MASTERARBEIT / MASTER'S THESIS

Titel der Masterarbeit / Title of the Master 's Thesis

"Geographic-specific attention to fatal casualties"

verfasst von / submitted by

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angestrebter akademischer Grad / in partial fulfilment of the requirements for the degree of

Master of Science (MSc)

Wien, 2021 / Vienna 2021

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Wien, 26.03.2021
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Abstract

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Journalists inform the public about affairs or incidents that are of general social importance. Journalists constantly walk a fine line between success and failure. The increasing pressure to write about the next big story and to gain recognition leads journalists to make biased judgments about certain events. The news audience is very particular and, for the most part, only shows interest in topics that have a direct influence on its daily routines or are far-reaching. Consequently, it is not uncommon that various incidents happening at different geographic locations remain untold, as some countries are perceived to be less important than others. Hence it is necessary to understand how the news selection process is designed and how it works.

The aim of this research is, therefore, to summarize and evaluate various event- and country-related characteristics that increase a story's value, helping journalists in the decision of whether to classify an incident as newsworthy or not. Moreover, the analysis focuses on events involving fatal casualties at different geographic locations, specifically in terms of national and international incidents. Consequently, the study should provide answers to the following research question: What are the decisive characteristics in determining which events involving fatal casualties, happening at different geographic locations, receive attention in the German and Austrian media?

An empirical research study was conducted to answer the research question. The study deals specifically with events involving fatal casualties that happened between the years 2015-2020 and were reported in *Die Bild Zeitung, Die Tagesschau*, and *Der Standard*. A codebook was created, based on the news value theory. Using the codebook, I encoded the different published reports to classify which combinations of event- and country-related characteristics are most crucial when selecting an incident for reporting. With the encoded and combined data, it was then possible to run multiple regressions in STATA to test the different hypotheses. Finally, based on the empirical outcomes, I generated general assumptions that can be applied to strategical decisions in news organizations.

The regression analyses showed that news selection does not depend on the geographic location of an event; a great distance between countries does not inhibit the flow of news. An event is rather considered to be newsworthy if a nation has strong country specific characteristics, especially if the nation involved has a strong political bond with the reporting country. Moreover, there is strong evidence that countries that are perceived to be weak (i.e., with no similarities or cooperation with the reporting country) will overcome initial barriers to reporting if the event has caused a high number of fatal casualties (≥ 76). Therefore, the news factor 'damage' receives an above-average attention in events with fatal casualties, which means that other available news factors are less likely to be taken into account. Additionally, the gained outcomes can be applied to strategical decisions. Hence, an increasing media attention with regards to various topics can influence the point of view of an individual but also of a firm and thus, prejudices for an entire country might be reinforced or weakened. Therefore, my results can help with observable company decisions, as the data can be beneficial in the analysis of a current market situation (e.g., current political stability of a country) based on the media attention in respect to the quantity of published articles and thus, shed light on potential opportunities and threats within a market. Consequently, my research can help with decisions on whether to incorporate a new market for business activities.

1. Introduction

1.1. Topic

Journalism is a craft that can have both positive and negative effects, as it manipulates the perceptions of people in our society by controlling information, facts, and figures. Anything can be news, but not everything is newsworthy. Henry Grunwald, long-time editor of *Time Magazine*, once said, "Journalism can never be silent: that is its greatest virtue and its greatest fault. It must speak, and speak immediately, while the echoes of wonder, the claims of triumph and the signs of horror are still in the air" (Henry Grunwald, as cited in Celeste Headlee, 2019). Reporting is all about being present, fighting for the next big story, trying to catch the awareness of the news audience, and the extraordinary is what sells best. Recipients deserve journalists who provide objective and reasonable reporting without illusions. Journalists strive to add value to a topic, working hard to construct relevant, unique, and meaningful stories, without bias toward a particular person, group, or country. Press coverage intensifies individual perceptions of other nations through the creation of images, as individuals often lack personal experiences of the large number of different countries in the world. Yet there is often a discrepancy in the attention given by the media to countries at different geographic locations.

Journalists often grapple with doubts about which story to publish for a particular interest group. The sheer number of different incidents around the globe makes it impossible to account for each one, so events are inevitably classified according to the importance of a topic for the target audience. The aim of any article is to raise awareness about a situation or an incident, as well as to shed light on foreign affairs. To gain the attention of the audience, journalists often use dramatic language to create sympathy, helping to engrave the story into the memory of the reader. Shocking events catch the attention of the reader, which results in higher viewing figures and a wider reach. The so-called *Cable News Network* (CNN) effect, for instance, refers to the effect of real-time journalism on political decisions. It is important to mention that the *CNN* effect does not solely apply to the media agency *CNN* but is applicable to the entire news media landscape, even outside of the United States. The effect describes

how shocking events and emotionally charged pictures influence societal perceptions and intensify demands for action, which often leads foreign governments to intervene in terms of military and humanitarian aid (Heimprecht, 2017; Cottle, 2009).

In 1979, *United Nations Educational, Scientific and Cultural Organization* conducted a study about foreign news, concentrating on international reporting in 29 countries (Sreberny-Mohammadi, Nordenstreng, Stevenson et al., 1985). A subsequent study by Denis Wu (2000) included 38 countries in its analysis of foreign news reporting. Both studies clearly show that global events are reported very differently by different media outlets (Heimprecht, 2017). Hence, it is anticipated that there is a discrepancy in international reporting, illustrating that not every nation experiences the same attention in media reporting. The newsworthiness of incidents is mainly linked to the news value theory, which will be examined in Chapter 3.1. This concept is often used in communication science when evaluating the selection of events. The general assumption is that events need to have certain characteristics, known as news factors, which identify and award a particular newsworthiness to events (Kautz, 2018). Bentele (2015) noted:

> The news value is the value ascribed by PR or journalistic communicators that events must have in order to be considered newsworthy for PR or journalistic media and thus the threshold to the reported event, i.e., to the published message. The news value is formed according to certain patterns or selection criteria, the **news factors** (p.1133).

Schulz considers the news value of an event as an indicator for the evaluation and weighting of the news factors (Geißler, 2000) used as "journalistic auxiliary construction to facilitate the necessary selection decisions" (Schulz, 1976, p 30). Therefore, the analysis conducted by Schulz is based on the assumption that "the more a report corresponds to what journalists consider to be important and therefore hold newsworthy properties of the reality, the greater is the value of the news value" (Schulz, 1976, p 30). Kleppinger concretizes the idea of the selection process and argues that attributes of an event do not have their own value; rather, the value is assigned directly by the journalist (Heimprecht, 2017). Therefore, it is crucial that all selection theories must have two components—change in news factors

and change in selection which determine the value of the reporting (Kepplinger, 2011; Heimprecht, 2017). Moreover, the news value is achieved through various event- and country-related characteristics. Features of event characteristics include for instance whether an event was foreseeable or not, what relevance it has for the people in the reporting country, how much damage was caused (e.g., the number of fatal casualties), and what triggered the event (e.g., intentional or careless behavior). On the other hand, country characteristics include the status of the nation (military, political, and economic power) and proximity (e.g., economic and political cooperation) between the country in which the event occurred and the reporting country. Hagen adds geographic and cultural aspects to the country characteristics of the news selection process (Hagen et al., 1998), whereby geographic proximity refers to the distance between two nations or the affiliation to a continent (Bauer, 2014).

1.2. Relevance of this Research

It should first be noted that media agencies were founded to serve as a voice for the government, providing rapid distribution of accurate messages for the general public. Whether news organizations remain creditable is the subject of debate. However, the messages they communicate should be objectively verifiable and free of subjective influence. Nonetheless, due to deregulation and the flattening of organizational structures, it can be observed that subjective influences on the news selection process have continuously increased over recent years. Journalists typically write about incidents that generate potential headlines, thus creating recognition and appreciation for their work. This, however, may inhibit fair news reporting, as incidents that are perceived as less important by the journalist are often left out, creating bias toward particular people, groups, or nations. It is therefore important to question how journalists select events for reporting and why some aspects of an event are more important than others. Highly negative news factors become increasingly relevant for journalists, as they generate stronger reactions among readers and are therefore of a greater interest for the media. Hence, this analysis of potential news factors is of particular interest, as a high news value is a decisive indicator of whether an incident is to be considered newsworthy.

1.3. <u>Research Gap</u>

There have been multiple studies in recent years investigating the news selection process. However, to the best of my knowledge, these studies focused on preselected countries, meaning that their data may be biased. Consequently, countries with negative proximity features, such as bilateral conflicts between nations triggered through war, terrorism, or international crises, were often not considered (Tiele, 2010). In my research, however, I did not select specific countries; instead, I gathered all available incidents with fatal casualties that occurred in different countries and were reported on in *Die Bild Zeitung, Die Tagesschau*, and *Der Standard*. Moreover, I gathered the available data over a five-year time period (2015-2020), whereas previous studies only analyzed weekly or monthly reporting. The wider timespan made it possible for me to evaluate possible distortions caused by far-reaching events, which usually provoke a high frequency of reports over multiple days. Furthermore, my research only considered events involving fatal casualties, whereas earlier studies included all available events. Additionally, the media attention examined in previous studies generally focused on whether an event was selected for reporting or not. Therefore, those studies concentrated their research scope solely on the number of published news articles per country. However, it is important not only to examine the quantity of reports published, but also to include the quality and intensity of reports as further indicators of media attention. It is clear that countries with a low global standing generate fewer reports in the media. However, earlier studies did not show how event characteristics could increase the quality and intensity of reports, even for countries with a low global standing (weak nations). My study will evaluate these factors and will provide a more detailed and accurate picture of geographic discrepancies in reporting.

1.4. <u>Objective of this Work</u>

Based on a quantitative content analysis, this thesis aims to show why there is a skewness in reporting on casualties by geography in the German and Austrian media. This investigation will show how different country characteristics influence journalists' decisions to select an incident for reporting. Additionally, the analysis will illustrate how different event characteristics—especially focusing on fatal casualties—impact the quality and intensity of published incidents from countries that are perceived and

classified as weak nations. Furthermore, I will attempt to generalize the findings in order to make assumptions that can be applied to strategical decisions made by organizations.

In the second chapter of this paper, I will initially focus on the important requirements and obstacles faced by journalists and their media agencies when deciding whether or not to select an event for reporting. Chapter 3 summarizes the news value theories that are fundamental for the methodological approach of this work. This is followed by presentation and verification of the study hypotheses and finally my conclusions. The codebook as well as all relevant tables and graphs can be found in the Appendix.

2. News Selection

Since 1897, the *New York Times* has advertised all its reporting with the slogan, "All the news that's fit to print" (Campbell, 2012). However, at a closer look, this slogan is just as meaningless as it is catchy. How is an event selected for reporting, and what actually makes an event newsworthy (Olschewski, 2005)? To answer this question, it is important to elaborate on the criteria chosen by journalists and media agencies to select the correct influencing factors when it comes to reporting.

2.1. Gatekeeper-Research

Dr. Lewin created the term "gatekeeper" to demonstrate how the selection of news is dependent on certain communication channels, where potential news stories have to overcome possible "gates" in order to be published (White, 1950). Hence, gates are composed of either impartial rules or gatekeepers, groups or individuals who hold sway over the decision to print a report or not (White, 1950). Thus, it is not unusual for different media agencies to report differently on a particular event, as they might have contrasting points of view. In this context, it is crucial to mention that the driving force behind the process of gatekeeping research is information rather than the events themselves. Information consists of small units of meaning, whereas events are composed of all the available information, creating a common set of facts (Engelmann, 2016). Hence, the key task of journalists is to research and gather information to construct the event according to their defined selection criteria. In this context, gatekeeping deals with the question of what is in need of explanation. Therefore, the selection process is underpinned by gatekeeper research, which in turn is affected by various models. For the purpose of

this paper, it is important to examine more closely the hierarchy of influences model and the spheres model by Donsbach. Both models assist in understanding the selection, weighting, and presentation of information, which are needed to create meaningful and recognizable reporting.

2.1.1. Hierarchy of Influences Model
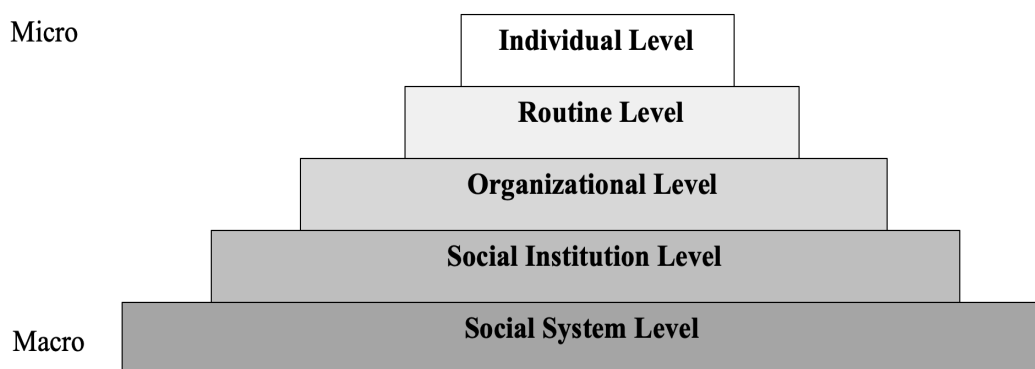
Figure 1: Own representation of the hierarchy of influences model based on Shoemaker & Reese (2014, p. 13)

The hierarchy of influences model (Figure 1) is divided into five subareas, which aim to explain journalistic actions as well as the different factors that influence the selection and presentation of different media content. Hence, the model "takes into account the multiple forces that simultaneously impinge on the media and suggest how influence at one level may interact with that at another" (Shoemaker & Reese, 2014, p. 1). The individual platform in the hierarchy is the most micro level, which represents a journalist's personal, professional, and political characteristics (Engelmann, 2016). This level shows how suitable a journalist is for a particular investigation based on their professional values and ability to adequately reflect society (Reese & Shoemaker, 2016). Next, the routine level encompasses habits and recurring patterns used by the journalist, which form the immediate format of their media work (Engelmann, 2016; Reese et al., 2016). Problematic behaviors, such as ethical and moral issues, can become habitual in journalism practice and are therefore often overlooked (Milojević & Krstić, 2018). For example, journalists paid enemies and terrorists for exclusive information on the Iraq war (Relly, Zanger & Fahmy, 2015). Hence, routines stimulate journalistic actions, encouraging

journalists to create the best content in order to fulfill the conceptions of their employing organizations. Thus, organizations wield power and pressure over journalists; this may not always take the form of direct commands but may instead be determined by organized patterns of practice that follow the desire of an agency (Reese et al., 2016). The organizational level, on the other hand, includes the structure and aims of news agencies, as well as editorial procedures and mutual dependencies between media organizations and journalistic editorial offices (Engelmann, 2016). This can create conflict between the actors involved, since journalists have to tailor their practices to meet professional norms and organizational goals (Milojević et al., 2018). The social institution level involves a variety of different institutions that influence media content (Engelmann, 2016). These could include public relations, powerful sources of information, audiences, advertisement agencies, and technological forces (Engelmann 2016; Reese et al., 2016). Therefore, media agencies are often seen as political actors who establish privileged relationships with other institutions, where power flows not only from influencing institutions (e.g., the state) to the media but also in the opposite direction, creating mutual dependencies (Reese et al., 2016). In this context, media organizations do not act as lone homogeneous institutions but rather as a group of organizations working together to achieve a common goal. The social system level, the final and most macro level, evaluates influences that impact journalistic reporting through ideological and cultural factors, differentiating countries through cross-national comparisons. Through multiple dependencies, the social structure has changed, creating a globalized journalism where old practices and relationships are transformed, and reporting is synchronized with more universally accessible normative standards (Reese, 2007). Therefore, events around the globe have more direct associations (e.g., cultural and political similarities) with those in other countries, making it even more difficult to decide whether a story is newsworthy or not (Reese, 2007). Hanitzsch (2010) concluded that organizational and process factors have a greater influence for journalists in Western democracies than for their counterparts elsewhere (Milojević et al., 2018).

2.1.2. Donsbach's- Spheres Model

The four-sphere model was created by Donsbach in 1987. The model aims to describe how journalists influence the creation and design of media content (Donsbach, 1987) by illustrating various factors that

can shape the relationship between the personality of a journalist and the design of the media content (Krasteva, 2007). Figure 2 displays the four different influencing spheres created by Donsbach.

- Professional norms
- News factors
- Ethical principles
- Means to obtain information

Professions-sphere

- Subjective values, political attitudes
- Job motivation
- Understanding of tasks
- Image of audience
- Socio-demographic position
  o Age
  o Gender
  o Religion
  o Education
  o Employment relationship

Subject-sphere

Media Content

Institutions-sphere

- Inner freedom of the press
- Job satisfaction
- Institutional purposes
- Technical structures
- Work routine
  o Topic selection
  o Sources and contacts
  o Dealing with influencing attempts
- Media genre
- Job market

Society-sphere

- Freedom of press
- Communication policies
- Public opinion
- Social ties and networks
- Local interaction

Figure 2: Representation of Donsbach's four-sphere model (1987 p.112)

The subject-sphere level summarizes influences that emanate from the individual. These include perceptions on values, attitudes, job motivation, and the image of the audience, as well as sociodemographic characteristics such as age and gender (Krasteva, 2007). The professions-sphere considers the journalist's affiliation to a particular group (e.g., media agency) and is therefore concerned with characteristics of the profession. Thus, this level reflects job-specific factors such as ethical principles and norms (e.g., truthfulness, accuracy, and fairness) and is additionally concerned with the acquisition of information (Krasteva, 2007). The institutions-sphere shows how the operations of journalists are limited by the policies and regulations of their media agency, such as technical and economic requirements, as well as opportunities for advancement and inner freedom of the press (Donsbach, 1897). Finally, the society-sphere represents the social environment itself and thus includes

all the influences that affect the social setting of a journalist. These may include legal and political frameworks, local integration, and social ties such as friends and families (Donsbach, 1987).

Donsbach collected outcomes from an empirical communication research study conducted in Germany. He came to the following conclusions within each individual level (Boetzkes, 2008):

- Subject-sphere: German journalists place a greater weighting on assessing of events and facts, rather than focusing on thorough research, and thus they publish on topics that confirm their own viewpoints, without embracing the interests of the target audience.

- Professions-sphere: Under time pressure, German journalists tend to orientate themselves toward their colleagues and are even willing to neglect their duty of care by leaving out important facts.

- Institutions-sphere: There is very little division of labor in German journalism, which means there is high journalistic independence in the decision of whether an article is published or not and minimal editorial control.

- Society-sphere: In Germany, the freedom of the press has an essential role, which suggests that journalist have particular privileges, increasing their leverage with few negative consequences.

However, the small sample used for the conclusions drawn by Donsbach is questionable. Nevertheless, the model is relevant for the theoretical considerations of this work, as it helps to shed light on important individual journalistic aspects within Germany. This will be relevant for further analyses in this paper, even though the model does not clearly mention which interrelationships exist between the individual spheres.

2.1.3. Pivotal Study of Gatekeeping by David Manning White

White was the first researcher to use and interpret Dr. Lewin's approaches for communication studies. He applied Dr. Lewin's assumptions about channels and gates to procedures in the selection of information in newsrooms (Engelmann, 2016). White's (1950) main exemplar in his study was a male wire editor whom he called "Mr. Gates." This individual had over 25 years of experience as a journalist. His main task was the use of a teleprinter (distributing messages in written form by means of electrical

signals) for a daily newspaper printing 30,000 editions in a midsized American city of 100,000 inhabitants. His job was to select and edit the best article for the newspaper edition out of versions produced by three different news agencies (*International News Service*, *United Press & Associated Press*) (White, 1950; Engelmann, 2016). Hence, Mr. Gates had the final say, which made him powerful as he was the ultimate gatekeeper. However, his job was not necessarily easy, as he had to evaluate and decide which story was newsworthy (Figure 3), in the context of the limited number of stories that could be printed in the daily newspaper. After one week of observation, White came to the conclusion that Mr. Gates chose articles according to his past experiences, attitudes, and expectations. Psychological theory explains that people tend to make decisions according to their own beliefs, which implies that editors are guided by subjective perceptions (White, 1950). Therefore, according to the findings of White, it can be concluded that individual editors alone decide which information they choose for later publication and are therefore not dependent on other gates.

