Coding Scheme + Measurement Instrument

## Vanderbilt News Headline Classification

### Coding Scheme

You will see snippets of stories from **American** television news. We would like to classify these snippets on the following two dimensions:

1. **Soft or Hard News:**

* **Soft News:** News about topics like
  + Sports
  + Weather (but not climate, e.g., global warming is excluded)
  + Entertainment celebrities
  + Travel
  + Style/Fashion
  + Cooking
  + Arts or Literature
  + Personal Tech.: New Apple products, etc.
  + Personal health: How to sleep better, etc.
* **Hard News:** News that is politically consequential. News that tells us the state of the world, e.g., unemployment, crime, poll results, etc. or news that talks about policies being debated, e.g., healthcare bill, abortion bill, Medicare, Medicaid, etc. Among others, it includes the following areas:
  + **Politicians, Parties, Elections, and Polling:** Poll results, candidate profiles, election results, etc.
  + **Economy:** Taxes, Inflation, Unemployment, Trade, GDP, etc.
  + **Education:** Educational policies, schools, universities, students, educational budgets, etc.
  + **Environment:** Environmental policies and protection, global warming, plastics, pollution, etc.
  + **Justice System, Law and Order, Crime:** Crime rates, incarceration, news of specific crime, etc.
  + **Terrorism, War, Conflict, Military**
  + **Immigration/Asylum**
  + **Morality, Family Values, Religion:** Abortion, homosexuality, etc.
  + **Public Health:** New drug discoveries, food recalls, vaccines, etc.
  + **Social Welfare:** Medicare, Medicaid, Public Housing, Anti-poverty
  + **Health Insurance**
  + **Other Policy Areas**: Agriculture and Rural Affairs,Child Care, and Family Policies
* **Clarifying Differences Between Hard and Soft News:**

1. **Technology**
   1. News about personal tech. like latest Apple products are Soft News
   2. News about new technologies like advancement in semiconductors, energy, space exploration is Hard News.
2. **Weather**
   1. News about how the weather will be, etc., is Soft News
   2. News about climate change, global warming, flooding, etc. is Hard News
3. **Health**:
   1. News about personal well being like tips for sleeping and eating better is Soft News
   2. News about new nutrition guidelines, drug discoveries, food recalls, etc. is Hard News

2. **Geography:**

* **Local** — deals with a village, city, town, or state.
* **National** — deals with more than one state or the country as a whole
* **International** — deals with international issues.

