

## Appendix 2 Code Book

### 1. Date

- 1 Tuesday 20 October 2009
- 2 Wednesday 15 April 2009
- 3 Thursday 14 May 2009
- 4 Friday 19 June 2009
- 5 Saturday 22 August 2009
- 6 Sunday 19 July 2009
- 7 Monday 21 September 2009

### 2. Time of day

Format: hh:mm

### 3. Issue/content

Short summary of the issues or content of the news story, for foreign coverage: note continent/country

### 4. Scheduling cycle

- 0 NA
- 1 Rolling News TV 2 News Channel
- 2 News Breakfast TV 2 News Channel
- 3 17:00 Broadcast TV 2 News Channel
- 4 18:30 Simulcast with TV 2 News
- 5 20:00 Broadcast TV 2 News Channel
- 6 21:00 Simulcast with TV 2 News
- 7 Foreign news magazine
- 8 Business round up
- 9 Tabloid Simulcast with TV 2
- 10 Saturday Magazine Simulcast with TV 2

### 5. Main categories

- 0 NA
- 1 Domestic
- 2 Foreign
- 3 Norwegian foreign

### 6. Non-editorial content type

- 0 NA
- 1 Headline, headline summary, Round-offs, Text frame/ text box
- 2 Promos between programmes
- 3 Promos in programme
- 4 Advertising
- 5 Weather

### 7. Primary content categories

- 0 NA
- 1 Business
- 2 Crime

- 3 Social issues
- 4 Politics
- 5 Accidents
- 6 General interest
- 7 Sport
- 8 Miscellaneous
- 9 Weather forecast

### 8. Business

- 0 Not business
- 1 Norwegian business and industry at home
- 2 Norwegian business and industry abroad
- 3 Norwegian markets
- 4 Global business, economy and finance
- 5 Foreign companies in Norway
- 6 Personal finance
- 7 Other
- 8 Also business

### 9. Crime

- 0 Not crime
- 1 Murder/ manslaughter/suspicious deaths
- 2 Violence
- 3 Smuggling and trafficking
- 4 Sex crimes
- 5 Financial crime
- 6 Petty crime
- 7 Other
- 8 Also crime

### 10. Social issues

- 0 Not social issues
- 1 Work
- 2 Health
- 3 Education
- 4 Minority issues
- 5 Consumer issues
- 6 Global and international social issues
- 7 Other
- 8 Also social issues

### 11. Politics

- 0 Not politics
- 1 Norwegian domestic/national politics
- 2 Regional and local politics
- 3 International affairs

- 4 War, terrorism and political violence
- 5 Norway and the world
- 6 Other
- 7 Also politics

### 12. Accidents

- 0 Not accidents
- 1 Accidents caused by human error
- 2 Accidents caused by nature
- 3 Accidents of indeterminate causes
- 4 Other
- 5 Also accidents

### 13. General interest

- 0 Not general interest
- 1 The arts
- 2 Popular culture
- 3 Curiosities
- 4 Royalty
- 5 Time specific issues/ anniversaries/historical events
- 6 Other
- 7 Also general interest

### 14. Sport

- 0 Not sport
- 1 Norwegian sport
- 2 World sport
- 3 Norwegian sports people abroad
- 4 Sports news
- 5 Sports personalities
- 6 Other
- 7 Also sport

### 15. Miscellaneous

- 0 Not miscellaneous
- 1 Miscellaneous
- 2 Other
- 3 Also miscellaneous

### 16. Weather forecast

- 0 Not weather forecast
- 1 Weather forecast
- 2 Also weather forecast

### 17. Topical category

- 0 NA
- 1 The financial crisis
- 2 The Norwegian national election 2009
- 3 Climate change/the environment
- 4 Barak Obama

### 18. Location

- 0 NA
- 1 Norway
- 2 Scandinavia
- 3 UK

- 4 US
- 5 EU
- 6 Middle East
- 7 Other

### 19. Agenda setting

- 0 NA
- 1 Live
- 2 Near simultaneous
- 3 Same day/next day as event
- 4 Topical but not same day
- 5 Off agenda

### 20. Source

- 0 NA
- 1 In-house
- 2 SKY News
- 3 News organisation

### 21. Format

- 0 NA
- 1 Interview with guest/expert in studio
- 2 Interview with guest/expert via uplink
- 3 Interview with own journalist/commentator/correspondent/ Editor in studio
- 4 User generated content (UGC)

