

Appendix 4 Coding sheet

We are only looking at online versions of the media organisations, not print.

The search words should be 'global warming' or 'climate change' and 'Paris' or 'UN summit'. If a story or content includes no mention of the Paris or UN summit, then it should be discarded, unless it is part of a package of background stories tied specifically to the summit.

The 'story' is the basic unit of analysis, and refers to the online content which may be text, video, pictures or other formats, normally grouped around one headline.

All very short stories equal to, or less than a couple of sentences long, should also be discarded, including trails. Don't include comments at the bottom of stories, book, film or TV reviews, or corrections. Do include blog posts, opinion pieces, and editorials. If you are coding a long video, piece of audio, or a long entry like a blogpost or live blog, you should code all the video or audio, but only the first 1,000 words of the blog text. The video or audio does not have to be embedded in the article to have to be coded. It can be a separate item on a website clearly linked to the coverage of the summit. (For example, Vice is sending a journalist to the summit just to do video coverage so we need to code this).

You should not code links to other articles embedded in the text (for example, a link to a science report).

We will look at the three-week period between Wednesday 25 November and Wednesday 16 December inclusive.

The numbers below in bold refer to the columns on the enclosed sample Excel sheet. You should enter '99' in the relevant column if the question is not relevant. So 7b, 8d and 8e, and 11b-g for example will be mostly 99.

There are additional notes of clarification at the end of the coding sheet.

1. Country

2. Media Organisation

3. Date (xx/xx/15)

4. Headline of story (in English) – google translate if necessary

PART ONE (formats)

5. Placement on site. Is the story to be found on or within:

1. Front page
2. General news index
3. Specialist index (e.g. COP21, environment or climate change)
4. Various
5. Not known

6a what is the dominant format of the story? *Content should be classified as 4 only if it is a photo gallery, photo montage or photo report. If it is text illustrated by photos, it should be 1 (if mostly text with some photos) or 6 (if some text and mostly photos).*

1. Text
2. Video
3. Infographic
4. Photo or photos
5. Audio
6. Mixture

6b If predominately a text format as in (1) above (6a), does it also contain: (0=no, 1=yes, 99 not relevant as the answer to 6a was not 1)

Video

6b If predominately a text format as in (1) above (6a), does it also contain: (0=no, 1=yes, 99 not relevant as the answer to 6a was not 1)

Infographics

6b If predominately a text format as in (1) above (6a), does it also contain: (0=no, 1=yes, 99 not relevant as the answer to 6a was not 1)

Photo or photos

6b If predominately a text format as in (1) above (6a), does it also contain: (0=no, 1=yes, 99 not relevant as the answer to 6a was not 1)

Audio

6c which of the following options does the content mainly consist of? *Content should be classified as 1 if there is a by-line from a reporter, or mention of the media organisation. It should be 2 if it is an agency report (s).*

1. An original news report
2. Reports clearly identified as only coming from other sources such as agencies
3. Blog post or opinion piece
4. Live coverage
5. Roundtable discussion
6. Long-format interview
7. Listicle
8. Quiz
9. Other

7 Length/size

If you can, use a simple word count. If this is not doable, estimate.

a. If predominately a text format or a mixture (6 in 6a above), is the story:

1. Small (less than 300 words)

2. Medium (300-600 words)
3. Large (more than 600 words)

(99 if not predominately a text format)

b. If video or audio, is it:

1. Small (less than a minute)
2. Medium (1 to 2 minutes)
3. Large (more than 2 minutes)

(99 if not video or audio)

PART TWO (Content)

8. Negotiations

This theme explicitly includes the 'nitty-gritty' or details of the process and progress of the negotiations, or their outcome. It focuses on the details of the negotiations, including the discussion of the text, the different country negotiating positions, including pledges to reduce emissions, and the stumbling blocks to an agreement (e.g. finance, legally binding, review periods, ratchet mechanisms, etc.). A story which just has the negotiations as a peg without any detailed discussion should be classified as '0', or '1' if there is some mention of details of the negotiations. *See note 1.*

a. How much did the story include discussion or mention of the theme?

0. Not a topic
1. Minor topic
2. One of the main topics
3. The only mentioned topic

b. How did the theme appear in the story? (code only the strongest variety - see note 2)

- 0 Not at all
- 1 General, unsourced statements/remarks/descriptions
- 2 Sourced statements or direct quotations

c. Does the theme appear in the headline or in the first paragraph (up to first five lines)?

