FINAL CODING FRAME:

A) OVERVIEW OF THE CODING FRAME:

I.- Basic information				
V1.-	Country			
V2.-	Item number			
V3.-	Coder			
V4.-	Newspaper name			
V5.-	Month			
V6.-	Day of month			
V7.-	Year			
	Narrative function	Rhetorical function		
		Logos	Pathos	Ethos
II.- News Play				
V8.-	Size of the article			☒
V9.-	News format			☒
V10ab.-	The author			☒
V11.-	Focus	☒		☒
III.- The story				
Who				
V12ab.-	Main actor/Another important actor	☒		
V13abcdef.-	Rating scales of attributes of main actor with responsibility		☒	
Doing what				
V14abc.-	Main themes /event / activity	☒	☒	
V15.-	Food category in which the problem is addressed.	☒	☒	
V16abcd.-	Link of BSE with other food scares		☒	
Where				

V17.-	Location of events	♂	♂	
V18.-	Location of effects	♂	♂	
	When			
V19.-	Time horizon into the future	♂	♂	
V20.-	Time horizon into the past	♂	♂	

	To what effect			
V21.-	Likelihood of risks/costs		♂	
V22.-	Main type of risk / cost		♂	
V23.-	Main sufferer of the BSE/CJD crisis		♂	
V24.-	Likelihood of benefit		♂	
V25.-	Main type of benefit		♂	
V26.-	Main winner of the BSE / CJD crisis		♂	
	IV.- Demands and evaluations: actor networks (who gets what of whom?)			
V27.-	Area of demand (a)	♂		
V28.-	Author of demand (a)	♂		
V29.-	Addressee of demand (a)	♂		
V30.-	Area of demand (b)	♂		
V31.-	Author of demand (b)	♂		
V32.-	Addressee of demand (b)	♂		
V33.-	Author of evaluation (a)	♂		
V34.-	Direction of evaluation (a)	♂		
V35.-	Addressee of evaluation (a)	♂		
V36.-	Author of evaluation (b)	♂		
V37.-	Direction of evaluation (b)	♂		
V38.-	Addressee of evaluation (b)	♂		
	V.- Frames, stereotypes and citations			
V39abc.-	Frames	♂		
V40.-	Treatment			♂
V41.-	Stereotype of scientist presented		♂	
V42.-	Type of controversy		♂	
V43.-	Personalization		♂	
V44.-	Cross-reference (explicit inter-textuality)			♂
V45ab.-	Form of expert citation			♂
V46a.-	Contextualisation of expert citation: (Relation among sources)			♂
V46b.-	(Relation between source and author)			♂

V47abcd.-	Warranty of argument			♉

B) CODING FRAME TO TEST

I.- Basic information

V1: COUNTRY

Britain	1
Finland	2
Germany	3
Italy	4

V2: ITEM NUMBER (coder number + 4 digits)

Commentary: Identification number of the article. Each article should be assigned an identification number. To make analysis easier, let us use the country number + 4 digits, e.g. Britain will use numbers 10000-19999, Finland 20000-29999, etc.

V3: CODER (country code + coder)

Commentary: Identification number of coder. In some countries several coders may be at work so each coder should be identified. Use (country code + a running number), e.g. UK coders are '1' for country plus one digit for coders hence 11, 12, 13, etc…

V4: NEWSPAPER NAME (country code + 1 digit)

Commentary: The first digit indicates the country, e.g. 1 for Britain. The second digit indicates the name of the newspaper.

V5: MONTH (2 digits)

Commentary: month when the article was published. Number the months from Jan=1 to Dec=12.

V6: DAY OF MONTH (2 digits)

Commentary: day of the month when the article was published. Number of days 1 through 31.

V7: YEAR (2 digits)

Commentary: use a 2-digit number: (85) or (99).

II.- NEWS PLAY

V8: SIZE OF THE ARTICLE

Small	1
Medium	2
Large	3

Commentary: With this variable we intend to roughly measure the editorial importance given to the article, used to attract the readers attention. W*hat is small or large is obviously relative to the size of the newspaper. Define according to local practice.*

V9: NEWS FORMAT

Article with latest news	1
Investigation, reportage, background	2
Interview mainly	3
Editorial (paper's editor)	4
Letters to the editor/ Readers letters	5
Column	6
Comment	7
Other	8

Commentary: We are attempting a distinction between facts, opinion and interview. This may not apply equally well in all countries as traditions of journalistic classifications may differ.

