

Online Appendix

Table A1.

News factors with coding instructions and examples

Factor	Coding instructions / examples for values
<p>Controversy (strength of, 0-3) <i>Portrayal of disagreement or dispute between the involved protagonists</i></p>	<p>0 – no controversy 1 – slight controversy (portrayal of slight disagreement between the protagonists, different perspectives are not entirely incompatible) 2 – moderate controversy (portrayal of clear disagreement or dispute between the protagonists, who are, however, still debating in a factual manner) 3 – strong controversy (portrayal of fierce and at least partly uncivil disagreement or dispute between the protagonists)</p>
<p>Latent conflict (strength of, 0-3) <i>Reference to conflict- and value-laden issues</i></p>	<p>0 – no latent conflict 1 – slight latent conflict (reference to slightly morally charged issues or past scandals) 2 – moderate latent conflict (reference to moderately morally charged issues or ongoing scandals) 3 – strong latent conflict (reference to strongly morally charged issues that are constantly and fiercely debated in the German society, such as death penalty, feminism, racism, religion, immigration etc.)</p>
<p>Contravention of democratic values (0-2) <i>Protagonists of the article threaten or violate democratic values (e.g., respect, honesty, sincerity)</i></p>	<p>0 – no contravention of values 1 – protagonists threaten democratic values (e.g., a politician doubts the legitimacy of gender equality) 2 – protagonists violate democratic values (e.g., a politician publicly flips someone off)</p>
<p>Contravention of laws (0-2) <i>Protagonists of the article threaten or violate laws</i></p>	<p>0 – no contravention of laws 1 – protagonists threaten laws (e.g., terrorists announce a bomb attack) 2 – protagonists violate laws (e.g., a person is found guilty of child maltreatment)</p>
<p>Demonstration (size of, 0-2) <i>Coverage of an ongoing demonstration, rally or strike</i></p>	<p>0 – no demonstration 1 – small demonstration (up to 5.000 participants) or small strike (staff of a single company) 2 – medium/large demonstration (more than 5.000 participants) or large strike (several companies, whole industry branch)</p>
<p>Topicality (0-3) <i>Time span between the occurrence of the central event and its coverage in the news article</i></p>	<p>0 – no topicality ('timeless' events) 1 – low topicality (event happened more than a week ago) 2 – medium topicality (event happened between 24 hours and one week ago) 3 – high topicality (central event happened a maximum of 24 hours ago)</p>
<p>Unexpectedness (extent of, 0-2) <i>Unpredictability of the central events (event contradicts expectations)</i></p>	<p>0 – no unexpectedness (event was announced or can be announced, e.g., snowfall in winter, political anniversaries, election campaigns) 1 – medium unexpectedness (event is unexpected but does not (strongly) contradict existing expectations (e.g., a terrorist attack in Middle East) 2 – high unexpectedness (event is unexpected <i>and</i> strongly contradicts existing expectations, e.g., a sudden increase of a rare illness in a developed country)</p>
<p>Continuity (extent of, 0-3) <i>Reference to established issues, measured as the time span between the analyzed article and the first appearance of the topic in a list of "top issues" between 2013 and 2015 collected by the authors.</i></p>	<p>0 – no continuity (central issue did not appear in the list of "top issues") 1 – low continuity (central issue appeared in the list of "top issues" a maximum of one month ago) 2 – medium continuity (central issue appeared in the list of "top issues" between two months and six months ago) 3 – high continuity (central issue appeared in the list of "top issues" more than seven months ago)</p>

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Facticity (extent of, 0-2) <i>Reporting of new decisions, resolutions, and facts</i>	0 – no/low facticity (article does not report new facts, resolutions, or decisions, e.g., an analysis of the potential causes of an earlier train accident) 1 – medium facticity (article reports on actions of protagonists that precede new facts, resolutions, or decisions, e.g., a governmental debate about a new law) 2 – high facticity (article predominantly reports new facts, resolutions, or decisions, e.g., a plane crash or the governmental decision to introduce a new law)
Proximity (to Germany, 0-4) <i>Spatial proximity between the country in which the central event happened and Germany</i>	0 – lowest proximity (e.g., countries in Asia or Australia) 1 – low proximity (e.g., counties in Middle East and Northern Africa) 2 – medium proximity (European countries without border to Germany, e.g., Spain) 3 – high proximity (European countries with a border to Germany, e.g., Austria) 4 – highest proximity (event happens in Germany)
Obtrusiveness (extent of, 0-2) <i>Estimated amount of personal experience the “average” user has with the issue of the news article</i>	0 – low obtrusiveness (abstract and complex issues, such as international political events, foreign diplomacy, regulation of the financial market, nanotechnology etc.) 1 – medium obtrusiveness (less abstract and complex issues with which the average German, however, usually does not have personal experience, such as airplane crashes, rare illnesses, catastrophes, severe crime etc.) 2 – high obtrusiveness (“down-to-earth” issues with which the average German probably has some personal experience, such as fuel costs, train delays, tax increases, living expenses, education, nutrition, inflation etc.)
Impact (magnitude, 0-4) <i>Number of persons / size of groups for who the central event has direct and tangible consequences</i>	0 – no/lowest impact (no direct and tangible consequences) 1 – low impact (consequences for single persons or small groups, e.g., a family is injured in a car crash, a local politician resigns etc.) 2 – medium impact (consequences for medium- to large-sized groups of persons and/or institutions, such as single schools, companies, universities, citizens of a medium-sized city etc., e.g., a fire in a local church) 3 – high impact (consequences for members of “social categories”, such as students, interest groups, clerks, workers, medical doctors etc., e.g., rise of unemployment benefits) 4 – highest impact (consequences for a whole nation or for “social categories” that represent at least half of a country’s population such as females, e.g., increase of sales tax)
Prominence (publicity in society, 0-5) <i>Degree of publicity of the protagonists of the article in the German society</i>	0 – no prominence (no persons involved) 1 – lowest prominence (“ordinary citizen” or characters who are only known by small bodies of experts) 2 – low prominence (persons who are known by regional audiences or politicians from abroad who do not have a representative function) 3 – medium prominence (characters in the domains of politics, sport, culture, science, or entertainment, who act on a national or international level and are known by many, but not by most Germans, such as the founders of most international companies or state governors) 4 – high prominence (persons who are known by most Germans, e.g., political heads of “elite nations”, very famous characters in the domains of sport, culture, science, or entertainment, such as the German chancellor or the American president)
Power of persons/institutions (amount of, 0-3) <i>Amount of social or political influence of the referred protagonists (persons or institutions)</i>	0 – no/lowest power (“ordinary” citizens, actors, athletes etc. or groups/institutions with very low power, such as a school’s parents’ council or communal action groups) 1 – low power (communal legislative or executive authority, municipal courts, regional action groups and clubs, small-sized companies etc., and the representatives of these institutions) 2 – medium power (state-wide institutions, such as state courts, state politicians etc., mediums-sized action groups and clubs, medium-sized companies, and the representatives of these institutions) 3 – high power (European Union and related institutions, significant international organizations, such as the UNO and NATO, states and their governments, international central banks, international concerns etc., and the representatives of these institutions)

