

## Online Appendix

Stockmann, Daniela. 2010. "Information Overload? Collecting, Managing, and Analyzing Chinese Media Content." In *Contemporary Chinese Politics: New Sources, Methods, and Field Strategies*, edited by Allen Carlson, Mary Gallagher, Kenneth Lieberthal, and Melanie Manion. New York: Cambridge University Press.

### **Data Manipulation of University of Maryland Content Analysis**

*Time Period:* September 7 to December, 2001; February 1 to July 31, 2002.

*Newspapers:* *People's Daily* and the *Beijing Youth Daily* chosen out of 6 newspapers to assess differences between official and commercialized papers.

*Sampling Method:* Systematic sampling of all articles published every second day that mention the U.S. Original data set had 5,101 observations (or articles); the data set used to estimate the population mean and standard deviation included 140 observations (or days). For information about data collection see Maryland Study (2002).

#### Measurement and Coding:

*Number of All Daily Articles:* indicates the number of articles published about the U.S. on a particular day.

*Number of All Political Articles:* indicates the number of articles about the U.S. on a particular day that are related to politics. Politics included the following topics: Sino-U.S. relations, U.S. Foreign Policy. Coded 0 for economy/trade, culture/society, and sports/entertainment.

*Average Tone:* average tone of all articles published on a particular day and average tones of articles with political content (see above). Averages based on "valence" measure of the Maryland data, originally coded +3 = Notably positive commentary on the United States (Describes positive dialogue between U.S. and China (official or private), Uses positive adjectives to describe the U.S, Paints the U.S. as strong, effective, or admirable); +2 = Somewhat positive commentary on the United States (Reports on the U.S. as a positive participant in world affairs, Presents positive information about the U.S. economy, trade, technology, art, etc, Provides moderately positive commentary on U.S.); +1 = Neutral commentary on the United States (in positive context) (Mentions the U.S. with no commentary, but the overall context is positive, Groups the U.S. with other positively-regarded nations); -1 = Neutral commentary on the United States (in negative context) (Mentions the U.S. with no commentary, but the overall context is negative, Groups the U.S. with other negatively-regarded nations); -2 = Somewhat negative commentary on the United States (Reports on the U.S. as a negative participant in world affairs, Presents negative information about the U.S. economy, trade, technology, art, etc, Provides moderately negative commentary on the U.S.); -3 Notably negative commentary on the United States (Describes negative dialogue between the U.S. and China (official or private), Uses negative adjectives to describe the U.S., Paints the U.S. as a nation that is weak, hostile, or treacherous). If no article was published on a particular day the variables were coded as missing observations.

### **Labor Law Computer-Aided Text Analysis (LLCATA)**

*Newspaper Selection:* Chongqing Daily (Chongqing Ribao), Chongqing Times (Chongqing Shibao), and People's Daily (Renmin Ribao). Newspapers were selected based on the following criteria: 1) newspaper type as categorized by media practitioners (see chapter 2); 2) readership size in Chongqing based on LLM and CTR market research data (see online appendix); 3) availability of an online search engine (except Chongqing Daily for which articles were transcribed from hardcopy into electronic format.

*Time Period:* January 1, 2005 – April 26, 2005.

*Sampling:* Collection of all articles mentioning “labor law” and “labor contract” at <http://search.huash.com/assemble.asp> and <http://search.people.com.cn/was40/people/GB/index.htm>, accessed March 12, 2006.

*Chongqing Daily* reports were collected from hard copies and transcribed into electronic format. To increase the number of articles in the Chongqing Daily, two more keywords were used: labor dispute (laodong jiufen) and Law for Protection of Work Related Injury (zhiyebing fangzhifa).

#### Coding and Measurement:

*Positivity / Negativity:* Based on semantic dictionary including a Chinese translation of the General Inquirer and a Chinese online sentiment dictionary (See Ku et al., 2005). The article's tone was assessed based on the total number of positive / negative words in the text that surrounded synonyms for the employer, employee, agents of the state, and the law within a semantic space of 8 words before and afterwards. Since the total number of words influences the measure, I control for the length of the article in the statistical analysis.

