Diversity of Journalisms.
Proceedings of the ECREA Journalism Studies Section and
26th International Conference of Communication (CICOM)
at University of Navarra, Pamplona, 4-5 July 2011

Ramón Salaverría (ed.)
These Proceedings have been published with the help of the research project “Evolución de los cibermedios españoles en el marco de la convergencia. Multiplataforma e integración periodística” [The Development of Spanish Cybermedia in the Convergence Context: Multiplatforms and Journalistic Integration] (ref.: CSO2009-13713-C05-03), funded by the Ministerio de Ciencia e Innovación (Spain).

Diversity of Journalisms. Proceedings of the ECREA Journalism Studies Section and 26th International Conference of Communication (CICOM) at University of Navarra, Pamplona, 4-5 July 2011, edited by Ramón Salaverría, is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 3.0 Unported License.

ISBN: 84-8081-082-3

Published in Pamplona, June 2011
Media and Journalists in Twitter: Corporatizing the Personal and Personalizing the Professional (Preliminary Analysis)
Alberto López-Hermida Russo & Cecilia Claro Montes ........................................... 211

A Multifaceted Study of Online News Diversity: Issues and Methods
Emmanuel Marty, Nikos Smyrnaios & Franck Rebillard ...................................... 228

The Growing Impact of Video in Online News Genres
Samuel Negredo ...................................................................................................... 243

Updating a Traditional Role? The AFP News Agency Confronted by the Diversity of Challenges in the Digital Era
Jérémie Nicey ............................................................................................................ 254

Javier Odriozola & Guillermo López ........................................................................ 261

European Representations of the Basque Sovereignist Plan
Cristina Perales, Ludivine Thouverez & Laura Filardo ........................................... 270

Making Sense Out of Newspaper Humour – The Swine Flu Pandemic in Portugal
Gonçalo Pereira Rosa ................................................................................................ 281

Online News Comments: A Sense of Community from an Ethical and Legal Perspective
Carlos Ruiz, Javier Díaz Noci, Pere Masip, Josep Lluís Micó, David Domingo & Koldo Meso ........................................................................................................ 299

Audience Participation Motivated by Media Politics: First Data About a Newly Introduced Participatory TV Channel in Germany
Annika Sehl & Michael Steinbrecher ............................................................... 315

Javier Odriozola*, Guillermo López**
*Universitat Pompeu Fabra University, Spain
**University of Valencia, Spain

Abstract

This paper aims to estimate intercoder reliability in content analysis of international online media. In order to measure this rate of agreement, we have selected three of the twenty-five online media that configure the corpus of the research: The Guardian, Clarin and Asahi Shimbun. The English Web Edition. We make use of two types of indexes. On the one hand, Holsti's liberal method; and on the other hand, Cohen's Kappa, a conservative index. The study is part of the research project "Evolution of the online media in the context of convergence: message analysis" (CSO2009-13713-C05-04-sub-SOCI-).

Keywords: content analysis, intercoder reliability, online media, Holsti, Cohen’s Kappa.

Introduction

This communication is framed within the development of the methodological tool of content analysis, which we will employ in the research project of the Ministry of Science and Innovation: “Evolution of the online media in the context of convergence: message analysis" (CSO2009-13713-C05-04-sub-SOCI-). Its aim is to analyse the extent to which the message is changing significantly due to effects of the convergence process. The main part of the research will be centred on measuring the variables of the message and a comparative study of a complete typology of the online media in Spain and in the whole world. “Our main hypothesis is that convergence in production is creating some major changes in newswriting, in the product offered by online media. Due to the application of characteristics like hypertext, multimedia, interactivity, and the use of different information sources (probably predominating news agencies), but also taking into account that production routines and rhythm are very different from those of the other media” (Díaz, Seixas, López, Palomo & Tous, 2009:648).

Thus, on the one hand, we will analyze the production of news stories through: interviews, ethnographic observation and consultation of internal documents; and, on the other hand, we will study the message itself, thanks to various methodological tools: content analysis; mediological and narratological analysis; pragmatic analysis; rhetorical analysis; paratextual analysis and analysis of design elements; analysis of
Figure 3: Cohen’s Kappa index

\[
K = \frac{(Pr(a) - Pr(e))}{(1 - Pr(e))}
\]

Note. Where \( Pr(a) \) is the relative observed agreement among raters, and \( Pr(e) \) is the hypothetical probability of chance agreement, using the observed data to calculate the probabilities of each observer randomly saying each category.

References


