Codebook for the classification of actors in our networks

Issue: Climate change

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General remarks:

The content of the domain is what counts for the coding (not the official owner structure of the domain). The information about the actor / organization can most often be found in the sections "about us" / "contact" or the like.

If you want to access a domain but are forwarded to another domain, make a remark and code the information given on the page you are forwarded to (including if the domain you are forwarded to has another country-domain)

If you code a domain which in the meantime has moved to another domain, do not follow the links to the new domain, but instead code only the information given on the old page. In case a sub-domain is not anymore available (e.g. campbellbrown.blogs.cnn.com), code the information of the principal/main domain (cnn.com in the example)

If you happen to code a domain with content that is not intelligible (e.g., if it is written in a foreign language you don't understand), code the country-domain and write down the name of the domain as organization (e.g., antti-roine.com -> retain antti-roine.com); for the remaining variables, code 99.

Name of the organization [Organization]

For all actors/sites, the **name of the actor or organization** is coded.

The name of the organization is retained as specifically as possible: write down the complete name that can be found in the site information (most often, this information can be found in the «about» or «contact» section of a site).

If the name of the organization includes a geographical focus as is common in regional divisions of an organization, e.g. Greenpeace Hamburg, retain that geographic denomination as part of the organization's name, i.e. Greenpeace Hamburg is coded as organization.

NOTE: An exception to this rule are institutes/departments of universities. If an institute can clearly be attributed to a specific university, only retain the name of the university (e.g.: Tyndall Centre (HQ) for Climate Change Research at University of East Anglia → only code University of East Anglia).

When coding online-outlets of offline news media, retain the name of the publication /medium (e.g., Berliner Kurier, Frankfurter Rundschau, Tagesschau, etc.). If the online-outlet belongs to several offline news media, retain the name of the online-outlet (e.g. derwesten.de). It is not necessary to retain information concerning the publisher of the newspaper or the broadcaster.

If there is not a clear organization name, e.g. in the case of a conference, a festival, a campaign etc. organized by different actors, retain the name of the conference, festival, campaign.

In the case of online news outlets / online platforms with an editorial content, retain the name of the portal / outlet. The same applies for blogs: retain the name of the blog.

However, if the blog clearly belongs to a company / media outlet / NGO, then retain the name of this organization.

In case that a site has moved to another site but is still accessible, code the name of the organization, if available. If this is not the case, only retain the name of the domain.

For all actors/sites, which are part of one of the hyperlink networks, the following attributes are coded:

Cooperation [Cooperation_Climate]

The <u>content</u> of the site is relevant for the decision, not the owner-structure of the website. So, it is not relevant for the decision whether the website is hosted by a network of actors or by a single actor, which is part of a larger network/cooperation, but in both cases, the site may refer to a cooperation/network of different actors. This is the case when it is clear from the content of the site, that different actors, who are individually named and marked as independent actors are working together in establishing this content (e.g.: several, individually named bloggers cooperate in writing a blog; several organizations cooperate in a campaign network and set up a common campaign site). Hints for a cooperation might be the words "alliance", "coalition", "campaign", "network", etc.

NOTE: We employ a <u>broad definition</u> of cooperation which spans the spectrum from ad-hoc collaborations between different organizations to institutionalized forms such as trade associations, supranational political bodies, etc.

1	cooperation/network of different actors
	We code <u>all</u> cooperations or partnerships between different actors. Examples: umbrella organizations (e.g. Economiesuisse), campaigns (e.g. "Kleercut"), festivals (e.g. Climate-KIC Innovation Festival 2012), and conferences of different actors (e.g. 2011 United Nations Climate Change Conference in Durban).
0	single actor, no cooperation

Type of actor [Actor_type]

In the case of co-operations we code the type to which most actors, which are part of the cooperation, belong to. If a co-operation consists of two different types of actors and it is not clear which one has the lead, code the type of the one mentioned first.

NOTE: Bloggers are subsumed under their respective category if they can clearly be identified as belonging, e.g. to a company, NGO, etc. In this vein, the CEO of Novartis's blog is the blog of an economic actor, a journalist's blog that of a media actor, etc. Key to their classification is the way the present themselves. If they appear in their institutional role (e.g. "This is the blog of journalist XYZ"), code them in the appropriate category; if they do not appear in their institutional role ("This is James McNulty's blog"), classify them as "citizens, single private persons".