V10ab: THE AUTHOR

Commentary: as coder might not know how to classify the authors, and they could prove an endless list to pre-code, the name and surname of the authors should be typed in a string format. Once identified the main authors, they should be re-coded in the following manner.

a) String variable: ……

b) to be re-coded into:

Science journalists	1
Non-science journalists	2
Scientists, experts	3
Non-scientists	4
News agency/ Wire services (i.e. Reuters)	5
No signature, anonymous, unknown	6
Others	7

V11: FOCUS:

Main BSE/CJD focus	1
Other story with BSE/CJD reference	2

Commentary: there are two type of articles clearly distinct: those with a focus on the BSE/CJD issue, and articles with a different focus, where the reference to BSE/CJD appear in the passing. When the articles focus secondarily on BSE/CJD (code 2), the information collected of the articles should be focused on the section that talks about BSE/CJD specifically.

III.- The story

Who

V12ab: MAIN ACTOR

For international comparative analysis		***For national analysis***
0. No actor mentioned		
1st level of analysis	2nd level of analysis	3rd level of analysis
1. Public sector	11. Local/Regional government/ authorities	1101. The government
	12. National/Federal governments/ authorities- Executives	1201. The government 1202. Ministry of Agriculture, Fisheries and Food (MAFF) in general 1203. MAFF State Veterinary Service (SVS) 1204. MAFF Animal Health Group 1205. Department of Trade & Industry 1206. Ministry of Health 1207. Other
	13. National/Federal governments/ authorities- Legislative	1301. Parliament 1302. House of Commons 1303. House of Lords 1304. Agriculture Select Committee 1305. Other
	14. Research centres	1401. Agricultural and Food Research Council (AFRC) / Biotechnology and Biological Science Research Council (BBSRC) 1402. Neuropathogenesis Unit-Edinburg (NPU) 1403. Medical Research Council (MRC) 1404. University labs. 1405. Individual scientists 1406. Surveillance 1407. SEAC 1408. Other
	15. Parties and politicians	1501. The government 1502. Former Ministers 1503. Labour party 1504. Conservative party 1505. Liberal party
	16. Official Experts	1601. The government 1602. Southwood Working Party 1603. Tyrrell Committee 1604. Medical profession 1605. Individuals (Lacey, Lang, etc..) 1606. Government chief scientist. 1607. BSE Enquiry 1608. Other
2. Private sector	21. Producers	2101. Farmers in general 2102. Organic farmers 2103. Meat industry 2104. Meat related industry (i.e. dairy) 2105. Food and Drink federation 2106. Meat & Livestock Commission 2107. Pet food industries 2108. Animal food industries 2109. National farmers union 2110. Rendering industry. 2111. Pharmaceutical industry. 2112. Chefs, restaurants, hotels. 2113. Other
	22. Consumers	2201. Consumers Association 2202. Consumers in general
	23. Distributors	2301. Institute of Grocery distribution

		2302. British Retailers consortium. 2303. Retailers in general 2304. Meat traders 2305. Butchers in general 2306. Other
	24. Independent research centres / universities	2401. Scientists 2402. Medics 2403. Institutions 2404. Other
	25. NGOs	2501. Friends of the Earth 2502. Vegetarian organisations 2503. Animal protection organisations 2504. Other NGOs
	26. Others	
3. The public	31. Media	3101. Scientific journals 3102. Newspapers and magazines 3103. TV 3104. Other
	32. The "public"	3201. Families with children 3202. CJD victims and family 3203. Blood donors 3204. The Vegetarians 3205. Others
	33. Animal victims	3301. Cindy 3302. Karla 3303. Other
4. International actors	41. Organisations	4101. WHO 4102. FAO 4103. Other UN 4104. WTO 4105. Other int. organisations
	42. EU	4201. EU in general 4202. European Parliament 4203. European Commission 4204. European Commissioners from own State 4205. European Commissioners from other States 4206. European Inspectors 4207. European Standing Veterinary Committee 4208. Agricultural Council 4209. Scientific Veterinary Committee 4210. Consumer Committee 4211. Other
	43. NGOs	4301. Green-peace 4302. Amnesty International 4303. Other International NGOs
	44. Local/Regional governments/authorities	(use v17 list. i.e. Italian media would code= 5307)
	45. National/Federal governments/authorities	
	46. Research centres	
	47. Parties and politicians	
	48. Official experts	
	49. Producers	
	50. Consumers	
	51. Distributors	
	52. Independent research centres/ universities	
	53. Media	
	54. The public	
	55. Other	

<u>Commentary</u>: Various actors may be mentioned. Code the main actor defined as the one in the lead of the story in (a) and another important actor –if any- in (b). Use primarily codes from third level, only use code from second/first level if no distinction can be made.

a: Main Actor……..
b: Another important actor…….

