that the problem of oil addiction was compounded by distorting subsidies for fossil fuels, common in many developing countries. These subsidies will reach a record \$630bn this year, according to the IEA’s latest data, which Birol said represented not only a market distortion that would exacerbate climate change, but a drain on the Treasuries of poor countries.

Although such subsidies are supposed to protect poor people from the impact of rising energy prices, in fact they usually disproportionately benefit the better-off, and in some cases are hijacked by profiteers.

Birol also warned that putting off renewable energy investment because of the financial crisis and recession was “a false economy”. Many countries have scaled back their investment in low-carbon energy - the UK, Spain and Germany have slashed support for renewables, for instance. But Birol’s analysis shows that for every \$1 that countries do not spend on cleaner fuel, they will have to spend \$4.3 within the next two decades to make up, for their reliance on fossil fuels.

Developed countries are far from immune to the problems of oil dependence - Birol noted that last year’s bill to the EU for oil imports topped \$500bn for the first time, and that these payouts were a substantial drain on European economic resources.

“That is the equivalent of a Greek crisis - every year,” he warned.

About aid and oil costs (by reading headline and lead)

No relevance to ESS (coding scheme)

No coding

Example: Third page The Guardian, 2 April 2012

Not relevant for coding scheme

Esther Addley

Like plenty of their neighbours, Kate Greenslade and Gary Seabrook had heard the rumours. "There was a lot of talk that you could rent your place for £10,000 a week, that kind of figure," says Seabrook. "We thought we'd like to do a round-the-world trip, and this was an ideal opportunity."

The couple, who run a video production company together, have a bright, two-bedroom parkside flat a little over a mile from the Olympic stadium. But seven months after first putting the flat on a number of Olympic rentals websites, the couple this week dropped their price, from £3,000 a week, a figure arrived at by "pure guesswork", to £2,500. Despite plenty of inquiries about stays of two or three nights, and a booking for the week before the Olympics, no one has yet wanted to block book the property for the entire Games period - the only deal they will consider at present.

With the opening ceremony fast approaching, many homeowners are realising that the sublet bonanza promised by the Games may not be quite as lucrative as they expected.

"There has been so much hype about Olympic rentals," says Camilla Shaughnessy, owner of EventfulStays.com, which offers rentals for sporting and cultural fixtures around the country and regards the Olympics, she says, as "just another event". "Yes, they are happening, but it's not the big boom-time that everyone thinks. As it gets closer, yes it will get bus-

News

Gold rush or find few takers

Supply outstrips demand for Olympic accommodation. It's not the big boom time that everyone thinks.

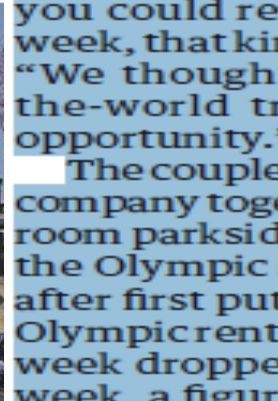
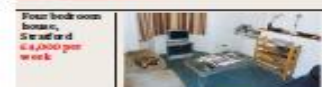
By Esther Addley

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Still a viable...



Two-bedroom Olympic parkside accommodation. Kate Greenslade and Gary Seabrook had heard the rumours.

Security services to get more powers to monitor emails and social media

Home Office confirms new communications scrutiny

Questions over cost and practicality of system

Robert Booth

Ministers are to introduce a new law allowing police and security services to extend their monitoring of the public's email and social media communications, the Home Office has confirmed.

It is expected that the new system will allow security officials to scrutinise who is talking to whom and exactly when the conversations are taking place, but not the content of messages.

Labour tried to introduce a similar system using a central database tracking all phone, text, email and internet use, but that was ditched in 2009. It followed concerns raised by internet service providers and mobile phone operators over the project's feasibility, and anxieties over who would foot the bill.

The coalition's proposals are likely to be introduced in the Queen's speech on 9 May and will centre on internet service providers gathering the information, and allowing government intelligence operatives to scrutinise it.

A Home Office spokesman said: "It is vital that police and security services are able to obtain communications data in certain circumstances to investigate seri-

ous crime and terrorism and to protect the public." The spokesman added that the plans would be brought forward "as soon as parliamentary time allows".

"We need to take action to maintain the continued availability of communications data as technology changes. Communications data includes time, duration and dialling numbers of a phone call, or an email."

The Home Office said the new system would not change the way that police intercept communications.

Civil liberties groups have expressed strong opposition to the plan because of concerns over privacy.

