

# Manual for Coding of Media Messages on Addictive Substances and Related Issues

The mass media participate in the creation of different social representations of reality. These representations have a significant impact on the perception and interpretation of the world, as well as on changes in the attitudes assumed by different groups of recipients of mass communication. Through mediated reality, the recipients create various meanings, which may become shared on a general basis. Associated with different attitudes and different motives, the issue of addictive substances is strongly controversial in terms of media coverage. In the domestic media, addictive substances are associated with an extreme degree of controversy and very frequent factual errors, which are normally rare in media of a certain level of quality. Indeed, the way in which the Czech media inform the public about this issue reflects public attitudes to this area. Naturally, such attitudes project into the sphere of drug policy and politics in general. Quantitative content analysis features the investigation of the content of media coverage according to the occurrence of specifically designated characteristics and the subsequent quantification of such characteristics, which makes it possible to process a great quantity of content items. The project met the expectations in the sense of its providing grounds for the development and verification of an original approach/tool used to carry out content analysis of media messages covering the domain of addictive substances and related issues.



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ISSUED BY:



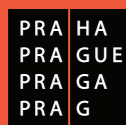
Centre for Addictology

- ● ● ● Psychiatric Clinic, First Faculty of Medicine, and General University Hospital  
Charles University, Prague  
Ke Karlovu 11 / 120 00 Praha 2 / Czech Republic  
e-mail: [info@adiktologie.cz](mailto:info@adiktologie.cz)  
[www.adiktologie.cz](http://www.adiktologie.cz)

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Lenka Šťastná  
Michal Miovský  
Petr Novák



RESEARCH REPORT





# **Manual for Coding of Media Messages on Addictive Substances and Related Issues**

User's Handbook

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Charles University in Prague  
SCAN Association

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**Written by:**

Lenka Šťastná  
Michal Miovský  
Petr Novák

**Reviewed by:**

Mgr. Miroslav Charvát, Ph.D.

**Grant support:**

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The mass media participate in the creation of different social representations of reality. These representations have a significant impact on the perception and interpretation of the world, as well as on changes in the attitudes assumed by different groups of recipients of mass communication. The media are viewed as a source of power or influence over recipients of information; a space for sharing of events; a place for the interpretation of social reality, and a space where changes to the social values and norms are constructed and expressed (Jiráček & Kópplová, 2007). Through mediated reality, the recipients create various meanings, which may become shared on a general basis. The recipients do not create their image of reality using their own cognitive skills, but according to the impression which they gain from the media (DeFleur & Ballová-Rokeachová, 1996). In addition, the media mediate the meanings of the given realities by presenting certain patterns. Inasmuch as the media offer meanings and realities in frequently reiterated, similar correlations, they may facilitate the creation of a specific pattern – a stereotype, i.e. an individual is labelled on the basis of a single characteristic feature (Výrost & Slaměník, 1997).

Associated with different attitudes and different motives, the issue of addictive substances is strongly controversial in terms of media coverage. This fact is also made use of by some foreign studies (Hillert et al., 1996; Hoffmann-Richter et al., 1999). In the domestic media, addictive substances are associated with an extreme degree of controversy and very fre-

quent factual errors, which are normally rare in media of a certain level of quality. Indeed, the way in which the Czech media inform the public about this issue reflects public attitudes to this area. Naturally, such attitudes project into the sphere of drug policy and politics in general. Repeatedly, the issue of media content analysis is referred to at different levels as being addressed by research in an unsatisfactory manner, and, over and over again, different documents refer to it as one of the priorities (Council of the European Union, 2004; Vláda ČR, 2004).

In 2003 a student project involving the quantitative content analysis of media messages on drugs was commenced at the Department of Psychology of the Philosophical Faculty of Palacký University in Olomouc, as part of the curriculum. A total of four students worked on the project as part of their diploma theses, analysing news items about drugs published in the Czech media. The objective of the study was to carry out content analysis of news items published in the media in 2003, i.e. to answer the question about the current portrayal of drugs<sup>1</sup> and drug users in the Czech media. This project made it possible to develop the first working version of the so-called coding manual, whose underlying principle is the quantification of qualitative written data using the scaling method (see also Mioviský, 2006). The analysis included the 2003 news items on drugs appearing in both the regional and national media.

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<sup>1</sup> *Both legal and illegal addictive substances.*

database containing articles<sup>2</sup> on drugs, which is compiled by the Press Department of the Office of the Government of the Czech Republic according to specific key words, was used. The monitoring covered the following media: six national newspapers; 60 magazines and reviews; 88 regional papers broken down into 9 regions; two public TV stations; two private TV stations with national coverage and one private regional TV station; two public and two private radio stations with national coverage; 40 internet sources; two information agencies, and the newsletter of the Office of the Government of the Czech Republic.

Taking into account the nature of the data under study, the method of quantitative content analysis was chosen to conduct the analysis. The traditional “qualitative content analysis” is the oldest, most central and most widely used qualitative research method. In particular, this method was used to study the content of literary texts (Maršalová & Mikšík, 1990). According to Plichtová (Plichtová, 1996), a quantitative approach to the analysis of texts began to be applied in the 18th century. Until then, the methods of text interpretation, specifically in the context of literary criticism and history, were the main ones that were pursued. The first instances of the application of the quantitative content analysis of media messages date back to the early 20th century (McQuail, 1999). First and foremost, the tradition of content analyses has been maintained by German and American investigators, including Winfried Schulz (Schulz, 2004; Schulz et al., 2005), Wolfgang Donsbach (e.g. Donsbach & Jandura, 2003) and Hans Mathias Kepplinger (e.g. Kepplinger & Habermeier, 1995), who study the relationship between political and media communication. Quantitative content analysis features the investigation of the content of media coverage according to the occurrence of specifically designated characteristics and the subsequent quantification of such characteristics, which makes it possible to process a great quantity of content items.

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<sup>2</sup> Throughout the text, the word „article(s)“ refers to the transcribed items of coverage presented by print media, radio, and television.

This project produced an original coding system (coding manual), which was tested in the pilot study. The coding system consists of the following variables:

- identification variables (title of the article, date of issue, name and type of the medium);
- characteristics providing information about the content of the message: source (who the author or originator of the message is), the focus of the story (whether it primarily addresses the drug issue or not), substance category (what drugs are covered), information on users, the effects of acute intoxication and long-term use, offending (manufacturing, trafficking, distribution, violent crime, acquisitive crime, etc.), drug scene (trends in using, characteristics of users, etc.), orientation (drug policy, primary prevention, the police, the prison system, etc.), or the general message of the article (positive, negative, neutral);
- characteristics concerning the way the information is processed: information on the source (to what extent the source of the message is transparent and can be verified), style (report, analysis), format (interview, debate, survey, review, etc.), tone of the story (what standpoint, if any, on the topic is taken), tone of the heading (whether the heading is in line with the content of the story), the mention of a drug in the heading, page number, the article’s location and the presence of photographs.

The project was divided into four segments, each addressing the portrayal of (a) specific substance(s), namely alcohol (Kováčová, 2005), tobacco (Brachová, 2004), cannabis (Sivek, 2004, Sivek et al., 2008), and stimulants and opioids (Grohmannová, 2005; Grohmannová, 2006), as presented by media messages.