### 22. Updating

- 0 NA
- 1 First time item appears
- 2 Item is repeated but not updated
- 3 Item is repeated and updated
- 4 Item is repeated but cut

### 23. Guest A

- 0 NA
- 1 Guest in the studio
- 2 Guest via link
- 3 No guest

### 24. Guest B: Gender

- 0 NA
- 1 Female
- 2 Male
- 3 Both genders represented

### 25. Guest C: Guest source

- 0 NA
- 1 Government/state/administration
- 2 Political party
- 3 Organisation/NGOs
- 4 University/research sector
- 5 Business sector
- 6 The media
- 7 Other

**26. Guest D: Name of guest/s**

**27. News Alert/ Breaking news**

Nyhetsvarsel – content of crawl or news alert

**28. Notes**

If needed, and in cases of category doubt.

**29. News**

1 News

2 Not news

**30. Priority**

Items number in the bulletin running order

**31. Number**

Number of times item is repeated

**32. Duration:** Format in seconds

# Detailed Codebook

## Variable 1: Date

1	Tuesday 20 October 2009
2	Wednesday 15 April 2009
3	Thursday 14 May 2009
4	Friday 19 June 2009
5	Saturday 22 August
6	Sunday 19 July 2009
7	Monday 21 September 2009

The dates were predetermined prior to data collection. The data is thus collected according to a constructed week, Monday through to Sunday over a period of 8 months – from April to October 2009.

## Variable 2: Time of day

Format: hh:mm

Start time is logged to the minute for approximate placement in the rolling news day. Each news day consists of 18 hours, starting at 06:00 and ending at 24:00. The 6 hours from 24:00 to 06:00 are not logged as this content is considered to have a considerable smaller audience, and because it consists exclusively of repeated material from the previous news day.

## Variable 3: Issue/content

Short summary of the issues or content of the news story.

## Variable 4: Scheduling cycle

0	NA
1	Rolling News TV 2 News Channel
2	News Breakfast TV 2 News Channel
3	17:00 Broadcast TV 2 News Channel
4	18:30 Simulcast with TV 2 News
5	20:00 Broadcast TV 2 News Channel
6	21:00 Simulcast with TV 2 News
7	Foreign news magazine
8	Business round up
9	Tabloid Simulcast with TV 2
10	Saturday Magazine Simulcast with TV 2

The various formats in TV 2 News Channel's schedule have been divided into 9 separate categories that denote the format in which each news item is broadcast.

### 1. Rolling news TV2 News Channel

The rolling news format, which consists of any type of news content that is identifiably TV 2 News Channel, whether it be news reports, text frames, studio bulletins or weather forecast – i.e. any news output that can not be identified as the subsequent categories within this variable, excluding commercial breaks.

### 2. News Breakfast TV 2 News Channel

TV 2 News Channel's weekend breakfast show "Nyhetsfrokost", which has a different format from the rolling news output in that it is broadcast from a different studio and the tone is more informal than news studio based news broadcasting within the channel.

### 3. 17:00 broadcast TV 2 News Channel

TV 2 News Channel's 17:00 broadcast is a bulletin produced for the viewers of the News Channel. Scheduling indicates this bulletin is intended as a summary of the agenda for the day so far, and as a means to bring audiences to the channel at a time that is not in conflict with the schedules of other news providers in the market. Ratings indicate this is TV 2 News Channel's most watched bulletin, which lasts approximately 30 minutes.

### 4. 18:30 Simulcast with TV 2 News

The News Channel's 18:30 simulcast of TV 2's early evening news bulletin is the first of two nightly TV 2 news bulletins that is also broadcast by the News Channel. TV 2's news bulletins are of a different format from the rolling news genre, insofar as it to a larger extent establishes a news agenda that is more thoroughly edited than the rolling news format.

### 5. 20:00 broadcast TV 2 News Channel

The 20:00 bulletin is another of TV 2 News Channel's round up of news during the evenings. Scheduling-wise it provides a news update before TV 2's main nightly news bulletin at 21:00.

