Media Coverage of CRISPR:
Coding Instrument for Content Analysis of TV Broadcasts

This coding instrument was developed and validated by two undergraduate research assistants, and is based on the coding instrument employed in the same study for content analysis of online news sources (see Media Coverage of CRISPR: Coding Instrument for Content Analysis of Online News Sources). The research assistants drafted and revised the instrument based on preliminary research into media representation of emerging technologies in general and CRISPR specifically, with oversight from their research advisor: Patricia Stapleton, PhD in Political Science. Once the instrument was fully drafted, the assistants clarified any questions on the language and refined the code by working with Dr. Stapleton. Then each assistant independently used the instrument to code the same five TV broadcast transcripts. The assistants compared results to confirm consistency within the analysis and to allow for replication of the study using the same coding instrument. This comparison yielded a high percentage of similarity (100% agreement on questions 1-7, 10, 11, 13, and 17; 80% agreement on 8, 9, 12, 14-16; and 60% agreement on 18). Thus, the coding instrument was deemed acceptable for questions 1-17, with question 18 excluded from the final analysis. One research assistant then coded the remaining transcripts from all included broadcast sources: *CNN*, *NBC*, and *CBS*. Coding for those sources was completed in April 2019.

The coders used this instrument to analyze all TV broadcast transcripts:

1. Which television network broadcast the segment?

2. Which broadcast program/show carried the segment?

3. What was the airing date and time of segment (month, day, year, day of week)?

4. Who is given credit in the byline?

5. Was the word CRISPR mentioned in the introduction and/or title of the segment?
    a. Yes
    b. No

6. Was the word CRISPR mentioned in the highlight of the segment?
    a. Yes
    b. No

7. Was the word CRISPR used only in passing and/or as a reference?
    a. Yes
    b. No

8. What is the main topic of the segment?
    a. Controversy/ethics of CRISPR.
    b. Review of medical trials using CRISPR.
    c. Reporting a new discovery about CRISPR or made using CRISPR.

9. What kind of program/segment is this?
    a. interview only
    b. report (information presented & reporter speaks)
        i. includes interviews
        ii. does not include interviews
    c. opinion piece
    d. mini documentary (information presented & no reporter)

10. Were any scientists, policy makers, or bioethicists interviewed during the segment?
    a. Scientists? Name:
    b. Policy makers? Name:
    c. Bioethicists? Name:
    d. Other? Name:

11. Was any member of the general public asked about their input?
    a. Yes
    b. No

12. Does the segment include a good description/explanation of what CRISPR is?
    a. Yes
    b. No

13. Does the broadcast mention science fiction works as a comparison?
    a. Yes
        i. If yes, write down which one(s).
    b. No

14. Does the broadcast include any of the identified negative words to describe CRISPR (e.g. problematic, controversial, designer babies, etc.)?
    a. Yes
    b. No

15. Does the broadcast include any of the identified positive words to describe CRISPR (e.g. groundbreaking, life saving, faster, etc.)?
    a. Yes
    b. No

16. Does the broadcast include both positive and negative words?
    a. Yes
    b. No

17. Does the broadcast mention “embryos”?
    a. Yes
    b. No

18. What seems to be the purpose of the segment?
    a. Provide information.
    b. Present a position to sway the public.
    c. Call to action.