Traditional Media as Data in the 2015 General Election
Coding Media

Stages:

1. 12 coders
2. All given a two hour training session, during which they also made suggestions about coding (which resulted in some changes)
3. First training set: all coders were given the same sample of outlets to code over 10 days. We went over differences and discrepancies in a second training session.
4. Second training set: all coders were given a second sample of outlets to code over 10 days. Levels of agreement were then sufficiently high for independent coding of all remaining stories.
5. Coding of all remaining stories from sample
Coding Media

What we coded for ALL stories:
Date
Length of story
Type of story (for newspapers)
First/ Second/ Third topic or theme
Coding Media

Additional codes for election-related stories:

- Election themes
- First/second/third actor(s)
- Tone of the story
- Disposition of first/second/third actor(s) (defending, attacking etc.)
Election as any Topic by Week by Media Type

- **Newspapers**
- **TV**

**Weeks to election**

- %

- **0**
- **5**
- **10**
- **15**
- **20**
- **25**
- **30**
- **35**
- **40**

**Legend:**
- Blue bars: Newspapers
- Red bars: TV
Topics by Media Type: National vs. Local

Election: National newspapers - 15%, Local newspapers - 10%, National TV - 20%, Local TV - 5%
Arts/Culture/Sport: National newspapers - 20%, Local newspapers - 10%, National TV - 15%, Local TV - 5%
Crime: National newspapers - 25%, Local newspapers - 20%, National TV - 10%, Local TV - 5%
Celebrity/TV: National newspapers - 15%, Local newspapers - 10%, National TV - 20%, Local TV - 5%
Foreign affairs/foreign: National newspapers - 10%, Local newspapers - 5%, National TV - 15%, Local TV - 10%
Election as any Topic by Week by Media Type: National vs. Local

Weeks to election

National Newspapers
Local newspapers
National TV
Local TV

%
Election as any Topic by Week by Media Type: National vs. Local Newspapers

Weeks to election

- National Newspapers
- Local newspapers
Election as any Topic by Week by Media Type: National vs. Local TV

Weeks to election

- National TV
- Local TV
Length of Election Stories

Weeks to election

Seconds (TV)

Words (newspapers)
Election Topics

- Issues/issue positions
- Horserace
- SNP
- Description of campaign event
- Leaders/leader...
- Coalitions
Election Topics over Time: Issues/Issue Positions

Weeks to election

%
Election Topics over Time: Horserace

Weeks to election

%
Election Topics over Time: SNP

Weeks to election

%
Focus on Leaders

- Cameron
- Miliband
- Sturgeon
- Farage
- Clegg
Tone of Story by Media Type

%  

- Very positive
- Positive
- Balanced or Neutral
- Negative
- Very negative

Newspapers
TV
Tone of Story in Newspapers where Cameron or Miliband the Primary Actor

% of stories with: Very positive, Positive, Negative, Very negative

Cameron

Miliband
Disposition of Actors in Stories by Media Type

- Defending
- Presenting
- Attacking
- Mixed/nothing

Newspapers
TV
Disposition of Actors in Stories over Time

- Presenting
- Attacking
- Mixed/nothing
- Defending