"When you start snooping on people, you don't know what you're going to find," said a spokesman for the Freedom of Information Foundation.

"The government's proposals are a very clear step towards a more pervasive system of surveillance that will be able to track every communication made by the public."

The Home Office said the system was necessary to protect national security and to counter terrorism.

The Home Office said the system would be used to protect national security and to counter terrorism.

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It said communications data has played a role in every major counter-terrorism operation carried out by the security services and in 95% of all serious organised crime investigations. Any changes would be "compatible with the government's approach to information storage and civil liberties".

Internet service providers have voiced concerns over the proposed system.

of messages. They are also worried that their customers would not tolerate the compilation of personal communications information.

A source at one internet provider said: "There would be a lot of work to establish how much this would cost and then there are the moral and legal arguments about whether it could or should be done. If we do it, we should also be able to protect our customers' privacy."

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Issue: more power to monitor the web; to protect the public against crime and terrorism

Not relevant for coding scheme

Build up resilience against tanker strike, Lansley urges

Dan Milmo and Juliette Jowit

William Hague yesterday said the government had done “absolutely the right thing” in urging the public to take precautions against a possible petrol shortage, as the Unite trade union and fuel distributors prepared for emergency talks on Wednesday.

After a week in which the coalition was criticised for its handling of the threatened strike by fuel tanker drivers, Hague, the foreign secretary and Conservative deputy leader, and health secretary Andrew Lansley both defended the government.

On the BBC’s Andrew Marr Show, Hague said: “I think my colleagues have done absolutely the right thing to urge people to take sensible precautions and I think they will be vindicated by events over the coming days and weeks.”

Lansley dismissed reports two Tory ministers had urged Cabinet Office minister Francis Maude to resign after he encouraged people to stock up on petrol in jerry cans. “I have been on the receiving end of this kind of reporting and I think it’s all nonsense, frankly,” Lansley said. On Sky News’s Mumaghan programme, Lansley said: “It is important for people to prepare. We have got to build resilience in the system and that’s what we’re doing. There is no need for anybody to panic, there is no need to be queuing at petrol stations.”

Representatives of fuel tanker companies will hold discussions with the Acas conciliation service today over an agenda for the talks. If those discussions are successful, formal negotiations between the companies, Unite and fuel tanker drivers are pencilled in for the middle of the week.

Relevant for to coding scheme;
Related to 8.2: Perception of national performance, Government
(see later page in how coding)

No further ‘new’ claims in article

UNITE HAS TIGHTENED UP SAFETY OVER LAST 10, and its driver members, who deliver fuel for 90% of the UK’s petrol stations, are unable to launch lightning strikes because of laws forbidding walkouts at less than seven days’ notice.

Sources close to the talks said an agreed agenda was crucial. Tanker drivers want common standards for safety and training, and an industry forum to oversee the issues. Unite has submitted nine points of discussion to Acas.

Conservatives continued to press Ed Miliband over his links with Len McCluskey, leader of the tanker drivers’ Unite union, which has given more than £5m to Labour in the last two years. A list of donor dinners published by Miliband on Friday shows he had dinner at his office or home with McCluskey eight times since he became Labour leader in 2010.

Hague said: “The solution is for the union in question to call off the strike, which is not in the interests of their industry, it’s obviously not in the interests of the country. And it ought to be possible for all political leaders, including opposition leaders, to condemn the idea of a strike - but because of their union paymasters they are, of course, reluctant to do so.”

Example: pages The Guardian, 2 April 2012

The Guardian | Monday 2 April 2012

National

From Marx to Monty Python Sir Peter Blake at 80

Teachers are tempted to rewrite exams

VINTAGE BLAKE

Teachers are tempted to rewrite exams

Teachers are tempted to rewrite exams



Cultural news,
Not relevant
No coding!

Survey results,
No coding!

(Articles about surveys results are never included in media claims coding. However, when the persons or institutions responsible for the survey or the interviews use the results to formulate demands, to criticise other actors, etc., or when they explicitly state their agreement or disagreement with the survey results. This actor will be coded, and not the respondent!)

To Steve it's an engineering triumph. To you it's slightly smoother milk in your latte.

With its beautiful keeples curves and dimpled bottom, we've designed our new milk pitchers to create even smoother velvety bubbles for your Lattes. Okay, it may not be as exciting to you as it is to us, but anything that goes towards achieving the perfect coffee is pretty fantastic in our book. To find out more go to starbucks.co.uk/espresso

Example: pages The Guardian, 2 April 2012

Mayoral elections

Could a can-do candidate shake up indecisive city?



