
Content Analysis Protocol – Capturing People in Articles

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Data processing procedures

A list of locally implemented news articles will be provided to each coder. The articles have been loaded into a database and will be viewable from within our web-based coding application. Coders will open each article by entering its ID, capture author, subject, and sourcing information, and then save their coding to a database.

Each time a coder begins a new round of coding, he or she should:

- 1) Read through this protocol, to refocus on what we are capturing.
- 2) Look through the last two or three articles coded in the most recent previous session of coding to refresh one's memory of how we code.

For each article, the coders will:

- 1) Load the coding application: <http://data.jrn.cas.msu.edu/sourcenet/sourcenet/article/code/>
- 2) In the coding form, enter the ID of the article to be coded in the “Article ID” field at the top of the page, then click the “Load Article” button to load that article. The coding page will then display the article text on the left with a coding area on the right:

User: jonathanmorgan | [Logout](#)

Code article

Article ID:

Article 28276 - School beefs up security after gunshots - Suspects fired rounds after basketball game

- Publication Date: Feb. 7, 2010
- Byline: Chris Knappe / The Grand Rapids Press

KENTWOOD — Security will be more visible than usual Monday at East Kentwood High School, following reports of handguns being fired into the air after a basketball game Friday night.

Witnesses reported two males firing handguns into the air outside the school after the East Kentwood vs. Muskegon basketball game about 9:41 p.m. Friday.

The suspects ran from the scene and were not found, Kent County sheriff's officials said.

No one was injured in the incident.

The suspects were wearing dark clothing and black stocking caps, witnesses said.

Superintendent Scott Palczewski said the district is working with local law enforcement, students and staff to try to identify the suspects.

It is unclear whether those who fired the guns were students.

"We have nothing at this point to suggest whether it was or it wasn't," Palczewski said.

"We will sit down with our administrators and talk about some of the appropriate measures that should be put into place."

Security staff are expected to be stationed at the entrances to parking lots Monday to ensure only authorized people are entering school grounds.

"Our kids in the past have been very good about making good choices and coming forward with information that will help in the investigation," Palczewski said.

Record Article People

Name =>

Person Type:

Title =>

Person lookup

Fetch Name =>

Person:

Person List

- 3) Once the article is loaded, read through the story.
- 4) Record the author(s) of the story.
- 5) Go through the story again to look for subjects per the operational definitions outlined below, recording information on each that is present in the story.
- 6) Submit coding for the story to the database.

Collecting information on people in articles

For each article, the coder will read the article through in its entirety, then use this coding application to identify and categorize the following:

- The **author(s)** either mentioned in the byline or in a section on “additional reporting provided by” at the end of an article. Every distinct *author* gets a separate entry.
- **Subjects** in the story – any named person in the story, whether or not they are quoted, including their title. Each distinct *subject* should get its own separate entry.
- For subjects who are quoted or otherwise specifically cited as a source of information (**sources**), the coder will categorize them as such, then also capture their first quotation.

As you code, part of your job as a coder will be to try to match the name in the article to that person's record in the database. Each distinct person we detect and record in an article is given a unique ID that can be referenced across articles, so we can more readily tie people together across stories. Each name you record in an article will be compared to a database of people already coded from other articles, and if a person with a matching name is found in the database, we tell the coding program to tie this mention of that person to their overall profile.

NOTE: If there is any doubt about the person with whom a quote in an article should be associated, don't link the name with a person from the database. It is easier to go back later and merge than it is to figure out when quotes from multiple people have been attributed to a single person in our system.

Read the article

Before you begin coding, make sure to read the article through in its entirety.

Coding Authors

Author(s) are either mentioned in the byline or in a section on "additional reporting provided by" at the end of an article (example: <http://www.nytimes.com/2005/08/29/us/powerful-storm-threatens-havoc-along-gulf-coast.html> - this is relatively rare). Every distinct *author* or *reporter* gets a separate entry.

