Codebook of the project "Translocal followers of regional newspapers in Germany"

General information for Coders:

As far as possible, the variables should be coded based on information that is visible within the Twitter environment (tweeted text and usually headline, parts of the teaser). If coders are unsure how to code the respective tweet based on this information, they can click through to the news website publishing the linked story and code based on the full teaser, the first paragraph and if necessary the full article text. For tweets that only show the URL but no further information like headline or teaser (e.g., because the tweet is connected to an image directly published on Twitter) the coders always have to click through to the website.

V01 – Scope

1 - Local or regional coverage *(The linked article is referencing places that are located inside of the respective newspaper's print circulation area.)*

2 - Federal state ("Bundesland") coverage or coverage about specific locations in this state *(The linked article is referencing places in the state in which the newspaper has its seat. This includes coverage about the state as a whole as well as coverage of specific locations that are located within the same state as the newspaper's seat but outside of the newspaper's print circulation area.)*

3 - National coverage or coverage on specific locations in another state *(The linked article is referencing the Federal Republic of Germany as a whole or specific locations in other federal states. There is no detectable connection to the newspaper's seat.)*

4 - International coverage *(The linked article is only referencing locations outside of Germany and there is no detectable connection to Germany at all (e.g., U.S. President Trumps connection to Russia).)*

99 - Unclear / no locations mentioned

If there are references to more than one location the lowest level of scope possible has to be coded (The local sportsman participating in the New York Marathon is coded as 1; Merkel negotiating in the G7-summit is coded as 3). If there is no clearly identifiable location present, the coder should code the residual category (99). This is also the case if a geolocation is mentioned that has a clear geographic reference embedded but does not follow the above mentioned scheme of local/regional; state; national; international (e.g., "the north"; "the coast of the Baltic Sea"; "central Germany").

If the linked article references a location that is unknown to the coder, the coder has to check the position of this location with external data sources (e.g., Google Maps). For practical reasons full counties ("Landkreise") are counted as the area of a newspaper's physical distribution, even if in some cases a newspaper is only physically available in parts of the respective county.

The twelve case examples newspapers' areas of physical distribution are listed below. The federal state that includes the newspaper's seat is given in brackets. In cases in which a newspaper has several local versions within the same cover pages (but with different names), we included the area of physical distribution of all these local versions combined.

Rhein-Zeitung (Rhineland-Palatinate): *Counties: Ahrweiler, Altenkirchen, Birkenfeld, Bad Kreuznach, Cochem-Zell, Mayen-Koblenz, Neuwied, Rhein-Hunsrück-County, Rhein-Lahn-County, Westerwald-County; independent cities: Koblenz*
(All local versions of the newspaper are included to determine the area of physical distribution, even if they are published with a different name. This includes: Oeffentlicher Anzeiger / Kirner Zeitung, Westerwälder Zeitung, Rhein-Hunsrück-Zeitung, Rhein-Lahn-Zeitung.)[1]

Abendzeitung (Bavaria): *Counties: Cham, Dachau, Deggendorf, Dingolfing-Landau, Ebersberg, Erding, Freising, Fürstenfeldbrück, Kelheim, Landshut, Munich, Regensburg, Starnberg, Straubig-Bogen; independent cities: Landshut, Munich, Regensburg, Straubing*[2]

Ruhr Nachrichten (North Rhine-Westphalia): *Counties: Borken, Coesfeld, Ennepe-Ruhr-County, Hagen, Recklinghausen, Unna; independent cities: Bochum, Bottrop, Dortmund, Gelsenkirchen, Herne.*
(All local versions of the newspaper are included to determine the area of physical distribution, even if they are published with a different name. This includes: Dorstener Zeitung, Halterner Zeitung, Münsterland Zeitung, Hellweger Anzeiger)[3]

Nürnberger Nachrichten (Bavaria): *Counties: Ansbach, Bayreuth, Erlangen-Hochstadt, Forchheim, Fürth, Neumarkt in der Oberpfalz, Neustadt a. d. Aisch-Bad Windsheim, Nürnberger Land, Roth, Weißenburg-Gunzenhausen; independent cities: Ansbach, Erlangen, Fürth, Nürnberg, Schwabach*[4]

Dresdner Neueste Nachrichten (Saxony): *Counties: Bautzen, Meißen, Sächsische Schweiz-Osterzgebirge; independent cities: Dresden*[5]

Münstersche Zeitung (North Rhine-Westphalia): *Counties: Steinfurt; independent cities: Münster*[6]

Ostseezeitung (Mecklenburg-West Pomerania): *Counties: Nordwestmecklenburg, Rostock, Vorpommern-Greifswald, Vorpommern-Rügen; independent cities: Rostock*[7]

Allgemeine Zeitung (Rhineland-Palatinate): *Counties: Alzey-Worms, Bad Kreuznach, Mainz-Bingen; independent cities: Mainz*[8]

