Tone
(Technology Coverage)

AUTHOR
Gwendolin Gurr, Julia Metag

KEYWORDS
assessment/evaluation of technology, risk and benefit of technology

BRIEF DESCRIPTION
The variable tone measures the overall impression of the technology covered in a unit of analysis (e.g. newspaper article). The variable addresses the question whether the overall interpretation of a technology within a media item is rather positive, neutral or negative. In the case of technology, the variable tone is in part related to risk and benefits portrayed in the news media coverage (e.g. Nisbet & Lewenstein 2002).

FIELD OF APPLICATION/THEORETICAL FOUNDATION
The tone of news media coverage is analyzed in various domains to understand how actors, topics or current issues are evaluated in the media coverage. The tone reflects how journalists interpret issues, such as a technology or technological developments. It is assumed that the tone of the news media coverage is particularly relevant regarding the recipients’ interpretation of issues or actors in question.

EXAMPLE STUDIES
Lemańczyk (2012); Kojo & Innola (2017)

INFORMATION ON LEMAŃCZYK, 2012
Authors: Szczepan Lemańczyk
Research question/research interest: Frames, themes and tone used in the Polish coverage of nanotechnology
Object of analysis: the two largest Polish national broadsheets (elite newspapers): Gazeta Wyborcza and Rzeczpospolita
Time frame of analysis: 2004-2009

INFORMATION ON KOJO & INNOLA, 2017
Authors: Matti Kojo, Eeva Innola
Research question/research interest: How is CCS handled and framed in the Finnish media and to what extent?
Object of analysis: 10 Finnish newspapers
Timeframe of analysis: 1996-2015

INFORMATION ABOUT VARIABLE
see Table 1

REFERENCES

FURTHER REFERENCES
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<thead>
<tr>
<th>Authors</th>
<th>Variable name/ definition</th>
<th>Level of analysis</th>
<th>Values</th>
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<tr>
<td>Lemańczyk (2012)</td>
<td>general tone</td>
<td>article</td>
<td>Positive  • Neutral  • Negative</td>
<td>nominal</td>
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<tr>
<td>Kojo &amp; Innola (2017)</td>
<td>tone</td>
<td>article</td>
<td>Positive  • Negative  • Neutral  • Mixed</td>
<td>nominal</td>
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