When you code authors in a story, you will capture the following:

Name

- Capture the Name of the author. You will select the complete text of the author's *name* in the byline or additional reporting paragraph of an article, then click the "Name ==>" button to store that *name*.
 - For authors, you will mostly be capturing names from the story's byline, at the top of the article just below the headline.
 - If there are multiple people in a byline, each person should be coded separately.
 - Select all of the name as it appears in the byline, to make it easier to authors together across articles.
 - Bylines can include additional information that indicates the affiliation of the reporter, usually separated from reporter names by a forward slash or some kind of dash (" / The Detroit News" or "/ Special to the Grand Rapids Press"). Do not include this identifying information with the name. That information goes in the "Title".
 - If you accidentally capture the wrong text, just select the correct text and click "Name ==>" again.
 - To empty out the Name field, click the "Name ==>" button with no text selected.

Person Type

- Select the "Author" Person Type.
 - Select "Author" for any reporters in the article, either captured from the byline of the article or from elsewhere if there is another place where reporters are credited. For

example, if reporters are credited at the end of an article as having contributed reporting, they too should be included as authors for the purposes of this study.

Title

- Capture the *Title* of the author.
 - For this study, the *Title* of a given reporter is any additional information included in the byline that indicates the affiliation of the reporter.
 - This is usually separated from reporter names by a forward slash or some kind of dash (“ / The Detroit News” or “/ Special to the Grand Rapids Press”). Do not include characters like slashes or dashes with the title text.
 - See “[Example bylines](#)” below for more specific examples.
 - The *Title* field is more flexible than the *Name* field. Like the *Name* field, when you select text and click the “Title ==>” button, that text will be placed in the *Title* field. If there is already something in the *Title* field, however, the selected text will be appended to the end, rather than replacing the existing text. You can also edit the text in the *Title* field.
 - If you accidentally capture the wrong text, you can just select the incorrect text in the “Title” field and delete it.
- Use the *Lookup Name* field to see if the name from the article refers to any people already entered in the database, and if so, to associate this reference to the existing person. For more details on how the “Lookup Name” field works, see “[How to lookup a person](#)” below.
- Once you are done capturing a given person’s information, click the “Process Person” button at the bottom of the form to capture the person’s information and empty the form for the next person. Each time you process a person, a status message above the person list will tell you the processing is complete and the person will be added to the “Person List” at the bottom of the coding area. See “Rick DeGraaf” example image below.

Status Messages

- Added: 166 - Rick DeGraaf - source

Person List

source	Rick DeGraaf	166	<button>Remove</button>
source	Steve Brown	165	<button>Remove</button>
source	Bob Dukesherer	164	<button>Remove</button>
source	Pete Goodell	163	<button>Remove</button>
source	Justin VanderVelde	162	<button>Remove</button>
source	Alex McNamara	186	<button>Remove</button>
author	Nate Reens	46	<button>Remove</button>
author	Nardy Baeza Bickel	161	<button>Remove</button>

Submit Article Coding

- To remove a person from the “Person List”, click the “Remove” button at the right end of the row of the person you want to remove in the “Person List”.

Example bylines

Some example bylines, and how you’d code them:

- “Leonard Fleming”
 - Author *name* is “Leonard Fleming”, no *title* information present.
- “Greg Chandler / The Grand Rapids Press”
 - Author *name* is “Greg Chandler”, *title* would be “The Grand Rapids Press”.
- “Nardy Baeza Bickel and Nate Reens / The Grand Rapids Press”
 - The two author *names* are “Nardy Baeza Bickel” and “Nate Reens”, each coded as a separate person. Each would get the *title* “The Grand Rapids Press”.
- “Christine MacDonald / Special to the Detroit News”
 - The author *name* is “Christine MacDonald”. The *title* text would be “Special to the Detroit News”.

Coding Subjects

Each person explicitly identified by name in a story is captured as a **subject**. When you code subjects in a story, you will capture the following:

Name

- Capture the Name of the subject. You will select the complete text of the person’s *name* in the article, then click the “Name ==>” button to store that *name*.
 - Select all of the name as it appears in the article, to make it easier to tie people together across articles.
 - If there is a formatting problem with the name, just select the full name as it appears in the article, and you can correct the problem when you try to lookup the person in the database. For example: “Scott Pal- czewski”. Select the entire name including the hyphen and space as the name, then after you fetch the name for lookup, delete the hyphen and space so you are looking for the proper name in the database (for more details on Person lookup, see “[How to lookup a person](#)” below).

