

# South Africa - Media Tenor South Africa

## **Media Tenor South Africa**

Report generated on: April 7, 2014

Visit our data catalog at: <http://www.datafirst.uct.ac.za/dataportal/index.php>

# Overview

## Identification

### ID NUMBER

zaf-mtsa-mtsa-2004-v1

## Version

### VERSION DESCRIPTION

v1: Edited, anonymised data for research data centre use

### PRODUCTION DATE

2004

## Overview

### ABSTRACT

Media Tenor International is a media research institute established in 1993. Media Tenor South Africa conducts research on local media, through content analysis. The 2004 dataset is the result of a project involving the analysis of the media's coverage of political parties and politicians from 9 February, 2004 - 14 April, 2004. The data is based on a comprehensive day-by-day analysis of all the news reports in seven major South African daily newspapers (Beeld, Business Day, Sowetan, The Citizen, ThisDay, Pretoria News and The Star), the main SABC news broadcasts (Afrikaans news, English news, Nguni News, Sotho news) as well as e-tv news and five weekly newspapers (City Press, Rapport, Sunday Independent, The Sunday Times, Mail & Guardian). Additionally, two specialised media are analysed (Financial Mail, Finance Week). The South African newspapers are selected because they represent a comparable group of papers within the range of South African daily and weekly newspapers (general English, Afrikaans, black and business), situated in the same news region (Gauteng province) of South Africa. They also represent a variety of major publishing houses (Independent Group, BDFM, Media24 etc). The two television news channels were the only national South African ones available at the time.

### KIND OF DATA

Process-produced data [pro]

### UNITS OF ANALYSIS

Units of analysis in the survey include households and individuals

## Scope

### NOTES

The content analysis collected data on the media's coverage of political parties and politicians from 9 February, 2004 - 14 April, 2004.

### TOPICS

Topic	Vocabulary	URI
mass media [7.4]	CESSDA	<a href="http://www.nesstar.org/rdf/common">http://www.nesstar.org/rdf/common</a>

## Producers and Sponsors

### PRIMARY INVESTIGATOR(S)

Name	Affiliation
Media Tenor South Africa	

## Metadata Production

**METADATA PRODUCED BY**

<b>Name</b>	<b>Abbreviation</b>	<b>Affiliation</b>	<b>Role</b>
DataFirst		University of Cape Town	DDI Producer

**DATE OF METADATA PRODUCTION**

2012-03-12

**DDI DOCUMENT VERSION**

Version 1

**DDI DOCUMENT ID**

ddi-zaf-datafirst-mtsa-2004-v1

# Sampling

No content available

# Questionnaires

No content available

## Data Collection

### Data Collection Dates

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<b>Start</b>	<b>End</b>	<b>Cycle</b>
2004-02-09	2004-04-14	N/A

### Data Collection Mode

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Other [oth]

## Data Processing

No content available

## Data Appraisal

No content available

# File Description

# Variable List



# Documentation

## Technical documents

### Media Tenor

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Title           Media Tenor  
Country       South Africa  
Language      English  
Publisher(s)   Media Tenor South Africa  
Description    This document provides coding for values in the dataset  
Filename      Media Tenor SA 2004 Codebook.pdf

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### How-to guide for using Media Tenor SA data

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Title           How-to guide for using Media Tenor SA data  
Country       South Africa  
Language      English  
Publisher(s)   Media Tenor South Africa  
Description    This document provides information to support analysis of the data  
Filename      Media Tenor SA 2004 Guide.pdf

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### [data checks]

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Title           [data checks]  
Country       South Africa  
Language      English  
Publisher(s)   Media Tenor South Africa  
Description    This document provides additional information on variables in the data  
Filename      Media Tenor SA 2004 Data Checks.pdf

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