### List of articles that analyze Chinese news content

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### **Additional helpful references**

For an overview of computer software for both qualitative and quantitative text analysis see Alexa, M., and Zuell, C. (2000). Text Analysis Software: Commonalities, Differences and Limitations: the Results of a Review. *Quality and Quantity*, 34(3), 299-321.

For an excellent overview of possible applications of qualitative text analysis to the study of political communication see Hacker, K. L. (1996). Political Linguistic Discourse Analysis: Analyzing the Relationships of Power and Language. In M. E. Stuckey (ed.), *The Theory ad Practice of Political Communication Research* (pp. 28-55). New York, NY: State University of New York Press.

## Additional Figures and Tables

**Figure A1. Percentage of Xinhua news articles among all articles about the United States published in the Beijing Youth Daily, September 2001 – July 2002**

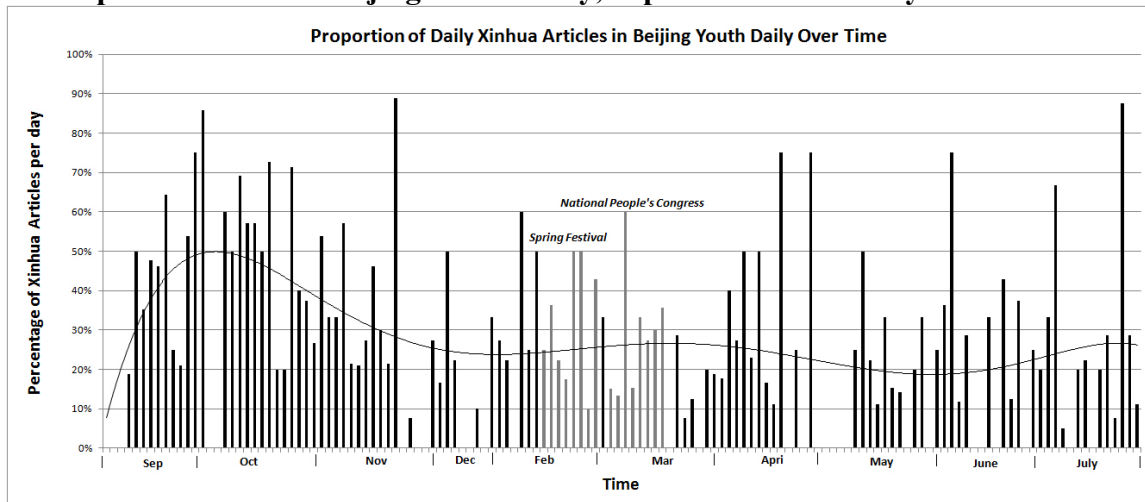


Table A.1. Search Engines of Major Media Sources available in Beijing and Chongqing.<sup>a</sup>