The research topic under consideration was further pursued as part of the Czech Science Foundation project No. 406/07/0541, entitled “Development of a Coding System for Socio-Psychological Quantitative Content Analysis of Media Messages and Its Potential Combination with Qualitative Methods”. At this point, the goal of this project was to design the first integrated version of the manual and test it on a larger sample

of messages. These efforts gave rise to a natural link with the original initiative, which had evolved into an original approach to the content analysis of media messages in this field. The results were presented at conferences held both in the Czech Republic and abroad (see, for example, Miovský, 2007 or Miovský & Zábanský, 2007) and interesting workshops took place (e.g. Miovská et al., 2008). In the final stage of the project, its major outcomes were also published in professional journals (e.g. Miovská et al., 2008; Běláčková, 2008, Novák et al., 2009, etc.).

The main results of the project may be seen as constituting three levels. The first level involves methodology. The project met the expectations in the sense of its providing grounds for the development and verification of an original approach/tool used to carry out content analysis of media messages covering the domain of addictive substances and related issues. It was demonstrated that this tool can capture the major topics and allows a much more sophisticated approach than that applied by the majority of the previously published works dealing with this area of interest. The second level constitutes highly practical results which show what the media present in relation to the drug issue, and how, and in what way these results should be used in further research and practice. The outcomes also included an attempt to initiate a discussion with representatives of the media (Miovský, Miovská & Šucha, 2007). The most significant outcome, however, may truly be seen in enhancing the quality of research into this area in the Czech Republic to meet the current European standards and establish cooperation which would facilitate the further development of these research activities within a broader international partnership.

The authors



## Summary of coded variables, including examples

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The variables are listed in the same order as that used to carry out the coding for the database. Each variable is described and explained. Examples and information about what measures each variable may score are provided.

**Table 1.a** / General summary of coded variables

VARIABLE	FORMAT	MEASURES
Title of the article	Text	xxx
Date	DD.MM.2007	DD.MM.2007
Name of the medium	Text	xxx
Type of the medium	Code	1 - 4
Information on the source	Code	1 - 4
Specification of the source	Code	1 - 21
Style	Code	1 - 3
Form	Code	1 - 5
Substance category	Code	0 - 12
Focus of the story	Code	1 - 3
Users	Code	1 - 13
Users' gender	Code	1 - 4
Effects of acute intoxication and drug used	Code	1 - 8
Effects of long-term use	Code	1 - 8
Criminal offences and misdemeanours	Code	11 - 32
User scene	Code	1 - 3
Orientation – topic	Code	1 - 12
General message of the article 1	Code	1 - 16
General message of the article 2	Code	1 - 5
Tone of the heading 1	Code	1 - 2
Tone of the heading 2	Code	1 - 4



VARIABLE	FORMAT	MEASURES
Drug in the heading	Code	0 - 11
Abroad, Czech Republic	Code	1 - 3
Page – article’s location	Number	0, page number
Children in the article	Code	0 - 1
Photography	Code	0 - 1
Personalities	xxx	xxx

**Table 1.b** / General summary of coded variables

### A. TITLE OF THE ARTICLE

VARIABLE	FORMAT	MEASURES	MEASURE IDENTIFICATION
Title of the article	Text	XXX	

The title of the article is an identification variable which is used to distinguish a unit under analysis in the sample. It is indicated as text – it is not scored. The title of the article is indicated as the first line of

the coding unit; a bold larger-size font is used to mark it in the monitoring text.

Example: 8 January 2007 – Community Seeking Money to Combat Drugs [*MF dnes*].

### B. DATE

VARIABLE	FORMAT	MEASURES	MEASURE IDENTIFICATION
Date	DD.MM.2007	DD.MM.2007	

The date on which a news item was published is an identification variable. It is indicated in the paragraph including the introductory information about a given media message. The item is preceded by the heading

“Date of Issue”, and its full version is entered in the schedule in the following format: DD.MM.YYYY. This variable serves to identify the article and determine the frequency of variables over time.

### C. NAME OF THE MEDIUM

VARIABLE	FORMAT	MEASURES	MEASURE IDENTIFICATION
Name of the medium	Text	xxx	

The name of the medium is used to recognise the medium which published the news item and, accordingly, to identify the story. This information is stated in the paragraph including the introductory information about a given message and referred to as “Source”. The full name of the medium, or its abbreviation

which is generally known and used (such as *MF Dnes*), is entered into the schedule. It is entered directly into the table as text.

Example: *Mladá fronta Dnes, Právo, Šťastný JIM, Story, BBC, NOVA TV*

## D. TYPE OF THE MEDIUM

VARIABLE	FORMAT	MEASURES	MEASURE IDENTIFICATION
Type of the medium	Code	1	Press
		2	Radio
		3	Television
		4	Internet

The variable determines the form in which the medium passes the information to the target group. The name of the medium specified in the paragraph with the introductory information about a given message is used as an indicator. The name of the medium is preceded by the heading “Source”. The measure of the variable will be determined according to the rank of the medium in the list of the media being monitored. In all the media types, investigation only concerns the verbal content of the message, which is – in the case of radio and TV coverage – transcribed.

Variable measures and coding examples:

1. Press.

Examples: *Hospodářské noviny, Lidové noviny, Reflex, Respekt, Ring.*

2. Radio.

Examples: *BBC, Frekvence 1, Radiožurnál, Český rozhlas 6.*

3. Television.

Examples: *NOVA TV, Prima TV, (ČT 1) Czech Public TV, Channel 1, (ČT 2) Czech Public TV, Channel 2*

4. Internet.

Examples: *iDnes, iHned, Novinky.cz.*

## E. INFORMATION ON THE SOURCE

VARIABLE	FORMAT	MEASURES	MEASURE IDENTIFICATION
Information on the source	Code	1	Absent
		2	Vague, general
		3	Incomplete
		4	Accurate, complete

This variable reflects the information about the source of the information being presented. The presence of information about the source of the information, i.e. how the author of the article treats his source of information, is used as an indicator. The measure of the variable is first determined by establishing the presence or absence of a reference. If the news item includes no such reference, the amount and specificity of the information about the source are assessed. The assessment criterion is the extent to which the source can be accurately identified on the basis of the information provided, i.e. whether the information about the source is comprehensive.

Variable measures and coding examples:

1. Absent: the article lacks any reference to information sources, and does not include any information about where the information presented comes from, not even the author’s name or initials. Example: “...a member of the American Baseball Hall of Fame, Orlando Cepeda (69), was arrested for drug possession. When the police stopped the former star of the San Francisco Giants for speeding on the motorway, they discovered marijuana and cocaine in the boot of his car.” (4 May 2007 *Lidové noviny: Pískot*, annotation).

2. Vague, general: the source of information is indicated in very general terms, and its more accurate identification is impossible. The source cannot be retrieved without providing additional data.

Examples: “The Pelhřimov criminal police brought a charge against two young men, 19 and 24 respectively, from the Humpolec area. According to the police, they broke into a building ...”; “the police believe that they are ...” or “scientists suggest that...”

3. Incomplete: the article contains a sufficient quantity of data which may be used to search for additional information and arrive at an accurate identification of the source. Examples: “They were various chemicals, a cooker, scales and other objects which can be used to manufacture this drug, the Olomouc police spokesperson, Jitka Dolejšová, informed Právo”... “The April issue of the

British Medical Journal writes...” or “as described by Zdeněk Desat, a senior constable of the Municipal Police in Vimperk”.

4. Accurate, complete: the information source is accurately identified, and citations, if any, meet the requirements for a scientific paper. The author’s details include additional contact information, such as an e-mail address, and an exact website address is provided for citations from the internet.

