APPENDIX 1

METHODOLOGY REPORT

Introduction

Appendix 1 outlines the methodological design for the articles in this thesis. The methods used for each article are fairly focused, and all except article 4 on the social contract of the press can be characterised as case studies. Article 4 has a purely theoretical approach that entails a textual analysis or a close reading of the journalistic social contract. Article 3 applies a targeted document analysis on the policy negotiation process towards renewing TV 2's public service broadcasting licence. Article 2 is a comparative qualitative content analysis of the terror coverage of TV 2 and its closest news rival, the state-owned and licence fee funded Norwegian Broadcasting Corporation (NRK). The methodology for article 1, which represents the largest methodological effort of this thesis, has a triangulation approach that includes quantitative content analysis, in-depth expert interviews and document analysis. The following appendix primarily focuses on the triangulated methods mobilised in the analysis of the branding of TV 2 News Channel in article 1.

Operationalising Research Questions

The aim of this thesis is to investigate the function of journalistic ideology in the digital media landscape. In order to most appropriately operationalise this as a series of research questions, the commercial public service broadcaster TV 2 has been chosen as case because its hybrid identity is most likely to reveal the strategic and economic values of journalistic ideology in the digital news market. TV 2 is also seen to exhibit the most aggressive expansion strategy among the

domestic television channels. As TV 2 launched Norway's first 24-hour news channel in January 2007, the first question that emerged was, why this type of news? More specifically: What is the competitive idea behind, and advantage of, aiming for a journalistic market in which competition is strong and news non-exclusive, ubiquitous and predicted to lose future battles for revenue? Answering this question first of all requires data to substantiate that TV 2 News Channel is a proponent of hard news, in the form of a quantitative content analysis of a representative sample of the channel's news output. To further contextualise and make sense of the quantitative data, interviews were conducted with two of the channel's editors[1], and a document analysis was performed on the key strategic documents of the organisation, i.e. its annual reports and its annual audits[2].

The Quantitative Content Analysis

The quantitative content analysis is a research method for conducting studies of media content according to valid methodologies. This entails having a representative sample, employing a systematic methodology, and attaining a valid result. Statistical methods are used to enable summarising, generalising and contextual inferences based on the analysed material (Krippendorff 2004: 21; Hansen et al 1998: 123; Neuendorf 2002: 10; Priest 2010: 40). The quantitative content analysis can thus aid in the analysis of media texts, in the description of media content, and in the testing of hypotheses surrounding these texts and their contents (Neuendorf 2002: 52). In this generally descriptive approach, the quantitative content analysis is used as a method to describe the news content on TV 2 News Channel, and to draw contextual inferences from the results on the basis of theoretical assumptions regarding the function of journalistic ideology.

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[1] TV 2's News Editor Jan Over Årsæther and TV 2 News Channel's Managing Director Thomas Henschien.

[2] The annual report entails an overview of the activities of the company for the previous year, while the annual audit outlines the channel's fulfilment of its public service agreement.

Coding Design

This study is designed to establish a relationship between the branding of TV 2 News Channel and its output – essentially to examine whether the channel lives up to its projected image as portrayed by its editors and its public reports. As a content analysis it is largely descriptive, primarily because it refrains from seeking to establish causal relations between variables. It is designed to measure the existence of variables in a random sample, based on an already-established assumption of what those variables were. The codebook is constructed based on a mix of inductive and deductive strategies. A previous study of television news that includes the parent TV 2 (Waldahl et al 2002; 2009) provides an important vantage point for the research design. The rationale for copying this codebook rests with the institutional duration of news as narrative form. There are numerous potential approaches to segmenting news content into categories. However, as such categorisations are rather intuitive, they are also to some extent transferrable and generalisable. Whereas TV 2 News Channel broadcasts news in a different format from the nightly news bulletins surveyed by Waldahl et al, it is assumed that categories designed for the mother channel is largely concurrent with its subsidiary, based on the fact that the two outputs frequently share editorial staff. This design is also seen as appropriate because it has already been validated through use, and because it can therefore potentially enable comparisons with previous studies.

