Newsworthiness and Story Prominence:

How the Presence of News Factors Relates to Upfront Position and Length of News Stories

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Appendix A: Additional Information about Content Analysis

Material selection

For newspapers and websites, we used the following search string (translated into English; original Dutch search string available upon request). Keywords searched for in the title or first paragraph: economi! OR financi! OR monetary OR "labour force" OR "Central Bank" OR "Dutch Bank" OR export OR import OR "national income" OR "gross national product" OR "public spending" OR "government spending" OR "government cuts" OR "government budget cuts" OR "labour participation" OR recession OR savings OR vacancies OR "job openings" OR jobs OR "interest on savings" OR "mortgage interest". Keywords searched for in the main body of text: employment OR unemploy! OR "housing market" OR "house prices" OR TTIP OR inflation OR deflation OR "consumer spending" OR "consumer expenditure!" OR ((dismissed OR fired OR sacked OR discharged) AND (employee OR "staff member!" OR jobs). For television, all items were viewed and judged by a coder whether they dealt with an economic issue or not by following this instruction:

"Does the news item refer to one of the following?:

- The economy and its situation
- Economic topics. E.g. employment, price changes, economic growth / contraction, interest, benefits, pensions, Greek debt crisis.

- The economic or financial situation of people in society.
- The economic or financial situation of companies.
- Refers to one of the following concepts: the economy, economic developments (eg growth or contraction), unemployment, redundancies, employment, number of vacancies, price changes, inflation, deflation, housing market, house prices, consumer behavior, consumer confidence, trade (position) of the Netherlands, the value of the Euro, interest rates (on savings account, loans, bonds or mortgage), budget cuts by the Dutch government.
- Refers to a concept that is closely linked to the words above and falls under the spirit of the research according to the coder."

Intercoder reliability

Intercoder reliability was assessed through a reliability sample of 160 randomly sampled economic newspaper and website items that were coded by a minimum of three coders (maximally 13), with the units selected through random sampling. On average, every item was coded by 5.8 coders, thus, resulting in a dataset of 924 items to examine intercoder reliability. Since we worked with multiple coders that worked in different stages for the project, we opted for this strategy instead of assessing intercoder reliability over a smaller number of items coded by all of them. Also, because of practical considerations (i.e., it proved infeasible to have a specific ID-variable for each television news item that can be compared across coders similar to the textual items), we did not include television items. Although not ideal, we do not expect this exclusion to bias the results of the intercoder reliability test, since the codebook, training and procedure are completely similar.

Standardized Lotus (std.-λ) coefficients are used as a numeric indication of intercoder reliability. While traditional measures such as Krippendorff's alpha, Scott's pi, and Cohen's kappa are based upon pairwise comparisons, Lotus uses agreement with a reference value as the basis for calculation. The standardized Lotus coefficient accounts for the distribution of variables and assumes variables with fewer categories to provide higher reliability, thus overcoming the issues of traditional measures for datasets with large groups of coders and skewed variables (Fretwurst, 2015). As such, Lotus is the most suitable measure to assess the intercoder reliability of our variables. Standardized Lotus values of .67 and above indicate good agreement (Fretwurst, 2015). For reasons of comparability, Holsti's percentage percent agreement is additionally presented as a well-known reliability coefficient. Calculations were conducted using Nogrod 1.1 (Wettstein, 2018).

References:

Fretwurst B (2015) *Lotus manual: Reliability and accuracy with SPSS.*

Wettstein M (2018) *Nogrod 1.1 (beta): Quick tutorial.*