### Survey

#### Geography

**Q: Does the news deal with a local, national, or international concern or event?**

**[Radio Button]**

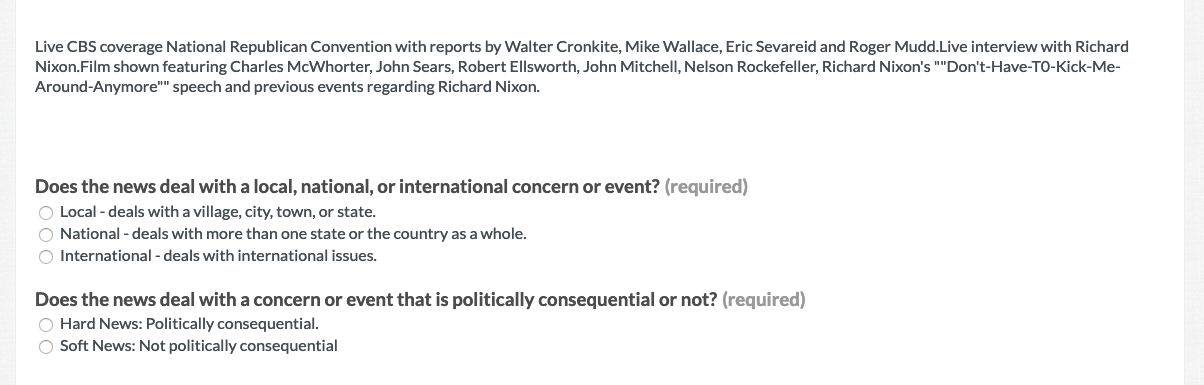
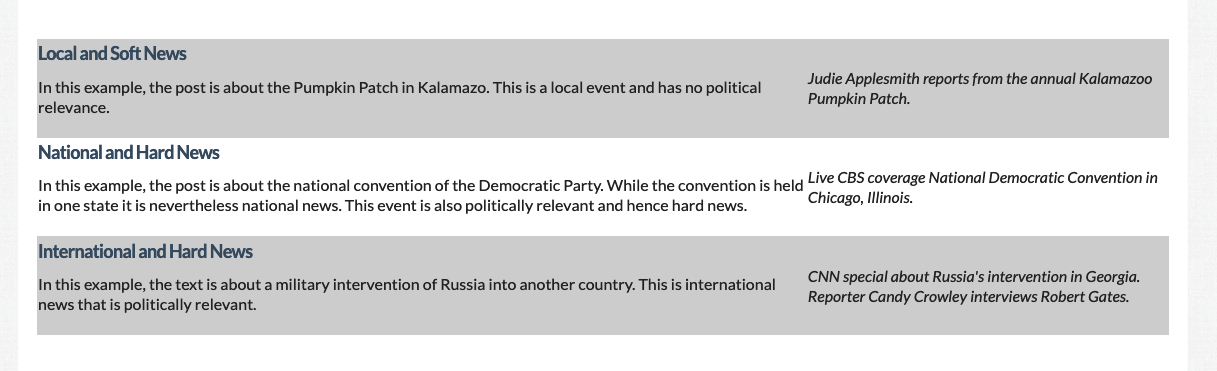
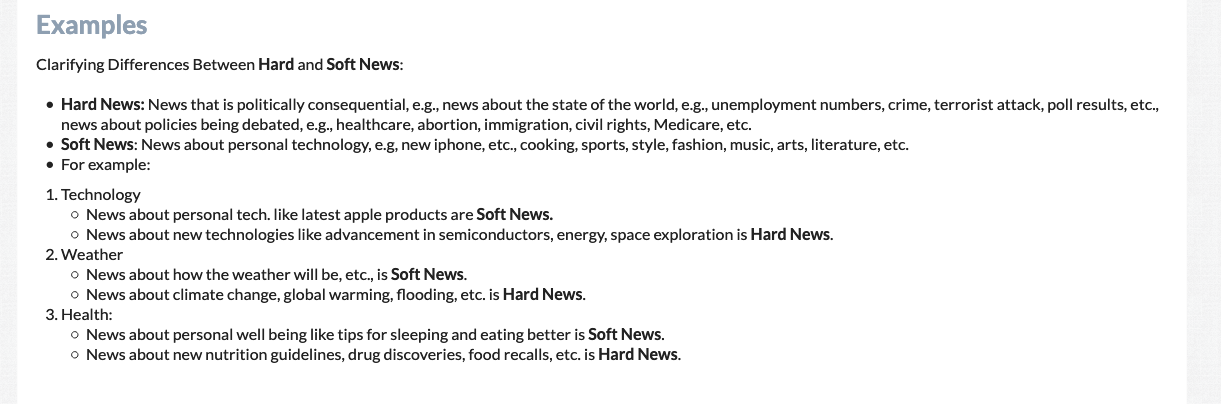
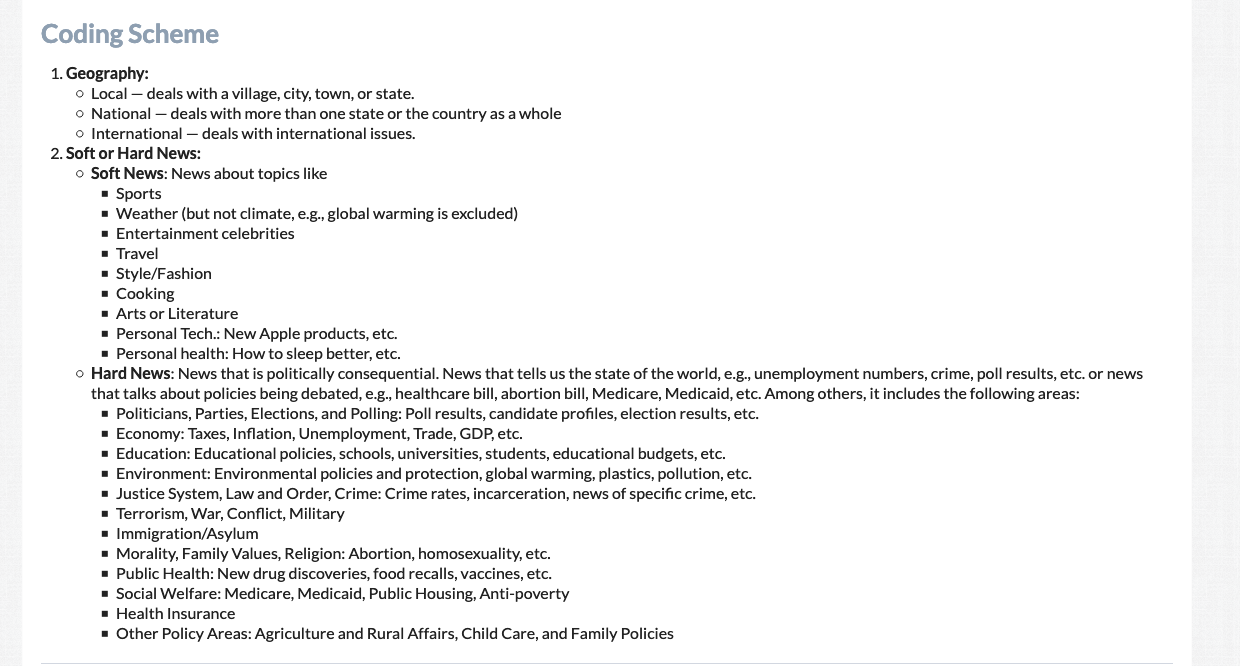
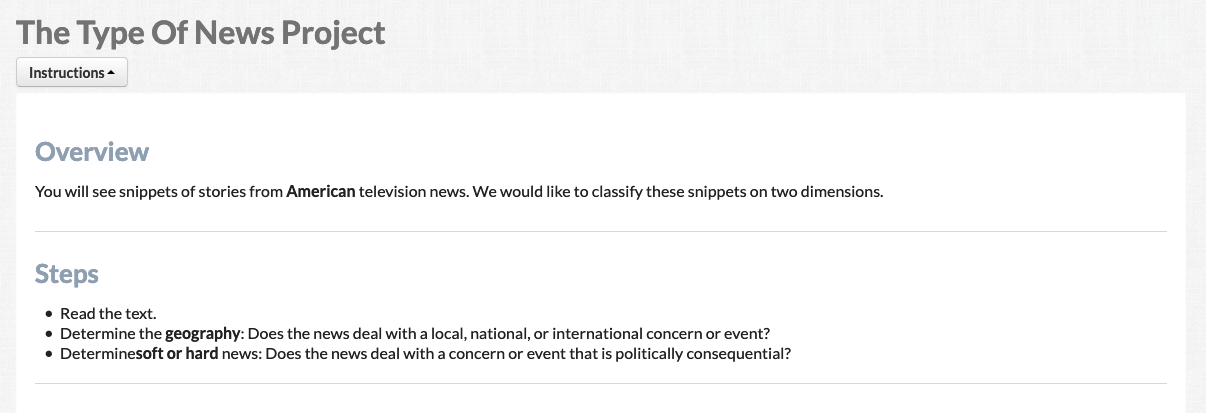
* Local — deals with a village, city, town, or state.
* National — deals with more than one state or the country as a whole
* International — deals with international issues.

#### Hard or Soft News

**Q: Does the news deal with a concern or event that is politically consequential or not?**

* **Hard News:** News that is politically consequential, e.g., news about the state of the world, e.g., unemployment numbers, crime, terrorist attack, poll results, etc., news about policies being debated, e.g., healthcare, abortion, immigration, civil rights, Medicare, etc.
* **Soft News:** News about personal technology, e.g., new iphone, etc., cooking, sports, style, fashion, music, arts, literature, etc.

### Survey Screenshots

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