N: News Source
A: Audience
N1, N2, N3, N4: News Item
N1*, N4*: Eliminated News
N2*, N3*: Selected News
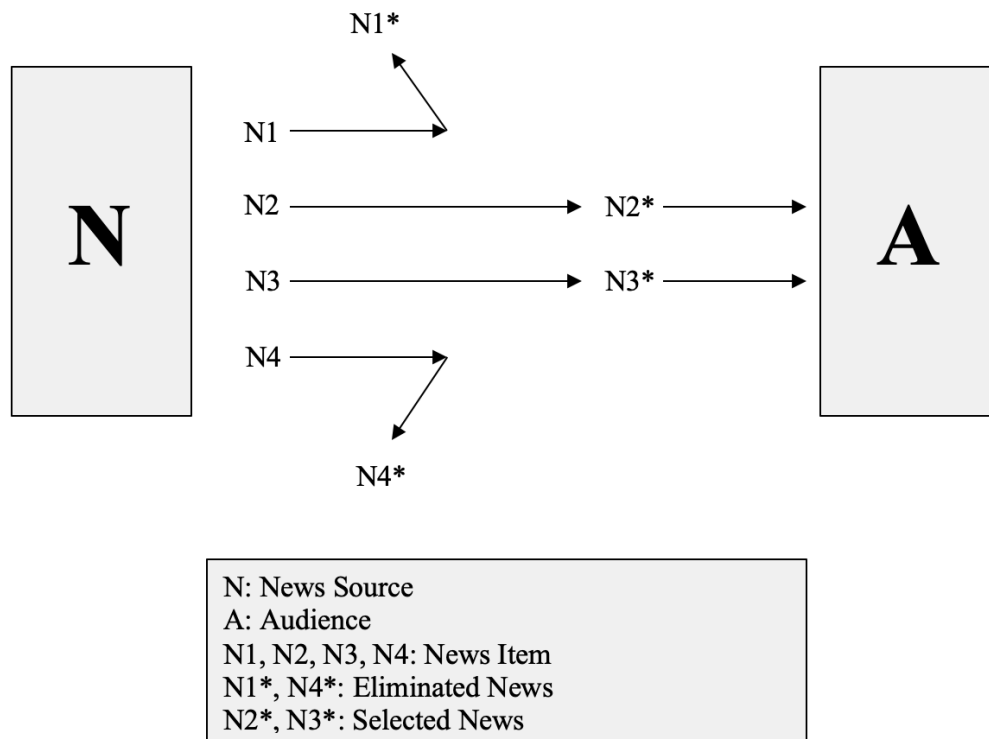
Figure 3: Gatekeeping approach according to White (1950)

However, Hirsch (1977) examined and reinterpreted White's study at a later point in time and demonstrated that editors' negative decisions towards different newspaper articles were often

determined by technical necessities. Moreover, the analysis showed that Mr. Gates did not choose the topics according to his own preferences but rather orientated his perception based on the topic distribution (agenda setting) followed by the news agencies (Engelmann, 2016).

Hence, it is important to acknowledge that the process of news selection is a complex task that is not accomplished independently but rather through the contribution of different actors, who follow different tasks in the selection process (Engelmann, 2016). The study by White has been evaluated and revised more then 35 times since it was published in 1950, with the collective conclusion that journalists and their personal attitudes to a particular topic cannot be viewed in isolation but instead form part of an institutional "news bureaucracy," where hierarchy levels play a major role (Robinson, 1973). Hence, researchers have tried to systematize gatekeeping research by implementing structured and comprehensive models, including those discussed above. These interactive models aim to systematize and classify levels and hierarchies of numerous factors that have a continuous influence on the journalistic processes (Engelmann, 2016). Besides the hierarchy of influences model and the four spheres model, there is a wide variety of models that aim to explain the selection of articles. Hanitzsch (2009) summarized the most important models, as displayed in Figure 4, showing which levels of influence are taken into account within each individual model.

Levels of Influence in different Models

Influence Level	Shoemaker & Reese (2014) (Hierarchy of Influence Model)	Weischenberg (1995)	Esser (1998)	Ettema et.al. (1987) Whitney (2004)	Donsbach (1987) (Vier-Sphären Modell)	McQuail (2000)	Preston (2009)
Individuals	✓	✓	✓	✓	✓	✓	✓
Media routine	✓	✓	✓	✓	✓	✓	✓
Organizations	✓	✓			✓	✓	✓
Media structures			✓	✓		✓	✓
Society	✓	✓	✓		✓	✓	
Culture & ideology	✓						✓

Figure 4: Different levels of Influence based on Hanitzsch assumptions (2009)

The various models emphasize different influences on the selection process, although there are similarities in their use of the individual level, as each journalist always has personal characteristics,

attitudes, and experiences. Similarly, media routines are guided by forces that result in standardized media products (e.g., journalistic forms of presentations, news values, etc.) that enhance and restrict procedures through aspects such as time pressure and resources (Preston, 2009). However, discrepancies can be observed in the higher levels. Within the organizational level, it is important to note that the modern era of journalism is highly dependent on organized processes and structures (Hanitzsch, 2009). Particularly important within this level are influences that have an effect within the editorial team. These include advertising-related considerations as well as the topicality of the medium (Preston, 2009). The media structure level refers to the economic goals (profitable or otherwise) of an organization, which may be public or private institutions. The last level focuses on social, cultural, and ideological frameworks, which involve press freedom, religion, and minorities

2.1.4. Integrating Gatekeeping Research into Communication Studies

Lasswell (1948) integrated the gatekeeping approach into communication studies by asking the question, "Who says what in which channel to whom with what effect?" (p.37) (Figure 5) and creating a one-sided linear communication process.
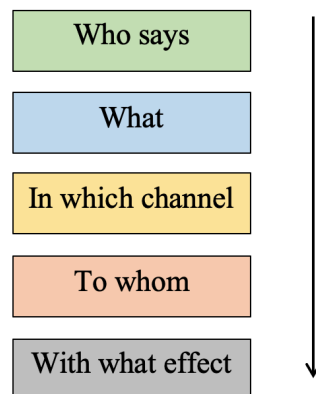
Figure 5: *Gatekeeping approach based on Lasswells model (1948)*

The focus of attention in gatekeeping research is on the "who" (control analysis), as it addresses the conditions surrounding media statements (Engelmann, 2016), whereas communication research in general emphasizes the person-centered ideas created in White's 1950 study and therefore focuses on the communicator, who guides and launches the act of communication (Lasswell, 1948). Moreover, the

"what" (content analysis) refers to media content and hence to the news values assigned to different topics. Additionally, "in which channel" (media analysis) considers the different media platforms (print and digital media). Thus, this field includes all means of communication that allow exchange between two or more parties (Arens, 2008). The audience analysis ("to whom") focuses not only on "questions about the use of the media by the individual and his/her analysis of the media offering (micro level)" but also on social processes "which are caused directly or indirectly by the media (macro level)" (Pürer, 2003, p. 310). Finally, the effect analysis ("with what effect") serves to examine the influences of reporting on individuals or groups of individuals (Arens, 2008). Individual journalistic characteristics are strongly associated with the micro and macro level and are mirrored in the previously mentioned hierarchy of influence model, which extends beyond communication studies (Engelmann, 2016). Furthermore, the control and content analyses and, therefore, the conditions for the formation of media topics, reveal possible effects on audience opinions created through published media content; Donsbach (1987) examines this in detail within his four-sphere model (Engelmann, 2016). Thus, journalists influence the perceptions of individuals, as they exercise political and social power. Especially now, with improved digitalization and widespread Internet use, journalistic reporting has far-reaching consequences, as gates are cleared and agents can be communicators, intermediaries, and users, all at the same time (Engelmann, 2016). This implies that communication processes are no longer linear but are now non-linear and interconnected, which can often cause distorted representations of reality.

2.2. News-Bias-Research

Access to unbiased information and reporting is fundamental for creating an agreed understanding of reported incidents (Hamborg, Gipp & Donnay, 2018). News (media) bias research focuses first and foremost on the political attitudes of journalists, as well as on editorial procedures, which can be found in the organizational and individual levels within the hierarchy of influence model (Engelmann, 2016). News reporting plays a dominant role in modeling public and personal perceptions and opinions. Moreover, surveys have shown that television, radio, and social media are perceived by news consumers as less trustworthy and of lower quality than print media (Hamborg et al., 2018). Media reporting can be affected by internal bias, which might be triggered by the specific ideological and political attitude

of the media agency or its ownership (Hamborg et al., 2018). Media bias is linked to three major terms (Entman, 2007):

- *Distortion bias* – news that falsifies reality

- *Content bias* – news that favors one side over another, based on the primacy for the reporting country

- *Decision-making bias* – mindset and motivation of journalists to deliberately produce biased content

Methods such as agenda setting, framing, and priming distribute power in the communication process of news reporting.

2.2.1. Agenda Setting

Agenda setting theories explain why some information about certain events is available to news consumers and other information is not (Dearing & Everett, 1996). An agenda is a hierarchy of significance at a specific point in time, as different topics surge and plunge in meaning over time (Dearing et al., 1996). Hence, central policy areas such as domestic security and environmental policies are normally associated with high significance within the agenda setting framework (Maurer, 2017). However, drastic events such as terrorist attacks or natural disasters also attract significant importance in agenda setting. Therefore, considered over a period of time, it is possible to observe trends in the topics that are repeatedly reported and to create a chronological order of topic distributions (media agenda). This is important, as recipients can only devote their attention to a limited number of issues, and therefore only relevant topics make headlines. For example, crime rates influence a person's own safety, and the economic situation affects wealth and livability. Those topics could be perceived as equally important and worthy of the same amount of attention. However, this is not the case, as the media classifies topics according to their meaningfulness to news consumers. This implies that the greater the impact on a large part of the population, the higher the likelihood that a topic will make headlines. The reason is simple; as news recipients are not able to absorb all the information available

to them, news agencies have to decide on the importance of topics for them. Consequently, agenda setting follows a relatively simple linear cause-effect assumption as shown in Figure 6 (Mauer, 2017).

Simplified Agenda-Setting Model
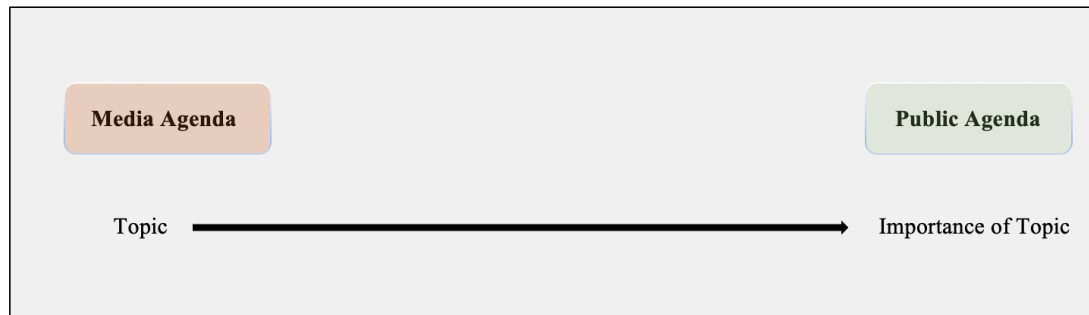
Figure 6: Simplified agenda-setting model

The media agenda represents the hierarchy of news topics and the frequency and scale with which they are reported. Thus, the media agenda includes quantitative aspects (quantity and extent of press coverage) and classifies topics as important or irrelevant, where crucial factors (news values) are assigned by journalists as will be discussed in Chapter 3.1. The public agenda is determined by a particular threshold, which means an event must have a high frequency of reporting, otherwise it will not be noted by the news consumer. Thus, a topic must have a high news value in order to be listed as newsworthy. Shaw and McCombs (1977) examined the cohesiveness of the media and public agendas and distinguished between three cause-effect models (Awareness-Salience-Priorities-Model):

- *Awareness-Model*: News consumers start to become aware of the reporting.
- *Salience-Model*: News agencies provide a greater frequency and scale for certain topics, with the effect that different topics are perceived to have differential importance by the news consumers.
- *Priorities- Model*: The medial order of priority follows the hierarchy of importance for the recipients.

Thus, a greater frequency of reporting on a certain topic results in a rise on the public agenda, as shown in Figure 7.
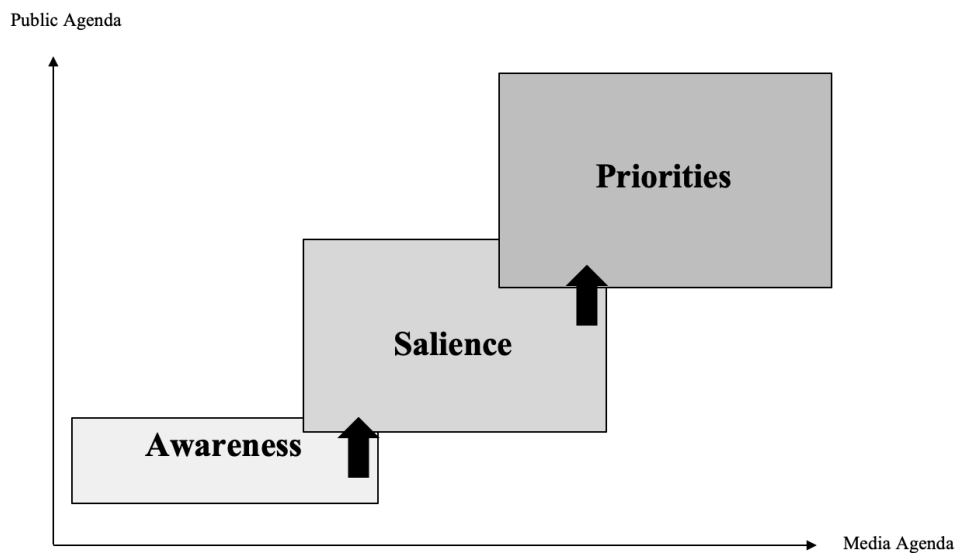
Figure 7: Awareness-Salience-Priority-Model based on Shaw and McCombos (1977)

A rise in media reporting on a particular topic will have the effect that the importance of that topic will increase within society. For example, frequent reporting about environmental protection will increase awareness of the problem, which may result in increased action (e.g., recycling and use of renewable energy) being taken by the population and the government.

2.2.2. Framing

Framing is a research approach with a variety of applications in empirical communication science. Dahinden (2006) attempted to generalize this concept in her definition:

> Frames have (...) comparable functions: they structure information in the form of abstract (...) interpretation patterns, which reduce complexity and guide the selection of new information. (...) They are made up of several elements, which include the definition of the problem, the identification of causes, the evaluation through moral judgments and the naming of recommendations for action. (...) Frames also have evaluation functions. (p. 308)

As such, frames represent the conveyed perspectives of communicators and help the news consumer to evaluate specific topics in articles; they also provide journalists with a platform to promote their interpretations. Frames represent central statements and structured patterns of interpretation, dealing

with the causes and consequences of events, which are then processed and highlighted (Hanan, 2017). However, framing research is a multi-stage process and is therefore rather complex, as framing includes interdependencies between public relations (PR) agencies, journalists, and the audience, as demonstrated in simplified form in Figure 8.
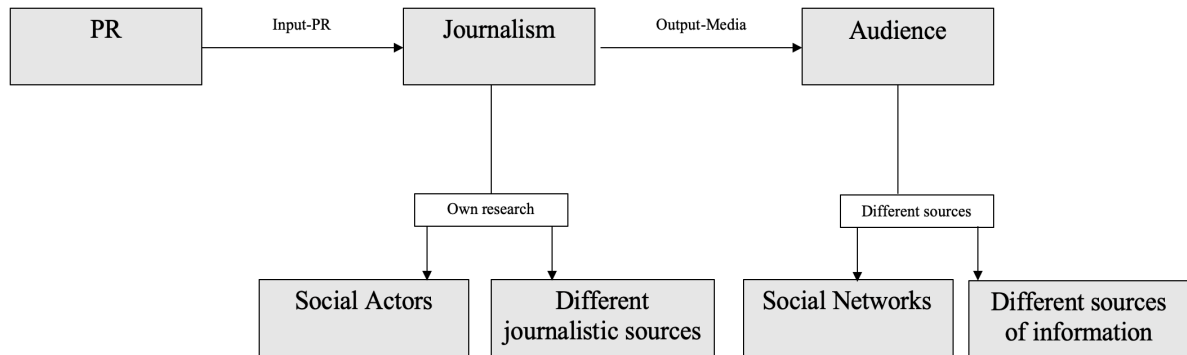
Figure 8: Multi-Stage Process: Own representation based on Dahinden (2016 p. 59)

Hence, framing is visible in all important stages of mass communication. The arrows in Figure 8 characterize the interdependencies between elements and represent frames. The frame level within journalism is grouped into two processes (Dahinden, 2016):

- *Active role:* Journalists act as gatekeepers, selecting and modifying input from PR
- *Passive role:* Journalists operate independently and execute their own research to find potential topics to report on

Thus, independent journalistic research, as well as the use of other sources by the audience, will decrease the power of PR agencies on journalists and reduce the influence the media has on news consumers' perceptions (Dahinden, 2016; Hanan, 2017).

Framing helps journalists in the selection process of reporting. Journalists tend to report on specific topics that meet their prior expectations and follow established patterns in their reports, suggesting certain interpretations of the issue to the readers (Maurer, 2017). Thus, journalists focus on specific dominant modes of interpretation within their target audience, which have been established through education and socialization as well as personal experiences (Maurer, 2017; Entman, Matthes &

Pellicano, 2009). Therefore, before a topic is selected for reporting, it is important for a journalist to elaborate on the potential consequences an event may have for the reporting country and their audience. Entman (1991) examined the shooting down of a Korean passenger aircraft by the former Soviet Union, as well as the shooting down of an Iranian aircraft by the U.S. military. These events were perceived differently by the U.S. media and were given distinct framings. The Iranian incident was seen as a tragic accident, whereas the shooting down of the Korean passenger aircraft was portrayed as a military act, leading the media to allocate this incident significant attention, creating fear and strong disapproval toward the Soviet Union by the American population. Tewksbury and Price (1977) therefore described the Applicability Effect, highlighting aspects of reality (frames) that if used correctly can influence the perceptions, thoughts, and interpretations of news consumers on a particular event. Hence, the judgment of the recipients depends on the attention the media and journalists give to a specific topic. Furthermore, media frames are divided into two aspects (Iyengar, 1991):

- *Episodic Frames*: Highlighting the fate of an individual, where the events are discrete.
- *Thematic Frames*: Highlighting societal and systematic aspects of an issue, often including expert analysis and systematic evidence over time.

Iyengar showed in his study that the framing of reporting influences attribution of responsibility (Rinaldo, 2015). News audiences understand the cause of and responsibility for a problem in an episodic frame at the individual level, whereas thematic frames and their associated consequences are linked to governmental and state effects (Maurer, 2017). Hence, far-reaching events involving the participation of known groups and institutions receive a greater presence in news reporting, as recipients characterize such events with greater significance and recognition. For instance, news reporting will justify radical military actions by highlighting the positive aftermath of such actions for the society (e.g., internal security), rather than the individual ethical problems associated with them. Hence, awareness of international reporting depends on the use of specific thematic-related patterns. Media frames in international reporting are, therefore, directed according to mainstream public opinions (Hanan, 2017). Reporting of crises and far-reaching events that impact the reporting country uses narrative elements (e.g., characters, emphasis on uncertainty, resulting effects, hard facts, historical events of collective

national importance, etc.) to create strong solidarity and awareness. Therefore, media frames are particularly effective when they match the established frames of recipients (Maurer, 2017). Consensus between the two frames results in greater awareness of a particular topic, amplifying the probability that it will be remembered for a longer period of time, which is the overall aim of all journalists and media outlets.

An example provided by Kahneman and Tversky helps to illustrate the effect of framing. The scenario is a virus outbreak in a population of 600 people. In their first analyzes, Kahneman and Tversky questioned a group of participators which choice they would prefer (Kahneman & Tversky, 1984):

- Option A: 200 lives will be saved.