Michael White heads to Bristol, where compromise is ingrained, and finds mixed feelings about political change

Theory of major towns and cities is to be a model for other cities... Bristol is a model for other cities... Michael White heads to Bristol, where compromise is ingrained, and finds mixed feelings about political change

"No, yes, but..." only can be taken for an elected mayor, who will be a... Bristol is a model for other cities... Michael White heads to Bristol, where compromise is ingrained, and finds mixed feelings about political change

Bristol's problem is complacency. It's always been a moderately wealthy, fairly successful city

ought to be. That's why we have no mayor... Bristol is a model for other cities... Michael White heads to Bristol, where compromise is ingrained, and finds mixed feelings about political change



Bristol's docks, home to the city's largest shipyard, are a mix of old and new buildings



declared... Bristol is a model for other cities... Michael White heads to Bristol, where compromise is ingrained, and finds mixed feelings about political change

in... Bristol is a model for other cities... Michael White heads to Bristol, where compromise is ingrained, and finds mixed feelings about political change

Background story with no relevance for coding scheme, No coding

National

New armed forces body promises review of Afghan conflict

Nick Hopkins

One of the armed forces' most senior officers... The formation of the JFC is one of the most significant structural changes in the British military since the second world war...

It is thought the JFC, a key operational... Lord Levin's report on defence reform... Inevitably, much of the work undertaken by the JFC will be tactical...

It might make the difference in... In Afghanistan, the role of the JFC is to... The JFC will have a number of key tasks...

Nevertheless, it is a sign of the JFC's... The JFC will have a number of key tasks... It is a sign of the JFC's...

It is a sign of the JFC's... The JFC will have a number of key tasks... It is a sign of the JFC's...

free eye test when you spend £99 or more this April vision express We'll see you right

M15 warns of plot against Chechen refugee in UK

Simon Jones

The home secretary has today... M15 is reported to have warned...

M15 is reported to have warned... The home secretary has today...

The home secretary has today... M15 is reported to have warned...

M15 is reported to have warned... The home secretary has today...

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M15 is reported to have warned... The home secretary has today...



Example: pages The Guardian, 2 April 2012



The Guardian (Monday 2 April 2012)

National

Director goes for the burn with Wicker Man sequel

Hardy's new slant on cult classic sticks with forum of horror ending in original

A few headlines

Though it was a victim of a takeover a little film company when it was founded in 1971, the company that was once known as only just as one, The Wicker Man is back on the scene.

The story of a Scottish politician is a recent getting of it on a new version of the film, a sequel to the original, The Wicker Man, which was directed by Robin Hardy in 1973. The story of a Scottish politician is a recent getting of it on a new version of the film, a sequel to the original, The Wicker Man, which was directed by Robin Hardy in 1973.




release. "This very year, out of all the films that have been made in the last 40 years, the only one that is still being made is the original Wicker Man. It's a film that has stood the test of time, and it's a film that is still being made. It's a film that has stood the test of time, and it's a film that is still being made.

Booking Landing Splash

Europe one way from **£49** Book online

Nonstop you



lufthansa.com

About movie,
Not relevant,
No coding

Example: pages The Guardian, 2 April 2012



Burma election

A nation rejoices on a long-delayed day of democracy

Now Aung San Suu Kyi must persuade the army to withdraw from politics

Samer Gholgholli, Baghdad

It is a historic day for Myanmar. Aung San Suu Kyi has won a landslide victory in the general election. The 71-year-old leader of the National League for Democracy (NLD) has won 45% of the vote, the first time she has won a majority in the 10-year-old parliament.

Her victory is a triumph for a nation that has spent decades under military rule. She has won the hearts and minds of the Burmese people, who have longed for democracy and freedom.

The day of the election was a historic one for Myanmar. Aung San Suu Kyi, the leader of the National League for Democracy (NLD), won a landslide victory in the general election. She received 45% of the vote, the first time she has won a majority in the 10-year-old parliament.

Her victory is a triumph for a nation that has spent decades under military rule. She has won the hearts and minds of the Burmese people, who have longed for democracy and freedom.



Aung San Suu Kyi, leader of the NLD, is seen in a moment of joy.



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Analysis Vote of confidence in president

Samer Gholgholli

It is a historic day for Myanmar. Aung San Suu Kyi has won a landslide victory in the general election. The 71-year-old leader of the National League for Democracy (NLD) has won 45% of the vote, the first time she has won a majority in the 10-year-old parliament.