### 6. 21:00 Simulcast with TV 2 News

The 21:00 simulcast with TV 2's main news bulletin is identified specifically in the scheduling cycle for the same reason as the 18:30 bulletin.

### 7. Foreign news magazine

TV 2 News Channel produces its own foreign news magazine aired every Saturday. This programme has a distinct magazine format and is produced by foreign correspondents intended for broadcast on the News Channel.

### 8. Business round up

Whereas sport is a part of every news bulletin on the News Channel, business news has its own distinct segment in the daily schedule of the News Channel – twice a day as round up of the day's main business news, and Business Magazine on Fridays.

### 9. Tabloid Simulcast with TV 2

TV 2's early evening debating format was simulcast between the two channels before it was permanently moved to TV 2 News Channel in 2010. The programme usually addresses two daily topics with an assortment of guests in the studio.

### 10. Saturday Magazine Simulcast with TV 2

TV 2's weekend magazine format scheduled after the 8:30 news slot, primarily with feature stories, portraits and interviews presented by a host.

#### Variable 5: Main categories

0	NA
1	Domestic
2	Foreign
3	Norwegian foreign

The content of the News Channel is logged according to 3 main geographical categories. They are mutually exclusive and serve to identify large categories of content.

#### 1. Domestic

Domestic content is any news content that is geographically located inside Norway.

#### 2. Foreign

Foreign content is any news content that is geographically located outside Norway. This does not include coverage of Norwegians and their activities abroad, which has its own category 3.

#### 3. Norwegian foreign

Norwegian foreign content is any news content that is geographically located outside Norway, but in which Norwegians figure so prominently that it is likely the story is covered according to the particular news criteria of national identification. Likewise, it is unlikely the story had not been covered had it not involved a Norwegian citizen. Examples are sports coverage of Norwegians excelling in a sport in a foreign country (such as

the NHL), the royal family visiting a foreign country, or Norwegians witnessing violent events otherwise unlikely to be covered. This does not include cases where coverage would otherwise be certain.

#### Variable 6: Non-editorial content type

0	NA
1	Headline, headline summary, round-offs, text frame/text box
2	Promos between programmes
3	Promos in programme
4	Advertising
5	Weather

#### 1. Headlines etc

Includes bulletin headlines, headline summaries in the bulletins, textual news updates between bulletins, and the summary round-offs at the end of bulletins. This is news content that due to its brevity can hardly be categorised under the primary content categories, but that should nevertheless be registered as news content to provide an accurate representation of the schedule on TV 2 News Channel.

#### 2. Promos between programmes

Promos of TV 2 productions between the News Channel's programmes or bulletins. Promos here include programmes and concepts produced by TV 2 as a whole – meaning promos of content on all of TV 2's channels and platforms.

#### 3. Promos in programme

Promos of TV 2 productions within the News Channel's programmes or bulletins. Promos here include programmes and concepts produced by TV 2 as a whole – meaning promos of content on all of TV 2's channels and platforms, as well as communication between studios to promote programmes coming up within the day's schedule.

#### 4. Advertising

Commercial advertising between programmes.

#### 5. Weather

TV 2 News Channel's weather forecast features in its own separate section between bulletins.

#### Variable 7: Primary content categories

Primary content categories refer to categorisation of the news content. There are 9 primary content categories that are intended to be mutually exclusive. As such, each news item is logged according to only one such category. Nuances are logged under variable 9.

### 1. Business

Business news is any content that concerns business, economy, finance, industry or markets. This includes the activities of companies, the stock market, personal finance and business deals of any kind, in Norway as well as internationally.

### 2. Crime

Crime news is any content that concerns criminal activity in Norway and internationally. This includes serious crime such as murder; general violence and gang violence; smuggling; sex crimes; financial crime (white collar crime); and petty crime or minor criminal activity.

### 3. Social issues

Social issues concerns any content that address working life, health issues, education and minority issues in Norway and internationally. This category also includes consumer issues.

### 4. Politics

Politics includes any content that deals with Norwegian or international politics, as well as terrorism, war and political violence.

### 5. Accidents

Accidents pertain to news about sudden incidents where people, property or nature has suffered damage, in Norway as well as internationally.

### 6. General interest

General interest includes news from the cultural sector, coverage of the royal family, anniversaries and curiosities. This category contains the softer news stories, celebrity coverage, odd stories and "other news".