- Option B: There is a chance of 66 percent that 600 individuals will be saved and a 33 percent chance that the whole population will die.

The outcome showed that 72 percent of the questioned individuals chose option A, and only 26 percent selected option B (Kahneman et al., 1984). The researchers then conducted a second survey with the same choices, but the options were framed differently, highlighting deaths instead of lives saved.

- Option X: 400 will die.

- Option Z: There is a 66 percent chance that no one will die and a 33 percent probability that 600 individuals will die.

The outcome of the second survey showed reversed preferences by the participants, with 22 percent choosing option X and 72 percent choosing option Z (Kahneman et al., 1984). This implies that the way something is presented (framed) will have a strong impact on how recipients perceive a situation or issues and therefore has the capability to emphasize either the positive or negative aspects of a problem (Hamborg et al., 2018).

2.2.3. Priming

Priming is a useful theory to explain the impact of media frames. Peter (2002) defined priming as a process by which:

> (1) information conveyed by mass media (as primes) makes available units of knowledge temporarily (2) easily accessible in the memory of recipients which will increase the probability (3) that the available and accessible units of knowledge are more likely to be activated and used (…) compared to less attainable units of knowledge (p.22).

Iyengar and Kinder conducted a study about agenda setting in 1987. Within their study, they used several test series of specially prepared news programs (topics included defense, unemployment, and inflation) (Iyengar et al., 1987). The participants were allocated into two groups, where one group received reporting in which the selected topics were emphasized, whereas the second group received reporting without any emphasis on specific topics (Maurer, 2017). The results showed that the participants who received a high intensity of reporting on a particular topic (e.g., defense) perceived this topic as very important and showed greater awareness of it compared to the other group (Iyengar et al., 1987). Moreover, the authors discovered a second effect. After the observation, Iyengar et al. asked the subjects how they would rank the performance of the American president in respect to the topics identified. Again, the researchers saw a discrepancy between the two groups. The subjects who were confronted with reporting on U.S. defense policy, with clear information on the responsibility of the president within the particular topic, judged the president primarily on the basis of his competence in this area. In all cases, this influence was significantly greater than in the control group (Maurer, 2017). Hence, Iyengar et al. concluded that if a topic is given excessive coverage in the media (i.e., it is "primed"), it will have increased relevance for news consumers (priming effect) and will therefore influence their perceptions toward a particular group and/or person (Iyengar et al., 1987).

Thus, according to Iyengar et al, the media is capable of influencing the evaluation and assessment standards of news consumers (1987). This influence can be seen when considering surveys conducted within the American population. In 1990, the most important problems for the American population where related to the economic situation, drug abuse and the budget deficit (Jäckel, 2008). However, at

the end of 1990, the media started to focus their reporting on the conflict between Iraq and Kuwait. Soon after, the issue salience of the population started to shift, with the public ranking the Iraq and Kuwait conflict first and displacing the economic situation to second place (Jäckel, 2008). Iyengar und Simon (1987) defined this phenomenon as a "hydraulic pattern," which illustrates up-and-down movements in the current theme agenda (p.252). This is explained by the fact that news consumers have limited cognitive processing capacities; they do not use all of the available information when making judgments but rather focus on information that is easily accessible and omnipresent (Maurer, 2017; Iyengar et al., 1987).

2.2.4. The Process of Media Bias in the Production of Reporting

Agenda setting, framing, and priming can generate media bias. To illustrate where and at which stage media bias is found, Figure 9 was created to show a simplified overview of the news production process and the consumption of reports by news recipients.
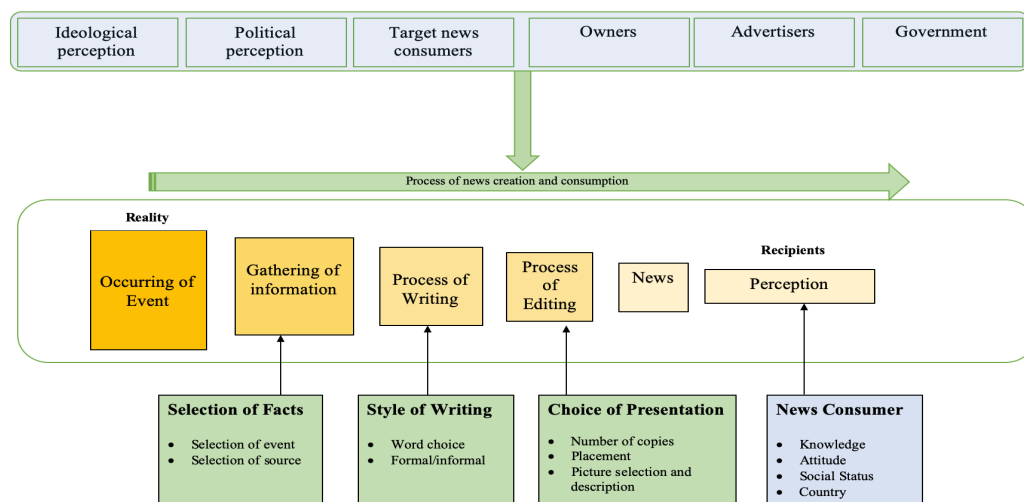
Figure 9: Causes and forms of media bias: Own representation based on Park, Kang, Chung & Song (2009 p.444)

During news creation, journalists are guided by their own political and ideological perceptions. They are also influenced by external factors such as government regulations (e.g., freedom of speech) as well as the interests of their employers (Park et al., 2009). For instance, investigative journalism is linked to high costs and therefore decreased earnings, which leads to frequent and preferred usage of copyedited reporting by media outlets (Hamborg et al., 2018). Journalists are also influenced by their desired

reputation. Gentzkow and Shapiro argued that journalists create and adapt news in order to meet the perception of news consumers and to prevent consumers from moving to other outlets (2006). Additionally, McChesney (2003) argues that advertisers prefer the high-income class (class bias), which is exacerbated by continued deregulation in the media market. It is clear that the lower class (poor and/or homeless individuals) is associated with a different image than the wealthy and famous. The upper class is associated with success, admiration, and emulation, whereas the lower class, if noted, is presented as a group of faceless outsiders. Thus, the lower class is often only consulted in the context of crucial events or if they are being framed as bearing some level of accountability, allowing news consumers to blame the victims if they choose to do so (Kendall, 2011). Consequently, journalists favor the elite and thus, incidents involving the lower class are treated with a lower accuracy and are often not taken in account. Moreover, additional forms of bias are found throughout the news creation process. The process of gathering, selecting, and filtering all the important facts for a particular event is used to decide which topics are relevant for the target consumers. Furthermore, while writing the article, the journalist must select the right sources, including studies, other news articles, or press releases (Hamborg et al., 2018). Additionally, in the writing phase, bias may affect word choice (positive or negative tone) and labeling (e.g., far left or far right) (Park et al., 2009). Finally, the editing phase is concerned with the depiction of an article, including the number of copies to be printed, the provision of pictures to reinforce the desired viewpoint, and the location of the article (e.g., on the front page). The consumer stage does not affect reporting and therefore does not produce any form of media bias. This stage focuses instead on how the recipients perceive the published reporting, which is mainly influenced by the background knowledge of the news consumers (education and experience), their social status (the effect an incident has on the consumer), and the country of occurrence (attitudes towards a country can lead to approval or rejection of the topic in question) (Hamborg et al., 2018).

3. Current State of Research

3.1. News Value Theory

As a subset of gatekeeping research, the news value theory focuses its attention on influencing factors, which are crucial for successful reporting. Hence, the news value theory is located within the routine

level in the hierarchy of influence model, as journalists follow predefined patterns and regulations (Engelmann, 2016). The immense number of daily incidents creates tremendous challenges for organizations and their journalists. Journalists must select and filter potential topics out of an oversupply of information, with the challenge that they can only present a small part of the actual event to their news consumers. Walter Lippmann (1922) elucidated the problem in the selection process of information that journalists have to battle:

> All the reporters in the world working all the hours of the day could not witness all happenings in the world. (...) And none of them has the power to be in more than one place at a time (…) Yet the range of subjects these comparatively few men manage to cover would be a miracle indeed, if it were not a standardized routine. (p.338)

The continuously increasing quantity of information available nowadays, primarily driven by improved technologies (e.g., the Internet), is scarcely manageable, and the selection process is also impeded by the decreasing number of journalists. A study conducted in Germany shows that, in 1993, approximately 54,000 journalists were employed by different media organizations across the country, whereas by 2005 that number had decreased to 48,000 (Weischenberg, Löffelholz & Scholl, 1993), and it has now dropped to 41,000 journalists (Steindl, Lauerer & Hanitzsch, 2017). This implies that it is simply not possible to report on every event that occurs. Thus, La Roche (2008) estimated that only approximately one quarter of all the available information is actually used by the media for reporting. In the previous chapters, it has already been noted that the selection of reporting depends not only on individual influencing factors but also on event and country-related characteristics (news factors). Thus, the news value theory assumes that events have certain characteristics that determine their news value and their worthiness for publication; these are defined as news factors (Maier, Retzbach, Glogger, et.al., 2018). Kepplinger (2008) describes news factors as follows:

> The term news factor describes different features of news in events and topics that help to ensure the worthiness of publication (…). The more news factors a message has, the greater its news value. (p. 3245)

Thus, according to Kleppinger's definition, news factors are event characteristics that are used by journalists to decide on the relevance and the level of attention they dedicate to an event. Thus, the news value is created through different combinations and intensities of news factors (Maier et al., 2018). This value is then evaluated to decide whether an event is suitable to be used in media reporting.

Furthermore, Klappinger (2011) argued that every news selection process depends on a two-component model, which means that every change in reporting has two potential causes (Figure 10)—a change in event characteristics and a change in selection criteria. An example provided by Klappinger (2011) provides clarification: "When sorting apples, the selection criteria could be 'size' and a relevant reference characteristic (news factor) could be the 'circumference" (p. 62). However, if we now "consider the maturity level as a selection criterion, then circumference would not matter, even though it is available" (Klappinger, 2011, p.62). This simplified concept can also be applied to media reporting. Selection criteria can differ between agencies, depending on political or ideological directions and editorial guidelines. News factors such as damage and aggression might, for instance, play a major role for the tabloid press, whereas quality media outlets focus more on news factors such as political and economic relations between different nations (Maier et al., 2018). This explains why an incident may receive more attention in one newspaper than in another. Hence, news factors characterize an event, whereas the news value describes the importance a particular news factor has for journalists and decision makers, which in turn is used to decide on the worthiness of articles for publication.
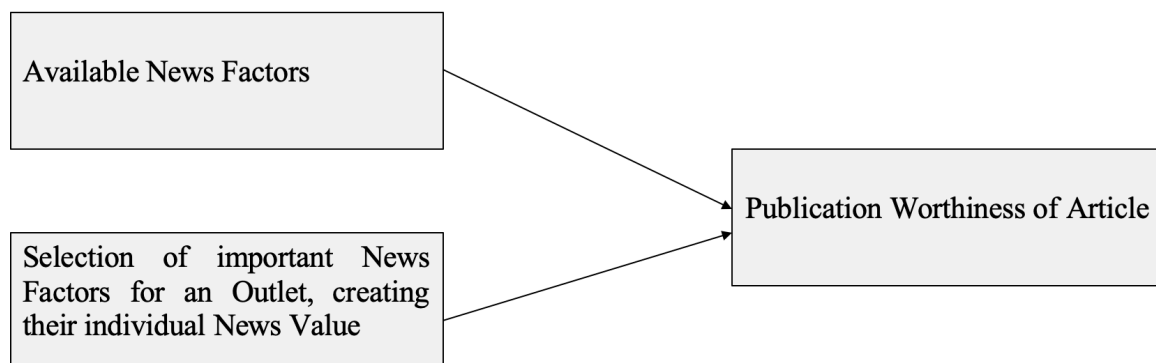
Figure 10: Own representation of the two-component model according to Kleppinger's assumptions (2011)

Thus, the publication of a story depends not only on the availability of news factors but also on the importance different journalists assign to each available news factor.

3.1.1. Galtung and Ruge

Galtung and Ruge (1965) were the first to study news factors, which they summarized in a list (content analysis), creating the foundation for many more empirical studies in which researchers adjusted and added several news factors over time. Galtung et al. focused on political events arising in Congo, Cuba, and Cyprus, although their work was not empirically based. They attempted to prove the complementarity of culture-dependent factors in their content analysis, arguing that incidents are considered newsworthy when the course of events is unambiguous and not dependent on interpretation (Maier et al., 2018). As a result, Galtung et al. (1965) defined 12 news factors (Table 1) that they believed were crucial for the selection process of events. The first eight news factors are culture-independent, whereas the last four are culture-bound:

1	Frequency	Events that fit the perception of the newspaper, following its organizational schedule, are more likely to be reported. This means that an event receives strong reporting when it corresponds with the frequency of publication of the media. Hence, unusual and short events will receive higher attention in the daily newspaper compared to long-term events, as such events are often interesting for weekly or monthly periodicals.
2	Threshold	The greater the impact (e.g., damage) and the more people it affects, the greater the probability that an incident will be considered newsworthy
3	Unambiguity	An event becomes newsworthy, if its characteristics are straightforward and clear
4	Meaningfulness	The audience must identify themselves with the event. This means that an event receives more attention when its consequences have an impact on the news audience, regardless of how far away the event occurred
5	Consonance	Events must fit the expectations and preconceptions of the media and the audience
6	Unexpectedness	Events that are extraordinary, rare, and surprisingly will have a strong weighting in the media
7	Continuity	Events that have become a headline for the first time will experience high likelihood of further reporting, as the media and their journalists are already in place to report the story.
8	Composition (Variation)	Stories compete with one another in order to receive a space in the reporting

9	Reference to elite nations	Events occurring in nations with a high global standing (status) will receive a higher proportion of reporting
10	Reference to elite persons	The highest coverage in the media is given to famous, powerful and rich individuals
11	Personalization	Giving involved persons a "face" will increase audience interest, as news consumers can relate more to people who they see as members of their society. Hence, the media tends to report on events that can clearly be traced back to the actions of an individual
12	Negativity	Negativity increases attention (good events are less thrilling than bad events), as such events are often far-reaching tragedies, scoring high on other news values (threshold, unexpectedness, and meaningfulness). Such events confirm our pessimistic expectations and fears.

Table 1: *News factors based on content analysis by Galtung and Ruge (1965)*

Thus, as Galtung et al. (1965) made clear, the more news factors that are considered for an event, the greater the likelihood that an event will be considered to be newsworthy (selection hypothesis). Furthermore, news factors are not isolated but are correlated, which that means news factors are complementary to each other. Therefore, a missing news factor in an event can be compensated for by another (complementarity hypothesis). In addition, journalists emphasize news factors that are important according to their own perceptions, which in turn influences and distorts the reproduction of the actual event (distortion hypothesis). Moreover, the selection and distortion process will be visible at all levels of news production, with the result that those effects are reinforced (repetition hypothesis) (Galtung et al., 1965). In their study, Galtung et al. came to the conclusion that (Galtung et al., 1965, pp. 280-285):

- The greater the distance of the nation in which an event occurred, the more clearly the actions of elite persons/groups were placed in the foreground

- The lower the social status of the people (unknown persons) involved, the more negatively the event was reported

- The emphasis of the relevance for the recipients increased with increased cultural distance of the nation in which an event occurred

- The increasing cultural distance of a nation had no effect on the negativity of the reporting

Winfried Schulz (1976), however, stated, "These few findings are out of proportion to the scope of the theory developed by Galtung & Ruge, so that one can hardly say that the authors have confirmed their hypotheses" (p.20). Nevertheless, the study conducted by Galtung et al. has provided the key analysis for further research.

3.1.2. Øystein Sande

Øystein (1971) used the study of Galtung et al. to develop his own concept in respect to international reporting. He focused on one question that he felt had not been answered in the study by Galtung et al. (1965): "Which of the many conceivable combinations of news factors attract the attention of journalists (p.80)"? Hence, he strived to verify Galtung and colleagues' work empirically. He concentrated his study on foreign politics reporting in three daily newspapers, and he combined his findings with a population survey undertaken simultaneously. In his pioneering study, he focused on journalistic relevance ratings, operationalized through an index including scope and frequency of articles as well as their placement (Schreiner, 2010). Thus, he hoped to gain insights into which news factors are essential to decide whether an article is placed conspicuously or rather sensational (Maier et al., 2018). Therefore, he focused his research on the news factors of negativity, personalization, continuity, variation, elite nations, and elite persons. He confirmed the selection hypothesis of Galtung et al., concluding that incidents with the involvement of elite persons/groups and/or elite nations and a combination of negativity or personalization received above-average attention, whereas variation played a subordinate role (Maier et al., 2018). This shows that the usage of a larger number of news factors will lead to higher attention in reporting. Moreover, he confirmed the complementarity hypothesis by Galtung et al., as he discovered that each news factor—elite nations, elite persons, and negativity—could replace any other in its effectiveness (Øystei, 1971).

3.1.3. Winfried Schulz

A further progression can be seen in the study conducted by Schulz in 1976, in which he examined the journalistic selection process in Germany. Schulz revised and systematized the news factor catalog created by Galtung et al. Significantly, he abandoned the fundamental idea that news represents reality,

as events are not quantifiable but are rather interpretations of our environment (Schulz, 1982). Accordingly, Schulz sees news factors as journalistic hypotheses on the reality of an event. In his perception, the overall news value has greater significance, as it shows the importance an event has for the journalist. Thus, he suggested that not only psychological but also technical, political, social, and economic factors are involved in the transmission of news (Geißler, 2000). In his study, he searched for empirical indicators to permit reliable attribution of news factors in reporting. He created 18 news factors similar to the ones created by Galtung et al., summarized in the six dimensions shown in Table 2 (time, relevance, status, dynamic, valence, and identification) (Schulz, 1982; Maier et al., 2018).

Factor Dimension	News Factors
Time	• Duration - time span of an event • Thematization – establishment of a topic
Proximity (subdivision of the news factors 'Elite-person' and 'Elite-Nation' created by Galtung et.al.)	• Geographic proximity • Political proximity • Cultural proximity • Relevance – consternation and significance of an event
Status	• Regional centrality - economic importance of the region in which the event occurs • National centrality - economic, scientific and military importance of the region in which the event occurs • Personal influence - power of the people involved • Prominence of a person or group
Dynamic	• Uniqueness – an event is special/ unusual • Surprise – an event which was not foreseeable
Valence (subdivision of the news factor 'negativity' created by Galtung and Ruge)	• Conflict – strikes, war, arguments, controversies • Crime – criminality rates • Damage – based on fatalities and destructions • Success – positive development
Identification	• Personalization – an individual can relate to an outcome of an event • Ethnocentrism – The outcome of an event has an effect on the population of the reporting country

Table 2: News factors based on the assumptions made by Schulz (1982)

Schulz did not directly investigate the influence of news factors on the selection process; instead, he observed the coherence between the intensity of news factors and the 'news value index' he calculated (Rauchenzauner, 2008). The more prominently a message and its associated news factors were

positioned, the higher Schulz rated their level of attention on his news value index (Schulz, 1976). He concluded that political news is strongly influenced by the news factors of duration, centrality, personalization, thematization, and personal influences (Schulz, 1976). This means that political activities are mainly dependent on the actions of the executive (elite persons), which is particularly applicable for news on international politics. Thus, he determined that international news is mostly influenced by cultural, political, and economic proximity to the reporting country. Furthermore, he stated that the news factors of damage, surprise, and crime had a decisive and more influential impact on non-political news (Schulz, 1976). Schulz concluded that international news is steered by a plethora of news factors, as international news stories must pass more stages (gates) in the information flow then similar national news stories (Rauchenzauner, 2008). This leads to a greater accentuation of international event characteristics in order to consolidate their potential news value, confirming the repetition and distortion hypotheses of Galtung et al.

4. Methodological Approach

4.1. Research Question

What are the decisive characteristics in determining which events involving fatal casualties, happening at different geographic locations, receive attention in the German and Austrian media?