- Do not include titles or other related identifying information.
- Do not capture general, non-specific references to people. In “commissioners said”, even though “commissioners” are people, they are not explicitly identified as individuals, and so would not be considered a subject or a source for this study. Individual commissioners who were named would be subjects, and sources if they were directly quoted.
- If you accidentally capture the wrong text, just select the right text and click “Name ==>” again.
- To empty out the Name field, click the “Name ==>” button with no text selected.

Person Type

- Select the appropriate Person Type for the subject:
 - **Subject (not quoted)** – Select this person type if the person is mentioned in the article, but not quoted in any way.
 - **Source (quoted)** – Select “Source (quoted)” if the person is quoted, either directly or indirectly, in the story. To be considered a source, the source of information must be explicitly named and directly quoted, which usually means being the subject of a verb that depicts direct or indirect communication. Direct communication in news stories is indicated by verbs of attribution such as “said,” “reported,” “stated,” and “noted,” known collectively as “said” verbs. Indirect communication is indicated by verbs related to mental states such as “hopes,” “feels,” and “believes.” These verbs could be in past or present tense. Phrases like “According to” are also considered evidence of attribution. Examples:
 - **Direct quote:** information from the person is contained in quotation marks, attributed using a “said” verb.
 - *Example direct quote of Pete Goodell:*

"We went from green grass to a lot of snow," said Pete Goodell, a manager at Pando. "We still had to make a lot with the machines, but it was a great start.
 - **Indirect or paraphrased quote:** information from the person is paraphrased, attributed using a “said” verb.
 - *Example indirect quote of Bob Dukesharer (note present tense “says”):*

Bob Dukesharer, a National Weather Service meteorologist, says it's a near certainty that will happen by Tuesday, when a storm will settle in and hang over the region through Saturday.
 - **Mixed quote:** a mix of paraphrase and direct quotation, attributed with a “said” verb.

- *Example mixed quote of Greg Holzman:*

"It really is a supply-and-demand issue," said Dr. Greg Holzman, the Department of Community Health's chief medical executive, noting the agency feels it already has reached many of the people who would have been hard hit by the illness.

- **Implied attribution:** could take many forms, but in general, the person is introduced, then a quote directly follows. The quote is implied to be attributed to the person, but no said verb is present.

- *Example implied quote of Gary Solis (no said verb):*

Gary Solis is a law professor at Georgetown University and a former Marine prosecutor. "I think there are a number of cases that never make it to the reporting stage, and in some that do make it to the reporting stage, there has been a reluctance to pursue them vigorously."

Title

- Capture the *Title* of the subject.
 - For a subject, this will be any identifying information you can find on them in the article. You should aim to capture as complete and accurate a title for the person as possible, including the full name of any organization or company the person is related to and their title within that organization.
 - If there is ambiguity or if a given source has multiple titles throughout an article, capture all of the titles in the title field.
 - For each title, first capture the organization for which a person works, if any specified, then follow that with the person's title within the organization.
 - For example, Pete Goodell works for the Pando Winter Sports Park and is referred to in an article as "a manager at Pando." The good title for this person is "Pando Winter Sports Park manager" (organization, then title within that organization). To capture this:
 - select "Pando Winter Sports Park" and click "Title ==>".
 - Select "manager" and click "Title ==>".
 - To minimize the potential for typing words wrong, please select text and either use the "Title ==>" button or copy and paste whenever possible.
 - The *Title* field is more flexible than the *Name* field. Like the *Name* field, when you select text and click the "Title ==>" button, that text will be placed in the *Title* field. If there is already something in the *Title* field, however, the selected text will be appended to the end, rather than replacing the existing text. You can also edit the text in the Title field,

so you can manually add details if the title is broken up in such a way that you need to add information to make it specific or accurate.

- If you accidentally capture the wrong text, just select the incorrect text in the title field and delete it.