1	Politics/political actor
	Government, parliament, political parties, state executive agencies, judiciary, police, internal security agencies, military, central bank and their representatives, also: funds within the framework of the Kyoto Protocol (e.g. adaption-fund.org), IPCC (conference site), UN organizations, etc.
2	Corporations, socioeconomic pressure groups
	Single businesses (e.g, Shell), trade & professional associations (e.g. Economiesuisse), employer's organizations, unions & employees organizations (e.g., Unia), etc.

3	Non-profit actors of civil society *Environmental movements & groups, solidarity/human rights/peace movement organizations & groups, welfare organizations, scientific institutions & research professionals, churches & religious organizations, consumer organizations & groups, foundations, trusts, etc.*
4	Media & journalists *Online outlets of traditional media (e.g., FAZ), genuine online media (e.g., Huffington Post), climate change specific online news outlets / online information platforms. Also code publishing and film companies in this category.*
5	Citizens, single private persons *All those who present themselves primarily as private citizens/individuals and do not belong to one of the categories 1-4 above. Also code here single bloggers or a group of bloggers acting as private persons.*
99	Other *Forums, content sharing platforms, discussion boards, etc.* *Also code this category, if a site has moved and there is no other information given.*

Country of the actor [Actor_country]

For each actor/site in the network we code the country, if applicable

For the national domains (.de/.ch, etc.), by default, the specific country is coded (e.g. Germany for .de, Switzerland for .ch, etc.). For domains of the type org.uk → code Great Britain. There might also be a clear hint in the name of the domain, e.g. greenpeaceindia.org → code India. NOTE: this rule does not apply to clearly supranational organizations with a country identifier, e.g. http://ipcc.ch/.

For all other suffixes (e.g.: .com, .org, .eu, .info, .net, .tv) we check the main focus (the country/regions where the main part of the work is <u>done</u>) of the organization and code that one as country. It does not matter where the organization has its office or where the server of the domain is located.

In the case of blogs we code the nationality of the blogger, if this can be retrieved, reliably inferred from the about page or the posts.

#	If site on national level, insert number from country list (Appendix 1)
888	Site on transnational / international level, no specific country
999	Country unknown *Code if a site has moved and no other information about the organization is given*

Availability of Domain [Domain_Fail]

If a domain is not accessible/can't be reached or is dead and doesn't load (dangling link).

0	Domain is available
1	Domain fails *(site not accessible, dead domain, etc.)*

Remarks
Make a note, if a domain is referred to another domain (e.g.: climatechallengeindia.org -> indiaclimateportal.org).

Make a note, if you remark, that Domains with different names share have the same content (e.g.: bmbf.de / bildungsministerium.de).

Position concerning climate change [Actor_position]

We code the position the actor has concerning anthropogenic climate change. The climate skeptic and climate advocate position is only coded when the content of the webpage, preferably the "about section", explicitly makes a statement concerning man-made climate change.

A climate skeptic is someone who explicitly questions at least one of the following: the existence of climate change, the human contribution to it, the science of climate change and/or its findings, projected trends/consequences of climate change and/or the adaptation to it. NOTE: according to this definition, a climate skeptic might also be someone who endorses the science but refutes, say, the political and economic consequences.

A climate advocate in turn is someone who explicitly affirms at least one of the points listed above under skepticism. NOTE: the man-made contribution to climate change might not be explicitly mentioned, but might follow as an implication from, e.g., the affirmation to curb the production of fossil fuels.

Some organizations/individuals work for the protection of the environment in general, but do not express an explicit opinion about climate change. In this case their position is codes as 4 (see below).

NOTE: media outlets often do not explicitly mention their position on the "about" page. Here, their position has to be inferred from the editorial content. They can be classified as belonging to one of the categories 1-4, if three different articles written by journalists of the publication during the time of the data collection make clear, explicit statements about climate change, e.g. as a threat, a hoax, etc. (try to look for an opinion piece, commentary, a leading article, etc.). Guest columnists do not count as journalists of the publication.

NOTE: a similar procedure sometimes has to be applied to blogs. If the position is not clear from the "about" page, select three blogposts with explicit positions on climate change that appeared during the time of the data collection, making sure that they were written by the owner of the blog.

1	Climate skeptic
2	Climate advocate
3	Ambivalent
4	Protection of nature, no clear statement concerning climate change
99	Not identifiable, not applicable

NOTE: Also refer to the "Codebook for the analysis of frames in online documents and newspaper articles. Issue: Climate change"