Example: “The agenda that concerned this drug protection will be passed on to a new NGO which should come into being within days; it will be called *Explace*, and the remaining three big projects will be taken over by another NGO based in Pardubice, named *SKP Centrum*... Michal ZITKO, spokesperson, Pardubice Municipal Authority.”

#### FGH. SPECIFICATION OF THE SOURCE

VARIABLE	FORMAT	MEASURES	MEASURE IDENTIFICATION
Specification of the source	Code	1	Czech News Agency (ČTK)
		2	VLTAVA
		3	AFP
		4	Reuters health
		5	MAFS
		6	Another news agency
		7	Research, study, survey, opinion poll
		8	Professional association
		9	Book, professional journal
		10	News in other media
		11	Police officer, fire fighter, customs officer, prosecutor, judge, etc.
		12	Helping professional not engaged in drug services
		13	Helping professional engaged in drug services
		14	Politician, ministerial spokesperson
		15	Legal producer, distributor, vendor, advertising agency
		16	User
		17	Offender
		18	Private person
		19	Author of the article
		20	Reporter, correspondent
		21	Well-known person (actor, artist, singer)

This variable involves the name or identification of the source of information which the author draws from or refers to. The presence of a name, mark, or identification is an indicator. Most of the measures feature general categories, with the exception of news agencies, where a specific entity is looked for. The abbreviation of a news agency (or its full name) is indicated on the first line before the text itself or at the very end of the text on a separate line. A reference to agency news may also be found anywhere in the contribution. Three fields in the coding table are reserved for it, which makes it possible to score up to three different sources in one article.

Variable measures and coding examples:

1. *ČTK (Czech News Agency)*.
2. *VLTAVA*.
3. *AFP (Agence France-Presse)*.
4. *Reuters*.
5. *MAFS*.
6. Any other news agency.  
Examples: *Bloomberg, Anopress*.
7. Research, study, survey, opinion poll, report, statistics.  
Examples: "...published by the Institute of Health Information and Statistics of the Czech Republic (UZIS)", "...as suggested by the household survey (National Household Survey on Drug Abuse)."
8. Professional association: the source of the statement is a professional association concerned with a field which is somehow related to the drug issue. The association is independent of the political scene at both the national and local level.  
Examples: "...the data of the World Health Organisation (WHO) show that the Czech Republic ranks seventh on this scoreboard, which is nothing to be proud of...", "...On the contrary, the management of the Czech Medical Chamber, asso-

ciating all physicians, raise objections... ..They argue that, for non-professionals, the records may be confusing rather than helpful. "If files are accessible with no restrictions whatsoever, some patients may even sustain harm," said Milan Kubek, the head of the Chamber..."

9. Professional publication, journal, anthology, bulletin: a scientific publication, book or professional journal is referred to as the source of information. It can also be a review of a professional book whose subject matter pertains to the drug issue.

Examples: "...in Kepele, too, we find enough reasons why this "European solution" may seem more than problematic and uncertain. In his monumental 400-page study *Jihad: The Trail of Political Islam*, he points out another group ...", "...As suggested by the annual report of the UN International Narcotics Control Board (INCB), in some parts of the world it is becoming ever more frequent that over-the-counter medicines are misused as narcotics..."

10. Story carried by other media: the author draws their information from other media mentioned in the article by reference (again, it applies here that the information included in the article is followed); this does not involve any professional publication but the media, including foreign media, under monitoring.  
Example: "as reported by the ČT 1 TV channel in its news programme..."

11. Police officer, fire fighter, customs officer, prison officer, legal professional (public prosecutor, judge) or spokesperson for an institution: the person's affiliation with the service or institution is indicated using the relevant specification, or their position.

Examples: a spokesperson for the Pilsen region police, Jolana Čihová; Kamila Meclová, Director-General of the Prison Service; the judge Petr Novák.

12. Helping professions, outside drug services: a helping professional (such as a physician, psychologist, teacher, or social worker) – referred to in the coverage as an expert or employee of an institution concerned with issues other than drugs.

Examples: Jaroslav Homola, Head Physician, Children's Clinic of Masaryk Hospital; Jaroslav Žejdl, Director, Educational Institution for Children and Young People, Boletice.

13. Helping professions, drug services: a helping professional (such as a physician, psychologist, teacher, or social worker) – referred to in the coverage as an expert or employee of an institution concerned with the drug issue.

Example: “MUDr. Pavel Kubů of the Drogmem association, where he focuses on the prevention of synthetic drugs...”

14. Politician: a person who formally represents a certain group of citizens on a national, regional or municipal level, or a spokesperson for such a public figure. In the story, the name of such a person is associated with the party they represent or their public office. These individuals exercise legislative, executive or administrative powers (or act on behalf of those having such powers) on both the national and regional/municipal levels.

Example: Pavel Bém, Mayor of Prague.

15. Legal manufacturer, distributor, dealer: in this case, everybody involved in the legal (explicitly authorised by the state) production, distribution and sales of a substance is a source of information.

Example: “Rosario Lazo, the head of a Peruvian company making candy based on a mixture of caramel and cocaine...”

16. User: a person is clearly identified as a user; either they are explicitly referred to as such, or it is implied from the context. Ex-users or people in recovery also fall under this category.

Example: “He replied to the court by saying that he had been an irregular pervitin user for three years.”

17. Offender: a person is either explicitly referred to as one accused of, charged with, or convicted of a misdemeanour or offence, or it is implied from the content of the coverage.

Example: “...for which he appeared in the Teplice court yesterday ... I don't deny it, I did cook,”

Mičan admitted in the court hearing. From the beginning, he supposedly made pervitin for his personal use only, but drug users from all around knew about his cooking lab. “I have the reputation of being a good cook,” he said. Therefore, he is said to have been contacted by a growing number of people wanting to buy the drug from him ...”

18. Private person: a person who is not specifically identified in professional terms or does not meet the criteria for other measures of the variable. Such a person holds no office in the civil service, is not engaged in the helping professions or drug research, and is not a user, offender or journalist. It may be a person who is not reported to have been using drugs under our monitoring.

Examples: a witness giving evidence in court; a counsel.

19. Author of the article: a person commenting on a certain topic is identified as a journalist. This measure draws a distinction between features which are expected to mainly reflect the author's opinions and ideas and news reporting, which, ideally, should not be biased by the author's personal views and should rather be informed by an external source. The person indicated as the author (with their full name or initials), between the heading and the text of the article, is used as the source. In addition to feature writers, this category encompasses the writers of letters and contributions to public enquiries. The information about the professional background of the author of the commentary is generally provided at the end of the article.

20. Reporter, correspondent: a reporter present “on the spot”, not needing to refer to other sources, is indicated as the source. Being “on the spot” is a problematic notion – it does not necessarily mean that a reporter was an eyewitness of the event, even though the media often try to create such an impression.

21. Personality known from the media (such as actors, artists, and singers): a well-known personality – “celebrity” – such as an actor, singer, or athlete, is indicated as the source.

## I. STYLE

VARIABLE	FORMAT	MEASURES	MEASURE IDENTIFICATION
Style	Code	1	News reporting
		2	Feature
		3	Impossible to differentiate

This variable provides information about the style in which the article was written and the presence of any standpoint which the story may convey, either implicitly or explicitly. A representation of a certain type of information serves as an indicator. Specifically, whether the story presents facts or, on the contrary, presents its point of view by commenting on the facts is looked for. The variable measure is determined by deciding which type of information prevails, whether the article takes a standpoint or just presents the information (or is expected to do so).