### 7. Sport

Sport covers news about sports results in Norway and internationally, sports personalities; the activities of Norwegian sports people abroad, and sports news in general.

### 8. Miscellaneous

Miscellaneous covers content that cannot be classified as news per se, such as continuity; headlines; promos and padding.

### 9. Weather forecast

The weather forecast is a separate section in the schedule where the weather is presented.

### Variable 8: Business

- |   |   |
|---|---|
| 0 | Not business                            |
| 1 | Norwegian business and industry at home |
| 2 | Norwegian business and industry abroad  |

- |   |                                      |
|---|--------------------------------------|
| 3 | Norwegian markets                    |
| 4 | Global business, economy and finance |
| 5 | Foreign companies in Norway          |
| 6 | Personal finance                     |
| 7 | Other                                |
| 8 | Also business                        |

Business news is any content that concerns business, economy, finance, property, industry or markets. This includes the activities of companies, the stock market, personal finance and business deals of any kind, in Norway as well as internationally, transactions between companies, private business people or any economic actor.

### 1. Norwegian business and industry at home

Concerns news about economic issues and activities in Norway, including the activities of Norwegian businesses and companies and economic developments in Norway.

### 2. Norwegian business and industry abroad

Concerns news about Norwegian business, economy and industry that impacts on the economy, business and industry of other nations or internationally.

### 3. Norwegian markets

Concerns news about Norwegian markets, including the stock market, currency issues, interest rates, the banking sector, the housing market and GDP issues.

### 4. Global business economy and finance

Concerns news about the state of other national economies, the international economy, activities of foreign national or multinational companies, global or other national markets.

### 5. Foreign companies in Norway

Concerns news about the activities of foreign national or multinational companies, businesses and industries in Norway.

### 6. Personal finance

Concerns news about the economy of Norwegian citizens, such as the goods and services sector, the cost of living and consumer price index issues.

### 7. Other

Concerns business news about any other issue that cannot be logged within the above categories.

### 8. Also business

Concerns news items that primarily falls into one of the other content variables, but contains business topics to such a degree that the news item could also be logged under the business variable. This variable allows for a nuance in

news item categorisation between first-order topics and second-order topics within the story.

**Variable 9: Crime**

- 0 Not Crime
- 1 Murder/ manslaughter/suspicious deaths
- 2 Violence
- 3 Smuggling and trafficking
- 4 Sex crimes
- 5 Financial crime
- 6 Petty crime
- 7 Other
- 8 Also crime

Crime news is any content that concerns criminal activity in Norway and internationally. This includes serious crime such as murder; general violence; gang violence; smuggling; sex crimes; financial crime (white collar crime); and petty crime or minor criminal activity.

*1. Murder/manslaughter/suspicious deaths*

Concerns news about deaths that are not caused by natural causes or suicide, or indeed suspected as such, in Norway or internationally.

*2. Violence*

Concerns news about the criminal use of violence or force, hereunder serious violent acts, violent gang activity, armed robberies and generally unmotivated violence, in Norway or internationally.

*3. Smuggling or trafficking*

Concerns news about the smuggling of goods into a legally defined geographical area where this is deemed illegal, as well as the unlawful trafficking of people, in Norway or internationally.

*4. Sex crimes*

Concerns news about illegal sexual acts or threats of such acts, such as rape, sexual harassment and incest, in Norway or internationally.

*5. Financial crime*

Concerns news about so-called white-collar crime, unlawful gain of assets through indirect means such as fraud, forgery and embezzlement.

*6. Petty crime*

Concerns news about minor criminal offences where violence is not an aspect, such as DUIs and speeding.

*7. Other*

Concerns crime news about any other issue that cannot be logged within the above categories.

*8. Also crime*

Concerns news items that primarily falls into one of the other content variables, but contains crime topics to such a degree that the news item could also be logged under the crime variable. This variable allows for a nuance in news item categorisation between first-order topics and second-order topics within the story.

**Variable 10: Social issues**

- 0 Not social issues
- 1 Work
- 2 Health
- 3 Education
- 4 Minority issues
- 5 Consumer issues
- 6 Global and international social issues
- 7 Other
- 8 Also social issues

Social issues concerns any content that address human concerns and problems, individually or socially, such as working life, health issues, education and minority issues in Norway and internationally. This category also includes consumer issues.