First Quote

- If the person is a source, capture the first sentence of their *First Quote*.
 - Capture the first entire sentence in which the source is quoted by name. This can be either a direct or indirect quote, and it can be a sentence that contains other information, as well.
 - The field to hold the source's first quote, *First Quote Text*, appears when you select "Source (quoted)" as the *Person Type*. Select the entire text of the person's first quote, then click the "First Quote Text ==>" button to store it.
 - See "[Appendix: First Quote Examples](#)" for more specific examples.
 - If you accidentally capture the wrong text, just select the right text and click "First Quote Text ==>" again.
 - To empty out the First Quote Text field, click the "First Quote Text ==>" button with no text selected.
- Use the *Lookup Name* field to see if the name from the article refers to any people already entered in the database, and if so, to associate this reference to the existing person. For more details on how the "Lookup Name" field works, see "[How to lookup a person](#)" below.
- Once you are done capturing a given person's information, click the "Process Person" button at the bottom of the form to capture the person's information and empty the form for the next person. Each time you process a person, a status message above the person list will tell you the processing is complete and the person will be added to the "Person List" at the bottom of the coding area. See "Rick DeGraaf" example image below.

Status Messages
 • Added: 166 - Rick DeGraaf - source

Person List

source	Rick DeGraaf	166	Remove
source	Steve Brown	165	Remove
source	Bob Dukesherer	164	Remove
source	Pete Goodell	163	Remove
source	Justin VanderVelde	162	Remove
source	Alex McNamara	186	Remove
author	Nate Reens	46	Remove
author	Nardy Baeza Bickel	161	Remove

- To remove a person from the “Person List”, click the “Remove” button at the right end of the row of the person you want to remove in the “Person List”.

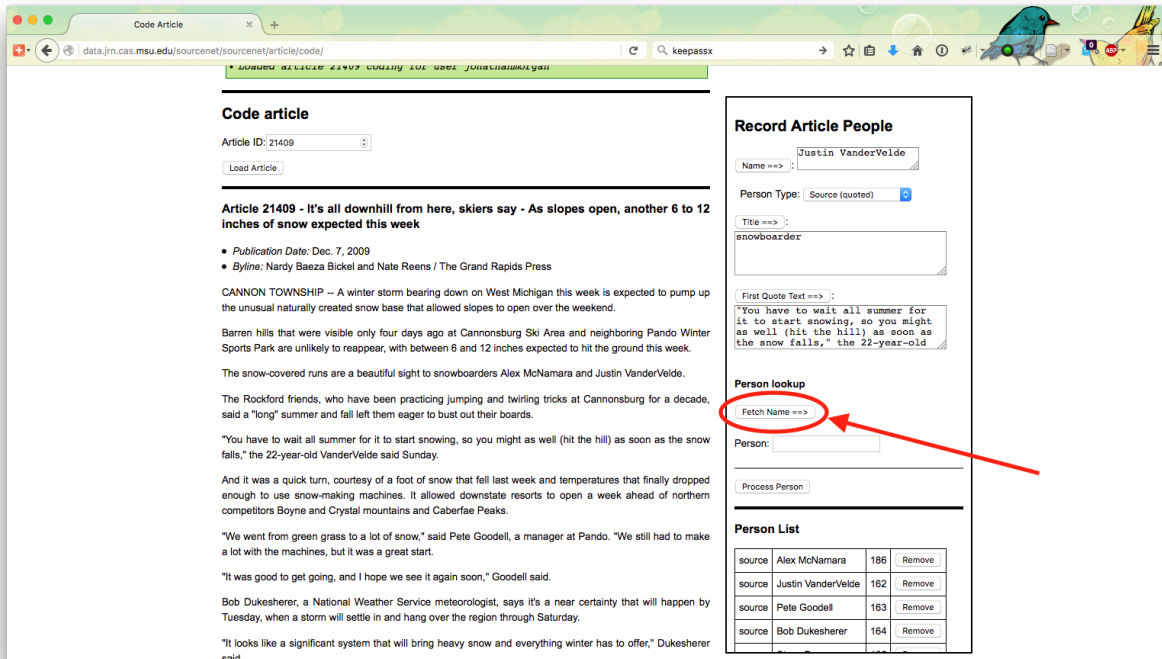
How to lookup a person

To lookup a person in our database, you’ll use a lookup field that accepts names, full or partial, searches for them in the database, then returns a list of people who match.