Variable measures and coding examples:

1. News reporting: information and facts are used to describe the latest events; the focus is on relevance, accuracy and neutrality. The aim is to provide objective information without the journalist presenting their point of view.

Example: “Starting from 1 January, the Benešov K-centrum low-threshold agency, which helps people with addiction, will be newly managed by the Magdalena Therapeutic Community, a public service company, from the town of Mníšek pod Brdy. This arrangement should tackle the financial problems which the facility has struggled with in the last two years. In addition to keeping its existing range of services, the agency will try to improve and expand them, said the manager Hana Slámová.”

2. Feature: these accounts seek correlations, present views, comment, take a stand, and provide space for evaluation and reasoning; previously known facts are usually used as subject matter. Such media coverage items include columns, comments, reports, interviews, and commentaries.

Example: “Something is being done about the Pilsen ghettos inhabited by those who are poor, unemployed, maladaptive, and dependent on alcohol and drugs. At last. The People in Need workers were the first, followed by the charity. A centre for children from problem families will be established in the “horror house” in Resslerova Street. Some may find such initiatives a waste of money and useless effort. But they are not. Everything that is done to improve the situation in the ghettos will pay off in the end. And the public administration has a lot to catch up with, just because those infamous addresses were mostly built under the supervision, and sometimes even with the assistance, of the authorities. The massive concentration of socially deprived families in several buildings was no coincidence. It did not happen overnight. For example, in Strážnická Street, on the Vinice housing estate, the concentration is a result of several years’ efforts. A problem was planted and the salvation is seen in the building being sold to a company engaged in debt recovery. This is not a good story. If nothing else, attempts to put at least somebody’s misery to an end promise a happier ending.” (30 December 2006, *Mladá fronta DNES*: Something is finally being done about ghettos; by: Jaroslav Nedvěd)

3. Undifferentiated: styles are intermingled, and none of them prevails, i.e. an article contains information about an event, as well as a presentation of the author’s own point of view.

Examples: “It was with a great deal of mixed feelings that I read what I considered a very “evil” article, “Teachers Wash Their Hands Of Children” by Vratislav Vyhlička, published in *Haló noviny* on 9 January 2007. I must say I was touched by both its tone and content. I do not know, of course, how extensive the research was

that preceded all those unflattering conclusions of the author's about teachers. My experience, however, is totally different."; "Because of her debts, American singer Whitney Houston (43) has had to auction off organs, pianos, dresses, and shoes, but also underwear, a wooden ladder and damaged records. The New Jersey Court ordered her to clear a warehouse in which she had several tons of concert equipment stored. The reason is her outstanding rent, worth

\$175 thousand. Despite having sold over 120 million records, Whitney has not been doing too well lately. The authorities have already seized her house in Atlanta and she is getting divorced from the singer Bobby Brown after 14 years of marriage. For the past several years, the ups and downs of their relationship have made the headlines in the tabloids, as has Whitney's struggle with drugs and alcohol." (15 January 2007 *Tyden*: Whitney is in debt)

#### J. FORM

VARIABLE	FORMAT	MEASURES	MEASURE IDENTIFICATION
Form	Code	1	Information
		2	Interview, debate
		3	Opinion poll
		4	Review
		5	Answer to a question

The variable provides information about the form in which a media message was presented.

Variable measures:

1. Information.
2. Interview, debate.
3. Opinion poll.
4. Review.
5. Answer to a question.

#### KLM. SUBSTANCE CATEGORY

VARIABLE	FORMAT	MEASURES	MEASURE IDENTIFICATION
Substance category	Code	0	None
		1	Unspecified
		2	Alcohol
		3	Tobacco
		4	Cannabis
		5	Ecstasy
		6	Opiates
		7	Stimulants
		8	Hallucinogens
		9	Inhalants
		10	Pills
		11	Substitution (methadone, Subutex®)
12	Non-substance addiction		

This variable determines the type of substance referred to in the story. Specific names of substances or groups of substances, including their slang denominations, are used as an indicator. Most of the names of the substances may be easily identified in the text. Each article may be coded using a maximum of three relevant measures.

Variable measures and coding examples:

0. None.

1. No specific differentiation: in this case, the word “drug” is used as a generic term for substances with psychoactive effects, without any distinctive specification. No score is recorded if the word “drug” is used as a synonym for a specific psychoactive substance mentioned earlier in the story (e.g. the story deals with ecstasy, which is subsequently referred to as a “drug” in the text).

Example: “From now on, people receiving drug treatment should have a better chance of finding work. Job offers should be available to them on the [www.re-start.cz](http://www.re-start.cz) website launched today by the Prev-Centrum civic association....” (15 January 2007, *Czech News Agency: Website Could Help Drug Addicts Find Jobs*)

2. Alcohol: this measure indicates that the article addresses topics related to alcohol and alcoholic products. The key words used to determine the item include alcohol, alcoholism, alcoholic, beer, wine, drunk, drunkenness, get drunk, spirit, and drinker.

Example: “In the seventy years of their existence, the Alcoholics Anonymous organisations have spread virtually all around the world. They represent a well-respected method of recovery from addiction to alcohol, in spite of the fact that, in practice, they replace chemical dependency with dependency on faith. If you tried to cure the same people by giving them an efficient natural substance instead of religious ecstasy, you would rot in jail.”

3. Tobacco: this measure indicates that the article addresses topics related to nicotine, tobacco and tobacco-based products. The key words used to determine the item include cigarette, cigar, pipe, tobacco, smoke, smoker, tobacco-based, and nicotine.

Example: “A woman came to the Benešov *K-Centrum* with her new year’s resolution to stop smoking. Using the services of the smoking counselling centre, she is now trying to quit. She is among five people there who decided to kick the habit. Another woman has undergone an operation and was referred to the counselling centre by her physician. Altogether, there are four women and one man. The others have been attending the centre since last year. I motivate them to reduce the doses and we are working on preparation for abstinence. Sometimes they keep in contact with me like this for six months or a year before they start abstaining. Or they start smoking again and come to me once more. It’s like with any other drugs, a smoker never becomes fully recovered, they need to abstain for the rest of their lives. I have been running the smoking counselling centre for seven years now; before that the facility was managed by the public health service. Last year I had 31 smokers in my file. In addition to that, I had one-off appointments with 22 individuals last year. I provided those with information, leaflets, counselling, and referral contacts. We also brought smoking prevention to schools through field trips, information posts, and exhibitions.” (16 January 2007, *Mladá fronta DNES: Quitting Smoking*, by Hana Slámová)

4. Cannabis: this category involves substances containing THC. In the articles, they are determined by key words such as marijuana, grass, pot, cannabis, joint, and hashish.

Example: “Richard Pound, President of the World Anti-Doping Agency, has suggested that the approach to athletes who test positive for prohibited substances should be reviewed in the near future. “When an athlete takes cold medication, smokes marijuana or when there is something which does not involve doping in the true sense of the word but is only a technical violation of the rules, we should be more flexible in considering such incidents,” said Pound.” (18 January 2007, *Sport: A Change in Doping?*)

5. Ecstasy: this category involves ecstasy and its derivatives. The articles feature key words such as ecstasy, bean, thizz, MDMA, etc.



Example: "...the police also arrested four men who are accused of trafficking ecstasy into the Czech Republic ..."