V13abcdef: RATING SCALE OF ATTRIBUTES OF MAIN ACTOR WITH RESPONSIBILITY

N/A	0	a. Unreliable	1	2	3	4	5	Reliable
N/A	0	b. Secretive	1	2	3	4	5	Disclousive
N/A	0	c. Incompetent	1	2	3	4	5	Competent
N/A	0	d. Irresponsible	1	2	3	4	5	Responsible
N/A	0	e. Not powerful	1	2	3	4	5	Powerful
N/A	0	f. Uncritical/ self rightness	1	2	3	4	5	Self critical

Doing what

V14abc: MAIN THEME/EVENT/ACTIVITY (three codings)

Dissemination of information	Cover-up	01
	New evidence of BSE/CJD	02
	Call for full information	03
	Public health information	04
	Public expenditure	05
Legislation, control & regulations	Ban/limit of British beef / dairy products	06
	Ban/limit feeding meat to farm animals	07
	Exports limitation	08
	Imports limitation	09
	Lifting the ban	10
	Enforcing/implementation of control scheme.	11
	Labels / designation of origin	12
	More/new national regulation on food control	13
	Less national regulation on food control	14
	More/new EU regulation on food control	15
	Less EU regulation on food control	16
Research	Research study (setting up, reporting)	17
	Intra species transmission mechanisms (i.e. cow to cow)	18
	Inter animal transmission mechanisms (i.e. cow to sheep)	19
	BSE/CJD link	20
	The agent (prions)	21
	Other immediate causes	22
	Independent research study	23
Public Reflections	Public confidence in science and experts	24
	Attributing responsibility for the crisis	25
	Reputation / viability of national actor	26
	Reputation / viability of the EU	27
	Viability of farming, food production	28
	Survey data / opinion poll	29
	Public enquiry (setting up, reporting, dismantling a Commission, testifying, giving evidence)	30
	Attention on public opinion in general	31

	A new BSE/CJD case	32
	Beef prices and level of consumption	33
	Other	34

Commentary: Most articles will cover several themes/events. We code maximum three themes/events, in increasing order of importance.

V15: FOOD CATEGORY IN WHICH THE PROBLEM IS ADDRESSED

Meat (in general)	1
Fleshy meat	2
Meat on bone	3
Offal	4
Diary	5
Pet food	6
Gelatines – derivatives	7
Cosmetic	8
Organic production	9
Pharmaceutical	10
Unspecified reference	11
Other	12
Mixed	13
None	14

V16abcd: LINK OF BSE WITH OTHER FOOD/OTHER SCARES

CJD	1
Salmonella (i.e. egg)	2
Botulism	3
Escherichia coli 0157	4
Listeria	5
Food poisoning (in general)	6
‘Food’ (in general)	7
Genetically modified food (GMF)	8
Bacillus	9
Staphyloccae	10
Scrapie	11
Other	12
No link	13

Commentary: register explicit links only. Code a maximum of four links, giving priority to the most mentioned.

Where

V17: LOCATIONS OF EVENT

"Europe"	01
The "EU" (geographically)	02
United Kingdom	03
Belgium	04
Germany	05
France	06
Italy	07
Ireland	08
Portugal	09
Spain	10
Sweden	11
Austria	12
Finland	13
Brussels / Strasbourg (when mentioned as an international forum of discussion and not as the capital of the country)	14
Other EU countries	15
Non-EU Europe	16
Switzerland	17
Other Non-EU Europe	18
Latin America	19
USA	20
Other countries	21
"The World"	22
Other location	23
Unspecified	24

Commentary: this variable should state the place where the main event in the story takes place.

V18: LOCATIONS OF EFFECTS

Commentary: This variable should state, according to the story, where the effects are mainly being felt. Code location as in V17.

