Representation of actors and sources (Technology Coverage)

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KEYWORDS
sources, journalistic selection, framing analysis, discourse analysis

BRIEF DESCRIPTION
Analyzing which actors or sources are cited in the news media coverage allows for carving out different perspectives that are represented in the media coverage. Studies thus analyze which types of actors are cited by journalists to what extent. In technology coverage, actors from the domain of science, politics, NGOs, industry and citizens are often mentioned.

FIELD OF APPLICATION/THEORETICAL FOUNDATION
The analysis of the representation of actors is based on the assumption that journalists choose actors as sources purposefully and thereby attribute relevance to them. Those actors cited in the journalistic coverage have more opportunities to present their arguments and are thus more visible in the public discourse. Actors are also analyzed within framing analysis (Entman, 1993) and analyses of discourses in various domains.

EXAMPLE STUDIES
Metag & Marcinkowski (2014); Nisbet & Lewenstein (2002)

INFORMATION ON METAG & MARCINKOWSKI, 2014
Authors: Julia Metag, Frank Marcinkowski
Research question/research interest: “Does the concept of a journalistic negativity bias apply to the media coverage of nanotechnology?”
Object of analysis: German speaking daily newspapers: Frankfurter Allgemeine Zeitung, Süddeutsche Zeitung, Neue Zürcher Zeitung, Tagesanzeiger, Standard, Presse
Time frame of analysis: 2000-2009

INFORMATION ON NISBET & LEWENSTEIN, 2002
Authors: Matthew C. Nisbet, Bruce V. Lewenstein
Research question/research interest: trends in media coverage of biotechnology
Object of analysis: New York Times and Newsweek
Time frame of analysis: 1970-1999

INFORMATION ABOUT VARIABLE
see Table 1

REFERENCES

FURTHER REFERENCES

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<table>
<thead>
<tr>
<th>Authors</th>
<th>Variable name/definition</th>
<th>Level of analysis</th>
<th>Values</th>
<th>Scale Level</th>
<th>Reliability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metag &amp; Marcinkowski</td>
<td>the three most prominent actors cited</td>
<td>article</td>
<td>• scientists</td>
<td>nominal</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• economic actors</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>• journalists</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nisbet &amp; Lewenstein</td>
<td>featured actors (up to 2 actors per article)</td>
<td>article</td>
<td>• government affiliated</td>
<td>nominal</td>
<td>intercoder reliability for two groups</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• general (the public, the media)</td>
<td></td>
<td>(Team A: $r = .43$; Team B: $r = .48$)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• science or medicine</td>
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<td></td>
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<td>• industry</td>
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<td></td>
<td></td>
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<td>• other interests</td>
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<td>(in addition: further subcategories)</td>
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