6. Opiates: opioids, heroin, morphine, codeine. Key words: heroin user, take drugs, junkie, drug addict, opium.

Example: "Paramedics rushed to help a thirty-seven-year-old drug addict who lapsed into unconsciousness at the Drop-in Centre in Karoliny Světlé Street. The woman suddenly collapsed while consulting her dependence on psychotropic and narcotic substances. After providing acute care, the ambulance crew took the woman, still unconscious, to the Department of Internal Medicine at the *Na Františku* hospital. The drug addict is likely to have secretly overdosed on heroin." (4 January 2007, *Pražský deník*: Woman Overdosed on Heroin)

7. Stimulants: pervitin, cocaine, crack.

Examples: "...the number of pervitin cooking labs is on the rise...", "...later tests showed that his near-death condition was caused by cocaine use ..."

8. Inhalants: this measure indicates that the article covers topics concerning volatile substances used for inhaling. They include toluene, propane-butane, benzine, and glue. The articles feature key words such as toluene, propane-butane, benzine, glue, volatile substances, solvents, lighter gas, inhale, and sniff.

Examples: "...we can certainly destroy our sense of smell ourselves. Drug addicts, whether they get high on cocaine or toluene, provide an extreme example ...", "...he said that the person on the scene had held a rag and a plastic bag with a bottle of toluene in his hand. "I could smell toluene, but I don't know whether he was drunk or under the influence of drugs," the young man who called the police reported..."

9. Pills: this measure indicates that the article deals with topics concerning pills with psychoactive effects, and the articles refer to them in relation to them being used directly or as precursors for the manufacturing of drugs belonging to a different category. The key words include pills, medicine(s) and the trade names of such pharmaceuticals (e.g. Rohypnol®, Diazepam®, etc.).

This measure is scaled if pills are mentioned in association with psychoactive effects.

Example: "...the unforgettable mother of the actor Lisa Minnelli and a face of the golden era of musical film could have become the most famous singing Hollywood star if... she became well-known for her beautiful full-bodied voice, winsome charm and astonishing sense of humour. However, she was also notorious for numerous affairs stemming from her drug addiction and love. She wanted to be loved, but the men she loved longed for the Judy who was making big money by her singing or the Judy they could salvage and make a better person. For men, she remained a mystery which was difficult to unravel. Moreover, she lived beyond her means, which finally either discouraged them, or they joined her on her ride to self-destruction. Judy Garland was only 47 when she died of a barbiturates overdose on 22 June 1969." (15 January 2007, Story: Hana Maciuchová: Wasted Talent, by Eva Božoňová)

10. Substitution: this measure indicates that the article deals with substances used to treat people dependent on drugs, particularly with their misuse. The key words include substitution treatment, substitution, Subutex®, methadone, methadone treatment, Suboxone®, and buprenorphine.

Example: "The Karlovy Vary Substitution Therapy Centre, which helps people dependent on opiates in the Karlovy Vary and Pilsen regions, is experiencing a growing number of referrals. Since its opening last July, the centre has registered 13 steady clients and this number is on the increase. As part of the treatment programme, methadone is administered to the clients as a substitute for heroin. Until recently the treatment was only available in Prague and Ústí nad Labem. The Czech News Agency received the information from the head of the centre, Martina Frýbertová." (16 January 2007, Czech News Agency: More People Are Seeking Help from the Substitution Therapy Centre in Karlovy Vary)

11. Hallucinogens: LSD (trip, acid), psilocybin (magic mushrooms).

Examples: "...a hundred doses of LSD were seized in relation to the case...", "...British scientists report

that the infamous hallucinogenic “magic” mushrooms contain active substances which can be effectively used in the treatment of cancer!...”

#### 12. Non-substance addiction.

Examples: “...dependence on computer games. For each of us, the concept of dependence on computer games may have different connotations. Some may associate it with harmful effects on the backbone and eyes as a result of prolonged sitting in front of the screen...”, “...those who think that the only addiction

is that to alcohol and drugs are wrong. As computer technologies advance, an ever-growing number of people are developing a dependency on the internet. Psychologists are not the only ones who are sounding the alarm...”, “...folks, for God’s sake, stay away from gambling! This is a public appeal from Petr Kohout (37) of Most. He knows what he is talking about. His gambling on slot machines resulted in the breakup of two of his marriages and the loss of half a million crowns. His addiction drove him to sell the family property and he attempted suicide seven times...”

## N. FOCUS OF THE STORY

VARIABLE	FORMAT	MEASURES	MEASURE IDENTIFICATION
Focus of the story	Code	1	The article addresses drug-related issues
		2	Drug-related issues receive marginal attention
		3	Different topic

This variable gives information about whether drugs (substances covered by the previous variable) are the main subject matter of the article. It does not indicate whether specific drugs, such as marijuana or pervitin, are the major topic of the article. It determines the focus on drugs in general.

to provide background for the core topic of the story  
Examples: “...under the patronage of the *Modrý svět* civic association. The organisation is well-known for its activities intended to tackle drug addiction and pathological phenomena among young people.”  
“...suggesting that this is the way to prevent various types of addiction or destructive life scenarios.”

Variable measures and coding examples:

1. Drug-related issues: the focus is on topics directly related to drugs.

Example: “Last year in Prague the Sananim association collected about 1,100,000 hypodermic syringes from drug users. The low-threshold centre accounted for over 800,000 items, while the rest were recovered by outreach workers in the streets. The centre was visited by a total of over two thousand addicts.” (16 January 2007, *24 hodin*: Over a Million Syringes Collected)

2. Drug-related issues only receive marginal attention: the main subject matter of the article does not concern a drug-related issue. The key words scored under the substance category variable are mentioned. there only

3. Different topic.

Example: “A halfway house providing accommodation for young people who leave children’s homes and foster families will also exist in Vsetín. The *Pod křídly* civic association, which operates two similar facilities in Valašské Meziříčí, wants to build it on municipal land...the clients of these facilities are required to follow very strict rules. “They have to have a job, which means that they are not allowed to take advantage of social security benefits. They have to be on a building saving scheme involving a minimum of five hundred crowns a month and we do not tolerate any drugs, alcohol and the like.” Smrčková summarised some of the rules.” (16 January 2007, *Právo*: Vsetín Will Also Have a Halfway House; by Radovan Stoklasa)

## O. USERS

VARIABLE	FORMAT	MEASURES	MEASURE IDENTIFICATION
Users	Code	1	Adults
		2	Juveniles
		3	Children
		4	Children/juveniles and adults
		5	Female, mother
		6	Male
		7	The police, customs officers, soldiers
		8	Politician, president, mayor, ministers, queen
		9	Physicians
		10	Actor, painter, artists
		11	Athletes
		12	The homeless
		13	Not specified

This variable differentiates between the users of the substances under scrutiny according to their age. The full text of the message (both the story and the heading) is used as a baseline. A person is explicitly identified as a user; they are either referred to as such or it is implied from the context. The age of majority is used as a dividing line to determine the variable measure. The news item includes either specific information on a person's age or a relevant reference

Variable measures and coding examples:

1. Adults: a person over eighteen years of age; their age is indicated or a reference to an adult person is provided: male/man, female/woman, adult, of age, major, or, for example, twenty-seven-year-old man, two males (19 and 25), etc.

Example: "The Rakovník criminal police charged a forty-year-old man and a woman two years younger with the unauthorised production and possession of narcotic psychotropic substances and poisons..." (13 January 2007, *Haló noviny*: A Pervitin-Making Couple Held on Remand)

2. Juveniles: a person under eighteen years of age; their age is indicated or a reference to a minor person is provided: child, pupil, apprentice, juvenile, minor.