You’ll start by fetching and looking up the name exactly as it appears in the article. If there is a match, you’ll check to make sure it looks correct, and if so you’ll confirm the match and move on. If there is no match for the full name as it appears in the article, then you’ll try a few basic searches for parts of the name (last name only, just first and last name if there was a middle name, etc.). If these searches don’t result in a match, you’ll just process the reference without choosing an associated Person, and a new Person database record will be automatically created when the coding is submitted to the server.

To lookup a person:

- To start, once you have selected and captured the name of an author or source, click the “Fetch Name ==>” button in the “Person lookup” area of the coding sidebar to pull the person’s full name from the Name field above down into the Person lookup field:



- The name from above will be pulled down into the Lookup field and submitted to the server. If an exact match is found, a box will pop up below the Person lookup field with an ID, a name, and any title for the person that matched. It will look like this:

Person lookup

Fetch Name ==>

Person: Justin VanderVelde

162 - VanderVelde, Justin (snowboarder)

- If this person's details look correct, click that box that popped up (containing the ID, name, and title) to associate the name in this article with that person:

Person lookup

Fetch Name ==>

Person: Justin VanderVelde

162 - VanderVelde, Justin (snowboarder)

Click this box

- Once you click to choose a person, the person will appear below the "Person" lookup field, as in the image below:

Person lookup

Fetch Name ==>

Person:

🗑 162 - VanderVelde, Justin (snowboarder)

- If you select a name in error, you can click the trash can icon at the left of the person and the person will be un-selected and removed.
- If the name of the person as it appears in the article doesn't result in a match (no box will pop up at all), then you can edit the text in the "Person" lookup field to try to find a match:
 - Start with just the last name in the "Person" lookup field. This will bring up all the people with that last name. For example, "Smith":

Person lookup

Fetch Name ==>

Person:

1010 - Smith, Alma Wheeler

Process 194 - Smith, Gary (co-director of the U-M Consortium for Stem Therapies)

724 - Smith, Randy

- If there are matches, see if any look like matches for the rest of the name parts (if there is a middle name in the story, for example, perhaps just first and last are present). As you move your mouse over the results, the person the mouse is on will turn gray (see above). If one is a match, move your mouse over it, then click to associate the reference with that person.
- You can also search for other complete name parts (just the first name, just the last name).
- If there is a middle name (for example, "Alexander Graham Bell"), try searching for just the first and last name ("Alexander Bell").
- If there is the potential for a spelling error, you can try different spellings. For example, change "Smirth" to "Smith".
- If you've tried all the above and not found a match, move on.
- If you do not find a match, just don't select anyone from the lookup, then once you are done with all the other coding, click "Process Person" to record the person and move on. When a person is submitted with no person from the database associated, a new person will be automatically created in the database.
- *NOTE AGAIN: If there is any doubt about the person with whom a quote in an article should be associated, don't link the name with a person from the database. It is easier to go back later and detect and merge multiple Person records for the same actual person than it is to figure out when quotes from multiple people have been incorrectly attributed to a single person.*

Once you are done, submit your coding

- Once you are done coding a given article, scroll to the very bottom of the coding box on the right side of the page and click the “Submit Article Coding” button. The page will reload and at the top, you will see a status message that indicates whether your coding was saved or not.

Illustrative coding examples

- If there is a quote where more than one person “said” something, that quote can be used as an indication that each of the people is a source, and could be the first quote for any person who has no other individual quote of their own (we are looking for the first place where a given person is quoted by name). In the example below, a single quote indicates that both Alex and Justin are sources. It could be the first quote for both IF there are no subsequent quotes attributed to just one or the other. If there is a subsequent quotation that is attributed to just one or the other by name, use it as that person’s first quote. The example:

The snow-covered runs are a beautiful sight to snowboarders Alex McNamara and Justin VanderVelde.