- 0 No
- 1 Yes

d. At the end of the summit, were the outcomes of the negotiations predominately seen as a: (Only stories published at the end of the summit should be coded. Code it as 99 if the article was not published at the end of the summit)

1. Success
2. Failure
3. Mixture of success and failure

e. If the negotiations were seen wholly or partly as a failure, who was clearly identified as mostly to

blame? (0=no, 1=yes; *multiple answers possible; code as 99 if article not published at end of summit, or if negotiations were seen as a success*)

- Industrialised countries
- China
- USA
- EU
- Developing countries
- UNFCCC system
- No-one blamed or other players (e.g. fossil fuel companies) blamed

9. Scientific background

This theme includes specific reference(s) to the climate science which underpins the need for an international agreement, e.g. to keep global warming to below 2 degrees C. Indicators of the theme would include scientific reports from such bodies as the IPCC, or policy reports from the IEA or World Bank where the scientific context is clearly mentioned. New reports on the science which are published during the summit would also be indicative of this theme.

a. How much did the story include discussion or mention of the theme?

- 0. Not a topic
- 1. Minor topic
- 2. One of the main topics
- 3. The only mentioned topic

b. How did the theme appear in the story? (*code only the strongest variety*)

- 0 Not at all
- 1 General, unsourced statements/remarks/descriptions
- 2 Sourced statements or direct quotations

c. Does the theme appear in the headline or in the first paragraph (up to first five lines)?

- 0 No
- 1 Yes

10. Disaster/Catastrophe:

The disaster/catastrophe theme consists of descriptions or statements of possible negative, (often dramatic) impacts or effects of global warming, such as sea level rises, more extreme weather events such as floods, water or food shortages, population displacements, damage to the coral reefs, diminishing ice sheets and so on. This would include reports from affected populations or individuals. (*see note 3*)

a. How much did the story include discussion or mention of the theme?

- 0. Not a topic

1. Minor topic
- 2 One of the main topics
3. The only mentioned topic

b How does the theme appear in the story? (code only the strongest variety)

- 0 Not at all
- 1 General, unsourced statements/remarks/descriptions
- 2 Sourced statements or direct quotations

c. Does the theme appear in the headline or in the first paragraph (up to first five lines)?

- 0 No
- 1 Yes

11. Uncertainty

This theme consists of i) clear statements or descriptions relating to the uncertainties surrounding aspects of climate science, including ranges in projections of temperature increases, sea level rises etc., the timing, location and severity of impacts, or the unreliability of computer models; and/or ii) the presence of sceptic or denialist voices or scepticism, in its various forms (impact, attribution, trend, or policy – see note 4). *This theme only refers to scientific uncertainty, not uncertainty about the outcome of the negotiations or other non-scientific uncertainties.*

a. How much did the story include discussion or mention of the theme (either scientific uncertainty or scepticism or both)?

0. Not a topic
1. Minor topic
2. One of the main topics
3. The only mentioned topic

b. Were sceptical voices included in the story?

0. No
1. Yes

c. If yes, how did they appear?

1. As an interviewee, or named in a direct or indirect quote
2. Generic mention ('sceptics say that....')
3. As the author of the content

d. What were the predominant types of scepticism being expressed (see note 5)? (0=no, 1= yes, multiple answers possible). If it is not clear from the content what type of scepticism is being expressed, code as 'other'. Code as 99 if no sceptical voices are in the content.

- Trend
- Attribution
- Impact
- Policy
- Other (mixture, general or unclear)

e. If sceptic voices are included, would you say that the story gives context about where the scientific consensus lies?

- 0. No
- 1. Yes
- 2. Unsure

f. How does the theme of either scientific uncertainty or scepticism appear in the story? (code only the strongest variety)

- 0 Not at all
- 1 General, unsourced statements/remarks/descriptions
- 2 Sourced statements or direct quotations

g. Does the theme appear in the headline or in the first paragraph (up to first five lines)?

- 0 No
- 1 Yes

12. Opportunity

The opportunity theme includes content that refers to advantages of doing something to reduce the risks from greenhouse gas emissions such as the advantages of any move to a low-carbon system, business opportunities, health benefits, energy security, etc.

a. How much did the story include discussion or mention of the theme?

- 0. Not a topic
- 1. Minor topic
- 2. One of the main topics
- 3. The only mentioned topic

b. How does the theme appear in the story? (code only the strongest variety)

- 0 Not at all
- 1 General, unsourced statements/remarks/descriptions
- 2 Sourced statements or direct quotations

c. Does the theme appear in the headline or in the first paragraph (up to first five lines)?

- 0 No

1 Yes

13. Climate Justice

The justice theme means content which explicitly refers to the different historical responsibility for emissions and differentiated burdens between countries relating to mitigation, adaptation or alleviation of the consequences of climate change. It would also include mention of any of the many moral and ethical issues that surround the climate change theme, including the responsibility of the current generation to future generations. A story which is mainly about marches or demonstrations organised by NGOs who are in favour of climate justice would have to include explicit references or quotes about justice, fairness or similar concepts.

a. How much did the story include discussion or mention of the theme?