Example: "Nothing but despair is the state experienced by parents who witness their child being voluntarily and inevitably destroyed by drugs. What is there for them to do? When they have run out of ways to wrest their daughter or son free from the clutches of drugs and the street, they decide to turn their house into a little prison. What chance of success is there then? Let's have a look..." (10 January 2007, Nova TV: Can Home Confinement Become a Remedy?)

3. Children.

Example: "Although still in elementary school, almost half of them smoke, one third have experience with alcohol, some take chances with drugs, others know what bullying is about ..." (9 January 2007, *Mladá fronta DNES*: Learning to Live in the Great Outdoors, Drug-Free)

4. Children/juveniles and adults: the article clearly refers to users belonging to both of the previous groups. Each of the groups is specifically mentioned or there is an expression such as "some of the users were under age."

Example: "Today the High Court of Justice sentenced Jiří Kopecký to nine years' imprisonment for drug trafficking. According to the judgement, the man was

selling and giving out drugs to a number of people, including individuals under 15 years of age, mainly in the Brooklyn and Petra bars in the town of Česká Lípa. He also had sex with an underage girl. Today Kopecký partly succeeded with his appeal against the original verdict passed by the Liberec court last April, which involved a prison sentence that was actually one year longer...” (8 January 2007, Czech News Agency Service: Dealer Sentenced to Nine Years’ Imprisonment for Selling Drugs to Young People)

5. Female, mother: the measure identifies stories focusing on users from among girls, women, and mothers (pregnant women and unborn children).

Example: “A fifty-five-year-old woman from Nýrsko is being prosecuted by the police for the offence of the unauthorised production and possession of narcotic and psychotropic substances. Last year she grew cannabis in her garden and used the concoction in a bath...” (10 January 2007, *Právo*: Woman Grew Cannabis)

6. Male: these articles deal with the general consequences of drug use, with a particular view to male users.

Example: “Folks, for God’s sake, stay away from gambling! This is a public appeal from Petr Kohout (37) of Most. He knows what he is talking about. His gambling on slot machines resulted in the breakup of two of his marriages and the loss of half a million crowns. His addiction drove him to sell the family property and he attempted suicide seven times. “This must change. The government tackles crime and drugs, but supports gambling machines, as it brings it profit,” he claims. He is determined to take action. “I want to walk through the country and tell everybody who is willing to listen what this kind of addiction takes away from you,” he said...” (13 January 2007, *Blesk*: I Gambled My Family Away)

7. The police, customs officers, soldiers.

Examples: “...originally the police suspected four soldiers of the distribution and use of drugs. It has now become clear that there were at least nine people around the cutting-edge Gripen fighter planes who were found to have drugs in their blood. The presence

of addictive substances in their bodies was detected during tests ordered by the base commander...”, “...two soldiers, charged with the distribution of drugs, had been supplying the substances for two-and-a-half years before being arrested. They were detected by the army itself. Both dealers used drugs themselves, and distributed heroin and pervitin, as well as marijuana....”

8. Politician, president, mayor, ministers, queen: the articles mention users from among politicians, members of the royal family, etc.

Examples: “...pot helped, and so did booze, sometimes a line when I could afford it. But no shooting”. The openness with which Obama depicted his experience with drugs made sense at the time the book was written. According to his own words, he wanted to show young Afro-Americans that drugs were not a solution. Unless it turns out sometime that he polished up the truth and that his youth was “wilder” than he admits, Obama may even politically benefit from such a confession. He got at least one skeleton out of his closet...”, “...the Brits do not mind that David Cameron, the Conservative Party leader, used to experiment with marijuana, but they would like a politician to face up to such things and not to deny them...”

9. Physicians: the articles mention physicians as users.

Examples: “...today the court in Valencia, Spain, sent to prison for almost two thousand years an anaesthesiologist who had infected his patients with hepatitis C as a result of his addiction to morphine ...”, “...Lukáš Pollert, a physician, a member of the Prague Assembly, and a canoeist, is thinking of planting a patch of cannabis in his garden... “I do have a joint once a year or so,” Pollert estimates...”

10. Actor, painter, artists: the articles mention well-known figures from the world of art as users.

Example: “George Michael is to appear in court tomorrow. Just before Christmas the police caught the forty-three-year-old singer driving under the influence of marijuana...” (10 January 2007, *Impuls*: George Michael to Appear in Court Tomorrow)

11. Athletes: the articles mention well-known figures from the world of sports as users.

Example: “It is one of the greatest ice hockey miracles that the Canadian forward Bob Probert managed to play 935 matches in the NHL. During his career, he repeatedly ended up in prison cells and drug and alcohol rehab. In addition, as a notorious fighter, he used to receive numerous disciplinary sanctions. If nothing else, this ranks him among the players who will not be easily forgotten overseas. ...” (11 January 2007, *Sport: Fighter and His Tumultuous Life*)

12. The homeless: this item involves articles referring to a negligent accident caused by users from among the homeless.

Examples: “...with alcohol in his blood and a solvent-sniffing bag in his hand, a thirty-nine-year-old homeless person died in a Karviná park on Thursday. His body was found by his “roommate” in a tent near a railway yard. “It was ascertained that the man had been using a large amount of alcohol in combination with inhaling volatile substances,” reported a spokes person for the Karviná police, Stanislav Sobol ...”, “...In addition, among the homeless by one of the department stores, the police found a boy aged only 14 who was completely drunk...”

13. Not specified: the age of the people is not explicitly indicated; users are referred to in general terms, and their age is not made clear; only vague references,

such as “young man”, are made, or the information cannot be placed under any other category.

Example: “About 22% of the people in the Czech Republic have experienced drug use. At least that is what a survey conducted by the Institute of Health Information and Statistics of the Czech Republic suggests. The study indicates that men rather than women, singles rather than those who are married, people with primary and secondary education, and young people up to 24 years of age are more likely to try drugs. Twenty-one per cent of the population is reported to have experienced the most widespread drugs, such as marijuana and hashish....” (18 January 2007, *Instinkt: One in Five Tried Drugs*)

## P. USERS' GENDER

VARIABLE	FORMAT	MEASURES	MEASURE IDENTIFICATION
Users' gender	Code	1	Female
		2	Male
		3	Both female and male
		4	Not specified

This variable provides information about the gender of the users referred to in the media message.

Variable measures:

1. Female.
2. Male.
3. Both female and male.
4. Not specified.

## QRS. EFFECTS OF ACUTE INTOXICATION AND DRUG USED

VARIABLE	FORMAT	MEASURES	MEASURE IDENTIFICATION
Effects of acute intoxication and drug used	Code	1	Health problems
		2	Psychological effects
		3	Social problems, etc.
		4	Death
		5	Offending
		6	Material damage
		7	Traffic accidents
		8	Negligent damage

This variable provides information about the specific effects of drugs induced by a state of acute intoxication, i.e. immediately after use, or by the instance of using a drug. It provides information about the effects of the use of a drug, irrespective of whether they did occur or were only mentioned as a possibility.

Variable measures and coding examples:

1. Health problems: this case involves all the negative effects of intoxication or drug use on bodily functions and processes, including irritation of the eyes and the airway mucous membrane, and nausea.