*1. Work*

Concerns news about various aspects of working life, including pension, disability, unemployment and leaves of absence. Also includes issues concerning labour unions and labour negotiations, strikes and work-health safety, in Norway and internationally.

*2. Health*

Concerns news about issues concerning the physical and mental health of individuals, social groups and peoples. Includes such issues as hospital matters, epidemics and substance abuse, in Norway and internationally.

*3. Education*

Concerns news about the education sector concerning individuals, social groups or institutions, including kindergarten, the school system and the university level, in Norway and internationally.

*4. Minority issues*

Concerns news about equal opportunity and rights for individuals or social groups, including gender issues, issues of ethnicity, sexual orientation and disabilities, in Norway and internationally.

*5. Consumer issues*

Concerns news about the quality of personal consumption of goods and services, such as safety

hazards, factory recalls, consumer complaints and terms of services, in Norway and internationally.

#### 6. *Global and international social issues*

Concerns news about social issues on a global scale such as the activities of the WHO and international climate issues.

#### 7. *Other*

Concerns social issues that cannot be logged within the above categories.

#### 8. *Also social issues*

Concerns news items that primarily falls into one of the other content variables, but contains social issues topics to such a degree that the news item could also be logged under the social issues variable. This variable allows for a nuance in news item categorisation between first-order topics and second-order topics within the story.

### **Variable 11: Politics**

0	Not politics
1	Norwegian domestic/national politics
2	Regional and local politics
3	International affairs
4	War and political violence
5	Terrorism
6	Norway and the world
7	Other
8	Also politics

Politics includes any content that deals with Norwegian or international politics, systems of rule, political decision making, and war and political violence. Includes economic measures used as political instruments.

#### 1. *Norwegian domestic/national politics*

Concerns news about Norwegian domestic politics on a national level, such as the activities of the government and parliament. This includes the activities of state administration, such as the embassies and the armed forces.

#### 2. *Regional and local politics*

Concerns news about Norwegian domestic politics on a regional and local level.

#### 3. *International affairs*

Concerns news about international political affairs, within single nations, between nations, super-nationally and globally within the EU or UN systems, international meetings, conferences and summits, and the activities of ministers, politicians and heads of state of other nations.

#### 4. *War and political violence*

Concerns news about wars, violent or armed conflicts, within nations or between peoples or nations, international armed operations, human rights issues, peace negotiations, and politically motivated violence.

#### 5. *Terrorism*

Concerns news regarding acts of terrorism, i.e. the criminal activities of illegal private organisations against civil societies, and political actions motivated by terrorism or the fight against terrorism (the “war on terror”).

#### 6. *Norway and the world*

Concerns news about political issues that have a particular relevance for the relations between Norway and other states or the international community at large, such as the travels of Norwegian ministers, Russian nuclear policies, and the Nobel Peace Prize.

#### 7. *Other*

Concerns political news about any other issue that cannot be logged within the above categories.

#### 8. *Also politics*

Concerns news items that primarily falls into one of the other content variables, but contains politics topics to such a degree that the news item could also be logged under the politics variable. This variable allows for a nuance in news item categorisation between first-order topics and second-order topics within the story.

### **Variable 12: Accidents**

0	Not accidents
1	Accidents caused by human error
2	Accidents caused by nature
3	Accidents of indeterminate causes
4	Other
5	Also accidents

Accidents concerns news about sudden incidents where people, property or nature has suffered damage, in Norway as well as internationally.

#### 1. *Accidents caused by human error*

Concerns news about incidents brought about by human error, such as plane crashes, car accidents, building collapses, in Norway and internationally.

#### 2. *Accidents cause by nature*

Concerns news about incidents brought about by nature or by natural causes, such as hurricanes, tsunamis, earth quakes and floods, in Norway and internationally.



### *3. Accidents of indeterminate causes*

Concerns news about accidents where the cause is as of yet unknown, such as plane crashes where the weather conditions may have been a factor, in Norway and internationally.

### *4. Other*

Concerns accident news about any other issue that cannot be logged within the above categories.

### *5. Also accidents*

Concerns news items that primarily falls into one of the other content variables, but contains accidents topics to such a degree that the news item could also be logged under the accident variable. This variable allows for a nuance in news item categorisation between first-order topics and second-order topics within the story.