Goslarsche Zeitung (Lower Saxony): *Counties: Goslar.*[9]

Stader Tageblatt (Lower Saxony): *Counties Stade.*
(All local versions of the newspaper are included to determine the area of physical distribution, even if they are published with a different name. This includes: Buxtehuder Tageblatt and Altländer Tageblatt).[10]

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[1] Source: Rhein-Zeitung: Verbreitungsgebiet. Online unter: http://www.rhein-zeitung.de/anzeigen/media/anzeigen-verbreitungsgebiet.html (accessed: 27.06.2017)
[2] Source: Abendzeitung: Mediadaten 2017, Preisliste Nr. 67 (2017, p. 3)
[3] Source: Medienhaus Lensing: Preisliste Nr. 18. (2017, p. 3)
[4] Source: Nordbayern.de: Verbreitungskarte Anzeigen. Online unter: www.nordbayern.de/anzeigen/anzeigen-aufgeben/mediadaten-print/verbreitungskarte-anzeigen-1.2008396 (accessed: 26.07.2017)
[5] Source: Dresdner Neueste Nachrichten: Preisliste Nr. 18 (2017, p. 4)
[6] Source: Zeitungsgruppe Münster: Verbreitungsgebiet der Münsterschen Zeitung. Online unter: https://www.zeitungsgruppe.ms/produkte/muenstersche-zeitung/ (accessed: 05.07.2017)
[7] Source: Ostsee-Zeitung: OZ-Anzeigenpreisliste 2017 Nr. 42 (2017, p. 16f.)
[8] Source: Rhein Main Presse Werbevermarktung GmbH: Tageszeitungen – lokale Reichweite. Online unter: http://www.rmpw.de/unser-portfolio/tageszeitungen/zeitungenprint/ (accessed: 05.07.2017)
[9] Source: Goslarsche Zeitung: Anzeigenpreisliste Nr. 60 (2016, p. 5)
[10] Source: Stader Tageblatt: Mediadaten und Preisliste Nr. 61 (2015, p. 14)

Mittelbadische Presse (Baden-Württemberg): *Counties: Freudenstadt, Ortenau-County, Rottweil.*
(All local versions of the newspaper are included to determine the area of physical distribution, even if they are published with a different name. This includes: Marken Kehler Zeitung, Acher-Rench-Zeitung, Offenburger Tageblatt, Lahrer Anzeiger, Schwarzwald-Zeitung).[11]

Recklinghäuser Zeitung (North Rhine-Westphalia): *Counties: Recklinghausen*
(All local versions of the newspaper are included to determine the area of physical distribution, even if they are published with a different name. This includes: Marler Zeitung, Hertener Allgemeine, Stimberg Zeitung, Dattelner Morgenpost, Waltroper Zeitung.)[12]

V02 - Topic[13]

1000 – SOCIETAL RELEVANT POLITICAL TOPICS
Texts are coded under 1### if the topic is a controversially discussed political issue. That means that actors from the spheres of politics and/or society argue with one another over diverging positions. If the topic is rather covered in an informative way (no political controversy), 2### has to be coded.

1100 – Politics, Administration, Government (unspecific)

1110 – German internal politics, politics of the federal states, local politics (unspecified). (only code texts without links to specific resorts or political issues here. If specific resort issues are mentioned code 1112. The term policy field follows a wide definition.
1111 – Political actors, institutions, elections (mentioned as person/institution)
1112 – Policy field: Public budget, taxation policy, financial policy, labor policy, social policy (economic policy is to be coded as 12##; foreign politics is coded as 1120)
1113 – Administration
1114 – Affairs, scandals and their aftermath
1115 – Protests and demonstrations

1120 – German foreign policy *(Coded if the coverage focuses on the relationship/role of Germany to/in international organizations and with other states. If Germany is just a part of the organization like all the others, 113# has to be coded)*

1130 – International politics (unspecified)
1131 – (Civil-)Wars and peace negotiations

1140 – Non-German politics (unspecified) *(politics of individual states without reference to Germany)*
1141 – Normal internal politics: politicians, parties, elections. Institutions, laws
1142 – Affairs, scandals and their aftermath
1143 – Crises, protests and counteraction by the state, international trials
1145 –Normal foreign policy of foreign governments

1200 – Economy (unspecific)

1210 – Growth, inflation, stock rates

1220 – Globalization, trade, exports, Germany, federal state or city as business markets/sites

[11] Source: Mittelbadische Presse: Anzeigenpreisliste Nr. 55 (2017, S. 4/5)
[12] Source: Medienhaus Bauer: Mediadaten 2010, Preisliste 28 (2010, S. 6/7)
[13] The topic variable is based on Fretwurst (2008, Online-Appendix, pp. 312ff) which was adapted to fit this analysis.

