Supplementary Material

"Mapping and Explaining Media Quality: Insights from Switzerland's Multilingual Media System"

1. Selection of News Outlets

2. Co-occurrence of media types and ownership

3. Coding Instructions "Hard News"

1. Selection of News Outlets

News Outlet	Language Region	Media Type	Ownership	Media Company	Calendar Years (Number)
20 Minuten	G	COMM	stock	Tamedia	5
20minuten.ch	G	COMM ON	stock	Tamedia	5
20 minutes	F	COMM	stock	Tamedia	5
20minutes.ch	F	COMM ON	stock	Tamedia	5
20 minuti	I	COMM	stock	Tamedia	5
tio.ch	I	COMM ON	stock	Tamedia	5
24 heures	F	SUB	stock	Tamedia	5
24heures.ch	F	SUB ON	stock	Tamedia	5
Aargauer Zeitung	G	SUB	private	AZ Medien (2015-2018) CH Media (2019)	5
Basler Zeitung	G	SUB	private (2015-2018) stock (2019)	BaZ Medien (2015-2018) Tamedia (2019)	5
bazonline.ch	G	SUB ON	private (2015-2018) stock (2019)	BaZ Medien (2015-2018) Tamedia (2019)	5
Berner Zeitung	G	SUB	stock	Tamedia	5
bernerzeitung.ch	G	SUB ON	stock	Tamedia	5
Blick	G	COMM	private	Ringier	5
Blick.ch	G	COMM ON	private	Ringier	5
Blick am Abend	G	COMM	private	Ringier	4
blickamabend.ch	G	COMM ON	private	Ringier	4
Corriere del Ticino	I	SUB	private	Gruppo del Corriere	5
cdt.ch	I	SUB ON	private	Gruppo del Corriere	5
Der Bund	G	SUB	stock	Tamedia	3
Le Nouvelliste	F	SUB	private	ESH Médias (Hersant)	5
lenouvelliste.ch	F	SUB ON	private	ESH Médias (Hersant)	5
Le Temps	F	SUB	private	Ringier	5
letemps.ch	F	SUB ON	private	Ringier	5
Léman Bleu Journal	F	LOCAL TV	semi-public	TV Léman Bleu SA (Stéphane Barbier-Mueller)	5
Lematin.ch	F	COMM ON	stock	Tamedia	5
L'Express	F	SUB	private	ESH Médias (Hersant)	3
Luzerner Zeitung	G	SUB	private	NZZ Mediengruppe (2015-2018) / CH Media (2019)	5

luzernerzeitung.ch	G	SUB ON	private	NZZ Mediengruppe (2015-2018) / CH Media (2019)	5
Neue Zürcher Zeitung	G	SUB	private	NZZ Mediengruppe	5
nzz.ch	G	SUB ON	private	NZZ Mediengruppe	5
RSI Radiogiornale 12.30	I	PUBLIC RADIO	public	RSI (SRG SSR)	5
RSI Telegiornale sera	I	PUBLIC TV	public	RSI (SRG SSR)	5
rsi.ch	I	PUBLIC ON	public	RSI (SRG SSR)	5
RTS Le Journal	F	PUBLIC TV	public	RTS (SRG SSR)	5
RTS Le12h30	F	PUBLIC RADIO	public	RTS (SRG SSR)	5
rts.ch	F	PUBLIC ON	public	RTS (SRG SSR)	5
SRF 10vor10	G	PUBLIC TV	public	SRF (SRG SSR)	5
SRF Echo der Zeit	G	PUBLIC RADIO	public	SRF (SRG SSR)	5
SRF Rendez-vous	G	PUBLIC RADIO	public	SRF (SRG SSR)	5
SRF Tagesschau	G	PUBLIC TV	public	SRF (SRG SSR)	5
srf.ch	G	PUBLIC ON	public	SRF (SRG SSR)	5
St. Galler Tagblatt	G	SUB	private	NZZ Mediengruppe (2015-2018) / CH Media (2019)	4
tagblatt.ch	G	SUB ON	private	NZZ Mediengruppe (2015-2018) / CH Media (2019)	5
Südostschweiz	G	SUB	private	Somedia	5
Tages-Anzeiger	G	SUB	stock	Tamedia	5
tagesanzeiger.ch	G	SUB ON	stock	Tamedia	5
Tele 1 Nachrichten	G	LOCAL TV	semi-public	NZZ Mediengruppe (2015-2018) / CH Media (2019)	5
Tele M1 Aktuell	G	LOCAL TV	semi-public	AZ Medien (2015-2018) CH Media (2019)	5
Tele Ticino Ticino News	I	LOCAL TV	semi-public	Gruppo del Corriere	5
Tele Züri ZüriNews	G	LOCAL TV	private	AZ Medien (2015-2018) CH Media (2019)	5
TeleBärn News	G	LOCAL TV	semi-public	AZ Medien (2015-2018) CH Media (2019)	5
watson.ch	G	COMM ON	private	AZ Medien (2015-2018) CH Media (2019)	5

Notes: Language regions indicate where the outlet is produced. Language regions include German-speaking Switzerland (G), French-speaking Switzerland (F) and Italian-speaking Switzerland (I).

Media types include commercial tabloid or cost-free papers (COMM) and their websites plus the website of the advertising-based online pure player watson.ch (COMM ON), subscription newspapers (SUB) and their websites (SUB ON), local TV programs (LOCAL TV), TV and radio news programs by the public service broadcaster (PUBLIC RADIO and PUBLIC TV) and its websites (PUBLIC ON).

Ownership types include the public service broadcaster (public), local TV stations supported by the license fee (semi-public), private media companies not listed on the stock market (private) and private media companies listed on the stock market (stock). Possible ownership changes are indicated with years in brackets.

