News Engagement Project

Trial Coding Scheme: Categorical Relevance of the News Driver

3-9-2019

**Instructions:**

For each row in the spreadsheet, choose the appropriate code for each category:

**1 = Yes,** story belongs in this category (text includes relevant words that represent the category)

**0 = No**, story DOES NOT belong in this category (text does not include relevant words that represent the category)

**\*\*\*\*\*\*\*\*Variable 1: Topic Driver: Mutually Exclusive Categories\*\*\*\*\*\*\***

**\*\*These are not topics per-se, we are looking for what determines topic selection: Is the story based on a major event, celebrity, powerful institutional actor, scientific report, or the need to entertain and engage the audience?**

*\*Event:* The news story appears to be based on topics related to recent events in the news (storm, accident, shooting, other major crimes or events) *but does not quote politicians, famous people, or major government organizations or “authorities”.*

1 = Yes, story belongs in this category (text includes relevant words that represent the category)

0 = No, story DOES NOT belong in this category (text does not include relevant words that represent the category)

*\*Entertainment:* The news story appears to be based on entertainment topics (celebrities, movies, television, sports, TV personalities, or media industry related content).

1 = Yes, story belongs in this category (text includes relevant words that represent the category)

0 = No, story DOES NOT belong in this category (text does not include relevant words that represent the category)

*\*Lifestyle:* The news story appears to be based on lifestyle, personal interest, hobbies, or entertaining for the audience (*entertaining for the audience, but not driven by someone from the entertainment industry*); for example, stories about *cooking, fashion, health and technological products* (apps, new phones), as well as *body weight, diet, cars, homes, travel, or interesting* *people*, *hunting, history (but not related to recognition of major events).* This also includes stories about pets (unless the animal is involved in a breaking news event). These stories are similar to what you would see on the cover of a magazine like Cosmo or GQ.

1 = Yes, story belongs in this category (text includes relevant words that represent the category)

0 = No, story DOES NOT belong in this category (text does not include relevant words that represent the category)

*\*Report.* The news story appears to be based on a story or investigative report based on a *scientific report, scientist, study, or major research findings* (but not studies conducted by the government: i.e. “jobs report” or congressional reports belong in government).

1 = Yes, story belongs in this category (text includes relevant words that represent the category)

0 = No, story DOES NOT belong in this category (text does not include relevant words that represent the category)

*\*Government Officials and Political Institutions:* The news story appears to be based on the actions, sayings, or press conferences/press releases of prominent politicians (“officials say”, president, congress men and women, law enforcement, police, courts etc.). This includes coverage of social media posts from government institutions or major actors. It also includes stories that are not political, but do include the coverage of people in government OR major positions of power, like CEOs or lobbyists. Stories about or enabled by foreign governments are also valid.

1 = Yes, story belongs in this category (text includes relevant words that represent the category)

0 = No, story DOES NOT belong in this category (text does not include relevant words that represent the category)

*\*Don’t know:* The text does not contain enough information to decide. This includes cells with “N/A”, blank cells, or missing information.

This category is NOT for placing any story without an obvious news driver. If the story does not have reference to a lifestyle topic, entertainment industry, government or powerful institution, or scientific report, then it is likely an event.

1 = Yes, story belongs in this category (text includes relevant words that represent the category)

0 = No, story DOES NOT belong in this category (text does not include relevant words that represent the category)

***\*\*\*\**variable 2: Headlines, *Every Headline gets a code*\*\*\*\*\*\***

*\*Click Bait:* The headline contains *forward-referring language* as a stylistic and narrative luring device, trying to induce anticipation and curiosity so the readers click (or tap on) the headline.

Headlines that end in question marks (?) or include question words (How, What, Where, etc.), include lists (e.g. Top 5 recipes, top 10 reasons, these GIFS will make you crazy), phrases that omit key information in order to entice the reader to click (You will never believe what these women do for fun), or *leading* language (You wouldn’t believe...).

These headlines tend to be longer, include complete sentences and include more nouns, verbs and prepositions. They also invite the reader to action (click on the photo gallery to see) or include particularly emotional or arousing language (Awesome!).

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0 = No, story DOES NOT belong in this category (text does not include relevant words that represent the category)