The codebook contains the operational definitions of the measurements of the content analysis (see Appendix 2). In order to ensure validity in the coding process, a codebook needs to be detailed and lucid, with mutually exclusive categories and clear definitions (Allern 2001: 78; Berger 2000: 182-183). The coding scheme is designed in the SPSS Statistics programme and contains 32 primary variables designed to register cases according to framing (see Appendix 2). Nine of these variables are large collapsible categories for classifying the topical content of news items. Each of the nine content variables – business; crime; social issues (such as health and work); politics; accidents; general interest (such as arts and features); sport; miscellaneous, and weather forecasts – contain up to eight sub-variables that further specify content. The remaining

variables log administrative details that help the coder navigate within the format, and excess information about items such as geographic region, level of liveness and updatedness, format and the use of sources.

Whereas the variables are established based on previous quantitative content analyses of TV 2 News, there was a need to adjust some of these variables due to medium-specificity. Adjustments of this kind are necessary to enable conclusions to be drawn and research questions to be answered (Neuendorf 2002: 74; Weber 1990: 13). Because the coding scheme is appropriated onto a different editorial news format, it needs to remain open to adjustments before, during and after the coding process. A general orientation within the medium in question and a short pilot study enabled a mapping of news channel-specific elements that were added to the coding scheme before coding commenced. This process allows for a development of new variables designed to capture medium-specific characteristics not already accounted for in the design basis. It also enables removal or adjustment of inappropriate variables in the schematic basis that are either too time consuming to measure, or that are designed to measure things that are not available in the sample. During the coding itself, certain definitions were adjusted to allow for a more appropriate operationalisation of the coding categories, and after the coding was complete, certain administrative categories were added to facilitate content measurements. Overall findings suggest the coding scheme designed by Waldahl et al remain relevant and appropriate also for this study. This speaks to the durability of news as a particular type of institution-produced content. News has certain enduring qualities across media platforms, and the separation of content characteristics is one of them. However, reducing this data into a finite set of variables comes with its own set of problems (Weber 1990: 15). More than challenge traditional journalistic content types, this study rather affirms the ubiquitous difficulties concerning inter-subjectivity for latent variables in the coding process (see below).

Once the blueprint for the coding design was established, dates were selected to form a constructed week of news from April to October 2009 (one randomly selected Monday from April, one randomly selected Tuesday from May, one randomly selected Wednesday from June etc). As the aim is to establish an outline of a typical news week on the channel, a chronological week was ruled out because its exposure to irregularities and sudden events could render results atypical for the channel in question (see Berger 2000: 182-183; Hansen et al 1998: 103; Priest 2010: 42, 88-89). Certain predictable dates such as Easter, the national holiday and the Christmas week were also avoided. The analysis logged all news content from 06:00 to 24:00, comprising 18 hours a day and amounting to 125 hours in total. The broadcasts were provided by TV 2 in DVD format.

The unit of analysis is determined as the single news item. Defining the unit of analysis is always problematic in the quantitative content analysis (Hansen et al 1998: 105), and presented challenges also in this survey. Common here was whether to code two consecutive segments addressing the same issue as one, or whether to code them separately. As the unit of analysis was chosen to measure time spent on each of the content categories, coding such instances as two separate units is only necessary when the format changes, for instance from report to studio interview. Because the aim of the analysis is to establish the news profile of the channel, defining the unit of analysis as a topical story was deemed most appropriate to allow for easy categorisation according to the codebook. All in all the analysis consists of 5480 units of analysis.

The Coding Process

The coding was performed in its entirety by a single coder (the author), while control coding was conduced by a research assistant. Multiple coders in the manual process is recommended, however single-person coding for projects with limited resources is viable provided reliability tests are preformed by a separate coder (see below). The units were measured in seconds by stopwatch, hence measurements were also calculated based on this time format. Coding was

conduced in the SPSS Statistics programme. The appropriateness of the codebook was reviewed continuously during the coding process. This led to certain minor changes in the coding scheme, most notably in the measurement of non-editorial content such as advertising, weather reports and self-promotional material. A few variables were redesigned to ensure that the analysis provided a fair measurement of the amount of news on the channel overall, particularly studio fill such as headlines and bulletin summaries. All logged content was updated according to these changes with the easy facilitation of the SPSS programme.