Media company indicates which media organization ultimately produces the according news outlet. Possible ownership changes are indicated with years in brackets.

Calendar year shows the number of calendar years between 2015 and 2019 for which data was available.

2. Co-occurrence of media types and ownership

	private	public	semi-public	stock	total
COMM	2			4	6
COMM ON	3			4	7
LOCAL TV	1		5		6
PUB ON		3			3
PUBLIC RADIO		4			4
PUBLIC TV		4			4
SUB	10			3	13
SUB ON	7			3	10
total	23	11	5	14	53

Notes: The table shows the number of examined outlets in the respective categories: media types (rows) and ownership (columns). This table focuses on the examination period overall (2015-2019). Hence, Basler Zeitung and bazonline.ch are integrated in the ownership row "private" despite a change in ownership (2015-2018: private; 2019: stock).

3. Coding Instructions "Hard News"

Preliminary remarks:

- This section contains a condensed version of the coding instructions. In this document, we refrain from showing screenshots of sample news items, listing coding examples with difficult coding cases or providing longer explanations of the coding categories.
- The coding instructions below are meant as guidelines for the coding decisions. They are not meant as an explanation which of the categories are later aggregated or calculated in terms of the hard news measure. These decisions are explained in the main paper.

Coding Instructions

For all variables (with two exceptions, see below), coders should make their decisions based on the following elements:

- Print media and online media: Line above headline (if there is any), headline, sub-headline (if there is any), lead. If there is no lead, the first paragraph is coded. Coders should only keep reading further if the coding material not self-explanatory (for example, if the lead contains abbreviations which the coders do not understand). However, even in that case, coders should make their decision on the elements mentioned above.
- Radio and TV news items: first thirty seconds. If there is an introduction by an anchorman which lasts more than 30 seconds, the whole introduction becomes relevant.

Hard news – topic dimension

Variable 1: Societal sphere

Main question: What is the societal sphere in which the main topic is discussed?

Coders choose one out of five categories.

1.	Politics	All events, processes and actors being part of or referring to the political sphere, including politics, policies and the polity. Exception: private affairs
2.	Economy	All events, processes and actors being part of or referring to the economy and businesses. Exception: private affairs
3.	Arts & Culture	All events, processes and actors being part of or referring to arts & culture, including high and popular culture, media (as cultural products), science, technology, and religion. Exception: private affairs
4.	Sports	All events, processes and actors being part of or referring to sports. Exception: private affairs
5.	Human Interest	All events, processes and actors addressing human interest such as reports on stars (e.g. models, royals), disasters and accidents, crime, life counselling, travel recommendations. News items on private affairs of individual actors.

Coders should first determine the main topic of the news item. This main topic should then be assigned to one of the five coding categories explained above. By focusing on one main topic and its categorization, coders deliberately and inevitably have to neglect possible overlaps of social spheres. For instance, a report on the results of a soccer game will be coded "Sports", whereas a report on fan violence during that soccer game will be coded "Human Interest" and a report on political measures demanded because of fan violence at that soccer game will be coded "Politics".

Hard news – focus dimension

Variable 2: Societal level of actors

Main question: What is the societal level on which the main actors are discussed?

Coders choose one out of six categories.

1.	Macro	Focus on institutional actors (e.g. EU, Swiss Parliament), institutional entities (e.g. Germany) and generalized social groups (e.g. teachers in general, insurance companies in general)
2.	Meso	Focus on specific organizations (e.g. Democratic Party) and specific social groups (e.g. protesters at World Economic Forum)
3.	Micro – functional role	Focus on one or few individual actors in their functional roles (e.g. a politician)
4.	Micro – without functional role	Focus on one or few individual actors without functional roles (e.g. ordinary citizen, private life or feelings of a politician)
5.	Micro – anonymous	Focus on one or few anonymous individual actors (e.g. three victims of a train accident)
6.	Not applicable	No focus on actors but instead on products, natural events, animals, etc.

In making their decision, coders should focus on what role the actors play in constituting the main topic. Actors are defined in a broad sense, as actors can include individual actors, organizations, specific social groups, generalized social groups, institutional actors and institutional entities. Actors can appear actively (as speakers) or passively (when they are talked about). For instance, if a news item focuses on the outcome of the decisions of four different parties in the final vote for a bill in parliament, the main topic addresses parliament as an institutional actor; hence, "macro" is coded. However, if a news item focuses on one politician who manages to win her battle in pushing through a bill in parliament, the main topic addresses the politician in her functional role; hence, "micro – functional role" is coded. If the focus is distributed equally among two levels (e.g. meso and micro), the category on a higher societal level is coded (e.g. meso instead of micro). When choosing "micro – without functional role", coders have to choose "Human Interest" as the relevant category of the variable "Societal sphere".

Variable 3: Thematic orientation

Main question: Is the news item focused on providing context?

Coders choose one out of two categories.

1.	Thematic	Indicators: - Events are set into context by means of comparison or by focusing on linking causes and effects - Author links arguments by quoted actors - Author gives own explanations or interpretations
2.	Episodic	Indicators: - Events are not or only peripherally set into context - If arguments are present, they are merely listed

Coders should code "thematic" if at least two indicators are present.

Hard news – style dimension

Variable 4: Communication style

Main question: What is the main communication style of the news item?

Coders choose one out of two categories.

1.	Cognitive-rationalistic	Indicators: • Formal language • No use of rhetorical elements • Chronological and logical composition (order), which serves for conclusions and normative assessments • Standardized typography
2.	Moralistic-emotional	Indicators: • Informal language • Use of rhetorical elements • Arrangement of information which serves for a moral judgement and/or intends to trigger emotions • Dramatized typography, images and music

Coders should code "moralistic-emotional" if at least two indicators are present.