This question focuses on the news value theory. It is known that journalists draw on different event and country characteristics to decide on the news value of an event. However, up to this point there has been no research focusing solely on events where casualties were the center of attention. Therefore, there are no existing theories to shed light on the selection process for such events. The core task of this paper is therefore to identify the most important country characteristics and to detect the effect of an increasing number of fatal casualties on the attention an event is given by the media, where attention refers to the quantity, quality, and intensity of published reports. Moreover, by concentrating on different outlets in the German and Austrian media, it will be possible to distinguish and analyze any disparities in attention given to national and international events. Therefore, this research question aims to reveal potential selection criteria that are of particular importance in the perceptions of journalists when selecting national and international events with fatal casualties for reporting.

Hence, based on Lasswell's assumptions, this research deals with the "what" (content analysis) and thus, focuses on the available news factors. For this purpose, a content analysis was used to adjudicate the news value of an incident and the selection process behind it. Früh (2015) describes content analysis as an empirical method for the methodical, intersubjectively comprehensible characterization of content and formal features of communication with the aim to identify particular words, topics/themes, or concepts. Früh (2015) distinguishes and differentiates between different approaches, including diagnostic, prognostic, and formal-descriptive methods. This paper will draw on the diagnostic approach, as it focuses on the conditions (news factors) and motivations of the journalists which lead to the creation of reporting.

4.2. Selected Newspapers

Within this paper, the different hypotheses are tested using extensive archival research for three different newspapers (*Die Bild Zeitung, Der Standard,* and *Die Tagesschau*). These particular newspapers were chosen due to their easily accessible online archives, as well as their detailed listing of all available news from past years. All three newspapers are briefly introduced below, to give the reader an overview of their standing in the market.

4.2.1. Die Bild-Zeitung

Die Bild Zeitung is a German tabloid with the highest circulation in Germany. The newspaper was founded in 1952 and currently has a reach of 8.63 million readers per edition, primarily aged between 50 and 59 years (Weidenbach, 2020). Additionally, it is read by more than twice as many male consumers as female consumers (Weidenbach, 2020). The founder and publisher Axel Springer stated that his newspaper is designed to address "the mainstream and not the intellectuals" (RTL.de, 2020). *Bild* informs readers daily about important issues related to economic, political, and entertainment (sport, gossip, leisure, etc.) news. Main features of *Die Bild Zeitung* include large headlines and images, which aim to catch the attention of news consumers. Articles often polarize, as they are rather provocative. The newspaper does not limit itself to reporting on events but also prints comments and first-hand experiences of persons involved, enabling readers to follow all events directly.

4.2.2. Der Standard

Der Standard is a daily Austrian newspaper founded in 1988 by Oskar Bronner. It is the most widely read quality newspaper in Austria. *Der Standard* is defined as a liberal medium, independent of political parties, institutions, and interest groups. Topics of particular interest include economic, political, cultural, and social issues. The average daily reach of the newspaper in Austria in 2019 was around 7.4% of the population (558,000 readers) (Derstandard.at, 2019). Among its readers, 17.6% are academics, which is higher than for other Austrian newspapers; *Der Standard* is the most popular daily newspaper for people with a university degree (Derstandard.at, 2019).

4.2.3. Die Tagesschau

Die Tagesschau was founded in 1952 and is the oldest and most watched news program for all age groups on German-speaking television. Daily news reports are broadcast several times a day, and the main edition is broadcast at 8pm, with an average of 9.63 million daily viewers (Tagesschau.de, 2020). This corresponds to a market share of 34.5% within Germany (Tagesschau.de, 2020). *Die Tagesschau* reports on political, economic, culture, sport, society, and science news from Germany and abroad, and political news have a particularly important role. Marcus Bornheim, editor-in-chief of Arbeitsgemeinschaft der öffentlich-rechtlichen Rundfunkanstalten der Bundesrepublik Deutschland (ARD), claims the aim of *Tagesschau* has always been the same — "relevant news, selected by an independent editorial team presented without frills"—creating a very high reputation in German-speaking society (Meedia.de, 2019).

4.3. Sample

The sample consists exclusively of reports on national and international events involving fatal casualties, which are analyzed empirically. The aim was to gather data from the past five years (2015-2020). To do so, the online archives of the different newspapers were used, filtered to identify reports using the keywords "casualties" and/or "death" in their headlines. As an outcome, the quantity of reports for each newspaper was obtained. Over a five-year time period, 1,246 reports for *Die Bild Zeitung*, 74 for *Der Standard*, and 238 for *Die Tagesschau* were gathered, which resulted in a total of 1,558 observations. Furthermore, additional online research was undertaken to define country-specific characteristics, fixed

variables for each country that are not affected by the event itself. Based on the studies discussed in the previous chapters, an individual customized codebook (see Appendix 1) was created to provide answers to the research question presented in this paper. Starting from the year 2015, each event with either "casualties" and/or "death" in its headline was coded in Microsoft Excel, based on the available and defined event and country characteristics within the codebook. The created Excel files were then imported into STATA (statistics and data science software) in order to run multiple regressions to test the hypothesis of this paper.

4.3.1. Dependent Variables (DV)

In order to gain insight into the attention afforded by the media to a specific national or international event with fatal casualties, it was important to identify the variables that influenced the importance of a topic in the reporting country (Germany or Austria). Hence, the quantity (DV1), quality (DV2), and intensity (DV3) of reports were chosen as the dependent variables. To analyze the quantity of reports published, the sample was divided into domestic and foreign events. This was essential in order to display the number of events that were published according to their geographic origin. Furthermore, the quantity of reports was measured using the aggregated data, which revealed the cumulative number of published reports per country. The quality (DV2) was an ordinal response variable, informed by aspects such as the use of pictures, size of the articles, and statements from different actors. Moreover, the quality of reports presented at *Tagesschau* (digital media) was assessed according to the length of the news clip and the time when the clip was broadcast. Quality was measured as weak, satisfactory, good, or very good. The intensity (DV3) of articles, which was a binary variable, referred to the frequency of reporting, either one-time reporting or repeated reporting of a particular event. Both, the quality and intensity of articles were measured using the disaggregated data sample, related to each available event.

4.3.2. Independent Variables (IV)

To evaluate discrepancies in the quantity of reports for events occurring in foreign countries and provide a clear understanding of why some countries have a higher standing than others in the German and Austrian media, it was important to define relevant independent variables. For this purpose, it was necessary to look at the sample data without considering events from the reporting country. This process

was designed to demonstrate which independent variables had the greatest influence on the decision on whether an event from a foreign country would be considered as newsworthy or not. Since the quantity of reports was based on the aggregated data sample, it was important to look at potential influences without considering the available event characteristics, as those event-specific variables were not associated with the country-specific characteristics and would therefore distort the outcome. Hence, cultural similarities (IV1), political collaborations (IV2), economic cooperation (IV3), status of a nation (IV4), and the geographic location of a country (IV5) were used as independent variables to evaluate the quantity of reports (DV1) published. The measurements for these variables can be found in the codebook (Appendix1). Cultural proximity is a categorical variable and refers to religious and/or literary (language) similarities between the country in which the event occurred and the reporting country. Political proximity is a categorical variable and concentrates on free trade agreements and/or military alliances between the two nations. The Bundesministerium für Wirtschaft und Energie (BMWi) provided the necessary information on current free trade agreements between Europe and other nations (2020). Additionally, the North Atlantic Treaty Organization (NATO) agreement with its 29 member states was used to specify military alliances between the reporting countries and the other nations around the globe that were used in this study. Economic proximity is a binary variable that refers to the exchange of goods and services between the reporting country and other nations, defined in terms of the total turnover (imports plus exports). In order to categorize the economic proximity, the top 10 trading partners for Germany[1] and Austria[2] were determined. Additionally, the status of a nation is a binary variable that refers to specific aspects reflecting the size (population and geographic size) and the influence a nation can have on other nations (military and economic strength). The statistics for the most powerful countries used for this purpose were provided by Statista (2020). The geographic location and therefore the distance between a nation and Germany or Austria was categorized and measured in kilometers, and each category had a range of 1,000 kilometers. Additionally, to designate whether national or international events received a higher quantity in reporting or not, it was essential to also

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[1] **Germanys top 10 trading partners**: China, Netherlands, France, USA, France, Poland, Italy, Switzerland, United Kingdom, Austria (Statistisches Bundesamt, 2021)
[2] **Austria's top 10 trading partners:** Germany, Italy, USA, Switzerland, France, Slovakia, Hungary, Poland, Czech Republic, China (Workman, 2020)

include reports from the reporting country (IV6) and for this purpose to use the full sample for the regressions. IV6 is therefore a binary variable, assigning an event either to the reporting country or to a foreign country. The influences that the individual independent variables had on DV1 can be seen in the combined model 1 (see Appendix 2).

The data on the quality of the reports (DV2) and the data on the intensity of the reports (DV3) were disaggregated, making it possible to incorporate different event characteristics within the analyzes. Furthermore, to increase awareness of differences in reporting with respect to national and international events, it was essential to continue to use IV6 within the regression. It is assumed that nations with no status and no proximity to the reporting country will be more likely to receive lower media attention than others, independent of the geographic location. For this purpose, weak nations (IV7) was created as a further binary independent variable, indicating events that happened in such nations. It is possible that a high number of fatal casualties will eventually increase interest in events in weak nations, reinforcing the relationship between IV7 and DV2/3 and potentially attracting the attention of the German and Austrian media. Therefore, the number of casualties was included as a moderator variable (M1) as shown in models 2 and 3 (Appendix 3)

4.4. Hypothesis

H1: An improvement in country-specific characteristics encourages the German and Austrian media to publish a higher quantity of reports on fatal casualties

Nowadays, the world has become a global village due to advanced technologies, cross-border trade, and flow of people, information, and investment. Yet, it is to be assumed that the strength of those interdependencies mainly depends on the geographic closeness of a nation to the reporting country, as well as on economic cooperation, political collaboration, cultural similarities, and a nation's global status gained by exerting power on other nations through politics, economics, wealth, and military strength. Therefore, this hypothesis predicts that countries that are geographically close and have mutual interests and perceptions, a strong friendship, and continuous cooperation with the reporting country will experience greater media attention than others. For this purpose, this hypothesis investigates the importance each country's characteristics have in the news selection process.

H2: National events receive a higher quantity of reports on fatal casualties but with lower intensity and quality in reporting compared to foreign events

It is assumed that domestic events will receive a higher frequency of reporting in the media, as the target audience is most interested in local news within its immediate proximity. Events happening close by will receive increased awareness, as the audience can easily identify themselves with the fate of the casualties involved, increasing the sympathy of the audience and therefore enhancing their interest in a particular topic. However, even though it is expected that the media will publish a higher quantity of reports on national events, it is also anticipated that the quality and the intensity of those reports will be low, as the media will also report on incidents with low number of fatal casualties and lower significance for the target audience.

H3: The quality and intensity of reports will surge for weak nations if an event induces a high number of fatal casualties, independent of the geographic location at which the event occurred

It is expected that countries with low status and no economic cooperation, political collaboration, or cultural similarities with the reporting country will be associated with a low quality and intensity of reports in the German and Austrian media, independent of their geographic location. Weak states are often crisis-ridden countries, whose governments do not endorse the viewpoints of Western actors. Governments of weak nations may lack political consensus and cohesion, reducing social trust and stability. Hence, weak states often do not share the interests of their external supporters and consequently exert contraries which are generally not granted by Western countries. Therefore, similarities and cooperation with developed countries are rare. This means that the influence of weak nations upon the reporting country is minimal, resulting in low media interest, as events in those countries have limited relevance for the domestic German and Austrian populations. However, it is expected that a highly negative event, such as one involving a high number of fatal casualties, will ultimately overcome discrepancies between nations, as such events are far-reaching. The nature of news reporting has always caused distortions in people's view and perceptions of the world. Nothing enhances this effect more

than a negative event that has caused significant damage to a nation or group of people. Hence, it is expected that fear increases the attention of the target audience and therefore motivates journalists to write about a particular topic.

5. Findings

5.1. Results on Quantity of Published Events

To test the explanatory power of the different models, it was necessary to test the Gauss-Markov (GM) assumptions. To do so, the Breusch-Pagan test was used, which examines whether there is heteroskedasticity in the data. Heteroskedasticity refers to an unequal scatter of the residuals, which can cause problems while executing an ordered least squares regression (OLS) as the standard errors may be biased. Heteroskedasticity exists if the residuals are gathered from a population where the variance of the residuals is unequal over a variety of measured values, violating homoskedasticity and therefore resulting in misleading interpretations of the coefficients. The tests for heteroskedasticity for the different data sets for each outlet showed undesirable results, as the p-values were smaller than 0.05, indicating the presence of heteroskedasticity. In order to reduce the effects of heteroskedasticity, it was necessary to use the robust standard errors (Huber/White estimators) in the OLS, as these ensure that the standard errors are more "robust," allowing a non-constant variance. An OLS assumes that errors are both identical and independently disseminated, whereas the usage of robust standard errors removes at least one of those assumptions. Hence, this method aims to make the estimates valid in spite of heteroskedasticity, creating more trustworthy models. In addition, multicollinearity was tested for each model. Multicollinearity exists if one or more of the independent variables can be forecasted using the other available independent variables, indicating that the chosen independent variables are not in fact independent of each other (Stata Press, 2019). The variance inflation factor (VIF) was used in STATA to detect multicollinearity; the VIF should be as small as possible but not bigger than 5. After adjusting the categories for cultural similarities and political cooperation, this standard was met for each model, which indicates that multicollinearity was not a problem.

5.1.1. Ordered Least Squares Regression: Quantity of Published Foreign Events

The influences on DV1 were tested using an OLS, which aims to estimate the unknown effect of altering one variable over another variable. Hence, the regression estimates how much the quantity of reports changes when an independent variable is changed by one unit (Stata Press, 2019). In the output tables, it can be observed that there are six different models. Models 1 to 5 are the models for each individual independent variable, and model 6 shows the outcome of all independent variables combined.

Appendix 4 shows the output tables with the included models (1-6) obtained through the OLS regressions with the aggregated data for *Die Bild Zeitung, Die Tagesschau* and *Der Standard*, showing the effect that country-specific characteristics have on reporting and therefore on the quantity of published reports (H1).

Model 1 (see Appendix 4) in each output table reveals the effects of cultural similarities on DV1. Table 3 provides a summary of the estimates, where (b) shows the change in the number of reports published compared to the base value (no cultural similarities).

	Die Bild Zeitung	*Die Tagesschau*	*Der Standard*
(b) Religious Similarities	29.66	2.68	1.129
Significance level	Strong effect *(p<0.01)*	Strong effect *(p<0.01)*	Moderate effect *(p<0.05)*
(b) Religious & Literary Similarities	6.058	-3.308	0.447
Significance level	Weak effect *(p<0.1)*	Not significant	Not significant

Table 3: Estimates of the influence of cultural similarities

Table 3 shows that it is not necessary for countries to have both characteristics to be considered for reporting, implying that literary similarities are less relevant. This suggests that religious similarities are adequate to increase the quantity of reports at all three news outlets.

Moreover, when analyzing political proximity in model 2 (see Appendix 4), it is notable that there is a difference in the news selection between the outlets. Table 4 summarizes the estimates, where (b) shows the change in the number of reports published compared to the base value (no political collaborations)

	Die Bild Zeitung	*Die Tagesschau*	*Der Standard*
(b) Free Trade Agreement	-8.605	4.517	1.089
Significance level	Moderate effect *(p<0.05)*	Strong effect *(p<0.01)*	Low effect *(p<0.1)*

	Die Bild Zeitung	*Die Tagesschau*	*Der Standard*
(b) Free Trade Agreement & Member of NATO	55.69	3.912	0.832
Significance level	Strong effect *(p<0.01)*	Strong effect *(p<0.01)*	Low effect *(p<0.1)*

Table 4: *Estimates of the influence of political collaboration*

Table 4 indicates that there is an increase in reports at *Die Tagesschau* and *Der Standard* for nations that participate in a free trade agreement with Germany or Austria and are members of NATO. However, it can also be observed that there is a larger rise in the quantity of reports published for countries that only participate in free trade agreements, indicating that military alliances play a subordinate role. On the other hand, when looking at *Die Bild Zeitung*, it is evident that political collaborations at the highest level (member in a free trade agreement and a NATO member) are very important for reporting in this newspaper. Hence, events happening in nations that only contribute to a free trade agreement with Germany are insufficient and are therefore less likely to be considered as newsworthy at *Die Bild Zeitung.*

Furthermore, when considering model 3 (see Appendix 4) in each regression output table, it can be observed that all three outlets have a similar perspective on economic cooperation between a nation and Germany/Austria. Thus, Table 5 summarizes the estimates, where (b) shows the change in the number of reports published compared to the base value (no economic cooperation).

	Die Bild Zeitung	*Die Tagesschau*	*Der Standard*
(b) Economic Cooperation	60.95	7.685	1.871
Significance level	Strong effect *(p<0.01)*	Strong effect *(p<0.01)*	Strong effect *(p<0.01)*

Table 5: *Estimates of the influence of economic cooperation*

Table 5 clearly shows a strong significant implication that the quantity of reports will increase greatly if the country in which the event happened has a continued exchange of goods and services with Germany or Austria. Moreover, out of all the country-specific characteristics and when considered without the influence of the other independent variables, economic cooperation between nations has the greatest effect on the selection and publication of reports at all three news outlets.

Additionally, model 4 (see Appendix 4) shows a strong significant effect that events happening in countries with a high status will also be considered as newsworthy. Table 6 summarizes the estimates, where (b) shows the change in the number of reports published compared to the base value (no status)

	Die Bild Zeitung	*Die Tagesschau*	*Der Standard*
(b) Countries with a Status	43.15	5.347	0.943
Significance level	Strong effect *(p<0.01)*	Strong effect *(p<0.01)*	Moderate effect *(p<0.05)*

Table 6: *Estimates of the influence of the perceived status of a nation*

Table 6 indicates that countries with a high global standing and therefore a high status will receive more attention and consequently a higher number of reports in all three news outlets.

Moreover, when looking at model 5 (see Appendix 4), addressing the geographic distance of a nation to Germany/Austria, it can be observed that distance plays a subordinate role. Initially, it was assumed that countries that are close to Germany/Austria would also receive a higher quantity of reports. This, however, is not the case. For example, countries in the range of 1,001-2,000 kilometers (including several countries in Europe) receive lower reporting at all three news outlets, compared to countries in the range of 7,001-8,000 kilometers. This implies that, rather than geographic distance, the country-specific characteristics mentioned in models 1 to 4 determine whether an event is considered to be newsworthy or not.

Hence, it can be concluded that a large geographic distance between nations does not inhibit the flow of news. This means that **hypothesis 1** is partially confirmed, as the outcomes reveal that the

newsworthiness of specific events does not depend on the closeness of two countries but is rather determined by the other country-specific characteristics. Thus, high status countries, religious similarities between nations, the participation of nations in free trade agreements, and the exchange of goods and services are crucial for strong reporting in the German and Austrian media. Yet, when considering model 6 (the full model) in Appendix 4, which includes the combined leverage of each individual independent variable, it can be observed that political collaboration at its highest level (free trade agreement and a NATO member) has the greatest impact on the publication of reports at all three news outlets.

5.1.2. Ordered Least Squares Regression: Quantity of Published Domestic Events

As mentioned previously, in order to generate meaningful estimates for whether national or international news stories attract a larger quantity of reports in the German or Austrian media, it was necessary to incorporate the whole sample for each outlet within the regressions. For this purpose, the output tables for each news outlet can be found in Table 7 below.