When

V19: Time horizon into the future:

None	0
Future, up-to 1 year	1
Up to 5 years	2
Up to 15 years	3

More than 15 years	4
Unspecified	5

Commentary: *this variable register the time span considered in the story regarding the future.*

V20: Time horizon into the past:

None	0
Past, up-to 1 year	1
Up to 5 years	2
Up to 15 years	3
More than 15 years	4
Unspecified	5

Commentary: *this variable register the time span considered in the story regarding the past.*

To what effect

V21: LIKELIHOOD OF RISK / COST(Negative consequences)

Not mentioned	0	_ go to V24
Possible / uncertain / unknown (mentioned, but not quantified)	1	
Possible (quantified):		
Very unlikely	2	
Rather unlikely	3	
Rather likely	4	
Very likely	5	
Certain	6	

V22: MAIN TYPE OF RISK / COST (Negative consequences)

Not mentioned	0
Material, economic/financial, development	01
Health	02
Legal	03
Social inequality	04
Moral, ethical	05
Environment, ecological	06
Trade war	07
Consumers rights	08
International status quo	09
Loss of credibility	10
Animal welfare	11
Cultural, symbolic, moral	12
Scientific	13
Political, power	14
Other	15

Commentary: various risk/costs may be mentioned. Code only one: the main one, in the lead of the story.

V23: MAIN SUFFERER OF BSE/CJD CRISIS:

Commentary: code actor as in V12. If various sufferers are mentioned, the coder should prioritise the actor that is mostly linked to the risk coded in V22.

V24: LIKELIHOOD OF BENEFIT (Positive consequences)

Not mentioned	0	_ go to V27
Possible / uncertain / unknown (mentioned, but not quantified)	1	
Possible (quantified):		
Very unlikely	2	
Rather unlikely	3	
Rather likely	4	
Very likely	5	
Certain	6	

V25: MAIN TYPE OF BENEFIT (Positive consequences)

Not mentioned	0
Material, economic/financial, development	1
Health	2
Legal	3
Social, well being	4
Moral, ethical	5
Environment, ecological	6
Trade increase	7
Consumers rights	8
International status quo	9
Gain of credibility	10
Animal welfare	11
Cultural, symbolic, moral	12
Scientific	13
Political, power	14
Other	15

Commentary: various benefits may be mentioned. Code only one: the main one, in the lead of the story.

V26: MAIN WINNER OF THE BSE/CJD CRISIS:

Commentary: code actor as in V12. If various winners are mentioned, the coder should prioritise the actor that is mostly linked to the risk coded in V25.

V.- FRAMES AND STEREOTYPES

V39a: MAIN FRAME

Commentary: we suggest to use the term "frame" with the following preliminary definition: a frame is a structure that:

1) *organises central ideas on an issue (name of the frame),*
2) *deploys particular symbolic devices (metaphors), and*
3) *defines a particular polarity in controversy within itself; an agreement about how to disagree (the polarity).*
4) *Frames tend to have particular sponsors. Sponsor is an actor that is likely to engage the issue under a particular frame (sponsor).*

A frame's function is to construct meaning, incorporating new events into its interpretative envelope. There are only a small number of competing frames in any public controversy.

We suggest distinguishing 'theme/events' and 'frame' as figure-ground ambiguity: the frame is ground, the theme/event is figure. The same theme. i.e. export ban could be present in different frames, and same frames can accommodate different themes. There may be, however, statistical associations between themes and frames.

		Examples		
Code	**Name of Frame**	**Sponsor**	**Polarity within the frame**	**Key metaphor**
1	National interest	UK Conservative party, sectors of the press, farmers.	Actions in or against national interests.	War
2	National/ regional identity	Just about anybody	Actions which highlight national differences and place domestic practices in a favourable light	"Us" vs. "them", domestic vs. foreign, domestic vs. Europe or globalisation
3	Industrial production of food.	Vegetarian, organic farmers, food industry.	BSE as a necessary outcome vs. a temporary deviation.	Transgressing the natural boundaries. Messing with nature.
4	Costs / benefit of the crisis	Farmers, victims, corporations, government.	How much does it cost, is it worth the cost, what are the benefits of crisis. Unnecessary crisis.	Waste of money. Financial disasters.
5	Public accountability	Media, Parliament, NGOs.	Who is responsible, denial of responsibility.	Scapegoating. Image: cow bigger than the Minister.
6	Food or product safety / Public health	Retailers, consumers, industry, medical profession.	Is food related to cows safe or unsafe.	Image: agricultural Minister feeds himself / his daughter a hamburger.
7	Trust	Media, NGO, government.	Mistrust in institutions or procedures. Independent vs. dependent institutions. Is the institution or the process trustworthy or not.	Image: MAFF "in bed" with the industry / farming.
8	Scientific expertise	Scientific community, government, NGOs.	Is scientific expertise sufficient / conclusive, other forms of expertise. Certain or uncertain knowledge. Quantified risks.	Image: scientist in labs. Quarrel between scientist.
9	Food Ethics	NGOs, religious groups.	Ethical, unethical practice.	Adulteration, messing with nature.