Reliability

Any quantitative content analysis should measure and report the reliability of the coding design by testing inter-coder agreement. Inter-subjectivity must occur to validate the procedures of classification. Hence, subjective judgements regarding topical content must be established as consistent between coders or across time (Lombard et al 2002; Weber 1990: 129). This analysis used one primary coder, which allows for consistency across the sample. Inter-coder reliability was established by comparing a re-coding of a selected sample, conducted by a secondary coder, with the original coding using Cohen's kappa (k). Kappa measures the agreement between two coders who independently assign values to items applying codebook variables that are mutually exclusive. Kappa calculates inter-coder agreement by dividing actual agreement by chance or random agreement, arriving at observed agreement (Krippendorff 2004: 245-247). Included in the reliability sample were all 7 09:00 to 09:30 bulletins, n=187. The test proved acceptable reliability.

Variable	Raw agreement	Expected agreement	Kappa	Standard error	Z	Prob >Z
Primary content	93,58%	36,47%	0,8990	0,0493	18,25	0,0000
Overall category	81,28%	13,73%	0,7830	0,0284	27,55	0,0000
Business	96,26%	71,18%	0,8701	0,0470	18,52	0,0000
Crime	92,51%	82,32%	0,5765	0,0444	12,98	0,0000
Social issues	85,03%	66,88%	0,5479	0,0405	13,53	0,0000
Politics	79,68%	56,48%	0,5331	0,0465	11,47	0,0000
Accidents	96,26%	88,16%	0,6838	0,0461	14,82	0,0000
General interest	96,26%	92,68%	0,4883	0,0468	10,44	0,0000
Sport	96,79%	70,88%	0,8898	0,0488	18,23	0,0000
Topical category	93,58%	76,10%	0,7315	0,0505	14,48	0,0000
Location	86,10%	34,62%	0,7873	0,0426	18,46	0,0000
Agenda setting	74,33%	23,77%	0,6633	0,0386	17,19	0,0000

Table 6: Reliability test measuring Cohen's Kappa (K) for the quantitative content analysis of TV 2 News Channel, n= 187.

As Cohen's kappa has been criticised for being a somewhat conservative estimate that often results in low variance in studies such as these, validity measures were set at above .70 for kappa and above 70% for raw agreement (Lombard et al 2002: 600; Neuendorf 2002: 143). Cohen established this method first of all to determine the reliability of psychological studies, where the distribution of variables is more predictable than in studies of media content. Kappa is also better suited to calculate reliability between coders coding different data sets, than to coders coding the same data set, as is the case here (Lombard et al 2002: 592). Because kappa is best suited to nominal values, and is integrated into the SPSS programme, this nevertheless emerged as the preferred method of reliability testing. As raw agreement was acceptable in all cases, low variance was assumed to be a contributing factor in kappa measures below .70. A pervasive problem here was that the content variables contain up to 8 sub-variables that are seldom registered. The categories are not designed to register coding for every unit, but rather to register non-coding. Hence, the design not only registers whether a story is about crime, but also that this story is not about politics, accidents, social issues or any of the other content variables, which

facilitates the calculation of percentages. This typically leads to low variance and a subsequently low kappa score. Nevertheless, as raw agreement remains high within categories with low kappa scores, the analysis retains acceptable reliability.

Analysis

Content analyses can provide an indication of the prominence or absence of key characteristics of media texts, but the inferences that can be drawn from this statistical information depend on context and framework of interpretation (Hansen et al 1998: 95-98). Understanding large quantities of text translated into collapsible categories requires theory (Weber 1990: 79). In this case, the quantitative content analysis says little alone about the news market strategies of TV 2. The content analysis can only provide the content profile of the news channel, not substantiate the reason why this type of news is be the preferred strategic action. In the context of subsequent data collection through interviews and document analysis, and within the framework of journalistic theory, the content profile of TV 2 News Channel helps establish the prevalence of traditional news ideals within the Norwegian journalistic field. As such, the triangulation of methods ensures the added value of the content analysis beyond the mere quantification of the channel's content profile.