1230 – Job market, wage policy/conflicts
1240 – Consumption, saving, consumer behavior
1250 – Investments, market strategies, enterprise behavior
1260 – Portraits of specific enterprises or industries (Introduction to the reader; if it focuses on certain market strategies/action of the company, 1250 has to be coded)
1270 – Working conditions, professional life (e.g. development possibilities, mobbing in the workplace, equality)
1280 – City planning, road planning, infrastructure

2000 – ABSTRACT TOPICS: SOCIETY

Rather informative non-political thematic focus. Focus on individual, abstract topics. Otherwise code 1###.

2100 – Life in Society, societal sub-systems (unspecific)

2110 – Social life (everyday life, social conditions, interaction between everyday life and societal institutions, regions and their regional culture, homeland, tradition and maintenance of traditions, (cultural) history)
2120 – Sub-systems of society (unspecified)
2121 – Science, technology, medicine, research and technical development (as far as research/technological processes are involved)
2122 – Education
2123 – Ideology, church, religion, beliefs and norms (also: extremist ideology (e.g. religious, right-wing, left-wing, …) is coded here; if it is coverage focusing on right-wing extremists interaction with the refugee crisis and the clear focus of the coverage is on the refugee/migration topic, 2127 has to be coded)
2124 – Culture (high culture, popular culture, music, media, cinema, also coverage on TV programs is always coded here; notes on upcoming cultural events are coded under 6040)
2125 – Social security, health (e.g. health care, medically assisted suicide, AIDS, social security contribution, retirement funds)
2126 – Human rights, citizen rights, oppression, human dignity
2127 – Migration, integration, and problems resulting from these phenomena (right-wing extremism without clear focus on refugees/migration is coded as 2123)
2128 – Judicature, public safety (coverage on civil lawsuits without criminal action involved; coverage on the work of police and judiciary without criminal action involved (like police securing a major event); if a criminal action is involved code 3210; if the focus of coverage is on internalpolitical actions (like cutting police staff numbers) code 1112.

2200 – Humans, world, nature (unspecified)

2210 – Nature, ecology, flora, wildlife, protection of species, geology, climate, animal protection
2220 – Space, astronomy, archeology
2230 – Traffic, public mobility (includes public transport; construction and maintenance of infrastructure is coded as 1280; current traffic information on traffic jams, speed cameras etc. is coded as 6020; customer advice on what car to buy etc. is coded 4020)

3000 – SOFT NEWS, HUMAN TOUCH-ISSUES

3100 – Human Touch and curiosities (unspecified)

3110 – Personality 1: Celebrities *(not prominent politicians acting in their official role, that should be coded as 1111)*
3120 – Personality 2: Stories about ordinary people

3130 – Sexuality, eroticism
3140 – (Bizarre) Stories about animals
3200 – Issues of fear (unspecific)
3210 – Crime, terrorism (also coverage on ongoing and past lawsuits including criminal activity; civil lawsuits without criminal activity involved should be coded as 2128)
3220 – Accidents, causalities, fire (e.g. car or plane crash, sunken ship),
3230 – Natural disasters (fires are coded 3220)
3240 – Sicknesses, epidemics
4000 – CONSUMER ISSUES, CUSTOMER ADCIVE (unspecific)
Only code in sub-categories of 4### if the article focuses on giving the reader advice on how to act as a consumer/costumer (e.g. what product to buy or what service to use).
4010 – Social issues, finance, law
4020 – Cars, means of transport (only if it includes customer advice, else see 2230)
4030 – Traveling and vacation
4040 – Home and garden
4050 – Cooking, recipes
4060 – Nutrition, health, medicine, body and soul
4070 – Technology, hardware, software
5000 – SPORTS (unspecific)
5010 – Soccer
5020 – Motor sports
5090 – Other sports
6000 – SERVICE ISSUES (unspecific)
6010 – Weather
6020 – Current traffic info (speed cameras, traffic jams, current restriction of the flow of traffic through construction sites etc.)(construction and maintenance of traffic infrastructure is coded as 1280; customer advice on what car (accessories) to buy etc. is coded as 4020; other general stories about traffic and public transport are coded 2230)
6030 – Lottery, raffles
6040 – Event notes (in the future; for reports on cultural events code 2124)
6050 – News overview (e.g. the day's headlines summarized with respective links to the full articles) (Texts with this topic category usually have to be coded with a 99 in the scope variable unless they are focused exclusively on a local/regional/national/international area)
9999 – UNCLEAR
Only tweets that contain a link to a full article are coded. Only the main topic is coded. If a text contains several topics the coder has to identify the article's main topic. This main topic is in most cases clearly identifiable by checking the headline, the teaser and the first sentence of the article. If this is not the case, the topic that gets the most coverage within the article (number of lines) will be treated as the main topic. If the main topic is still not clearly identifiable, 9999 has to be coded.