Example: "The last New Year's Eve will be something to remember for several children from Brno who ended up in an intensive care unit because of alcohol. Two girls and a boy aged between 13 and 15, now fully recovered, were taken by ambulance to the Children's Hospital with alcohol poisoning. A girl who passed out after smoking a water pipe on New Year's Eve is also feeling better now. However, doctors are concerned about the rising number of minors taking chances with addictive substances ..."  
(4 January 2007, *Mladá fronta DNES*)

2. Psychological effects: this measure indicates changes in psychological functions and processes caused by intoxication or the use of a substance, irrespective of whether the user's subjective perception

or the article's evaluation of such changes is positive or negative.

Examples: "Nicotine has an invigorating effect and works as an antidepressant.", "...that smoking is a delight...it keeps you up and alert during monotonous drives...", "I hated my first cigarette, I almost choked on the smoke...", "...nicotine may stimulate you at the beginning, but the invigorating effect finally turns into sedation", "The other instance occurs when the stress hormone cortisol and beta-endorphin, a neurotransmitter involved in pain relief and relaxation, are released as a result of nicotine's action on the neuron."

3. Social problems: this measure describes the effects of acute intoxication on an individual's social functioning, in terms of both the individual and society.

Examples: "...the smell of clothes saturated with cigarette smoke and breath reeking of cigarettes...", "...it is impossible to enjoy the taste and bouquet of wine (because of the smoky environment)... and the clothes, too, are saturated with the smell of smoke." "I don't know a restaurant owner who doesn't have problems with smokers. They involve extra expenses on cleaning, washing tablecloths and curtains, decorating, ventilation, window-cleaning, cleaning ashtrays...", "he detests cigarettes...", "...I find it annoying...", "everything is polluted"; pointing

out the mess caused by the users: "...mess – cigarette butts lying around on the street" "...smokers from annoying others with smoke and causing litter with their stubs..."

4. Death: this measure provides information about death resulting from intoxication, the use of a drug, or acting under the influence of a drug, whether it is the user or another person who dies.

Example: "Roman Tobolka and Jaroslav Charvát are expected to appear before the court in Hradec Králové today. Both men have been indicted on charges of the unauthorised possession of drugs. But the court will also consider their involvement in the death of a young man who they sold drugs to. Our reporter Kateřina Kohoutová will follow the whole trial ..." (3 January 2007, *TV Nova*: Two Men to Appear before Court for Drug Possession and the Death of a Young Man)

5. Offending: the coverage mentions criminal activities committed under the influence of a drug or in direct relation to drug use.

Example: "Last August David Gajan (22) of Trpísty (in the Tachov area) needed money for the drug called pervitin. Wandering through the town of Stříbro late at night, he found that at *U Radnice*, a gambling bar which was still open, there was nobody but a 49-year-old waiter. He decided to rob the man. He hit the victim about six times on the head with a metal car jack. The waiter survived the assault but experts suggest that he suffered severe brain damage in the attack, which probably prevents him from perceiving what is going on around him ..." (4 January 2007, *Mladá fronta DNES*: Needing Money for Drugs, He Almost Killed a Bartender)

6. Material damage: this measure provides information about damage to property or financial loss incurred as a result of acting under the influence of a drug or in direct relation to drug use. This item does not include any material damage or damage to property, which may be assigned to the "Offending" category.

Examples: "He used to be quite often completely out of it, and in 2003 he spent a few months in custody

for breaking into Barat's flat..." (11 November 2007, *Instinkt*: Pete Roberly Virtual Celebrity), "...in Tábor most cars are broken into outside supermarkets and in big car parks, such as that at the *Nad Lužnicí* housing estate. The offenders are young people who are, for example, dependent on drugs and need money." (2 November 2007, *Táborský deník*: Tábor and Sezimovo Ústí Are Particularly Attractive for Car Thieves)

7. Traffic accidents: this measure provides information about an actual or potential traffic accident caused by an intoxicated road user.

Example: "...where he crashed into the oncoming Forman. The Skoda was catapulted by the impact into two more cars and ended up in a ditch, where it caught fire. The driver and two female passengers (43, 20, and 42 respectively), all of them Vietnamese, were burnt to death in the wreck. At the time, Vráblík had 0.96 parts per thousand of blood alcohol and his blood sample also showed traces of cocaine!..." (18 January 2007, *Blesk*: Perpetrator Had Used Alcohol and Cocaine)

8. Negligent damage: the story mentions damage caused by negligent conduct with the involvement of drugs (without direct intent to cause such consequences). These cases include people underestimating a situation or their capacities, not thinking things through, and so on.

## TUV. EFFECTS OF LONG-TERM USE

VARIABLE	FORMAT	MEASURES	MEASURE IDENTIFICATION
Effects of long-term use	Code	1	Health problems
		2	Psychological effects
		3	Social problems, etc.
		4	Death
		5	Offending
		6	Material damage
		7	Traffic accidents
		8	Negligent damage

This variable reflects the consequences of repeated or prolonged drug use. The description of actual or potential implications of repeated or long-term use is an indicator. The long-term nature of drug use must be explicitly mentioned in the article, and the consequences may be either real or referred to as a possibility. Data on the frequency of use are essential for the scoring of the variable; such information may also be implied from the context. If such data are not available, the coverage is considered in terms of the “Acute Intoxication” variable.

Variable measures and coding examples:

1. Health problems: this involves the effects of prolonged use on bodily functions and processes.

Example: “But there is no debate about the worst fertility “wreckers” being alcohol, cigarettes, and drugs. It is these that a research team in Belfast focused on and provided evidence showing that gentlemen who partake of a joint do damage their fertility. But there are also other factors, such as the use of steroids and being overweight, that have negative effects on fertility...” (4 January 2007, *Instinkt*: It’s Not Always the Woman).

2. Psychological effects: this measure describes changes in psychological functions and processes as a result of the long-term use of a substance, irrespective of the individual perception or the article’s attitude being positive or negative. The effects may be both

temporary and permanent. This measure is also used to score psychological dependence on a substance, or a psychological dependence on rituals.

Example: “...(alcohol) makes us want to drink again, as it affects our mind and has the immediate effect of inducing euphoria when consumed in small doses...” (5 January 2007, *MF Plus*: Drink like a Czech).

3. Social problems: this measure describes the effect of long-term use on an individual’s social functioning, in terms of both the individual and society (homelessness, disruption of interpersonal relationships, unemployment, incomplete education).

Example: “Folks, for God’s sake, stay away from gambling! This is a public appeal from Petr Kohout (37) of Most. He knows what he is talking about. His gambling on slot machines resulted in the breakup of two of his marriages and the loss of half a million crowns. His addiction drove him to sell the family property and he attempted suicide seven times...” (13 January 2007, *Blesk*: I Gambled My Family Away)

4. Death: this measure provides information about death in relation to prolonged use and on diseases leading to the death of the users or another person as a result of long-term drug use. This variable is used to record a mere assumption, a mention of such a consequence being possible.



Example: "...but the truth was the opposite. Everybody supported him and he tried, but he did not make it and died on 6 June 2000. The autopsy proved heroin intoxication; the amount of the drug in Radek's body was six times higher than the minimum dosage. He was 20 years old when he died." (3 October 2007, *Jihlavský deník*: Seifertka recommends the book "Junky and Death")

5. Offending: the story refers to offending (or suspected crime) as a result of prolonged drug use. This category includes offences committed to procure drugs or obtain money for drugs.