Media Outlet Name	Search Engine Web Address	Years <sup>a</sup>	TXT/ PDF?	Features of Search Engine
<i>Newspapers</i>				
<b>People's Daily Group</b> 人民日报集团	<a href="http://search.people.com.cn/was40/people/GB/index">http://search.people.com.cn/was40/people/GB/index</a> Allows for individual full-text search of all newspapers in the People's Daily Group, including the People's Daily, 人民日报 and the Beijing Times, 京华时报.	2000 ~	Text	date/keywords
<b>工人日报</b> <b>Workers' Daily</b>	<a href="http://www.grrb.com.cn/template/10002/page.jsp">http://www.grrb.com.cn/template/10002/page.jsp</a> (for newspaper) Another news engine in front page, lower left corner (for the whole website)	2002-5.1 ~	Text Text	date/ date/ keywords
<b>法制日报</b> <b>Legal Daily</b>	<a href="http://legaldaily.com.cn/bm/node-5.htm">http://legaldaily.com.cn/bm/node-5.htm</a> (Legal Daily) <a href="http://www.chinalegalnews.com.cn/legaltimes1.htm">http://www.chinalegalnews.com.cn/legaltimes1.htm</a> (法制早报) <a href="http://hegu001.vip.sina.com">http://hegu001.vip.sina.com</a> (法制与新闻, journal)	1999-7.19 ~ (invalid) 2004 ~	Text Text Text	date list of date list of volume numbers/title
<b>经济日报</b> <b>The Economic Daily Group</b>	<a href="http://search.ce.cn/ced/index.jsp">http://search.ce.cn/ced/index.jsp</a> (Economic Daily, digital) <a href="http://search.ce.cn/search/index.jsp">http://search.ce.cn/search/index.jsp</a> (中国经济网) <a href="http://www.zgfbz.net.cn/index.asp">http://www.zgfbz.net.cn/index.asp</a> (中国纺织报) <a href="http://news.china-flower.com/news/">http://news.china-flower.com/news/</a> (中国花卉报) <a href="http://www.cfw.com.cn/cfw/">http://www.cfw.com.cn/cfw/</a> (中国服饰报) <a href="http://www.xyshjj.cn/Article/Search.asp">http://www.xyshjj.cn/Article/Search.asp</a> (中国县域经济报) <a href="http://www.chinafashion.net.cn">http://www.chinafashion.net.cn</a> (服装时装报) <a href="http://www.ccstock.cc/magazine/Searched.asp">http://www.ccstock.cc/magazine/Searched.asp</a> (证券日	2004-8.2 ~ 2003-7.11~ 2004 ~ 2005-3.20 ~ 2004 ~ Unavailable 2008 ~ 2002 ~ 2002-8.28 ~	Text Text Text Text Text Text Text Text Text Text ??	date/author/keywords date/author/keywords date/keywords keywords date/author/keywords title/author/editor(web)/keywords keywords date/keywords list of volume numbers/keywords list of volume numbers keywords (invalid)

<sup>a</sup> Last Update: January 24, 2008.

<sup>a</sup> If the whole year was not available, format of the starting date of the search engine is "year-month.day"

	报) <a href="http://www.mpsb.com.cn/st/list.asp">http://www.mpsb.com.cn/st/list.asp</a> (名牌时报) <a href="http://www.zgjxx.net.cn/">http://www.zgjxx.net.cn/</a> (China Economic Information) <a href="http://www.jingji.com.cn/">http://www.jingji.com.cn/</a> (经济杂志)	2005 ~ 2003 ~		
<b>Beijing Daily Group</b> 北京日报集团	<a href="http://epaper.bjd.com.cn/rb/">http://epaper.bjd.com.cn/rb/</a> <a href="http://search.bjd.com.cn/was40/search?channelid=47802">http://search.bjd.com.cn/was40/search?channelid=47802</a> (for 北京日报,北京晚报,京郊日报,首都建设报) <a href="http://www.morningpost.com.cn/search.asp">http://www.morningpost.com.cn/search.asp</a> (北京晨报) <a href="http://www.stardaily.com.cn/">http://www.stardaily.com.cn/</a> (北京娱乐信报)  <a href="http://www.bbtnews.com.cn/">http://www.bbtnews.com.cn/</a> (北京商报) <a href="http://www.thefirst.cn/search/search_result.asp">http://www.thefirst.cn/search/search_result.asp</a> (竞报) <a href="http://www.bjmusicweekly.com">http://www.bjmusicweekly.com</a> (音乐周报) <a href="http://www.bjshb.com.cn/html/PDF/index.html">http://www.bjshb.com.cn/html/PDF/index.html</a> (北京社会报) <a href="http://bjzsh.bjdj.gov.cn/Search.asp">http://bjzsh.bjdj.gov.cn/Search.asp</a> (北京支部生活) <a href="http://www.chinacampus.org/zznews/Search.asp">http://www.chinacampus.org/zznews/Search.asp</a> (中国大学生杂志)	2005 ~ 2006 ~  2007 ~ 2000 ~  2006 ~ 2007 ~ 2007 ~ 2007 ~ 2007 ~ 2006 ~	Text/PDF Text  Text/PDF Text/PDF  Text/PDF PDF Text PDF Text Text	date/keywords date/keywords  date/keywords date/keywords  date/keywords date keywords list of volume numbers/keywords date/keywords date/keywords
<b>Beijing Youth Daily Group</b> 北京青年报集团	<a href="http://search.msn.ynet.com/searchAdWeb.html">http://search.msn.ynet.com/searchAdWeb.html</a> (北青网, for 北京青年报 and other 13 newspapers and journals) <a href="http://www.bjyouth.com.cn/">http://www.bjyouth.com.cn/</a> (old Beijing Youth Daily online, partially available)	2001 ~  (invalid)	Text/PDF  Text/PDF	date/keywords  date/keywords
<b>The Beijing News</b> 新京报	<a href="http://news.thebeijingnews.com/sea/search.html?">http://news.thebeijingnews.com/sea/search.html?</a>	2007 ~	Text	date/keywords
<b>Chongqing Daily</b>	<a href="http://www.cqnews.net/">http://www.cqnews.net/</a> (华龙网, portal website) <a href="http://cqr.cqnews.net/">http://cqr.cqnews.net/</a> (重庆日报)	(invalid) 2000-11.19	?? PDF	keywords date



