

**UNIVERSITY OF BREMEN
JEAN MONNET CENTRE FOR EUROPEAN STUDIES**

**RECON WP5 - MEDIA ANALYSIS
SUMMER SCHOOL**

Program 23. 7. – 17. 8. 2007

DAY	TOPIC	COMMENT	approx. DURATION
FIRST WEEK			
Monday	I. INTRODUCTION TO THEORY OF MEDIA ANALYSIS		
9:00	1. RECON WP5: Civil Society 6 the Public Sphere in Recon- stituting Democracy: State of the Art (<i>Trenz</i>)	Input and discussion	60 min
10-12:00	2. Presentations of national media samples by country experts (5-10 minutes each)		120 min
	LUNCH		
13:30	3. Characteristics of EU-reporting (<i>Vetters</i>)	Working groups	30 minutes
14-15		Presentation of results and common discussion	60 minutes
15:30 -17h	4. Theories of Discourse Analysis (<i>Liebert</i>)	Input and discussion	90 minutes
Tuesday	II. INTRODUCTION TO METHODS OF MEDIA ANALYSIS		
9:00	5. Content Analysis & Presen- tation of the Agenda (<i>Vetters</i>)	Input	less than 30 min.
9:15	6. Claims-Analysis (<i>Vetters</i>)	Input: Looking at the method	45 min.
10:00		Working groups & compari- son of results	45 min.
10:45		Input: Looking at results	30 min.
11:15	7. Frame Analysis (<i>Vetters</i>)	Input: Method and results	30-45 min.
11:45- 12:30	8. Sampling	Together in class	45 min.
	LUNCH		

14-18h	9. Preparing a mock-codebook on the Turkey debate (Vetters)		all afternoon
	Step 1: Practical preparation	Working groups and common discussion	60 min.
	Step 2 & 3: Analytical preparation & first codes	Working groups and common discussion	60 min.
	Step 4: Get back to the articles	Working groups	30 min.
	Step 5: Develop a codebook	Input	60 min.
		Do it yourself.....	30 min.
Wednesday	<i>(Vetters)</i>		
	Step 5: Develop a codebook continuation	
9- 12:30h	Step 6: Pre-Test	we mention the necessity☺	5 min.
	Step 7: Transfer your codebook into SPSS	Individual on your computer	60 min.
	Step 8: Code some articles	Individual on your computer	45 min.
	Step 9: Looking at some results	Input & common discussion	45 min.
	LUNCH		
14-15:30	10. Democracy beyond the State? Assessing the EU's constitutional project, process and outcome (Liebert)	Input & discussion	90 min
15:30-17h	11. Discourse analyses: empirical results (ESF; Trenz)	Input & discussion	90 min.
	How to write media reports (1) (Trenz)		
Thursday	III. INTRODUCTION TO ATLAS.TI		
9-12h	12. Introduction to Atlas.ti (Maatsch)		
		Practical exercise on individual computers	
	LUNCH		
13:30-17h	13. working with RECON WP5 CODING SCHEME (Maatsch)	Test coding of English texts	
Friday	IV. RECON CODE BOOK		
9 -12h	14. Translating RECON WP5 CODING SCHEME (Wyrozumska)	Identifying) RECON codes in your country languages; discussion and conceptual clarifications	
	LUNCH		
13:30 – 17h	15. Testcoding and reliability tests (Maatsch, Wyrozumska)	Individual coding of country language texts; discussion of problems; testing	

SECOND WEEK			
	V. QUALITATIVE CODING		
MON	Help-desk for coding students, 9-17h	Packham	
TUE	Help-desk for coding students, 9-17h	Packham	
WED	Help-desk for coding students, 14-18 pm	Wyrozumska	
THU	Help-desk for coding students, 14-18 pm	Wyrozumska	
FRI	Presentation of PhD projects	Trenz	
THIRD WEEK			
	VI. STRUCTURING QUALITATIVE RESULTS	Maatsch, Gattig	
MON Morning	Continuation qualitative coding		
MON Afternoon	Structuring qualitative results Finding quotes (Query Tool),	Maatsch and country experts (practical exercises)	
TUE Morning	Continuation qualitative coding		
TUE Afternoon	Structuring qualitative results Atlas Output-Options (Lists and Matrices)	Maatsch and country experts (practical exercises)	
WED Morning	Continuation qualitative coding		
WED Afternoon	Structuring qualitative results Production of Excel-Tables for Media Reports	Maatsch and country experts (practical exercises)	
THU Morning	Continuation qualitative coding		
THU Afternoon	Structuring qualitative results	Maatsch and country experts (practical exercises)	
FRI	Presentation of qualitative results	Trenz	
FOURTH WEEK			
	VII. WRITING UP MEDIA REPORTS AND INTRODUCTION TO QUANTITATIVE ANALYSES	Gattig, Maatsch	
MON Morning	How to write up media reports (2)	Trenz	
MON Afternoon	Introduction to quantitative analysis	Gattig	
TUE Morning	Writing up media reports	Country experts	
TUE Afternoon	Quantitative analyses	Country experts, with Gattig	
WED	Writing up media reports	Country experts	

Morning			
WED Afternoon	Quantitative analyses	Country experts, with Gattig	
THU Morning	Writing up media reports	Country experts	
THU Afternoon	Quantitative analyses	Country experts, with Gattig	
FRI	Roundup	Trenz	
Sep 30th	VIII. Submission of media reports by country experts		