V39bc: SECONDARY FRAME

Commentary: Code up to two secondary frames if any, in decreasing order of importance. Use same list as V39a

V40. TREATMENT

Non-scientific	1	2	3	4	5	6	7	8	9	Science focused

Commentary: this variable should rate if the article is written focusing in scientific evidence or not presenting scientific evidence at all.

V41: STEREOTYPE OF SCIENTIST PRESENTED

None, not applicable	0
Magician and wizard, genius	1
Impartial expert, judge	2
Creator, destroyer, healer, curer (religious metaphors)	3
Heroes, front, frontier, pioneer (military metaphors)	4
People like you and me, next door neighbours	5
Industry scientists. Financially interested.	6
Eccentric, mad scientists	7
Removed, out of touch, absent-minded	8
Mixed stereotypes: heartless, cheat, charlatan	9

Commentary: this variable should assess the general way scientists (explicit mention) are portrayed in the story.

V42: TYPE OF CONTROVERSY

None	0
If a controversy, is the report	
Balanced	1
Unbalanced, advocating	2

Commentary: this variable should assess if the article in itself adopts a controversial standpoint, or aims to provoke a controversy

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V43: PERSONALISATION

Impersonal/ Institutional	1	2	3	4	5	6	7	8	9	Personal Focus/ Human interest

Commentary: rate scale according to the overall impression. Does the story have an emotional appeal/impact?

V44: CROSS REFERENCES (explicit inter-textuality)

To same newspaper in the past	1
To other newspaper	2

To television	3
To radio	4
To other media	5
More than one type	6
Scientific journal/book	7
None	9

V45ab: FORM OF EXPERT CITATION

a. Direct quote	1. Yes	2. No
b. Indirect quote	1. Yes	2. No

V46: CONTEXTUALIZATION OF EXPERT CITATIONS/ REFERENCES

a) Relation among specific sources:

Not applicable:	0

	Same Source	**Different Source**
Compatible	Identity 1	Convergence 3
Incompatible	Inconsistency 2	Contradiction 4

Unclear:	Undecidable, impartial	5

b) Relation between author opinion and source:

Not applicable:	0

	Implicit	**Explicit**
Compatible with author	Consent 1	Supporting comment 3
Incompatible with author	Contrast 2	Deflating comment 4

Unclear:	Undecidable, impartial	5

V47abcd: WARRANTY OF THE ARGUMENT

a. Expert mentioned	1. Yes	2. No
b. Data presented	1. Yes	2. No
c. Research study explained	1. Yes	2. No
d. Previous research mentioned	1. Yes	2. No

MANUAL CODING SHEET:

Basic Information	v1 country	v2 Item # (5 digits)	v3 Coder (2 digits)	v4 newspaper
v5 month (2 digits)	v6 day of month (2 digits)	v7 year (2 digits)		
News play	v8 size of the article	v9 news format	v10a author	v10b author
v11 focus				
The story ***Who***	v12a main actor	v12b another important actor	v13a reliability	v13b secretive
v13c competence	v13d responsibility	v13e power	v13f critique	v14a main themes/event 1
v14b main themes/event 2	v14c main themes/event 3	v15 Food category	v16a Link BSE - food scares	v16b Link BSE - food scares
v16c Link BSE - food scares	v16d Link BSE - food scares	***Where***	v17 location of events	v18 location of effects
When	v19 time horizon into future	v20 time horizon into past	***To what effect***	v21 likelihood of risk/cost
v22 main type of risk/cost	v23 main sufferer	v24 likelihood of benefit	v25 main type of benefit	v26 main winner
Demands & evaluations	v27 area of demand (a)	v28 author of demand (a)	v29 addressee of demand (a)	v30 area of demand (b)
v31 author of demand (b)	v32 addressee of demand (b)	v33 author of evaluation (a)	v34 direction of evaluation (a)	v35 addressee of evaluation (a)
v36 author of evaluation (b)	v37 direction of evaluation (b)	v38 addressee of evaluation (b)		
Frames & stereotypes	v39 Main Frame	v39 Secondary Frame	v39 Other secondary Frame	v40 treatment
v41 Stereotype of scientist	v42 type of controversy	v43 personalization	v44 cross-reference	v45a form of expert citation (direct quote)
v45b indirect quote	v46a relation among sources	v46b relation source & author	v47a warranty of argument	v47b warranty of argument

v47c warranty of argument	v47d warranty of argument			