DV = Quantity of published Reports (Die Bild Zeitung)	(1) Model
VARIABLES	
Event in Reporting Country	470.9***
	(2.029)
R-squared	0.9774
Observations	1,249

DV= Quantity of published Reports (Die Tagesschau)	(1) Model
VARIABLES	
Event in Reporting Country	11.28***
	(1.554)
R-squared	0.184
Observations	235

DV = Quantity of published Reports (Der Standard)	(1) Model
VARIABLES	
Event in Reporting Country	4.179***
	(0.691)
R-squared	0.337
Observations	74

Table 7: Estimates of the influence of an event happening in the reporting country

When evaluating Table 7, it can be observed that events with fatal casualties that occurred in the reporting country and not in a foreign country result in a strong significant increase in the quantity of reports published at all three news outlets. This can be described by the fact that news outlets tend to report more frequently on national events, including those with a lower number of fatal casualties that may happen on a daily basis, such as car accidents. This reinforces the assumption made by Schulz (1982) that national news is not hindered by variety of gates, and journalists therefore do not experience great resistance from their supervisors when publishing national news. For example, Figure 11 shows that national tragic accidents account for 81% of national news published in *Die Bild Zeitung* (39% on *Die Tagesschau* and 43% in *Der Standard*). Moreover, the overall average number of fatal casualties

for all national events published in *Die Bild Zeitung* is 1.87 (3.75 for *Die Tagesschau* and 4.2 for *Der Standard*).
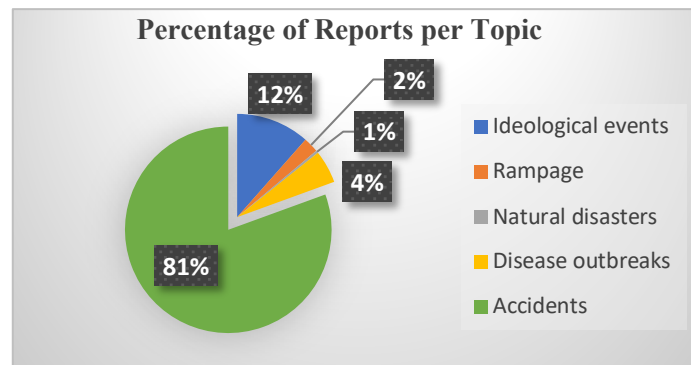
Figure 11: Percentage of national reports per topic at Die Bild Zeitung

In comparison, when looking at reports on foreign events published in *Die Bild Zeitung*, it can be observed (see Figure 12) that tragic accidents only account for 38% of foreign news published (compared to 24% on *Die Tagesschau* and 29% in *Der Standard*). Moreover, the average number of fatal casualties in foreign tragic accidents is 20.5 (52 for *Die Tagesschau* and 25 for *Der Standard*), whereas the average number of fatal casualties for all foreign events at *Die Bild Zeitung* is 34.2 (62 at *Die Tagesschau* and 84 at *Der Standard*).
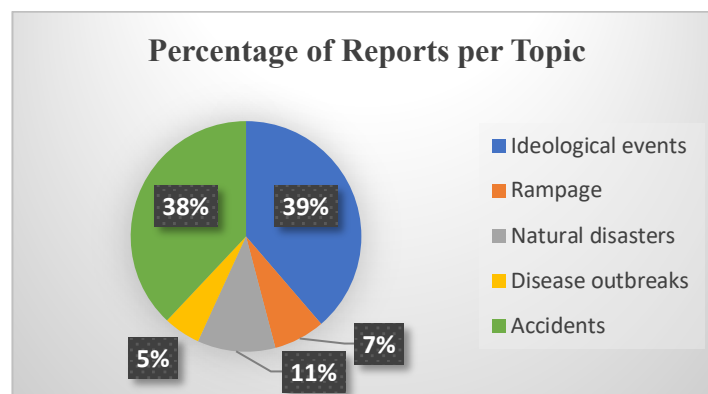
Figure 12: Percentage of foreign reports per topic at Die Bild Zeitung

Hence, it can be concluded that there is a higher frequency of reports on national news stories because these enable the news audience to gain a sense of national perspectives and to become aware of their immediate environment. People rarely read the entire newspaper, as they have varying interests. Therefore, news outlets have the challenge of selecting the right headlines to catch the attention of the domestic population, as this audience is the main target group that generates revenue for the

organization. Thus, events that provoke empathy among news audiences are likely to make headlines. For example, a large proportion of the domestic population drives a car and, thus, daily car accidents are not unusual. Because of this, such events often create a connection between the reader and the victim, regardless of how many victims are involved. For instance, there is a high likelihood that the news audience has heard about or used the road at which the accident happened and thus knows the surrounding area and perhaps even the victim, increasing the sympathy and the interest of the audience. On the other hand, international news stories that do not affect the news audience will often not be mentioned in the reporting. The news audience does not care about incidents such as car accidents or house fires occurring in locations they have never visited. Of course, there are innumerable daily global incidents, and it is impossible to report on every single event. Thus, international incidents, especially events in weak nations where the damage and therefore the number of fatal casualties is low, are of no interest and are therefore often not considered to be newsworthy. This is supported by the fact that the average number of fatal casualties in foreign events needs to be relatively high (20.5 at *Die Bild Zeitung*, 52 at *Die Tagesschau*, and 25 at *Der Standard*) in order to be considered as newsworthy. Thus, it is clear that foreign events receive a lower quantity of published reports compared to domestic events. Influences on the quality and intensity of reports of events with high fatal casualties will be discussed in the next section. Nevertheless, up to this point, it is possible to confirm one part of **hypothesis 2**, as there is significant evidence that national events receive a higher quantity of reports than foreign events.

5.2. <u>Results on Quality and Intensity of Reports</u>

As mentioned above, in order to use the available event characteristics, it was necessary to analyze the quality (DV2) and the intensity (DV3) of the reports using the disaggregated data. Hypothesis 3 assumes that the quality and intensity of reports will increase for weak nations if an event involves a high number of fatal casualties, independent of the geographic location at which it occurred.

As DV2 is an ordinal response variable, it was necessary to conduct an ordered logistic regression. Additionally, DV3 is a binary variable, hence a logistic regression was appropriate for this purpose. As both methods provide a nonlinear regression, it was essential to use odds ratios, which summarize the effects on the DV2/3 in a single value, assuming that the odds ratio and therefore the relationship

between all pairs of groups is identical (proportional odds assumption). Hence, an odds ratio that is greater than one (odds ratio -1) defines a positive relationship and thus shows an increase in quality or intensity of reports, whereas an odds ratio smaller than one (1- odds ratio) describes a negative relationship and hence shows a decrease in quality or intensity or reports. The output tables and the associated models for the ordered logistic regression can be found in Appendix 5, and the output tables and the associated models for the logistic regression can be found in Appendix 6.

5.2.1. Ordered Logistic Regression: Quality of Published Reports

Model 1 from the regression output tables (see Appendix 5) shows that if an event happens in a weak nation, there will be a negative effect on the quality of the reports published. Table 8 summarizes these estimates, where (x) indicates the likelihood that weak nations will receive a lower quality of published articles at the different news outlets, compared to nations that have a high status and/or a close proximity to Germany/Austria.

	Likelihood (x)	Significance level
Die Bild Zeitung	41%	Moderate effect *(p<0.05)*
Die Tagesschau	60%	Low effect *(p<0.1)*
Der Standard	61%	Low effect *(p<0.1)*

Table 8: Likelihood level of low-quality reports for weak nations

Moreover, when considering the number of fatal casualties as a moderator variable (M1) in model 3 (see Appendix 5), it is evident that a high number of fatal casualties has a positive effect, resulting in an upsurge in the quality of reports, even for weak nations. Table 9 summarizes the estimates, where (x) shows the likelihood level of weak nations receiving higher quality published articles, considering the influence M1 has on the relationship between weak nations and report quality, compared to events involving a low number of fatal casualties (1–15).

	Range of Casualties	Likelihood (x)	Significance Level
Die Bild Zeitung	46–60	3.8 times higher	Moderate effect
	≥76	4.5 times higher	*(p<0.05)*
Die Tagesschau	≥76	4.4 times higher	High effect *(p<0.1)*
Der Standard	≥76	22%	Low effect *(p<0.1)*

Table 9: Likelihood level of high-quality reports for weak nations

Furthermore, model 2 (see Appendix 5) shows that national events have a different standing at the three news outlets. At *Die Bild Zeitung*, there is a highly significant ($p<0.01$) negative effect on the quality of reports for events that happened in Germany. Hence, there is a 79% likelihood that reports on national events will be of a lower quality compared to foreign events. Additionally, when looking at the outcomes at *Die Tagesschau*, it can be observed that national events have a moderate ($p<0.05$) positive effect on the quality of reports. Such events have a 2.9 times higher likelihood of receiving a higher quality report than events happening in foreign countries. Similar findings can be found at *Der Standard*, where it can be observed that domestic events have a positive effect on the quality of published reports, even though the significance level is low ($p<0.1$). Thus, there is a 46% likelihood that national events will receive higher quality reports then foreign events at *Der Standard*.

5.2.2. Logistic Regressions: Intensity of Published Reports

While looking at model 1 (see Appendix 6), it can be observed that if an event happened in a weak nation, then there will be a negative effect on the intensity of reports published at the different news outlets. Table 10 reviews these estimates, where (x) shows the likelihood level of weak nations receiving a lower intensity of published articles, compared to nations that have a high status and/or close proximity to Germany/Austria.

	Likelihood (x)	**Significance level**
Die Bild Zeitung	66%	Strong effect *(p<0.01)*
Die Tagesschau	58%	Low effect *(p<0.1)*
Der Standard	82%	Low effect *(p<0.1)*

Table 10: Likelihood level of low Intensity reports for weak nations

Moreover, when considering the number of fatal casualties as a moderator variable (M1) in model 3 (see Appendix 6), it can be observed that a high number of fatal casualties has a positive effect, resulting in an increase in the intensity of reports, even for weak nations. Table 11 summarizes the estimates, where (x) shows the likelihood level of weak nations receiving a higher intensity of news reporting, compared to events involving a low number of fatal casualties (1–15).

	Range of Casualties	Likelihood (x)	Significance Level
Die Bild Zeitung	46–60 61-75 ≥76	2.4 times higher 2.9 times higher 4.2 times higher	Moderate effect *(p<0.05)*
Die Tagesschau	≥76	11.4 times higher	Strong effect *(p<0.01)*
Der Standard	≥76	22.3 times higher	Moderate effect *(p<0.05)*

***Table 11**: Likelihood level of high intensity reports for weak nations*

Additionally, model 2 (see Appendix 6) shows that there is a negative but weak significant effect on the intensity of national reports published at *Die Bild Zeitung*, implying that there is a 73% likelihood that domestic events will receive lower intensity reporting than foreign events. However, there is no significant evidence that national events have lower reporting intensity at *Die Tagesschau* and *Der Standard*, compared to foreign events.

Hence, if events that happen in a weak nation are not influenced by a high number of fatal casualties, it can be concluded that weak nations generally receive a lower quality and intensity of reports published at all three news outlets. However, in the context of a high number of fatal casualties, specifically involving over 76 people, weak nations receive an increased quality and intensity of reports at all analyzed news outlets, independent of the geographic location at which an event occurred. Therefore, **hypothesis 3** is confirmed, showing that the impact of devastating incidents is not limited by borders.

Additionally, when analyzing the outcomes for national news, it can be observed that national news stories have a different standing across the different news outlets. Without considering the influences of any moderator variables, the estimates from *Die Bild Zeitung* indicate that national news stories receive a lower quality and intensity of published reports compared to foreign events. This can be explained by the fact that *Die Bild Zeitung* is a tabloid that produces a large number of daily editions for a mainstream audience. The articles are often small and personal, using emotionally charged words. *Die Bild Zeitung* is often seen as a gossip magazine, not focusing on the factual presentation of information but rather addressing the emotions of the reader, which is why messages are sometimes shortened, generalized, or distorted, leading to a low quality and intensity of reporting. This is particularly true for national events. This analysis has shown that *Die Bild Zeitung* has reported on an enormous number of tragic national incidents over the last five years, especially focusing on road accidents. Those articles, however, aim to

depict the tragedy in the shortest possible way, catching the attention of the news audience by using emotional words, which, however, deteriorates the quality and intensity of such reports. Hence, while reading those articles, it may appear that the editorial staff chose to write about such incidents because they happened recently, and that rather than aiming to inform the audience about the background information, they intend to producing horrifying and incomplete content, creating distortion and confusion.

On the other hand, national news stories in *Der Standard* and *Die Tagesschau* receive higher quality reporting than foreign events. This can be explained by the fact that *Der Standard* is defined as a high-quality Austrian news medium. *Der Standard* has an excellent reputation, as it provides background articles, interviews, analyses, reports, and comments combined in most of its reports. Moreover, the Austrian population is known to have a strong national consciousness with a sense of patriotism, which suggests that the domestic population has national pride and therefore considers national news to have higher prestige than foreign events. Additionally, in order to achieve the status of a quality news medium, the news selection process is more complex. *Der Standard* is a news outlet for academics, so the content is more detailed in order to meet the demands of the target audience. Therefore, not every incident is considered to be newsworthy, and events must be far-reaching and/or dramatic to merit headlines at *Der Standard*. This is supported by the fact that the average number of fatal casualties in reports on national events is 4.2 at *Der Standard*, which is considerably higher than at *Die Bild Zeitung*.

Finally, Die Tagesschau is a digital outlet with specific time slots. The main edition starts daily at 20:00, with multiple shorter broadcasts spread throughout the day with a maximum airtime of 15 minutes. The limited time available leads to a strict selection of news, as only the most important news stories that are of high quality are selected for reporting. Thus, Die Tagesschau tends to report frequently about momentous events. This is supported by the fact that the average number of fatal casualties in national event reports is 3.75, which indicates that incidents involving fewer fatalities are ignored. Moreover, as mentioned previously, national events receive greater attention than foreign events and are therefore placed at a higher level in terms of agenda setting, as the news audience is interested in their immediate surroundings; this is mirrored in the quality of national reports. Furthermore, the average duration of a

national incident report is 91 seconds, which corresponds to 10% of a broadcast edition, whereas the average duration of a foreign event report is only 75 seconds.

Therefore, the findings indicate that **hypothesis 2** is only partially supported. It can be observed that national events are indeed associated with a higher quantity of published reports. However, a decrease in the quality and intensity of national reports can only be seen at *Die Bild Zeitung*. The results for *Die Tagesschau* and *Der Standard*, on the other hand, indicate that national events receive higher quality reporting than foreign events, which is contradictory to the assumptions made in hypothesis 2. Moreover, there is no significant evidence that national news stories receive a lower intensity of reports at *Die Tagesschau* and *Der Standard*.

6. Business Implications of the Study Findings

Changing environments can present an opportunity or a risk for an organization, and an attention-based view can evaluate whether an organization will be able to cope and adapt to such changes. As decision makers are limited in their capacity, it is important that certain characteristics of a firm and its environment are considered in detail, while leaving others aside. My research findings will be of assistance when analyzing a potential market. In the following section, my findings will be applied to the model of situated attention and firm behavior created by Ocasio (1997) (see Figure 13) and will shed light on how this model can provide support in the decision-making process related to organizational moves. It is important to mention that the order of numerations in the model is not rigid, and the procedures are therefore rather adaptable.
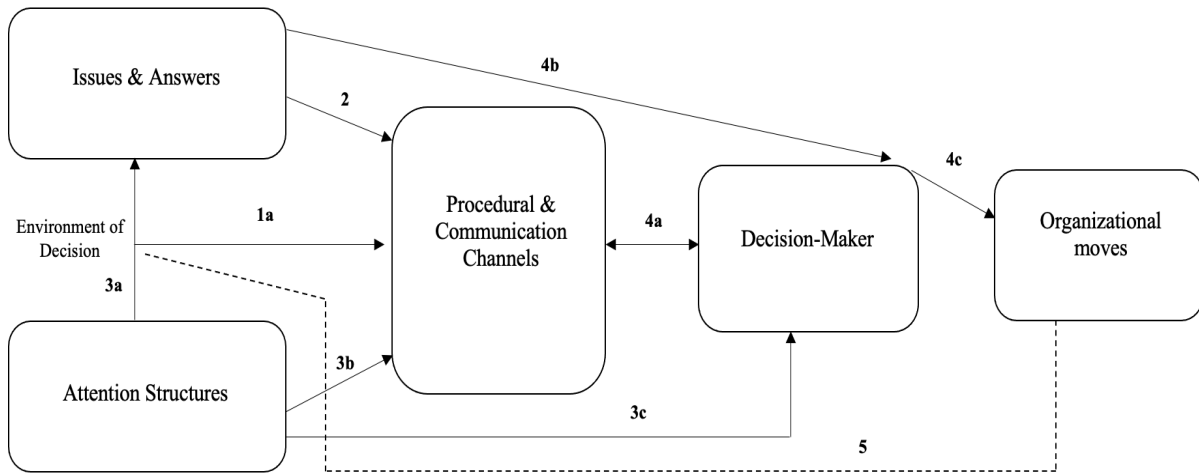
Figure 13: *Own representation based on the model of situated attention and firm behavior created by Ocasio (1997, p.192)*

Ocasio aimed to reveal how firms behave and react to changes. In general, his research depicts the issues and answers that decision makers focus on in specific situations. Thus, rules, resources, and relationships categorize issues and answers into specific communications and procedures (Ocasio, 1997). However, the number of issues and answers a decision maker can pay attention to are limited for each decision. Ocasio's research incorporates and focuses on three principles of an attention-based view of the firm (Ocasio, 1997):

(1) **Focus of attention:** Issues and answers are selected by the decision maker and are processed one after another. Moreover, the actions taken by the decision maker depend on the issue and answer they focus their attention on.

(2) **Situated attention**: The action taken by the decision maker depends on the context they are currently positioned in.

(3) **Structural distribution of attention:** The social situation of a firm, the players involved, the resources used, and different rules and regulations at play produce a distributed focus of attention amongst the decision makers.

The attention structures explain how organizations control attention to the external and internal environment of actions. Organizations therefore focus on four sets of interacting factors (Ocasio, 1997):

- The rules of play are principles (formal and informal) of action that guide the decision makers in achieving a task in an organization.

- Players affect the regulation of the attention in an organization through certain beliefs, values and skills. The most important players are, for the most part, the Chief Executive Officer and the top management.

- Structural positions are social identifications and roles that describe the orientations and functions of a decision maker as well as the interrelationships amongst other structural positions (external and internal) to a firm.

- Resources are either tangible or intangible assets that allow organizations to accomplish tasks.

The findings of my research can be generalized and applied to strategic decisions made in an organization. Consequently, my study may explain how the perceptions of individuals and firms may be influenced by the accumulation of reporting from specific countries. The attention of an individual or a firm is dependent on the availability of information. Hence, a firm or an individual may initially prefer one country over another, yet ongoing reporting on events may shape their perceptions and knowledge, changing their positive or negative preconceptions about a country. In particular, my findings can be used to assist strategical decisions on whether to expand into new markets or not (issues and answers). What will be the opportunities and threats, and how can those be tackled? Thus, the focus of attention lies on the decision as to whether it would be beneficial to sell products to a specific country or to outsource some of their production to foreign nations (4b). Moreover, such decisions will need a critical market analysis (4c), and my findings will be of assistance in decision making.

