**Coronavirus Vaccine Broadcast Media Coverage in Nigeria: From Tones and Sources to Frames**

**Codebook for the Analysis of Radio and Television News Stories**

**INTRODUCTION**

This codebook was designed to help you in the process of coding the content of news stories (i.e. the unit of analysis is the *news story*). Specifically, it will be used to quantitatively analyze the news coverage of the coronavirus vaccines by different types of media outlets - television, radio

**Unit of Analysis: News Story**

A news story will be understood as a group of continuous textual elements that refer to the same topic. *(I will define news story with example)*

**Inclusion criteria:** Only stories about Nigeria that focused only on the vaccines.

**Exclusion criteria:** Therefore, stories that covered the coronavirus without referencing the vaccines were excluded. Also, stories that mentioned Nigeria without any significant context were also excluded.

Media Platforms to be coded

**Radio Nigeria (Radio)**

**Channels TV (Television)**

**Arise TV (Television)**

**TVC (Television)**

The coding of the news stories selected for this project is divided into four main sections:

**1. General Information of the News Story**

In the first section, basic information about each news story should be identified. (Medium name, Medium Type, Date of publication, coder ID)

**2. Frames**

This section of the codebook analyzes the overall frame present in the news story. Coding instructions for this section are found under Frames.

**3. Tones**

This refers to the overall or dominant manner of coverage, whether negative, positive, or neutral (having features of both aspects.)

**4. Sources**

Information sources are defined as **individuals** whose statements or comments are quoted verbatim and referenced as a speaking source in transcripts of news reports about Nigeria and the vaccines. This is exclusive of individuals who work for the news organisations such as news anchors, reporters, or correspondents affiliated with the networks.”

| Coding Definitions |  |
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| **Frame:**  Frames were operationalized as the overall dominant frame in the news article.  **Problem Frame (PF):** This refers to a story that focuses solely on identifying, evaluating, and/or elaborating on a problem or challenge with regards to the vaccines without references to potential solutions.  Example:  *“The Nigerian Centre for Disease Control says although the vaccine is available, there would be problems with distributing it to rural communities in Nigeria”*  **Solutions Frame (SF):** This refers to stories that identify, point towards and/or assess solutions or responses to potential or immediate problems associated with the covid vaccine.  **This also includes stories that identify a problem but make references to a solution within the story.**  Example:  *“A local NGO is building mini-storage facilities for the vaccines at Internally Displaced Persons (IDP) camps in Borno State.”*  *The Federal government is building new cooling facilities where the covid vaccines will be safely stored. The Minister of Information Lai Mohammed made this known at a conference yesterday.*  *Mr. Lai Mohammed also expressed concern that Nigerians are increasingly hesitant to take the jab and the available vaccines might get expired before they are used.*  **Others:** Stories that do not neatly fit into the solutions /problems frames. i.e. stories that do not identify a problem or a solution. It is important to note that a reception of vaccines should be coded as other frames.  Example:  *The President Mr. Buhari has received his second booster shot. He encourages Nigerians to get the shot too.* |  |
| **Tone: What is the main tone of this story?**  This refers to the overall or dominant manner of coverage, whether negative, positive, or neutral (having features of both aspects.)  **Positive Tone (PT):** This refers to reports that presented the vaccines in a desirable and positive light.  Example:  “*Cheers and Hopes as Nigerian doctor becomes the first to get vaccinated, says the vaccines are safe and everyone should get the shot”*  **Negative Tone (NT):** This refers to reports involving activities that cast the coronavirus vaccines in an undesirable light. It also included stories that emphasize a positive development with regard to the vaccine.  Example:  *“Kogi State Governor expresses concerns about the effectiveness of the vaccines; says vaccines could be harmful”*  **Neutral:** This refers to stories that have features of both positive and negative tones.  Examples:  *“Nigeria receives its first batches of the vaccines, amidst rising vaccine hesitancy”*  *“The United States has donated 100,000 Pfizer vaccines to Nigeria. Receiving the donations, the Vice President Yemi Osibanjo thanked the US President Joe Biden. The Vice President also expressed worry that many of the vaccines were close to their expiration dates. “* |  |
| **SOURCES**  **What type of sources did the story use?**  For someone to be coded as a source, it is necessary that sentences, phrases, facts, or quotes be attributed to them.  **This is about the source’s role(s) within the news story. You should code the absence or presence of each type of source. Note that an individual may have more than one role; however, the role should be coded within the context of the specific news story.**    **Politician/government official (P/GT):** This refers to people who work administering the national, regional/provincial, or municipal government, as well as political transnational organizations. This category contains a wide array of government divisions and employees, including bureaucrats, administrators, representatives, executives, etc., who participate in governmental activities. It also refers to political associations or members of these associations.  **Ordinary citizen (OC):** This includes people as individual sources of information, and not in representation of anyone, as in the previous categories. This category contains regular citizens. These sources are defined as those who are speaking for themselves. This might also include citizen bloggers and regular YouTubers.  **Health expert (HE)**: This refers to different types of healthcare organizations and their personnel, including, but not limited to, public or private health care professionals of different specializations.  **Activist/advocate (Ac/Ad):** It refers to members of an organized civil society, such as an NGO, union, or similar social organization, other than the state and business world. The source must speak in their capacity as a representative of their institution or group.  **Other Sources:** This includes sources that cannot be assigned to any of the categories listed above. This includes sources like university professors. |  |
| **The number of sources per Story:**  How many sources appeared in the story?  Enter number manually |  |