
APPENDIX: THE DATA AND CODING SCHEME

THE DATA

The empirical data on Chinese national television news are often hard to come by. There has never been any systematic and longitudinal analysis of actual video newscasts of the 7 p.m. national network news on CCTV before. Three sets of actual videotapes, each with nearly four consecutive weeks of the 30-minute daily newscasts, were collected: June 15 to July 15, 1992; December 7 to December 31, 1996; and June 15 to July 15, 1998. Because of missing or incomplete data, newscasts from the following days were excluded: June 20, 21, 27, 28, and July 7 in 1992 and June 21, 28, and July 9 and 12 in 1998. The three data sets included roughly equivalent sample size: 1992, 26 days; 1996, 25 days; and 1998, 27 days.

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CODING SCHEME AND INTERCODER RELIABILITY

Each story was the coding unit, regardless of its length. Part of the coding scheme was based on Stevenson and Shaw (1984). The variables dealt with the general categories of when (e.g., temporal space), who (e.g., individuals or groups), what (e.g., events or issues), and ideas (e.g., common themes that ran through the events and issues) that would be most visible and identifiable on television news in China. To a large extent, they corresponded to the categories Gans (1979) used in his analysis of nation and society in news. In addition, the main thrust of each story was noted. Although they did not directly tap "knowledge about" per se, news stories on CCTV nevertheless constituted a kind of knowledge that articulated at a given point in time the scope of observable social practices, commitments, or problems.

All the stories were coded by three coders who were fluent in the Chinese language and understood the format of Chinese television news. The intercoder reliability coefficients (Holsti, 1969) for the first data set coded in 1992 were as follows: time of events/issues occurred, .92; type of news, .98; format of story, 1.0; placement of story, .98; attribution of news, .97; primary country involved, .96; secondary country involved, .98; geographical region, .98; main actors, .81; topics, .89; and focus of visual image, .93. The variable of "province/municipality" was added later with a coefficient of .99. The reliability tests of samples in the 1996 and 1998 data sets showed similar results, demonstrating the stability and reproducibility of the coding scheme.

For each story, the following variables were identified and recorded according to the range of values provided:

1. Story number:
2. Date of report: month/day/year
3. Date of events/issues occurred: Enter month/day/year. If unidentified, enter 999999 and code the time according to the categories in the next variable.
4. Time of events/issues occurred:
 1. Recently/this week
 2. Last week
 3. Last month
 4. Unidentified
 5. Today
 6. Yesterday
 7. Future

5. Type of news:

1. *Domestic news*: News describes the activities of domestic individuals, groups or other entities in China. It does not involve any foreign country.
2. *Home news abroad*: News describes mainly the activities of domestic individuals, groups, or other entities of China in a foreign country. It does not clearly involve any diplomatic activities or international relations with the host country.
3. *Foreign news at home*: News describes the activities of foreign individuals, groups, or other entities in China. It does not clearly involve any diplomatic activities or international relations with China.
4. *Foreign news abroad*: News describes the activities of foreign individuals, groups or other entities in any foreign country. It does not involve China.
5. *Foreign relations/foreign policy news*: News deals with international relations and foreign policy concerning China. Both involve a foreign country or entity. Foreign policy refers to discrete governmental actions intended by the decision makers to influence the behavior of international actors. International relations concerns foreign relationships, such as joint ventures, trade and cultural exchanges, between China and at least one other country or foreign entity. It does not necessarily involve governmental activities.

6. Format of story:

1. Anchor report/no video
2. Domestic video report
3. Foreign video report
4. Live coverage
5. Commentary

7. Placement of story: Order of news

8. Attribution of news:

1. AFP
2. AP
3. Reuters
4. UPI
5. Xinhua News Agency
6. Own correspondent or staff (including CCTV and other station)

7. Other domestic medium
 8. Other foreign medium
 9. ITAR-TASS
 10. Other/unidentified
 11. Edited and reported by CCTV (foreign news only)
9. Primary country involved: News involving a foreign country; three-digit code for each country
 10. Secondary country involved: News involving a foreign country; three-digit code for each country
 11. Geographical region: News involving a foreign country.
 1. Africa
 2. Australia/New Zealand/Oceania
 3. Central America
 4. East Asia
 5. Eastern Europe/Russia
 6. Middle East
 7. North America
 8. South America
 9. South Asia
 10. Western Europe
 11. Nonapplicable
12. Main actors: Actors refer to primary individuals, groups or other entities that do things or are affected by events in a way that is essential to the story or comment. Actors may be individuals, plural or institutional. The main actor is the main subject of the story, usually the first mentioned. Nonhuman actors will be coded as others.
 1. Heads of state/government (including vice head)
 2. Ministers/cabinet members
 3. Diplomats/ambassadors
 4. Congressional or parliamentary members
 5. Provincial/state governmental members
 6. Local governmental members
 7. Political/party officials (within states)
 8. Interest groups (e.g., business, labor, peace groups)
 9. Public/public opinion (e.g., polls, other media, non-official individuals, etc.)
 10. Military/militia/security
 11. Courts
 12. UN/other international organizations
 13. Other/unidentifiable

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15. Crime/law: Acts that violate a law; police, judicial and penal activities; legal and court proceedings (e.g., claims for damages); other crime/legal issues.
 16. Ecology/environment: Energy conservation; pollution; environmental ideas and policies.
 17. Religion: Belief in and worship of God; a religious rite, code, sect; a philosophy of life.
 18. Obituary: Death of prominent figures and their profile.
 19. Other
14. Focus of visual image:
1. Violence: The news pictures/TV films involve acts or deeds that lead to real or potential damage to properties and human life.
 2. Nonviolence: The news pictures/TV films do not involve violent acts or deeds that lead to real or potential damage to properties and human life.
 3. Nonapplicable
15. Length of story: Time (seconds)
16. Province/Municipality: Enter the two-digit code below to indicate the main province or municipality involved in the domestic story. The province or municipality should be clearly identified either as the origin from which the story was reported or as the location in which the event occurred. Unless the municipal location, Beijing, is specifically mentioned, code those stories about the central government's activities as 99. If foreign, unclear, multiple or nonapplicable, enter 99.
1. Aihui
 2. Beijing Municipality
 3. Fujian
 4. Gansu
 5. Guangdong
 6. Guangxi
 7. Guizhou
 8. Hainan
 9. Hebei
 10. Heilongjiang
 11. Henan
 12. Hubei
 13. Hunan
 14. Jiangsu