<b>Group</b> 重庆日报集团	<a href="http://cqwb.cqnews.net/cqwb/html/2007-11/18/node_2.htm">http://cqwb.cqnews.net/cqwb/html/2007-11/18/node_2.htm</a> (重庆晚报) <a href="http://cqwb.cqnews.net/cqwb/">http://cqwb.cqnews.net/cqwb/</a> (重庆晚报网, lower left) <a href="http://cqcbepaper.cqnews.net/html/">http://cqcbepaper.cqnews.net/html/</a> (重庆晨报) <a href="http://cqsbeper.cqnews.net/html/">http://cqsbeper.cqnews.net/html/</a> (重庆商报 Chongqing Business News) <a href="http://sdxbeper.cqnews.net/html/">http://sdxbeper.cqnews.net/html/</a> (时代信报)	~ 2006 ~ 2006 ~ 2006 ~ 2006 ~	PDF Text/PDF PDF PDF PDF	date date/keywords date date date/keywords
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<b>Tianjin Daily Group</b> 天津日报集团	<a href="http://epaper.tianjindaily.com.cn/tjrb/tjrb/2007-11/17/node_4482.htm">http://epaper.tianjindaily.com.cn/tjrb/tjrb/2007-11/17/node_4482.htm</a> (天津日报) <a href="http://epaper.tianjindaily.com.cn/mrxb/mrxb/2007-11/17/node_4564.htm">http://epaper.tianjindaily.com.cn/mrxb/mrxb/2007-11/17/node_4564.htm</a> (每日新报) <a href="http://epaper.tianjindaily.com.cn/cskb/cskb/2007-11/17/node_4625.htm">http://epaper.tianjindaily.com.cn/cskb/cskb/2007-11/17/node_4625.htm</a> (城市快报) <a href="http://epaper.tianjindaily.com.cn/jr100/jr100/2007-11/16/node_4411.htm">http://epaper.tianjindaily.com.cn/jr100/jr100/2007-11/16/node_4411.htm</a> (假日一百天)	2006 ~ 2006 ~ 2006 ~ 2006 ~	Text Text Text Text	date date date date
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<b>Phoenix</b>	<a href="http://phtv.phoenixtv.com/">http://phtv.phoenixtv.com/</a> (for 凤凰周刊lower right)	2006 ~	Text	date
<b>Radio</b>				
<b>CNR</b> China National Radio	<a href="http://211.89.225.41/was40/wcmsearch.htm">http://211.89.225.41/was40/wcmsearch.htm</a>	(invalid)		
<b>CRI</b> China Radio	<a href="http://gb.cri.cn/">http://gb.cri.cn/</a> (they use google)	—		

<b>International</b>				
<i>Websites</i>				
搜狐	<a href="http://news.sogou.com/">http://news.sogou.com/</a> (for News)	(unclear)	Text	keywords
网易	<a href="http://news.yodao.com/newsa">http://news.yodao.com/newsa</a> (for News)	2000 ~	Text	date/categories/keywords
新浪	<a href="http://www.iask.com/advanced_news.htm">http://www.iask.com/advanced_news.htm</a> (for News)	1998-7.10 ~	Text	date/keywords
新华网	<a href="http://imgs.xinhuanet.com/js/baidu/gj.htm">http://imgs.xinhuanet.com/js/baidu/gj.htm</a>	2000 ~		keywords