### **Variable 13: General interest**

0	Not general interest
1	The arts
2	Popular culture
3	Curiosities
4	Royalty
5	Time specific issues/ anniversaries/historical events
6	Other
7	Also general interest

General interest includes news from the cultural sector, coverage of the royal family, anniversaries and curiosities. This category contains the softer news stories, celebrity coverage, odd stories and "other news".

#### *1. The arts*

Concerns news about the fine arts and activities in the high culture sector, such as the opera, theatre, ballet, the symphony etc, in Norway and internationally.

#### *2. Popular culture*

Concerns news about popular culture, such as the music industry, the film industry, the gaming industry, celebrity culture, folk culture etc, in Norway and internationally.

#### *3. Curiosities*

Concerns odd news and stories out of the ordinary that often fall within the "and finally" or "in other news" categories.

#### *4. Royalty*

Concerns news about the Norwegian or any other royal family.

### *5. Time specific issues/anniversaries etc*

Concerns news featured because of its time specific relevance in terms of date, month, season or anniversary.

### *6. Other*

Concerns news of general interest that cannot be logged within the above categories.

### *7. Also general interest*

Concerns news items that primarily falls into one of the other content variables, but contains general interest topics to such a degree that the news item could also be logged under the general interest variable. This variable allows for a nuance in news item categorisation between first-order topics and second-order topics within the story.

### **Variable 14: Sport**

0	Not sport
1	Norwegian sport
2	World sport
3	Norwegian sports people abroad
4	Sports news
5	Sports personalities
6	Other
7	Also sport

Sport covers news about sports results in Norway and internationally, sports personalities; the activities of Norwegian sports people abroad, and sports news in general.

#### *1. Norwegian sport*

Concerns news about Norwegian sports results or other issues "on the field", such as news about transfers, injuries, coaches, referees etc.

#### *2. World sport*

Concerns news about international sports results or other international issues "on the field", such as news about transfers, injuries, coaches, referees etc.

#### *3. Norwegian sports people abroad*

Concerns news about the results or activities of Norwegian sports people performing abroad, whether on behalf of a Norwegian team or not.

#### *4. Sports news*

Concerns issues "off the field", such as background, sports politics and economy, organisations, representatives, media issues and rights issues, in Norway or internationally.

#### *5. Sports personalities*

Concerns news about Norwegian or international sports personalities, not directly related to results

or performances, but more along the lines of portraits, off-season issues, at-home features etc.

#### 6. *Other*

Concerns sports news that cannot be logged within the above categories.

#### 7. *Also sport*

Concerns news items that primarily falls into one of the other content variables, but contains sports topics to such a degree that the news item could also be logged under the sport variable. This variable allows for a nuance in news item categorisation between first-order topics and second-order topics within the story.

#### **Variable 15: Miscellaneous**

- 0 Not miscellaneous
- 1 Miscellaneous
- 2 Other
- 3 Also miscellaneous

##### 1. *Miscellaneous*

Miscellaneous covers content that cannot be classified as news per se, such as continuity; headlines; promos and padding.

##### 2. *Other*

Concerns miscellaneous content that cannot be logged within the above categories.

##### 3. *Also miscellaneous*

Concerns news items that primarily falls into one of the other content variables, but contains miscellaneous topics to such a degree that the news item could also be logged under the miscellaneous variable. This variable allows for a nuance in news item categorisation between first-order topics and second-order topics within the story.

#### **Variable 16: Weather forecast**

- 0 Not weather forecast
- 1 Weather forecast
- 2 Also weather forecast

##### 1. *Weather forecast*

The weather forecast is a separate section in the schedule where the weather is presented.

##### 2. *Also weather forecast*

Concerns news items that primarily fall into one of the other content variables, but contains weather forecast topics to such a degree that the news item could also be logged under the weather forecast variable. This variable allows for a nuance in news item categorisation between first-order topics and second-order topics within the story.

#### **Variable 17: Topical category**

- 0 NA
- 1 The financial crisis
- 2 The Norwegian national election 2009
- 3 Climate change/the environment
- 4 Barak Obama

This category aims to capture the broad issues on the news agenda in the period in question.