The Qualitative Interview

Qualitative interviews are often conducted with the intent to analyse the strategies and actions of media players in the wider perspective of media production, policy formation or industry phenomena, conflicts and changes (Østbye et al 2002: 99). Hereto, it is an effective method for gaining an understanding of the experiences and perspectives of social actors (Lindlof and Taylor 2002: 173). To ascertain the branding of TV 2 News Channel from a perspective internal to the news organisation, interviews were conducted with two of the channel's editors. Because of the experience and knowledge of the two editors, these interviews can be through of as informant interviews (ibid: 177). As these informants comprise TV 2's News Editor Jan Ove Årsæther and the

Managing Director of TV 2 News Channel Thomas Henschien, their perspectives are assumed sufficient to obtain the organisational perspective (Berger 2000). This judgement was made based on the aim of the article to attain the surface value of the channel's journalistic ideology as strategically presented by representatives of the organisation (see Chapter 3 for a closer discussion of this aspect of the methodology). The interviews were conducted at the news organisation in February and March 2009, were semi-structured and lasted about 1 hour each. Both interviews were recorded, transcribed and reported non-anonymously with the consent of the informants.

Document Analysis

Two of the articles in this thesis use document analysis as method – in article 1 as a supplementary method in a triangulated effort to analyse the branding of TV 2 News Channel, and in article 3 as the primary method to ascertain the extent of the marketisation of government media regulation of TV 2. As the document analysis is generally an unobtrusive research method of data that is readily available (Jensen 2002: 243), this method is particularly appropriate for media policy research. The interest in texts of this kind lies in their function as sources rather than as objects of textual analysis, although documents can serve both these functions (Moe 2009: 113; Østbye et al 2002: 52). Whereas any document analysis requires specific attention as to the validity of the collected material, the critical treatment of sources has not been the primary issue here. The documents analysed for the purpose of this thesis are valuable because they provide an insight to the ideology of the various players – something that helps explicate their assumed positions. In the case of article 3 concerning TV 2's negotiation process emerged however the issue of interpretation, and TV 2 was contacted regarding the organisation's perspective on the legal issues under dispute. However, whereas TV 2 was invited to comment on the policy process in relation to the findings of article 3, they declined to do so at that time, citing legal complications[3].

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[3] The request for an interview with Head of TV 2 Alf Hildrum was declined in an e-mail from TV 2's Executive Vice President Rune Indrøy 25 March 2011.

The Qualitative Content Analysis

A qualitative content analysis was performed on the material analysed in article 2 concerning journalistic practices and amateur images of terror events. This material consists of breaking news reports – both in the form of live location packages, studio commentary and edited streams of images. Qualitative research is grounded in the concept of meaning in context as analysed by an interpretive subject (Jensen 2002: 236). Methodologically, the content analysis is grounded in textual analysis, where in media studies texts serve as a wide definition of content formats (Østbye et al 2002: 61-63). The advantage of the qualitative content analytic approach is therefore that it helps systematise content and identify the general themes – or in this case the narratives – in the material (Coffey and Atkinson 1996; Priest 2010). It also facilitates comparisons, as was the aim in analysing the terror coverage of TV 2 and NRK. The content analysis employed here is largely textual in its approach, and would reveal little beyond the textual aspects without the overall theoretical framework assuming journalism as a weak profession in need of protection from amateur outsiders.

Close Reading

The close reading has been called the ethnographic approach to studying media content (Priest 2010:172). The assumed immersion that lies in this definition speaks to the centrality of the text in this approach, where the researcher investigates a chosen subject both in great detail and within its wider context. The close reading is the assumed method for article 4 on the social contract of the press. The method facilitates a close examination of the social contract as a concept that carries with it an ideology inherited from the meeting point between the social contractarianism of Hobbes and Rousseau. The value of the close reading in this thesis has been the opportunity it has rendered to re-examine classic political-philosophical works within the context of a sociological journalism framework.