The Rockford friends, who have been practicing jumping and twirling tricks at Cannonsburg for a decade, said a "long" summer and fall left them eager to bust out their boards.

- More to come as we code and find examples that should be mentioned.

Coding Application

The coding web application is online at <http://data.jrn.cas.msu.edu/sourcenet/sourcenet/article/code/>. Each coder must have a username and a password to access the coding page. Your username and password will be provided to you with your list of articles to code.

Appendix: First Quote Examples

As an example, we’ll look at first quotes in the following article:

CANNON TOWNSHIP -- A winter storm bearing down on West Michigan this week is expected to pump up the unusual naturally created snow base that allowed slopes to open over the weekend.

Barren hills that were visible only four days ago at Cannonsburg Ski Area and neighboring Pando Winter Sports Park are unlikely to reappear, with between 6 and 12 inches expected to hit the ground this week.

The snow-covered runs are a beautiful sight to snowboarders Alex McNamara and Justin VanderVelde.

The Rockford friends, who have been practicing jumping and twirling tricks at Cannonsburg for a decade, said a "long" summer and fall left them eager to bust out their boards.

"You have to wait all summer for it to start snowing, so you might as well (hit the hill) as soon as the snow falls," the 22-year-old VanderVelde said Sunday.

And it was a quick turn, courtesy of a foot of snow that fell last week and temperatures that finally dropped enough to use snow-making machines. It allowed downstate resorts to open a week ahead of northern competitors Boyne and Crystal mountains and Caberfae Peaks.

"We went from green grass to a lot of snow," said Pete Goodell, a manager at Pando. "We still had to make a lot with the machines, but it was a great start.

"It was good to get going, and I hope we see it again soon," Goodell said.

Bob Dukesherer, a National Weather Service meteorologist, says it's a near certainty that will happen by Tuesday, when a storm will settle in and hang over the region through Saturday.

"It looks like a significant system that will bring heavy snow and everything winter has to offer," Dukesherer said.

The storm could drop up to 12 inches of snow, computer models show. Dukesherer predicts strong winds will create whiteout conditions and drifting.

Large back-to-back systems to start the season are somewhat infrequent, but meteorologists say early December is prone to heavy snowfalls.

"It was quite rare to last as long as we did without snow," Dukesherer said.

The forecast should make for good business at Cannonsburg, which drew several hundred customers on its first day of business Sunday, manager Steve Brown said.

Brown's resort will be open all week while Pando, which opened Saturday, will resume operations on the weekend.

Skier Rick DeGraaf, who was headed for his second ride on the lift at Cannonsburg on Sunday, said the day's moderate temperatures made for a nice day on the hill.

"It makes Michigan living a good thing," the 59-year-old from Rockford said.

First quotes:

- Alex McNamara (compound "The Rockford friends... said" here is this person's only quote):
 - The Rockford friends, who have been practicing jumping and twirling tricks at Cannonsburg for a decade, said a "long" summer and fall left them eager to bust out their boards.

- Justin Vandervelde (this is VanderVelde's first quote that specifically references his name):
 - "You have to wait all summer for it to start snowing, so you might as well (hit the hill) as soon as the snow falls," the 22-year-old VanderVelde said Sunday.
- Pete Goodell (direct quote):
 - "We went from green grass to a lot of snow," said Pete Goodell, a manager at Pando.
- Bob DukeSherer (indirect quote, with title):
 - Bob Dukesherer, a National Weather Service meteorologist, says it's a near certainty that will happen by Tuesday, when a storm will settle in and hang over the region through Saturday.
- Steve Brown (indirect quote, with partial title):
 - The forecast should make for good business at Cannonsburg, which drew several hundred customers on its first day of business Sunday, manager Steve Brown said.
- Rick DeGraaf (indirect quote, with title and more details also):
 - Skier Rick DeGraaf, who was headed for his second ride on the lift at Cannonsburg on Sunday, said the day's moderate temperatures made for a nice day on the hill.