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Sage 1 Year Fixed Rate ISA

3.60% Tax free/AER

- The Sage 1 Year Fixed Rate ISA is a cash ISA that provides a fixed rate of interest so you know exactly how much you will earn
- Transfer to Early other cash ISAs to the Sage 1 Year Fixed Rate ISA your old ISA

Knee pain?

Does your old computer take an age to load?

Get a new, faster PC for today's world with Windows 7.

Foreign news with no relevance to the coding scheme, No coding

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Bloggers lose fight for Huffington millions

Web writers accepted they would be unpaid - judge Hamill insists on need to 'set standard for future'

Bloggers hoping to get \$10 million on a case to create the world's first paid-for content...
The ruling, it is said, is a landmark...
The case was heard in New York...
The judge said that the...
The case was heard in New York...
The judge said that the...
The case was heard in New York...
The judge said that the...

Parthenon marbles Fry backs campaign



Greek campaigners seeking the return of the Parthenon marbles...
The judge said that the...
The case was heard in New York...
The judge said that the...
The case was heard in New York...
The judge said that the...



No coding of international pages

Example: pages The Guardian, 2 April 2012



The Guardian | Monday 2 April 2012 | Page 27

Financial

Bosses accused of inflating one another's pay

Report says deals set by 'closed shop' of executives
Average for FTSE 100 chiefs stands at £4.2m

Businesses upbeat as fears over eurozone crisis abate

Regional pay 'could lead to inequality'

First rise in house prices for 20 months

University marketing
Branding in higher education

A passion for art
Win £500 to spend at Saatchi Online

No coding of financial pages

Examples of Coding Claims

- If a relevant article in a newspaper is found, the search for claims starts
- In the next several slides, examples will be given in how to code claims

Steps in finding claims

■ Steps:

- 1) Find the HOW variable
- 2) Is it related to topic (coding scheme)?
- 3) WHO (actor) made the claim
- 4) WHAT (Issuefield) is the claim about (related to ESS-questions)
- 5) Direction of claim
- 6) OPTIONAL: addressee and type of actor

1) Find the HOW variable

- Claims: verbs indicating action include, e.g., said, stated, demanded, criticised, decided, demonstrated, published, voted, wrote, arrested. Nouns directly referring to such action include, e.g., statement, letter, speech, report, blockade, deportation, decision.
- **In short: anything that fits into one of the categories in the HOW variable. The occurrence in the report of such verbs or nouns is a precondition for the coding of a claim.**
- Reports that only refer to ‘states of mind’ or motivations should not be coded (e.g., references such as want, are in favour of, oppose, are reluctant to, are divided over).

2) Is it related to topic (coding scheme)?

- Reliance on media (television)
- Community relations
- Political engagement
- Trust in political institutions
- Collective action/ actions by members of the civil society
- Salience of political parties
- Personal wellbeing and life satisfaction
- Perception of national performance
- Limits of state intervention
- Enlargement/Deepening EU interaction
- Ethnic difference and immigration
- Economic effects of immigration
- Cultural diversity (within the country)
- Violent crimes targeting individuals and perception of safety in the local environment
- Religion
- Religiosity and attendance/participation
- Discrimination

3) WHO (actor) made the claim

- The actor that makes the claim
 - An individual or collective subject must be present in order for a statement/ action to count as an instance of claim-making.
 - Journalists do not qualify as actors
 - ACTOR may not be missing in the case of verbal statements
- In dataset: First and last name and role (e.g., prime minister)

4) WHAT (Issuefield) is the claim about (related to ESS)

Issue code	Name	Description	Questionnaire items	Direction
1	Reliance on media	How much people depend on the television, for informational or other purposes	A1-A2	+1 in favour of/ advocates more regarding people's media use code -1 against/advocates less regarding people's media use 0 neither for, nor against, or neutral
2	Community relations	State of relations between people/ communities in a society/country, including aspects of mutual (dis)trust, harmony and influence, e.g. a claim about the decline in common values in society.	A3-A5	+1 about there being no breakdown in values/trust etc., advocating the 'good society', 'good community' -1 about breakdown in values/trust etc. etc. 0 about the issue, but without taking up a clear stance 0
3	Political engagement	People's involvement with politics in the country, how much do they feel they can understand and engage with it, do they feel involved in the political processes in their own country.	B1 and B9	+1 level of political involvement, engagement, interest, understanding etc., is not a problem -1 level of political involvement, engagement, interest, understanding etc., is a problem 0 Neutral, neither
4	Trust in political institutions	Public's trust in macro political institutions and bodies, people's perception of the role of these bodies.	B2-B8	+1 adequate trust -1 inadequate trust (should be more) 0 no clear advocacy stand

5) Direction of claim

- This direction specifies the link to the questionnaire. It can be positive, negative or a neutral value
- Depending on the issue, code +1 and -1 mean different things. The value 0 is neutral.