Factor	Coding instructions / examples for values
Success (extent of, 0-2) <i>Reference to positive consequences of the central event</i>	0 – no success 1 – light/medium success (improvement of non-existential aspects of human life, such as light improvements of the standards of living, light successes in the protection of plants and animals etc.) 2 – significant success (long-term improvement of existential aspects of human life, such as the end of a war, introduction of new democratic rights, breakthroughs in health research etc.)
Damage (extent of, 0-2) <i>Reference to negative consequences of the central event</i>	0 – no damage 1 – light/medium damage (deterioration of non-life-threatening aspects of human life, such as temporary illness, light injuries, light material damage etc.) 2 – significant damage (long-term deterioration of life-threatening aspects of human life, such as death, war, long imprisonment or illness, abolishment of basic democratic rights etc.)

Table A2. Illustration factors with coding instructions and examples

Factor	Coding instructions / examples for values
<p>Background information (amount of, 0-2) <i>Linking the central event to other events and topics or comparing the event with other current or past events</i></p>	<p>0 – no background information (no links to other events or topics and no comparisons are provided) 1 – some background information (short links to other events or topics or short comparisons are provided but not explained in detail) 2 – many background information (detailed links to other events or topics and detailed comparisons are provided)</p>
<p>Personalization (extent of, 0-2) <i>Framing the article in terms of individual experiences</i></p>	<p>0 – no personalization (no persons appear, or persons are only described in terms of their official functions, e.g., Angela Merkel finds the tax increase “absolutely necessary”) 1 – low/medium personalization (single persons and their individual experiences are present, but they are not the main subject of the article, e.g., a reporter illustrates an article about new election forecasts by including exemplars) 2 – high personalization (single persons and their individual experiences are the main subject of the article, e.g., “Obama talks about his childhood”)</p>
<p>Emotional language (no/yes, 0-1) <i>Explicit description of and reference to human emotions</i></p>	<p>0 – does not apply (e.g., “Poland’s president Kaczynski is dead”) 1 – applies (e.g., “Poland is sorrowing for their president Kaczynski who died after a plane crash”)</p>
<p>Emotional pictures (degree of, 0-2) <i>Coders’ assessment: How strongly does the picture evoke the average reader’s emotions (happiness, anger)</i></p>	<p>0 – no emotional pictures 1 – slightly emotional pictures (pictures show or try to evoke moderate emotions, no “extreme” pictures) 2 – strongly emotional pictures (pictures show or try to evoke strong emotions, such as pictures showing humans in extreme rage or sorrow, pictures of catastrophes, but also pictures of babies and sexual acts, for example)</p>
<p>Positive/negative journ. evaluations (no/yes, 0-1) <i>Journalists judging the central event or topic of the article positively/negatively</i></p>	<p>0 – does not apply (e.g., “The German chancellor sees the energy turnaround as a chance for Germany”) 1 – applies (e.g., “The German chancellor is mistaken when she sees the energy turnaround as a chance for Germany”)</p>
<p>Balance (no/yes, 0-1) <i>Providing two or more perspectives on the central event or issue</i></p>	<p>0 – does not apply 1 – applies</p>
<p><i>Facebook teaser style (all dummy-coded)</i></p>	
<p>Conversational prompts <i>Use of questions and prompts aimed at engaging the audience</i></p>	<p>0 – does not apply 1 – applies (e.g., “Tell us your opinion!”)</p>
<p>Comment <i>Subjective statement about the topic or event of the linked news article</i></p>	<p>0 – does not apply 1 – applies (e.g., “This crime is really horrible!”)</p>
<p><i>Style of the linked article (all dummy-coded)</i></p>	
<p>Comment / editorial <i>Opinion-oriented style with the author judging or evaluating the central event or issue</i></p>	<p>0 – does not apply 1 – applies</p>