The model of situated attention provides insight on potential environmental stimuli, both internal and external; the external factors are of particular interest for decision makers. Every organization embodies a repertoire of issues and answers (2), and the most relevant must be chosen and communicated. In the case of incorporating new markets, it will be helpful to consider the findings generated in my study on the quantity of reports published per country. According to this proposition, the situation a decision maker is confronted with determines the degree of attention given to particular characteristics of the decision (1a). For example, a field experiment conducted by Cialdini and colleagues showed that the decision of whether or not to litter in parking garages and/or public places was conditioned by the individual's situation (Cialdini, Kallgreen, & Reno, 1991). Thus, they discovered that individuals

littered less in litter-free environments compared to environments that were already exposed to littering (Ocasio, 1997). Their experiment showed that the characteristics of a particular situation trigger the attention of an individual, consciously or unconsciously, and therefore influence their behavior. This idea can be applied to the decision of whether or not to expand into a new market. A high number of published events from a particular country indicates that it currently attracts a high level of attention globally, which can be relevant to the interests of companies, demonstrating a high curiosity for a promising market not only on the part of a single organization but by the majority of them. Thus, the current situation of a high quantity of published reports for a country is an indicator for the decision to expand into a new market. Whether the attention is of a positive or negative nature will need to be categorized according to defined sets of values (3a), which correspond to the importance of an issue for a company (e.g., safety aspects of a market, the degree of political stability in a market, or the suitability of a product). Figure 14 shows those foreign countries that have received high levels of attention in the different media outlets. The list of the top ten foreign countries with the most reporting is headed by the United States of America, followed by Syria, Afghanistan, France, Russia, India, Italy, Turkey, Iraq, and Pakistan. However, it is important to investigate whether some of those countries should really be considered for strategical expansion, as such a decision may be morally and ethically questionable.
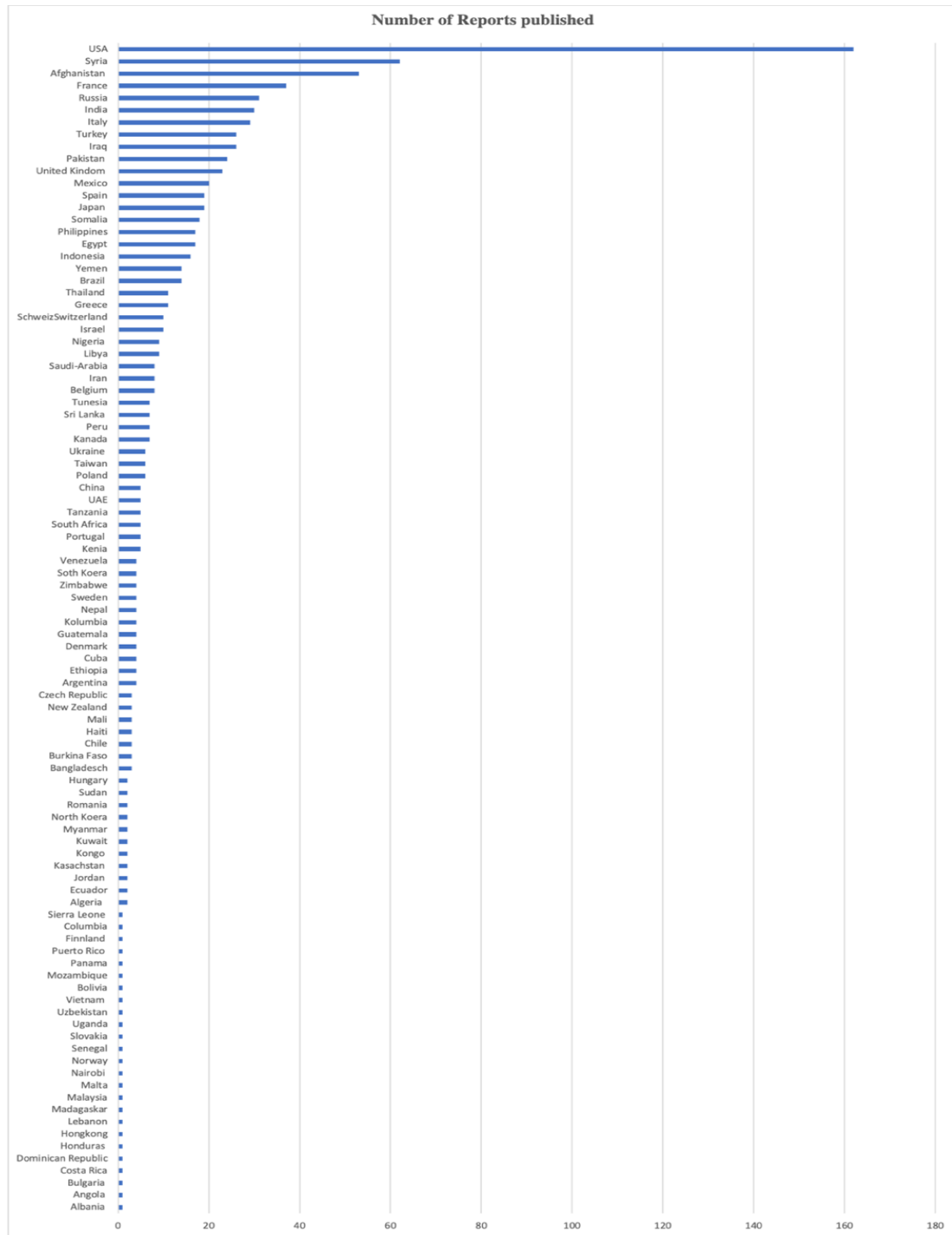
Figure 14: *Number of reports published by country*

Analyzing the distribution of attention generates an ordered set of values representing the importance and relevance of an issue (3a). For instance, a company could investigate safety aspects before deciding whether to expand into a new market. Hence, it may not be advisable to expand to countries such as Syria, Afghanistan, or Iraq, which experience ongoing reporting on negative incidents with high numbers of fatal casualties, triggered by political events (Figure 15). Countries such as Afghanistan, Iraq, or Syria are affected by civil war, terrorism, and social inequalities, indicating high political

instability, which illustrates that such markets are not suitable for most organizations (except firms that produce military equipment).
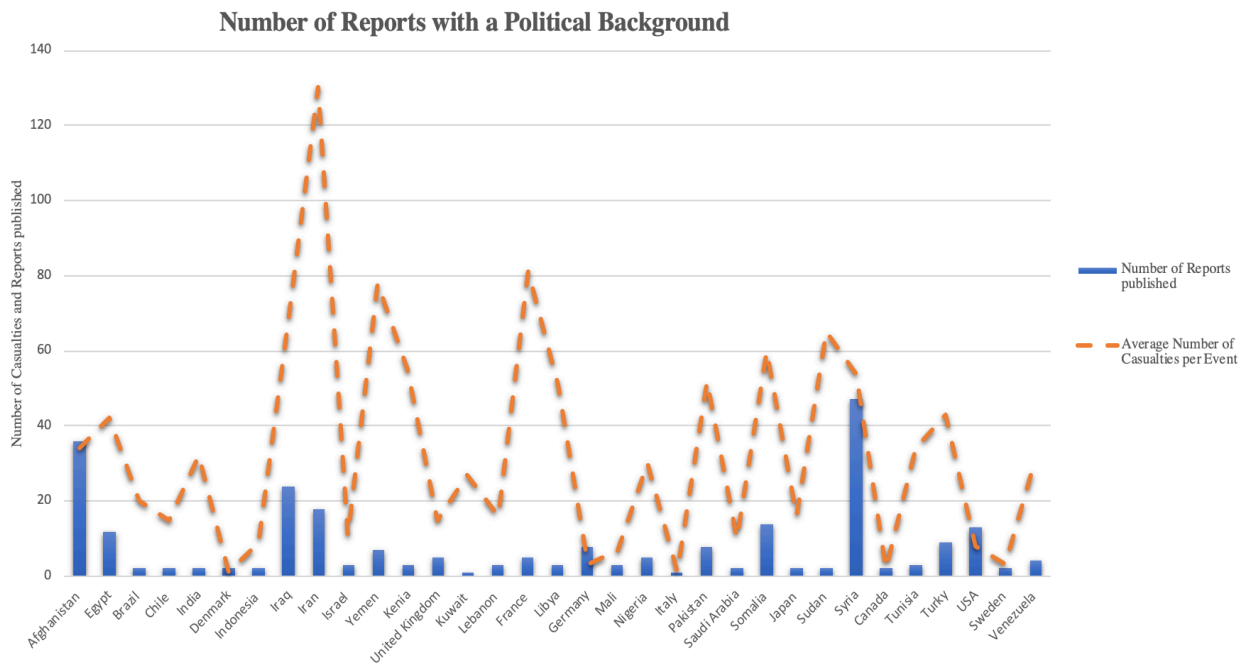
Figure 15: Number of reports and casualties with a political background

Consequently, in order to select a potential market, it is important to look at the country characteristics as defined in my study. The outcomes of this study show that countries that have cultural similarities, constantly exchange goods and services, participate in free trade agreements, and are categorized as high-status countries are perceived to be very important in news reporting. These country characteristics may mirror the perceptions of our society toward the standing of a country and thus provide an indication of which markets could be of particular interest for an organization. According to Occam, the simplest solution is most likely the right one, and it is therefore advisable to choose the simplest explanation to an issue over one that is more complex (Van den Berg, 2018). According to this assumption, organizations should choose a new market in a country that has scored highly on the country characteristics (see Appendix 7), as such countries are power centers that set up the rules of play and direct the repertoire of actions on the world stage (Wu, 2000). Hence, many countries monitor the moves of the elite nations, since these can have an extensive impact on a company's interests. This applies to U.S. as well as to most countries in Europe. Consequently, the set of values generated by this study

helps create a distinct classification and understanding of a situation and will help the decision maker to follow a clear path (3c).

Moreover, the information gathered will then be distributed over a concrete set of procedural and communication channels (3b), allocating the firm's attention to decision makers, providing guidance on how the decision makers should invest their attention to solve an issue, and communicating when a decision should be made (the deadline), creating interactions between channels and decision makers (4a).

Finally, organizational moves are the outputs generated by decision making—the actions undertaken by a firm after evaluating the different issues and answers in a situation that may affect the company positively or negatively. Moreover, previous moves (5) such as earlier outplacements will become part of the organizational environment and are therefore incorporated into a decision. Within the process of organizational moves, the company decides whether the efforts should be implemented in strategical changes, after evaluating long-term competitive opportunities and threats (Ocasio, 1997).

Although it might be evident that country characteristics are useful in distinguishing between countries, analyzing the recognition of a country in terms of its media presence is still helpful, as it can shed light on the importance of a country globally. Moreover, analyzing the occurrence of different topics can call attention to possible market properties, describing the current situation in a market and simultaneously unveiling potential drawbacks or opportunities (e.g., a high number of reports on natural disasters in a country can be an opportunity for companies who provide early warning systems, prevention products, or medical aid) in a particular market.

7. Conclusion

Through a detailed content analysis, my goal in this study was to provide illustrative insights on how media attention on events with fatal casualties is affected by the availability of different event- and country-related characteristics. Different aspects of the selection process as well as the news value

theory supported the theoretical background of this paper and helped to create a detailed codebook for the purpose of this research.

When analyzing the outcomes in respect to the hierarchy of influence model, it is evident that journalists determine their actions most commonly on the individual and the routine level. Hence, based on previous experiences, a journalist will typically report on events that provide them with the greatest reach and thus reputation, meaning that journalists focus their news selection on countries with a substantial reputation in society, which may result in content bias. Thus, an established routine is reinforced, as there is continuous reporting on countries that score highly on the country characteristics and are therefore classified as power centers. Moreover, the organizational level shows that the different news agencies try to enhance their perceived reputation. Thus, the organizational level represents practices conducted by journalists to meet professional norms and organizational goals. Nonetheless, this level reveals differences between the analyzed news agencies. The high number of published reports at *Die Bild Zeitung* shows that the organization focuses on the mainstream, providing a wide repertoire of different stories that affect a large part of the population, although the quality and the intensity of reports is less relevant. Thus, the goal of the organization is determined by quantity over quality, often twisting facts, as the articles are habitually short and less informative, with the aim to increase attention and interest; tension is inflamed through high use of dramatic and emotionally charged words and pictures, creating distortion bias. Hence, the professions sphere in the Donsbach model at *Die Bild Zeitung* is questionable, as the truthfulness and accuracy of published reports is sometimes controversial. Thus, it can be expected that journalists do not need to pass multiple gates before they publish an article, especially when looking at national events. On the other hand, the number of published reports at *Die Tagesschau* and *Der Standard* is considerably lower than at *Die Bild Zeitung*. This implies that, in the organizational level in the hierarchy of influence model, these news outlets follow a strict news selection process, where it is assumed that journalists need to bypass multiple gates before their article is presented to the news audience, showing strong editorial control. In these cases, the quality of the reports is more important than the quantity of published reports. This is supported by the fact that the quality of national reports published by *Die Tagesschau* and *Der Standard* is far higher than for comparable news stories in *Die Bild Zeitung*. This confirms the organizational orientation of both *Die Tagesschau* and *Der*

Standard to be categorized as top-quality media sources that provide trustworthy and reliable news reporting.

In addition, this study shows that newspapers often demonstrate content bias, favoring one side over the other. This is especially true when considering events from different nations, and it is often assumed that increasing geographic distance from the reporting country will inhibit the flow of information and news. However, this has been refuted in the course of this paper, as it is revealed that geographic location plays a rather subordinate role in news selection; the newsworthiness of an event depends instead on cultural similarities, political collaboration, economic cooperation, and the status of a nation. Yet, when considering the availability and the effects of all the country characteristics combined, it is revealed that political collaborations play the strongest role in the attention provided at all three news outlets. Thus, it can be concluded that political borders constrain the flow of information far more than the other available country characteristics. Furthermore, national news stories receive a special standing at the different news outlets, which means that the majority of reports were related to domestic events within Germany and Austria, whereas international reporting was often limited to extraordinary incidents. Thus, the applied priming effect steers the attention of the news audience, which is continuously confronted with an overrepresentation of domestic events as well as events from countries with a high status and a great proximity to Germany/Austria and thus will increase the relevance for news consumers. Consequently, events from weak nations often remain untold, as nations with little global leverage often do not correspond with the expectations of the journalist. This creates a situation where news reporting is dominated by countries that have achieved a high score on the different country characteristics, which forms the agenda setting of those news agencies. Thus, a disruption of this rather rigid agenda setting is often only achieved by far-reaching events that have caused a high number of fatal casualties. Hence, the findings of this paper show that a highly negative event with a large number of fatal casualties will give an incident a higher news value and will consequently overcome initial disparities in reporting. The quality and intensity of reports on events from weak nations increased significantly at all three news outlets if the event caused 76 or more fatal casualties, and thus, a high negativity is framed, strongly highlighting death in an event. Consequently, this however, refutes the established selection hypothesis by Galtung and Ruge, implying that the selection criteria for events

with fatal casualties is changed, indicating that a high negativity is sufficient to achieve a strong news value, upstaging other news factors, even though they are available. Moreover, there is a positive relation between the involvement of recognized international groups in an event and the quality and intensity of published reports across all model specifications presented in the German media outlets. This implies that Sande's (1971) assumption regarding news selection is correct, as incidents with the involvement of elite persons or groups and negative outcomes will receive above-average attention, despite the geographic location at which an event occurred.

Moreover, Chapter 6 clearly shows that my findings can be of relevance when considering potential strategical decisions in an organization. Thus, the media can change our attitudes positively or negatively on many issues, manipulating, compelling, and influencing our perceptions about certain topics, people, and countries. The outcome of my study has shown that intensive reporting about a certain country can influence the attention of both individuals and entire organizations. The image of a country can be manipulated by the way it is portrayed in the media. Thus, ongoing reporting on a specific country might change an organization's awareness of it, unveiling potential opportunities for new markets that were not considered before, but also disclosing potential drawbacks that could harm the image and reputation of an organization. Therefore, my study can be of use for potential market analyses, as news articles attempt to mirror reality and thus shed light on current market situations.

7.1. Limitations of Empirical Research

The main limitation of this research is the different sample sizes for each newspaper. Although I was able to create a sufficient sample for *Die Bild Zeitung*, it is important to mention that there is a great disparity between this and the samples from *Der Standard* and *Die Tagesschau*. Hence, the statistical power of the samples, especially for the data gathered at *Der Standard*, is decreased, resulting in less conclusive results as can be seen when considering the *p*-values of the models. Furthermore, although the findings are meaningful, it is difficult to generalize the outcomes to the whole German and Austrian market, as there are many more news agencies in Germany and Austria that will potentially assess events differently. Moreover, the negative aspects in events with fatal casualties is intensely framed which has

the effect that other available event characteristics are perceived to be less relevant, which, however, means it is problematic to generalize my findings to the entire news selection process for different available events. Nevertheless, there seems to be sufficient evidence, showing that different news factors influence media attention. However, my research focused specifically on how country characteristics influence the quantity of reports. Although different news factors were included in the codebook, the special focus of this research was exclusively concerned with events involving fatal casualties, in order to find evidence on how different numbers of casualties impact the quality and intensity of reports. Thus, it is advisable for further studies to analyze additional news factors that influence the reporting of national and international events with fatal casualties. In addition, negative reports (topics) have the upper hand in my study, which however makes it difficult to unveil potential opportunities for an organization when using my data to analyze a particular market.

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9. Appendix

Appendix1: Codebook:

Core Information	
Article Number	1-XXXX
Publication Date	Day ## Month ## Year ##
News Factors (Event-Characteristics)	
Topic	**1 = Ideological events** are those that describe political, cultural and religious actions. Political events are those who are from a political nature, involving governments and their actions (e.g., war) as well as demonstrations against the politics of a nation. Religious and cultural events are those who follow a particular belief, trying to shape a society through their actions (e.g., murder, religious war and terrorism as well as racism). **2 = Rampage** is a specific act of violence, whereby usually one person suddenly attacks other people with a weapon, with the intention to kill others and him- or herself. Such persons feel harassed or excluded and often have a mental illness. **3 = Natural disasters** are far-reaching events, caused through a natural process of the Earth and can cause damage of property or in the worst-case loss of life. Examples of natural disasters are tsunamis, earthquakes, floods, tornados, volcanic eruptions etc. **4 = Disease outbreaks** and health issues are abnormal medical conditions associated with specific symptoms affecting the well-being of someone negatively, inhibiting functions of an organism and in the worst-case leading to death. A disease can either arise through external factors e.g., virus or bacteria. However, a disease can also be an internal disfunction (autoimmune disease) such as a muscle disorder. **5 = Famine** is caused through extreme scarcity of food, which can cause malnutrition and death **6 = Tragical accidents** are events which cause a damage, or someone is injured/killed. Often caused through a careless behavior, e.g., car accident, plane crash.
Involved prominent Person	**0** = Unknown person **1** = A person which is known at a regional level **2** = A person which is known at a national level **3** = A person which is known at an international level
Involved prominent Group and/or Organization	**0** = Unknown group **1** = A group which is known at a regional level **2** = A group which is known at a national level **3** = A group which is known at an international level

Cause	0	= Events which are unable to be influenced such as natural disasters or failure of technologies (e.g., malfunction of an airplane)
	1	= Events which are caused through a careless behavior (e.g., drunk driving)
	2	= Events which are caused through an intentional behavior (e.g., planned crime)
Aggression	0	= No aggression, which means that an event happened through an inadvertently behavior or the event wasn't caused through human involvement
	1	= Proactive aggression indicates an action to accomplish a desired aim (e.g., power over someone and the gain of reputation and recognition in a group). The aggressive behavior is triggered through satisfying feelings of pleasure and fun.
	2	= Reactive aggression is the consequence of a real or perceived provocation, frustration or threat which gets triggered immediately and impulsively, causing strong feelings of anger, whereby the cause lies in a distorted perception (Schulpsychologie.at 2020)
Casualties (Damage)	1	>=1<=15
	2	>=16<=30
	3	>=31<=45
	4	>=46<=60
	5	>=61<=75
	6	>=76
Continent in which an event occurred	0	= Africa
	1	= South America
	2	= Asia
	3	= Australia & Oceania
	4	= North America
	5	= Europe
Casualties from Reporting Country	0	= Not from Reporting Country
	1	= Citizens of Reporting Country
Predictability	0	= Predictable
	1	= Unextend
Intensity (Establishment of Topics)	0	= Onetime reporting
	1	= Repeated reporting
Quality of print media (use of pictures, size of the articles, say of people)	0	= Weak
	1	= Satisfactory
	2	= Good
	3	= Very good
Quality of digital media	**Primetime** (1 if between 20:00 and 20:15 otherwise 0) + **length of reporting** (0 = 0 – 40 sec./ 1 = 41–100 sec./ 2 = 101– Max.)	
	0	= Weak
	1	= Satisfactory
	2	= Good
	3	= Very good

News Factors (Country-Characteristics)	
Geographic proximity	**1** = 0 – 1000 km **2** = 1001– 2000 km **3** = 2001– 3000 km **4** = 3001– 4000 km **5** = 4001 – 5000 km **6** = 5001 – 6000 km **7** = 6001 – 7000 km **8** = 7001 – 8000 km **9** = 8001 – 9000 km **10** = 9001– 10000 km **11** = 10001– Max. km
Political Proximity	**0** = No alliance or political relationships **1**= Free trade agreements **2**= Free trade agreements and military alliances (NATO)
Cultural Proximity	**0** = No religious and literary similarities **1** = Religious (Christians > 50 % of the population) similarities **2** = Religious and literary (German as a native language) similarities
Economic Proximity	**0** = No active exchange (import / export) of goods and services **1** = Active exchange (Import/Export) of goods and services, according to the top ten trading partners
Status of the country (related to the economic and military strength, political power and size of the event country)	**0** = No Status **1** = Status

Appendix 2: Model 1 – Quantity of published Reports

It is important to keep in mind, that the IV's 1, 2, 3, 4 and 5 (blue box) use the dataset without considering events from the reporting country and therefore the regression should be viewed without the influence of the DV6. On the other hand, the IV 6 (orange box) uses the whole sample (national and international events) and should be considered without the influence of the IV's 1, 2, 3, 4 and 5.