Example: The Guardian 2th of April 2012

(see above slides for whole article)

Build up resilience against tanker strike, Lansley urges

WHO

HOW

William Hague yesterday said the government had done “absolutely the right thing” in urging the public to take precautions against a possible petrol shortage, as the Unite trade union and fuel distributors prepared for emergency talks on Wednesday.

WHAT

Example: The Guardian 2th of April 2012 (see above slides for whole article)

- Claim: the government had done “absolutely the right thing” in urging the public to take precautions against a possible petrol shortage
- Related to issuefield 8.2: Perception of national performance, Government
- Direction: Positive

event shell R6.sav [DataSet2] - PASW Statistics Data Editor

View Data Transform Analyze Graphs Utilities Add-ons Window Help

Visible: 13 of 13 Variables

Country	Date	Newspaper	Headline	Actor	Claim	Issuecc
United Kingdom	2012/04/02	Guardian	Build up resilience against tanker strike, Lansley urges	William Hague the foreign secretary and Co...	The government had...	8,20
.
.
.

Example: The Guardian 16th of January 2012

UK 'already back in recession', warn forecasters

The UK is likely to already be in recession, said

two highly regarded economic forecasters, as
developments in the eurozone paralyse the country's
recovery.

HOW

WHO

WHAT

The Ernst & Young Item Club and the Centre for Economics and Business Research (CEBR) both believe that gross domestic product (GDP) shrank in the final quarter of last year and will fall again in the first three months of 2012. A recession is defined as two consecutive quarters of contracting output.

Example: The Guardian 16th of January 2012

- Claim: The UK is likely to already be in recession
- Related to issuefield 8.1: Perception of national performance, Economy
- Direction: Negative

Country	Date	Newspa...	Actor	Headline	Claim	Issue Id
United Kingdom	2012.01.16	Guardian	The Ernst & Young Item Club and the Cen...	UK 'already back in recession', warn for...	The UK is likely to already be in recess...	8.1

Example: The Guardian 16th of January 2012

UK 'already back in recession', warn forecasters

The UK is likely to already be in recession, said two highly regarded economic forecasters, as developments in the eurozone paralyse the country's recovery.

The Ernst & Young Item Club and the Centre for Economics and Business Research (CEBR) both believe that gross domestic product (GDP) shrank in the final quarter of last year and will fall again in the first three months of 2012. A recession is defined as two consecutive quarters of contracting output.

Example: The Guardian 16th of January 2012

The Ernst & Young Item Club and the Centre for Economics and Business Research (CEBR) both believe that gross domestic product (GDP) shrank in the final quarter of last year and will fall again in the first three months of 2012.



HOW?

■ NO CLAIM!

- Reports that only refer to 'states of mind' or motivations should not be coded (e.g., references such as want, are in favour of, oppose, are reluctant to, are divided over).
- However, if 'state of mind' references of the latter type are part of the coverage of a claim according to the action criterion they may be taken into account in coding the claim
- In this case; claim is already coded in former sentence

Example: The Guardian 4th of April 2012

WHO?

HOW?

WHAT?

Boris Johnson takes aim at London 'tax export'

Boris Johnson has signalled plans to further boost his powers in the capital by lobbying the government to let "cash cow" London keep more of the tax revenue it generates and secure more mayoral control over how the money is spent.

The Conservative mayor wants an end to London routinely paying more in tax than the government spends in the capital. If re-elected on 3 May, he intends to lobby the government to ensure London gets back in funding "what it contributes to the national

Example: The Guardian 4th of April 2012

Boris Johnson takes aim at London 'tax export'

~~Boris Johnson has signalled plans to further boost his powers in the capital by lobbying the government to let "cash cow" London keep more of the tax revenue it generates and secure more mayoral control over how the money is spent.~~

- WHAT not related to issuefield in coding scheme
- No Claim!

WHAT?



Results: standardised SPSS-file

- Country
- Date
- Newspaper
- Headline
- Who: actor (First and last name and role (e.g., prime minister))
- How: Text claim is about (literal copy and translated to English)
- What: Issuecode
- Issueparty
- Direction (positive, negative or neutral)
- Section
- Page

- Optional Variables
 - Addressee
 - Actorscope

Questions: need any help?

Media Claims helpdesk:
ESSmediaclaims@scp.nl