##### 1. *The financial crisis*

Concerns news about any aspect dealing with the global financial crisis, whether Norwegian or international in scope.

##### 2. *The Norwegian national election 2009*

Concerns news about the election campaigns for the 2009 general election in Norway, issues ranging from polls, party conferences, press conferences and debates directly concerning the political campaign.

##### 3. *Climate change/the environment*

Concerns news about Norwegian or international issues related to climate change or environmental challenges.

##### 4. *Barak Obama*

Concerns any news mentioning or concerning Barak Obama.

#### **Variable 18: Location outside Norway**

- 0 NA
- 1 Norway
- 2 Scandinavia
- 3 UK
- 4 US
- 5 EU
- 6 Middle East
- 7 Other

This variable categorises the location of a news story outside Norway. Includes broad regional categories as well as defined national borders.

#### **Variable 19: Agenda setting**

- 0 NA
- 1 Live
- 2 Near simultaneous
- 3 Same day/next day as event
- 4 Topical but not same day
- 5 Off agenda

This variable captures the extent to which news stories are relevant, of current interest and part of the agenda setting functions of the News Channel.

### 1. Live

Concerns news that is transmitted live – such as live on the scene and press conferences. Edited material broadcast in subsequent bulletins from earlier live coverage is not considered live coverage.

### 2. Near simultaneous

Concerns news that is on the agenda of the particular date in question, but which is not live. Hereunder edited material of earlier live coverage in subsequent bulletins on the same day.

### 3. Same day/next day as event.

Concerns news items that belong to the unfolding stories of the day, and includes items broadcast early in the day from 06:00 that strictly speaking was news the day before.

### 4. Topical but not same day

Concerns news that belong to a news agenda that stretches across a number of days, i.e. an unfolding story.

### 5. Off agenda

Concerns news that does not have a particular tie to the news agenda.

#### Variable 20: Source

0	NA
1	In-house
2	SKY News
3	News organisation

This variable logs the source of images used in the news reports, if source can be reasonably determined.

### 1. In-house

In-house refers to news reports produced by TV 2 or TV 2 News Channel themselves.

### 2. SKY News

TV 2 News Channel has a particular association with SKY News. SKY News feeds can be identified by logo and screen banners.

### 3. News organisations

News organisation refers to feeds and still pictures used from any of the international news organisation or news agency, when credited.

#### Variable 21: Format

0	NA
1	Interview with guest/expert in studio
2	Interview with guest/expert via uplink
3	Interview with own journalist/commentator Editor in studio

### 4 User generated content (UGC)

#### 1-3. Interviews

Interviews are logged according to three different source categories – whether the interviewee is in the studio or not, and whether or not the interviewee is internal or external to TV 2 as a news organisation. This category also measures the extent to which the organisation uses its own journalists and editors to comment on news stories.

#### 4. User generated content (UGC)

User generated content refers to any amateur video or image capture that is used in news reports. Does not refer to oral witness accounts.

#### Variable 22: Updating

0	NA
1	First time item appears
2	Item is repeated but not updated
3	Item is repeated and updated
4	Item is repeated but cut

This variable registers how stories are updated throughout the day, and measures the extent to which the channel consists of repetitions.

#### Variable 23: Guest A

0	NA
1	Guest in the studio
2	Guest via uplink
3	No guest

This variable registers whether there is a guest connected with the issue or story presented, and whether that guest is present in the studio or not.

#### Variable 24: Guest B: Gender

0	NA
1	Female
2	Male
3	Both genders represented

This variable registers the frequency of male and female guests on TV 2 News Channel.

#### Variable 25: Guest C: Guest source

0	NA
1	Government/state/administration
2	Political party
3	Organisation/NGO
4	University/research sector
5	Business sector
6	The media
7	Other

#### Variable 26: Guest D

Logs the name of the guest/guests.

**Variable 27: News Alert/Breaking news**  
Content of news crawl or news alert

**Variable 28: Notes**  
If needed, and in cases of category doubt.

**Variable 29: News**  
1 News  
2 Not news

As a matter of administration, this variable consistently logs whether the item is considered news content or not.

**Variable 30: Priority**  
Item's number in the bulletin running order.

**Variable 31: Number**  
Number of times the item is repeated.

**Variable 32: Duration in seconds**