Appendix 3: Quality and Intensity of Reports

Model 2 – Quality of Reports
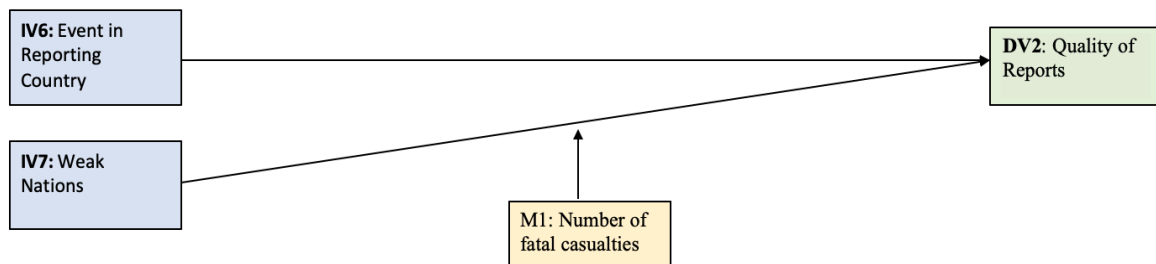
Control Variables: Topic, Continent, Cause, Aggression, Predictability, Prominent Persons, Prominent Groups

Model 3 - Intensity of Reports
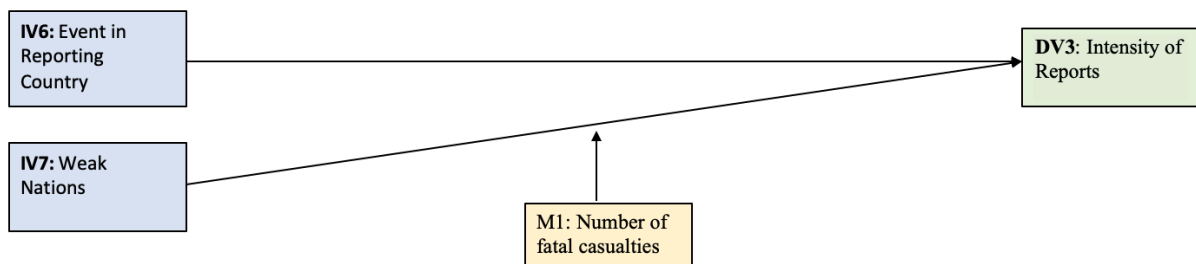
Control Variables: Topic, Continent, Cause, Aggression, Predictability, Prominent Persons, Prominent Groups

Appendix 4: Output Tables for the OLS Regressions

Die Bild Zeitung

DV = Quantity of Reports (Die Bild Zeitung) VARIABLES	(1) Model	(2) Model	(3) Model	(4) Model	(5) Model	(6) Full Model
1.Cultural Proximity	29.66*** (3.376)					-11.53*** (2.054)
2.Cultural Proximity	6.058* (7.137)					14.91*** (3.484)
1.Political Proximity		-8.605** (3.795)				-13.09*** (2.263)
2.Political Proximity		55.69*** (3.335)				58.79*** (2.929)
1.Economic Proximity			60.95*** (2.978)			36.79*** (2.614)
1.High Status				43.15*** (3.230)		5.369*** (1.759)
2.Distance 1001-2000 km					-18.07*** (6.117)	43.62*** (3.671)
3.Distance 2001- 3000 km					8.158* (4.910)	108.1*** (3.491)
4.Distance 3001- 4000 km					-12.12* (6.580)	87.17*** (4.090)
5.Distance 4001- 5000 km					-1.816 (5.369)	92.78*** (3.780)
6.Distance 5001- 6000 km					-11.26** (5.432)	85.58*** (3.779)
7.Distance 6001- 7000 km					-10.58* (5.646)	75.80*** (3.808)
8.Distance 7001-8000 km					75.43*** (3.993)	103.9*** (2.130)
9.Distance 8001- 9000 km					-19.59*** (7.124)	83.17*** (4.170)
10.Distance 9001- 10000 km					-13.82*** (4.910)	92.99*** (3.327)
11.Distance 10001- Max. km					-16.72** (6.742)	83.72*** (4.075)
R-squared	0.189	0.343	0.362	0.195	0.543	0.900
Observations	740	741	741	741	741	740

Standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1

a = Aggregated Data Sample
b = Estimated Values

_____

Die Tagesschau

DV= Quantity of Reports (Die Tagesschau) VARIABLES	(1) Model	(2) Model	(3) Model	(4) Model	(5) Model	(6) Full Model
1.Cultural Proximity	2.685*** (0.943)					0.0425 (0.944)
2.Cultural Proximity	-3.308 (2.489)					-1.562 (1.818)
1.Political Proximity		4.517*** (1.445)				2.606** (1.156)
2.Political Proximity		3.912*** (0.967)				7.983*** (1.455)
1.Economic Proximity			7.685*** (0.936)			7.574*** (1.410)
1.High Status				5.347*** (0.915)		2.018** (0.933)
2.Distance 1001-2000 km					-5.802*** (1.618)	4.256** (1.734)
3.Distance 2001- 3000 km					2.589** (1.270)	18.25*** (1.690)
4.Distance 3001- 4000 km					-0.944 (1.512)	15.58*** (1.826)
5.Distance 4001- 5000 km					5.419*** (1.390)	21.03*** (1.747)
6.Distance 5001- 6000 km					-1.118 (1.371)	13.59*** (1.735)
7.Distance 6001- 7000 km					-4.944*** (1.662)	9.265*** (1.826)
8.Distance 7001-8000 km					8.934*** (1.238)	11.18*** (1.038)
9.Distance 8001- 9000 km					-6.944* (3.733)	8.662*** (3.107)
10.Distance 9001- 10000 km					-5.714*** (1.662)	10.78*** (1.949)
11.Distance 10001- Max. km					-4.111** (1.713)	11.92*** (1.892)
R-squared	0.052	0.140	0.240	0.138	0.477	0.720
Observations	215	215	215	215	215	215

Standard errors in parentheses
*** $p<0.01$, ** $p<0.05$, * $p<0.1$

a = Aggregated Data Sample
b = Estimated Values

Der Standard

DV= Quantity of Reports (Der Standard)	(1)	(2)	(3)	(4)	(5)	(6)
VARIABLES	Model	Model	Model	Model	Model	Full Model
1.Cultural Proximity	1.129**					0.762
	(0.486)					(0.501)
2.Cultural Proximity	0.447					0.348
	(0.974)					(1.279)
1.Political Proximity		1.089*				-1.011
		(0.644)				(0.687)
2.Political Proximity		0.832*				1.507*
		(0.504)				(0.872)
1.Economic Proximity			1.871***			2.088
			(0.503)			(1.664)
1.High Status				0.943**		-0.499
				(0.462)		(1.089)
2.Distance 1001-2000 km					-0.111*	1.407
					(0.855)	(1.134)
3.Distance 2001- 3000 km					-1	2.370
					(1.751)	(1.745)
4.Distance 3001- 4000 km					0	3.370**
					(1.324)	(1.444)
5.Distance 4001- 5000 km					0.714	3.648***
					(0.902)	(1.145)
6.Distance 5001- 6000 km					2.750***	5.515***
					(0.876)	(1.149)
7.Distance 6001- 7000 km					1.400	5.016***
					(0.982)	(1.467)
8.Distance 7001-8000 km					2**	2.710***
					(0.837)	(0.741)
9.Distance 8001- 9000 km					-0.143	2.936**
					(0.902)	(1.138)
10.Distance 9001- 10000 km					0.333	3.614***
					(0.936)	(1.216)
11.Distance 10001- Max. km					0	3.157***
					(0.936)	(1.159)
R-Squared	0.079	0.101	0.044	0.060	0.324	0.560
Observations	67	67	67	67	67	67

Standard errors in parentheses
*** $p<0.01$, ** $p<0.05$, * $p<0.1$

a = Aggregated Data Sample
b = Estimated Values

Goodness-of-Fit

R-squared is a **goodness-of-fit** measure and stands for the proportion of variance within the response variable (quantity of published reports) which can be anticipated from the independent variables. In general, it is assumed, the higher the R-squared, the better the chosen models fit the data. However, a low R-squared does not necessarily mean a weak goodness-of-fit, it rather depends in which field the data was gathered. Hence, a low r-squared is acceptable in my research, as the individual journalistic selection process is based on human behavior.

Die Bild Zeitung

Model 1	18.9% of the variance in the quantity of published reports can be forecasted by the variable – cultural proximity
Model 2	34.3 % of the variance in the quantity of published reports can be forecasted by the variable – political proximity
Model 3	36.2 % of the variance in the quantity of published reports can be forecasted by the variable – economic proximity
Model 4	19.5 % of the variance in the quantity of published reports can be forecasted by the variable – status of a nation
Model 5	54.3 % of the variance in the quantity of published reports can be forecasted by the variable – geographic distance
Model 6	90 % of the variance in the quantity of published reports can be forecasted by the variables – cultural proximity, political proximity, economic proximity, status of a nation & geographic distance

Die Tagesschau

Model 1	5.2% of the variance in the quantity of published reports can be forecasted by the variable – cultural proximity
Model 2	14% of the variance in the quantity of published reports can be forecasted by the variable – political proximity
Model 3	24% of the variance in the quantity of published reports can be forecasted by the variable – economic proximity
Model 4	13.8 % of the variance in the quantity of published reports can be forecasted by the variable – status of a nation
Model 5	47.7% of the variance in the quantity of published reports can be forecasted by the variable – geographic distance
Model 6	72% of the variance in the quantity of published reports can be forecasted by the variables – cultural proximity, political proximity, economic proximity, status of a nation & geographic distance

Der Standard

Model 1	7.9% of the variance in the quantity of published reports can be forecasted by the variable – cultural proximity
Model 2	10.1% of the variance in the quantity of published reports can be forecasted by the variable – political proximity
Model 3	4.4% of the variance in the quantity of published reports can be forecasted by the variable – economic proximity
Model 4	6% of the variance in the quantity of published reports can be forecasted by the variable – status of a nation
Model 5	32.4% of the variance in the quantity of published reports can be forecasted by the variable – geographic distance
Model 6	56% of the variance in the quantity of published reports can be forecasted by the variables – cultural proximity, political proximity, economic proximity, status of a nation & geographic distance

Appendix 5: Output Tables for the Ordered Logistic Regressions

Die Bild Zeitung

DV = Quality in Reports (Die Bild Zeitung) VARIABLES	(1) Model Odds Ratio	(2) Model Odds Ratio	(3) Model Odds Ratio	(4) Full Model Odds Ratio
Rampage	4.011***	3.7***	4.19***	3.747***
	(1.319)	(1.233)	(1.384)	(1.254)
Natural Disasters	4.873***	4.941***	3.442**	3.434**
	(2.635)	(2.692)	(1.873)	(1.878)
Diseases outbreak	.801	.946	.601	.749
	(.467)	(.555)	(.354)	(.444)
Tragical accidents	.73	.701	.674	.658
	(.342)	(.331)	(.318)	(.312)
Careless behavior	.698*	.818	.734	.86
	(.134)	(.159)	(.144)	(.172)
Intentional behavior	.91	1.104	1.065	1.162
	(.405)	(.495)	(.493)	(.542)
Predictability	.914	.907	.702	.694
	(.218)	(.219)	(.174)	(.173)
Person known at regional level	1.729	2.64***	1.716	3.373***
	(.833)	(.818)	(1.17)	(1.082)
Person known at national level	1.421	7.655***	12.251***	11.942***
	(2.602)	(2.709)	(4.435)	(4.362)
Person known at international level	14.971***	14.376***	31.496***	28.998***
	(6.997)	(6.788)	(15.429)	(14.34)
Group known at regional level	1.394	.215	1.673	1.603
	(.779)	(.729)	(.56)	(.543)
Group known at national level	3.016***	2.894***	2.484***	2.311***
	(.771)	(.747)	(.662)	(.621)
Group known at international level	3.53***	3.108***	2.97***	2.519***
	(1.049)	(.917)	(.899)	(.764)
Casualties from reporting country	.525***	1.386	.585***	1.463
	(.091)	(.318)	(.104)	(.346)
Proactive aggression	2.358	2.217	2.336	2.522*
	(1.234)	(1.163)	(1.253)	(1.363)
Reactive aggression	1.273	1.147	1.279	1.325
	(.588)	(.53)	(.607)	(.633)
War	.605	.408	.568	.706
	(.378)	(.241)	(.363)	(.454)
South America	.659	.784	.727	.722
	(.239)	(.278)	(.279)	(.277)
Asia	1.618*	1.686**	1.986**	2.093***
	(.422)	(.437)	(.553)	(.584)
North America	1.596	1.922**	4.108***	4.072***
	(.489)	(.578)	(1.382)	(1.372)
Europe	1.46	2.58***	4.324***	6.133***
	(.423)	(.751)	(1.421)	(2.05)
Weak Nations	.591**			1.168
	(.139)			(.445)
Event in Reporting Country		.211***		.224***
		(.051)		(.055)
Weak Nations # Casualties >=16 <= 30			1.035	.758
			(.365)	(.306)
Weak Nations # Casualties >=31<=45			1.698	1.297
			(.695)	(.605)
Weak Nations # Casualties > =46 <=60			3.798***	2.81*
			(1.863)	(1.505)
Weak Nations # Casualties > =61 <=75			1.405	1.051
			(.758)	(.594)
Weak Nations # Casualties >= 76			4.515***	3.152**
			(1.763)	(1.419)
Observations	1249	1249	1249	1249

Standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1

Die Tagesschau

DV = Quality of Reports (Die Tagesschau) VARIABLES	(1) Model	(2) Model	(3) Model	(4) Full Model
	Odds Ratio	Odds Ratio	Odds Ratio	Odds Ratio
Rampage	.713	.72	.742	.316
	(.537)	(.543)	(.581)	(.374)
Natural Disasters	.231	.224	.136	0
	(.29)	(.281)	(.172)	(0)
Diseases outbreak	1.136	1.261	1.03	5.461
	(2.334)	(2.568)	(2.206)	(1.754)
Tragical accidents	.195	.187	.121*	0
	(.233)	(.224)	(.144)	(0)
Careless behavior	.852	.855	.745	1.595
	(.404)	(.406)	(.374)	(1.071)
Intentional behavior	.578	.572	.384	0
	(.679)	(.671)	(.448)	(.001)
Predictability	.733	.718	.666	.78
	(.371)	(.364)	(.35)	(.606)
Person known at regional level	1.292	1.304	1.117	0
	(1.765)	(1.774)	(1.641)	(0)
Person known at national level	.076*	.076*	.073	0
	(.114)	(.114)	(.117)	(0)
Person known at international level	.101	.099	.115	0
	(.156)	(.152)	(.193)	(0)
1.InvolProminentGroup	1.686	1.753	1.333	0
	(1.536)	(1.609)	(1.261)	(0)
Group known at national level	3.565	3.635	2.592	0
	(3.006)	(3.029)	(2.347)	(0)
Group known at international level	2.105**	2.117**	1.507*	1.918*
	(.758)	(.763)	(.573)	(1.362)
Casualties from reporting country	2.052	3.122*	2.014	1.01
	(.955)	(1.955)	(.963)	(.929)
No Aggression	.68	.666	1.075	.698
	(.476)	(.468)	(.74)	(.744)
Proactive aggression	.639	.628	.74	.393
	(.445)	(.442)	(.517)	(.461)
Reactive aggression	.484	.473	.687	.278
	(.323)	(.318)	(.463)	(.284)
War	.152	.15	.158	0
	(.263)	(.259)	(.291)	(0)
South America	1.009	1.031	.941	1.679
	(.82)	(.817)	(.809)	(1.903)
Asia	1.035	1.057	1.707	2.883
	(.498)	(.509)	(.86)	(2.081)
Australia & Oceania	2.518	2.525	8.937	0
	(3.979)	(3.965)	(14.478)	(0)
South America	2.384	2.405	4.615**	5.78*
	(1.563)	(1.507)	(3.244)	(5.831)
Europe	1.507	1.608	4.056**	4.368
	(.864)	(.871)	(2.529)	(3.96)
Weak Nations	.388*			1.021
	(.364)			(.96)
Event in Reporting Country		2.489**		3.519
		(1.347)		(4.143)
Weak Nations # Casualties >=16 <= 30			1.882	2.312
			(1.069)	(2.292)
Weak Nations # Casualties >=31<=45			2.502	2.914
			(1.772)	(3.887)
Weak Nations # Casualties > =46 <=60			1.476	1.731
			(.961)	(2.095)
Weak Nations # Casualties > =61 <=75			1.375	0
			(1.445)	(0)
Weak Nations # Casualties >= 76			4.352***	4.384
			(2.365)	(5.024)
Observations	235	235	235	215

Standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1

Der Standard

DV= Quality in Reports (Der Standard) VARIABLES	(1) Model	(2) Model	(3) Model	(4) Full Model
	Odds Ratio	Odds Ratio	Odds Ratio	Odds Ratio
Rampage	12.312	15.344	3.081	4.289
	(20.966)	(26.295)	(7.932)	(1.121)
Natural Disasters	20.884	45.173*	.003	.006
	(45.859)	(99.601)	(.01)	(.022)
Diseases outbreak	7.924	20.24	.005	.01
	(16.892)	(42.383)	(.016)	(.034)
Famine	.656	1.144	.004*	.006*
	(1.076)	(1.84)	(.011)	(.018)
Tragical accidents	34.328**	48.365**	21.873**	31.016**
	(58.182)	(82.718)	(34.035)	(49.118)
Careless behavior	2.347	10.377	.046	.192
	(5.343)	(23.623)	(.182)	(.788)
Intentional behavior	.264*	.306	.224*	.251*
	(.192)	(.226)	(.195)	(.221)
Predictability	.394	.144	.433	.126
	(.45)	(.188)	(.589)	(.208)
Person known at regional level	3.124	4.522	3.684	2.248
	(6.805)	(1.424)	(1.760)	(1.083)
Person known at national level	.41	.283	0	0
	(.921)	(.638)	(0)	(0)
Person known at international level	.465	.237	4.775	4.576
	(.897)	(.444)	(12.443)	(11.875)
Group known at regional level	1.041	1.309	2.774	3.153
	(2.333)	(2.947)	(1.025)	(1.181)
Group known at national level	1.339	2.866	4.607	5.632
	(4.188)	(1.301)	(4.186)	(5.117)
Group known at international level	2.227	11.001	1.558	8.692
	(2.245)	(16.921)	(1.724)	(14.595)
Casualties from reporting country	1.03	.936	.038	.038
	(2.256)	(2.074)	(.101)	(.102)
Proactive aggression	3.568	3.52	.122	.109
	(5.783)	(5.769)	(.267)	(.241)
Reactive aggression	0	0	0	0
	(.002)	(0)	(0)	(0)
War	1.942	3.019	.178	.207
	(1.855)	(2.754)	(.245)	(.286)
South America	2.406	2.647	.149	.149
	(2.089)	(2.301)	(.196)	(.198)
Asia	5.478	9.372*	3.192	4.374
	(7.139)	(12.331)	(5.071)	(7.164)
Australia & Oceania	4.61	9.719**	.226	.433
	(4.855)	(10.928)	(.383)	(.77)
North America	12.312	15.344	3.081	4.289
	(20.966)	(26.295)	(7.932)	(1.121)
Europe	20.884	45.173*	.003	.006
	(45.859)	(99.601)	(.01)	(.022)
Weak Nations	.401*			0
	(.377)			(0)
Event in Reporting Country		1.458*		.047
		(1.121)		(.109)
Weak Nations # Casualties >=16 <= 30			11.298	3.847
			(28.987)	(1.442)
Weak Nations # Casualties >=31<=45			7.835	3.258
			(7.118)	(3.202)
Weak Nations # Casualties > =46 <=60			6.248	2.267
			(5.677)	(2.228)
Weak Nations # Casualties >= 76			1.216*	.151
			(1.035)	(.191)
Observations	74	74	74	74

Standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1

Goodness-of-Fit

Stata provides a specific command (ologitgof) that calculates four goodness-of-fit tests (Hosmer–Lemeshow (HL) test, Lipsitz likelihood-ratio test & Pulkstenis–Robinson (PR) chi- squared and deviance tests) which asses the overall accuracy of ordered logistic regressions. The following table displays the assigned *p*-values to each model, whereby a sufficient goodness-of-fit is achieved with *p*-values greater than 0.05.