The Case Study

All three empirical articles in this thesis can be considered case studies with TV 2 as their primary case. The methods employed, such as interviews and document analysis, are among the common sources of evidence in case studies employing a triangulation approach to sources, data and methods (Yin 2009: 201-116). Whereas there are limitations as to the inferences that can be drawn from a single case study to the conditions of subsequent actors within their wider circumstances, case studies nevertheless contribute to describe phenomena in their contexts, explain presumed causal links and illustrate the topics and situations under investigation. The crucial premise behind the case study is that the context is pertinent to understanding the object of research (ibid: 18). As far as case studies can be illustrative of developments within policies and theories concerning contemporary phenomena within their contextual conditions, analytic generalisations can also be drawn and theoretical frameworks developed (ibid: 38-40). As such, the case studies here serve to contextualise the market situation facing not only TV 2 as a broadcaster but also its rival organisations and the journalists working within the larger news institution.

Mixed Methods

Media studies as a research field is broadly characterised by mixed methods (Gerbner et al 1969: ix). Traditionally, mixed methods imply supplementing quantitative and qualitative methods (Bergman 2008: 1). This approach is applied in this thesis both in the single case study in article 1 on the branding of TV 2 News Channel, and in the aggregate in writing the Summary. There are several advantages to mixing methods in the study of journalistic ideology. In fact it is difficult to avoid triangulating a range of approaches when theoretical interests are instructed by empirical case studies. Mixing methods first of all allows for the necessary triangulation of approaches needed to adequately answer research questions. Triangulation hence allows for comparing multiple sources of data collected by multiple methods to look for a convergence of meaning (Lindlof and Taylor 2002: 240-241). It also facilitates validity checking in terms of data interpretation and analytical conclusions (Hammersley 2008:

23). Mixing methods can also improve inquiry and investigation, as a plurality of approaches facilitates a more thorough operationalisation of concepts. The complementarity of the chosen methods renders added value to the research, as mixed methods potentially provide different answers from that of a singular methodology (Jensen 2002: 272). Whereas the main research question in this dissertation could be approached from a number of methodological angles, the specific research questions for each of the articles were most appropriately operationalised by combining methods that would facilitate the case study approach. Hence in the final instance, the primary objective of this thesis to investigate the role and function of journalistic ideology in the digital news market has been answered by employing a mixed methodological approach.

Limitations

There are inevitably limitations to any study of this kind – both in terms of the methods used and the cases chosen for analysis. Limitations primarily extend to the scope of research. There is an inherent restriction in the low number of informants within TV 2 and the lack of general inferences that can be drawn from this material. There are also limitations in the case studies used in article 2 on journalistic narratives, particularly as they are drawn from comparatively old material from 2005 and 2007 and findings regarding the ubiquity of mobile phones restrict evaluation because of the increased prevalence of amateur inclusion within contemporary newsroom since 2007. Reservations could also be made regarding the quantitative content analysis. Although it is of sufficient scope, the survey was conducted in 2009, after which production has been further streamlined and programming posts added. This signifies the extent to which the channel is under continual development and thus speaks to the limitations attached to the generalisability of the 2009 material. Nevertheless, as the rationale behind choosing the methods and the cases has been to make questions and hypotheses researchable, these limitations should not present significant constraints on their ability to adequately answer research questions.

Conclusions

This methodology report outlines the research methods used in the articles that comprise this thesis. The rationale for, and closer description of, the appropriation of methods can be found in each of the articles where this has been deemed necessary and appropriate. Overall, the methodological approach for this thesis can be described as mixed methods, with elements of triangulation in some of the case studies. Ethical considerations that concern the use of collected data, interviews and the treatment of sources in general adhere to the University of Bergen ethics rules and the guidelines of the National Committee for Research Ethics in the Social Sciences and the Humanities (NESH). Despite limitations, the report concludes that the methods mobilised to operationalise the research questions for this thesis must be said to be valid and appropriate.

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