- 0. Not a topic
- 1. Minor topic
- 2. One of the main topics
- 3. The only mentioned topic

b. How does the theme appear in the story? (code only the strongest variety)

- 0 Not at all
- 1 General, unsourced statements/remarks/descriptions
- 2 Sourced statements or direct quotations

c. Does the theme appear in the headline or in the first paragraph (up to first five lines)?

- 0 No
- 1 Yes

14. Other themes

What wider elements of the climate change story were included in the content? *Please include relevant number if at least one sentence included mention of these elements (see note 5). (0=no, 1=yes, multiple answers are possible).*

- Economics/Business including divestment initiatives
- Health impacts
- Food security
- Migration/displacement
- International dispute (e.g. over Arctic) (*not disputes taking place in the negotiations*)
- Moves to renewable energy
- Local connection to the causes or consequences of climate change
- Protests, rallies, marches
- Technology initiatives

PART THREE (Voices)

By 'voices' we mean people who are quoted either directly or indirectly. We only code when a person with a name is mentioned (or also if entitled "the prime minister said" and it is clear who is meant). Institutions appear in the coding only when their representatives talk. So a mention of e.g. an IMF report without mention of a named spokesperson, author or representative would not be coded. The voice of staff writers at a media organization is not coded. Thus, in opinion columns by staff writers, in editorials and in reportages and features, we only code the 'voices' that the journalist or writer quotes.

15. Which voices appeared as interviewees in any part of the story?

(Answer No (0), or Yes (1) for each category. For all categories, if the answer is 'Yes', please add number of such voices in the follow up variable, e.g. in 15a number. Code as 99 in 'number' column if no voices). An Australian reporter quoting an Australian politician, but published in a US media company such as Vice, would come under 15a.

- a. Politician from reporter's home country
- b. Politician from another country
- c. Representative of UNFCCC
- d. Representative of other international body (IPCC, other UN, etc.)
- e. Scientist or representative of a science research centre
- f. Representative of NGO, think tank, lobby group or policy research centre
- g. Business Person
- h. Common Person (vox pop) (this could be a climate activist who is not a representative of a NGO)
- i. Religious leader
- j. Other (please specify)

PART FOUR (tone or style)

16. Would you say that the tone of the story was mainly:

1. Funny/Entertaining
2. Straight
3. Shocking
4. Unusual
5. Other
6. Mixture

17. Would you say that the language of the story was mainly:

1. Formal
2. Informal, chatty

18. Would you say that the author's perspective towards climate change was mainly:

0. Unclear

1. Environmental activist
2. Neutral journalist
3. Other

NOTES

Note 1. We are trying to get sense of how much of the coverage is centred on the negotiations. It is often the case in summit coverage that the journalists there follow very closely the daily ups and downs and process of the negotiations, sometimes to the detriment of other stories.

Note 2. By ‘sourced statement/direct quotations’, we mean a statement or quote which is clearly assigned to an individual, institution, body or report.

Note 3. An example of a ‘disaster’ headline would be ‘more wild weather on the way, UN climate panel says’; of an uncertainty headline, ‘climate change effects unknown’; an opportunity headline, ‘The silver lining to Arctic global warming’; of a climate justice headline, ‘future generations need a climate deal’; of a ‘negotiations’ headline, ‘climate finance set to be main stumbling block to deal’; and of a ‘science’ headline, ‘leading US scientists says science demands a deal’.

Note 4. Under 11d, trend sceptics are those who deny the global warming trend – so for example, those who say there has been no significant warming since 1998; attribution sceptics are those who accept the trend, but either question the anthropogenic contribution saying it is overstated, negligent or non-existent compared to other factors like natural variation, or say it is not known with sufficient certainty what the main causes are – so for example, those say that sun spots are the main cause; impact sceptics are those who accept human causation, but claim impacts may be benign or beneficial, or that the models are not robust enough; and policy sceptics are those who question the need for strong regulatory policies or interventions. Such categories are contested, but for coding purposes, they are probably the least bad option.

Note 5. Here we are trying to get a snapshot of what other themes are included in the coverage of the summit, which take the Paris summit coverage out of the negotiations or environment ‘ghettos’. An economics or business angle would be mention of discussion of the possibility of securing economic growth and emissions reductions at the same time, the business opportunities, the risk to business (‘stranded assets’), and so on. ‘Local’ refers to any explicit reference to the causes or impacts at a national level, or subnational level (cities, regions) where the publication is mainly aimed. For example, the Spanish version of BuzzFeed is addressed to Spain and Latin America.

The other themes should be self-explanatory, but please make a note of any doubts.