		Goodness-of-fit		
Model 1		*Die Bild Zeitung*	*Die Tagesschau*	*Der Standard*
	Ordinal HL	0.000	0.5574	0.0017
	PR (chi2)	0.1139	0.1815	0.1650
	PR (deviance)	0.1092	0.1749	0.3890
	Lipsitz	0.000	0.1627	0.0872
Model 2		*Die Bild Zeitung*	*Die Tagesschau*	*Der Standard*
	Ordinal HL	0.000	0.0005	0.0005
	PR (chi2)	0.2519	0.5201	0.6047
	PR (deviance)	0.2054	0.1491	0.4875
	Lipsitz	0.000	0.0002	0.2328
Model 3		*Die Bild Zeitung*	*Die Tagesschau*	*Der Standard*
	Ordinal HL	0.000	0.0875	0.0027
	PR (chi2)	0.1470	0.1741	0.3300
	PR (deviance)	0.0970	0.1211	0.5501
	Lipsitz	0.000	0.0022	0.2982
Model 4		*Die Bild Zeitung*	*Die Tagesschau*	*Der Standard*
	Ordinal HL	0.000	0.1536	0.0004
	PR (chi2)	0.1308	0.4528	0.7852
	PR (deviance)	0.0733	0.3838	0.7983
	Lipsitz	0.000	0.1159	0.1509

From the table above it can be concluded that the Hosmer–Lemeshow tests as well as the Lipsitz tests for the most part indicate a lack of fit, however, this does not necessary mean that the models are not valid, as the PR-test performs best when the lack of fit is associated to categorical variables, whereas the lack of fit in Lipsitz and the HL is driven by continues variables (Fagerland and Hosmer 2017).

Appendix 6: Output Tables for the Logistic Regressions

Die Bild Zeitung

DV = Intensity of Reports (Die Bild Zeitung) VARIABLES	(1) Model	(2) Model	(3) Model	(4) Full Model
	Odds Ratio	Odds Ratio	Odds Ratio	Odds Ratio
Rampage	3.603***	3.645***	3.792***	3.479***
	(1.509)	(1.533)	(1.645)	(1.518)
Natural Disasters	9.445***	8.99***	7.861***	8.093***
	(6.433)	(6.175)	(5.577)	(5.807)
Diseases outbreak	1.097	1.161	.904	1.065
	(.819)	(.871)	(.697)	(.828)
Tragical accidents	1.079	1.042	1.155	1.185
	(.636)	(.625)	(.709)	(.736)
Careless behavior	.739	.847	.718	.828
	(.206)	(.237)	(.211)	(.248)
Intentional behavior	.499	.704	.487	.549
	(.303)	(.434)	(.323)	(.37)
Predictability	1.236	1.208	.862	.829
	(.37)	(.361)	(.27)	(.261)
Person known at regional level	1.157	1.181	1.407	1.349
	(.508)	(.519)	(.658)	(.634)
Person known at national level	5.066***	5.575***	7.824***	8.025***
	(2.191)	(2.434)	(3.502)	(3.625)
Person known at international level	9.516***	9.124***	21.042***	19.593***
	(5.213)	(4.966)	(11.931)	(11.21)
Group known at regional level	2.922***	2.641**	2.014*	1.916
	(1.129)	(1.009)	(.825)	(.796)
Group known at national level	2.005**	1.967**	1.41	1.278
	(.666)	(.657)	(.523)	(.482)
Group known at international level	2.644***	2.347***	2.004*	2.734**
	(.88)	(.775)	(.743)	(.646)
Casualties from reporting country	.72	1.609	.874	1.995**
	(.168)	(.498)	(.218)	(.671)
Proactive aggression	6.246***	4.793**	8.619***	9.335***
	(4.179)	(3.145)	(6.131)	(6.69)
Reactive aggression	1.999	1.473	2.672	2.795*
	(1.169)	(.852)	(1.647)	(1.731)
War	2.84	1.087	3.409	4.132
	(2.26)	(.792)	(2.928)	(3.577)
South America	.667	.819	.649	.642
	(.305)	(.368)	(.33)	(.327)
Asia	1.713	1.554	2.083*	2.126**
	(.581)	(.509)	(.793)	(.808)
North America	1.284	1.539	3.615***	3.502***
	(.493)	(.576)	(1.59)	(1.536)
Europe	1.152	1.828	3.743***	4.638***
	(.429)	(.673)	(1.665)	(2.077)
Weak Nations	.337***			.286**
	(.102)			(.178)
Event in Reporting Country		.272***		.277***
		(.087)		(.094)
Weak Nations # Casualties >=16 <= 30			1.279	3.925**
			(.61)	(2.643)
Weak Nations # Casualties >=31<=45			.799	2.578
			(.468)	(1.975)
Weak Nations # Casualties > =46 <=60			2.382**	10.459***
			(1.032)	(8.036)
Weak Nations # Casualties > =61 <=75			2.954**	3.023
			(1.711)	(2.652)
Weak Nations # Casualties >= 76			4.156**	9.442***
			(1.466)	(6.421)
Observations	1248	1248	1248	1248
	.169	.17	.244	.254

Standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1

Die Tagesschau

DV = Intensity of Reports (Die Tagesschau) VARIABLES	(1) Model	(2) Model	(3) Model	(4) Full Model
	Odds Ratio	Odds Ratio	Odds Ratio	Odds Ratio
Rampage	.898	.918	.808	.805
	(.84)	(.857)	(.876)	(.872)
Natural Disasters	3.096	4.064	1.208	1.24
	(5.249)	(7.15)	(2.264)	(2.322)
Diseases outbreak	3.812	4.554	3.668	3.710
	(4.591)	(4.843)	(7.950)	(8.042)
Tragical accidents	3.83	4.394	1.449	1.452
	(6.374)	(7.612)	(2.62)	(2.619)
Careless behavior	.717	.691	.652	.652
	(.448)	(.432)	(.47)	(.471)
Intentional behavior	2.679	2.73	1.312	1.297
	(4.445)	(4.731)	(2.359)	(2.326)
Predictability	.612	.634	.614	.607
	(.414)	(.421)	(.45)	(.445)
Person known at international level	0	0	0	0
	(.008)	(.007)	(.014)	(.014)
Group known at national level	6.775*	8.666**	13.055*	13.494*
	(7.345)	(9.176)	(20.109)	(20.669)
Group known at international level	1.747*	1.755*	1.548*	1.573*
	(.885)	(.892)	(.889)	(.906)
Casualties from reporting country	2.504	3.998**	3.106*	3.645*
	(1.397)	(2.794)	(1.918)	(2.834)
Proactive aggression	2.018	2.433	2.731	2.79
	(1.669)	(2.008)	(2.442)	(2.505)
Reactive aggression	1.685	1.869	1.543	1.582
	(1.531)	(1.691)	(1.52)	(1.567)
War	1.172	1.152	1.861	1.887
	(.998)	(.973)	(1.667)	(1.692)
South America	.606	.857	.752	.755
	(.641)	(.877)	(.933)	(.938)
Asia	.371	.38	.688	.685
	(.237)	(.241)	(.487)	(.485)
North America	1.238	1.76	7.492**	7.403**
	(1.014)	(1.363)	(7.472)	(7.383)
Europe	.922	1.41	6.755**	6.811**
	(.68)	(.957)	(6.273)	(6.329)
Weak Nations	.418*			1.063
	(.289)			(1.46)
Event in Reporting Country		.38		.724
		(.336)		(.694)
Weak Nations # Casualties >=31<=45			2.94	2.701
			(2.882)	(3.657)
Weak Nations # Casualties >= 76			11.382***	10.449*
			(10.027)	(13.702)
Observations	217	217	191	191
	.149	.149	.237	.237

Standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1

Der Standard

DV = Intensity of Reports (Der Standard) VARIABLES	(1) Model	(2) Model	(3) Model	(4) Full Model
	Odds Ratio	Odds Ratio	Odds Ratio	Odds Ratio
Diseases outbreak	0	0	0	0
	(0)	(.001)	(0)	(0)
Tragical Accidents	0	0	0	0
	(0)	(.001)	(0)	(0)
Careless behavior	1.524	2.185	2.682	2.994
	(2.388)	(3.359)	(4.265)	(4.754)
Intentional behavior	.13**	.183*	.096**	.103**
	(.133)	(.179)	(.106)	(.113)
Predictability	0	0	0	0
	(.001)	(0)	(.001)	(0)
Person known at regional level	2.672	8.899	4.144	2.745
	(8.326)	(3.352)	(1.518)	(1.196)
Group known at national level	1.285	1.034	2.441	4.097
	(2.124)	(2.070)	(3.273)	(6.483)
Group known at international level	2.521	1.010	1.602	1.945
	(2.075)	(1.773)	(1.456)	(1.924)
Casualties from reporting country	3.182	1.097	2.158	2.374
	(4.966)	(3.087)	(3.678)	(6.238)
Reactive aggression	0	0	0	0
	(0)	(0)	(0)	(0)
War	0	0	0	0
	(0)	(0)	(0)	(0)
South America	.568	1.187	1.871	2.093
	(.739)	(1.414)	(3.255)	(3.672)
Asia	1.698	1.657	5.963	6.183
	(1.962)	(1.778)	(9.803)	(10.155)
North America	1.42	2.124	3.287	3.494
	(2.836)	(4.057)	(7.722)	(8.155)
Europe	.542	.967	3.767	4.866
	(.883)	(1.511)	(7.925)	(10.299)
Weak Nations	.176*			1.868
	(.25)			(3.721)
Event in Reporting Country		0		0.12
		(.001)		(.010)
Weak Nations # Casualties >= 76			22.249**	20.901**
			(32.231)	(30.284)
Observations	55	55	55	55
	.364	.351	.478	.483

Standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1

Goodness-of-Fit

As intensity is a binary response variable it was possible to use the Hosmer-Lemeshow Test (estat gof) in order to evaluate whether the defined models in the logistic regressions are of a good fit, giving an indication on how well the gathered data matched with each model. Thus, small p-values (usually under 5%) indicate that a model is poorly fitted to the data. Moreover, in order to achieve a goodness of fit (p-value > 0.05$) for the gathered data at *Die Bild Zeitung* and *Die Tagesschau*, it was necessary to conduct the Hosmer-Lemeshow Test by categorizing the number of observations into groups, as the number of observations at those two news outlets were much higher than at *Der Standard*. However, a small number of groups can give the test fewer opportunities to find misspecifications and thus, it should be avoided to choose groups of 5 or less. Hence, the observations at *Die Bild Zeitung* and *Die Tagesschau* were categorized into 10 groups while conducting the Hosmer-Lemeshow Test. Conclusively, a lack of fit cannot be observed in any of the model compositions.

Der Standard (estat gof)

	Model 1	Model 2	Model 3	Model 4
Prob > chi2	0.8565	0.7527	0.8231	0.7913

Die Tagesschau (estat gof, table group (10))

	Model 1	Model 2	Model 3	Model 4
Prob > chi2	0.2004	0.2206	0.1092	0.1938

Die Bild Zeitung (estat gof, table group (10))

	Model 1	Model 2	Model 3	Model 4
Prob > chi2	0.1453	0.1376	0.2869	0.2547

Appendix 7: Country-related Characteristics
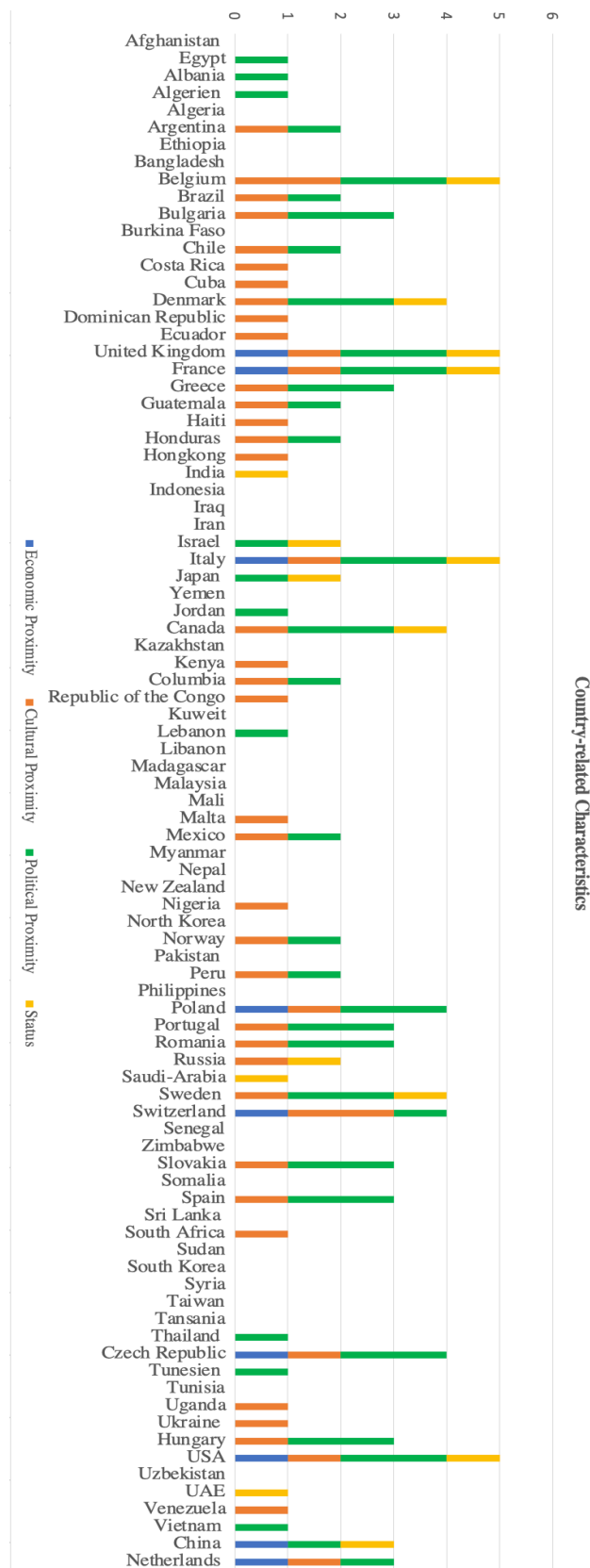
Appendix 8: Kurzfassung

Journalisten informieren die Öffentlichkeit über Aussagen oder Vorfälle, die von allgemeiner sozialer Bedeutung sind. Dabei bewegen sie sich ständig zwischen Erfolg und Misserfolg. Der Wunsch nach Anerkennung und Wertschätzung erhöht den Druck auf Journalisten immer über das nächste große Ereignis zu schreiben, was jedoch oft zu voreingenommenen Urteilen über bestimmte Geschehnisse führt. Das Medienpublikum ist sehr speziell und interessiert sich oft nur für Vorkommnisse, die einen weitreichenden Einfluss auf ihr tägliches Leben haben. Folglich ist es daher nicht selten, dass verschiedene Ereignisse an unterschiedlichen geografischen Standorten oft gar nicht erwähnt werden, da einige Länder einfach nicht als bedeutend betrachtet werden. Es ist daher wichtig zu verstehen, wodurch die Nachrichtenselektion klassifiziert wird und welche Aspekte für die Wahl eines Ereignisses ausschlaggebend sind.

Das Ziel dieser wissenschaftlichen Arbeit ist es daher einzelne Ereignis- und länderspezifische Merkmale zu bewerten, um zusammenfassend einen gewissen Nachrichtenwert einem Ereignis zuzuschreiben, welcher von der Bedeutung ist in der Entscheidung, ob ein Ereignis als berichtenswert anerkannt wird oder eben nicht. Darüber hinaus liegt der Schwerpunkt dieser Arbeit auf der Analyse der Opferzahlen, resultierend aus verschiedenen Geschehnissen, welche in unterschiedlichen geographischen Standorten stattgefunden haben. Folglich sollte die Arbeit Antworten auf die folgende Forschungsfrage geben: „Was sind die wichtigsten Merkmale innerhalb der Berichterstattung, die entscheiden, welches Ereignis mit einer daraus resultierenden Opferzahl, geschehend an unterschiedlichen geographischen Standorten, Aufmerksamkeit in den deutschen und österreichischen Medien erhält"?

Eine empirische Untersuchung wurde durchgeführt, um die definierte Forschungsfrage zu beantworten. Die vorliegende Arbeit beschäftigt sich insbesondere mit Geschehnissen mit Todesfolgen, die sich zwischen den Jahren 2015 und 2020 abgespielt haben und innerhalb der *Bild Zeitung*, der *Tagesschau* und dem *Standard* veröffentlicht wurden. Zusätzlich wurde ein Codebook erstellt, das sich besonders auf die zentralen Annahmen der Nachrichtentheorie bezieht. Mit der Hilfe dieses definierten Codebooks

war es möglich die verschiedenen veröffentlichten Berichte zu kodieren, was schlussendlich zur Identifizierung der wichtigsten Ereignis- und länderspezifische Merkmale führte. Mit den kodierten und zusammengefassten Daten war es dann möglich, mehrere Regressionen in STATA durchzuführen, um die aufgestellten Hypothesen zu testen. Schließlich habe ich mit den erzielten Ergebnissen versucht, allgemeine Annahmen zu treffen, die auf strategische Entscheidungen in Organisationen angewendet werden können.

Die durchgeführten Regressionen haben gezeigt, dass die Nachrichtenselektion nicht von dem geographischen Standort einer Nation abhängt. Daher hemmt eine größere Distanz zwischen zwei Ländern nicht den Nachrichtenfluss. Ein Ereignis in einem Land wird eher als berichterstattungswürdig angesehen, wenn ein Land über starke länderspezifische Merkmale verfügt, wobei eine starke politische Bindung mit dem Berichterstattungsland besonders ausschlaggebend für eine erfolgreiche mediale Aufmerksamkeit ist. Darüber hinaus gibt es starke Anzeichen, dass Länder, die als schwach eingestuft werden (keine Ähnlichkeiten und Kooperationen mit dem Berichterstattungsland) auch anfänglich eine Ungleichheit bei der Berichterstattung erfahren. Diese Ungleichheiten verringern sich jedoch, wenn ein Geschehnis, welches in einem schwachen Land aufgetreten ist mit einer hohen Opferzahl (≥ 76) in Verbindung gebracht wird. Daher erfährt der Nachrichtenfaktor ‚Schaden' bei Ereignissen mit Todesfällen eine überdurchschnittliche Aufmerksamkeit, was dazu führt, dass andere verfügbare Nachrichtenfaktoren weniger berücksichtigt werden. Zusätzlich können die erzielten Ergebnisse auf strategische Entscheidungen angewendet werden. Zusammenfassend kann eine steigende mediale Aufmerksamkeit im Hinblick auf verschiedene Themen die Sichtweise eines Einzelnen aber auch eines Unternehmens beeinflussen und somit Vorurteile bezüglich eines gesamten Landes anfeuern oder besänftigen. Dementsprechend helfen meine Ergebnisse bei beobachtbaren Firmenentscheidungen, da die Daten bei der Analyse einer aktuellen Marktsituation hilfreich (z.B., politische Situation in einem Land) sein können, um potenzielle Chancen und Risiken eines Marktes für ein Unternehmen aufzuzeigen. Infolgedessen kann meine Analyse bei der Entscheidung unterstützen, ob ein potenzieller neuer Markt für bestimmte Geschäftsaktivitäten in Betracht gezogen werden sollte.