Branch Coding

General Question Multipli-Choice

Please answer the following 10 questions – be aware that there could be more then 1 right answer

Question 01 : What needs to be coded in branch coding – or what are criteria for coding

For international profile coding, the basic criteria for coding is that the articles appear

A ) in the politics/ news or business section

B ) TV weather forecasts

C ) in depentently Stock price tables

D ) Content pages/ tables, press clippings from other media, letters from readers and messages from the publisher

E ) Corrections/ counter arguments

Question 02 : What is meant by main protagonist

The main protagonist is the person or organization that forms the main subject of the news report or article

A ) whose opinion or position makes up the majority of the content of the report

B ) whose the most popular in world news

C ) whose image is portrayed the best

D ) whose is appeared the first in the arcticle

Question 03 : What is meant bz analyzed or coded subject for our work

A) subjects are the nouns or pronouns that performs the verbs

B) *subjects* are the persons or organizations that are described in an article or news reports which satisfies our requirement for coding

C ) *coded subjects* can be Companies, parties or leading politicians, the economy of an individual country

Questions 04 : Rating of subjects

As various places in the coding program require coding of a valuation of subjects of the article or news report – and you should always code only what is actually written or reported in the news ! – what needs to be rated positive or negative

A ) Goals – (e.g. “The company **plans** to achieve greater profitability in the next year”

B) Conditional description

C ) Specific clear prognoses

D ) Any valuation – even if the rest of the text is 99 % neutral

Question 05 : What means report level coding

As we have specific terminations for specific forms of work in MT – what ist he meaning of report level coding – what is awaited from you

A) coding / analyzing of media eg. Newspapers, TV , specific projects

B) coding / analyzing the article by entering each information statement by statement for all subjects

C) coding / analyzing the article by summarazing the information for each subject

D) entering the head-sheet for news report information

Question 06 : What is meant by the 5 line rule

As Media Tenor’s empirical data shows that there are awareness thresholds in the news coverage beyond which an issue or protagonist will be widely recognized. Depending on the research objective, these thresholds are

A ) Subjects are only coded when they are described in at least five lines of standard column text

B ) The description can take the form of a quote, an indirect quote or the opinion or description of a subject (person, organization) in the news

C ) Important is the sum of the number of lines in which the subject appears, not the overall length of the underlying report

D ) for wider columns convert the length of the line to that of a standard column line to determine whether the subject has at least five lines of text.

E) When facts are enumerated, be sure only to count lines of text that actually contain information about the subject

F ) contextual information that directly refers to the subject also counts toward the subject’s number of lines of descriptive text

Question 07 : The coded-country rule or how to code the area

For the determination of the subjects & topics aspect, please refer to the coded-country rule, which says

A ) code the area where you are based with your PC

B ) code allways the area of the country where newspaper is published

C ) that the aspect that is to be coded must be chosen from the point of view of the coded country – where the action is taken place

Question 08 : Individuals are to code when

A ) they are linked to the projects – e.g CEOs for company coding ; NGOs leaders for institutions etc.

B ) which are are mentioned, quoted or described for at least five lines of text

C) are mentioned in the headline (the sub-headline is considered part of the headline)

D) are pictured in an image (including, e.g., caricatures)

E ) they are Newsmakers

Questions 09 : individuals will be coded when they are newsmakers – a newsmaker is a person

A ) whose prominence in their field or general fame can create news

B ) who would reasonably be expected to continue to generate news

C ) who is mentioned by 5 lines in the text

D) whose presence in the database would make sense for analytical comparison

E ) difiened by roles in companies and institution like CEOs, board member etc

F ) who is role is only intersting on international news

Question 10 : Source of opinion – the source of opinion is

A ) who sets the tone of the article, report or subject

B ) in case of a rating, the source of the rating is whoever issues the majority of such statements

C ) if there are no ratings, the source is the person issuing his or her opinion, which can be in entirely factual terms

D ) if the article or report is purely descriptive and there is no majority of direct or indirect quotes of others, the source of opinion is the journalist

E ) allways the journalist

Persons who are not in the list for the source of opinion by name, but who are working for a specific institution or organization (e.g. parties, governmental or non-profit agencies or companies) must be coded under the name of their respective organization.

In addition, if the source is not from the coded country, the national origin must be specified accordingly (see appendix source list).

If the source of opinion is a member of Germany’s SPD or CDU/CSU, the name has to be typed into the notes field below.

Question 11 : How many topics do we code for general profile coding (no specific projects )

A ) 1 topic

B) 3 topics

C ) 5 topics

D ) all topics

Questions 12 : Choose the topics categories

If the topic refers to the subject itself, it must be coded from the category of topics where the subject comes from and for the topic refers to the subject itself, it must be coded from the category of topics where the subject comes from. – so :

A) For economy & company coding, only use aspect codes that begin with /31 /

B) For coding of social situation, only use aspect codes that begin with /41/

C) For trade unions, only use aspect codes that begin with / 31 / 70

D) Topics that describes subjects from EU use topic codes that begin with /22

E) Topics that describes subjects from business associations use topic codes that begin with /3256/

Question 13 : If a subject makes a statement about another subject of the same category - e.g : “If a spokesperson from company X makes a statement about company Y” or “If a representative of NGO A speaks about NGO B” so

A ) code for X and Y all topics under 31 as they are both companies

B ) code all appropriate “31” aspects for Y

C ) code all aspects X is referring to Y under there own codes like 311000

D) code all statements referring to Y with 316564 or 315665

E ) If a representative of NGO A speaks about NGO B; here we use for A /405665/ “Statements on others” and for B the same NGO topics as they are the source of them for themselves