Example: "The Brno police have detected two pervitin cooking labs recently. In the first case, a man and his common-law wife cooked the drug in their flat, basement and a pram room in a block of flats in Nový Lískovec..." (2 October 2007, Czech Public TV, Channel 1: Pervitin Cooking Lab in a Block of Flats)

6. Material damage: this item involves damage to property caused by a long-term user.

Example: "Folks, for God's sake, stay away from gambling! This is a public appeal from Petr Kohout (37) of Most. He knows what he is talking about. His gambling on slot machines resulted in the breakup

of two of his marriages and the loss of half a million crowns. His addiction drove him to sell the family property and he attempted suicide seven times..." (13 January 2007, *Blesk*: I Gambled My Family Away)

7. Traffic accidents: the measure indicates a road accident caused by a long-term user. Example: "Italy is introducing stricter sanctions against people driving under the influence of alcohol or drugs. The Italian government was prompted to this action by the daily tragic record of the dead and seriously injured on the roads." (5 August 2007, Czech Public Radio, Station 1 – *Radiožurnál*: Italy to Introduce Stricter Sanctions against People Driving under the Influence of Alcohol or Drugs)

8. Negligent damage: this measure provides information about any damage to property caused by the non-intentional action of a long-term drug user. This measure also identifies an assumption or suspicion of such a consequence. The instances include material damage caused by addicts in procuring money for drugs, the financial strains on users and their family ensuing from long-term use, and the cost of drug-related diseases.

#### WXY. CRIMINAL OFFENCES AND MISDEMEANOURS

VARIABLE	FORMAT	MEASURES	MEASURE IDENTIFICATION
Criminal offences and misdemeanours	Code	11	Production
		12	Cultivation
		13	Distribution
		14	Trafficking
		15	Possession for personal use
		16	Possession of articles for production
		17	Promotion of drug use
		21	Acquisitive crime
		22	Violent crime
		23	Offences against decency
		24	Other offences
		31	Possession of a small quantity of drugs
		32	Other misdemeanours and illegal handling of a substance

The variable identifies drug-related criminal activities or misdemeanours. It must be stated that an offence or a misdemeanour was committed, either by the use of the term itself or another verbal means. Thus, the story describes conduct which is directly referred to as an offence/criminal activity/crime/violation of the law, etc., or the context of criminal proceedings is mentioned. This implies that a law enforcement authority (police, prosecution, judge) or an administrative authority (local authority) is involved in the situation as described. The definition of the act, i.e. what activity is being described, and whether the offender is a minor or an adult, in the case of criminal offences, are used to determine the measure of the variable. As a result, the variable distinguishes the age of the offender, or suspect – adult, child, or unspecified, as applicable, if it is not explicitly indicated in the text.

Tobacco-based products constitute a specific domain, as tobacco is a legal drug. Accordingly, a range of activities involving this drug is also legal. As a result, a wide range of instances of the illegal handling of this substance was incorporated in the Criminal Offences and Misdemeanours variable. They include the unauthorised production of cigarettes at market places, the sale of cigarettes without duty stamps, the sale of loose cigarettes, and the distribution of tobacco drugs among children. This variable also encompasses theft and burglary where tobacco products were among the items stolen. Other (unspecified) instances of the illegal handling of a substance include the failure to comply with sanitary regulations (smoking restrictions during lunchtime) in restaurants, dereliction of one's duty to protect the health of (non-smoking) staff in a smoking environment, lawsuits with tobacco companies (concerning deceptive advertising for light cigarettes and insufficient information about the harmful effects of tobacco products), and breaches of economic competition rules. Negligent offences include the starting of a fire (damage to property or public menace) and accidents caused by smoking while driving. Similar cases apply to alcohol-related offences.

Variable measures and coding examples:<sup>3</sup>

1. Primary drug crime: drug-related offences set out in Act No. 140/1961 Coll., the Criminal Code, under the marginal heading Unauthorised production and possession of narcotic and psychotropic substances and poisons (stipulations of Sections 187, 187a, and 188 of the Criminal Code), and the offence of the promotion of drug use (Section 188a of the Criminal Code).

1.1. Production: unauthorised production of narcotic and psychotropic substances (especially pervitin and “braun”) (Section 187).

1.2. Cultivation: unauthorised cultivation of cannabis containing over 0.3% of delta-9-THC (Section 187, or 187a, as applicable, of the Criminal Code).

1.3. Distribution: unauthorised supply, mediation, sale or other ways of providing narcotic and psychotropic substances to another person (Section 187 of the Criminal Code).

1.4. Trafficking: unauthorised import and/or export of narcotic and psychotropic substances into and out of the Czech Republic and unauthorised transit of narcotic and psychotropic substances through the Czech Republic into third-party countries (Section 187 of the Criminal Code).

1.5. Possession for personal use: unauthorised possession of narcotic and psychotropic substances for personal use in a quantity greater than small, or to a large extent (Section 187a of the Criminal Code).

<sup>3</sup> *The variable measures as proposed are only valid until 31 December 2009, particularly as regards the coding of criminal activities designed in accordance with Act No. 140/1961 Coll., the Criminal Code, in its wording effective until 31 December 2009. A new Penal Code, Act No. 40/2009, Coll., will enter into force on 1 January 2010. The use of the manual needs to take into account any changes related to the so-called recodification of the material criminal law, in terms of both criminal offences and other related domains, especially misdemeanours.*

1.6. Possession of equipment for production: manufacturing, procurement, and possession of equipment for the unauthorised production of narcotic and psychotropic substances, or products containing narcotic and psychotropic substances, for oneself and/or another person, e.g. the seizure of pervitin cooking lab equipment, not necessarily complete, which may be used to manufacture pervitin (Section 188 of the Criminal Code).

1.7. Promotion of drug use: enticing another person into misusing addictive substances other than alcohol, and supporting, instigating and promoting the misuse of such substances (Section 188a of the Criminal Code)  
Examples: "...Daničová attacked both of them after they had sent her to prison to serve her seven-year term for selling pervitin in January..." (3 August 2007, *Mladá fronta DNES*: Witnesses Finally "Lost" Their Memory), "The police squad in Hamry nad Sázavou in the Žďár area arrested drug producers ..." (2 August 2007, Czech Public Radio – *Vysočina*: Drug Producers Arrested by Police Squad in Hamry nad Sázavou)

2. Secondary drug crime: other criminal offences related to the illicit handling and use of drugs, namely (i) offences committed under the influence of drugs (in association with the immediate effect of the use of an addictive substance), (ii) offences committed in order to obtain money for buying drugs or to procure the drug itself, (iii) offences associated with the drug market (e.g. disputes in negotiating drug contracts, territorial controversies, etc.).

2.1. Acquisitive crime: offences involving attacks against another person's property in order to appropriate or cause damage to such property, or make use of the proceeds of such criminal activities committed by a different perpetrator, including larceny (Section 247), i.e. all types of thefts (such as pickpocketing, car theft, and shoplifting), including burglaries (breaking into cars, restaurants, etc.), damage to property (Section 257) or acting as an accessory (Section 251), as applicable.

2.2. Violent crime: offences involving attacks against the physical or psychological integrity of a person in terms of the deliberate use of physical force, or the

threat of such force, against another person, such as assault on a public official (Sections 155 and 156 of the Criminal Code), violence against a group of citizens or an individual (Section 196 of the Criminal Code), abuse of a person in one's care (Section 215 of the Criminal Code), murder (Section 219 of the Criminal Code), bodily harm (Sections 221 and 222 of the Criminal Code), unlawful restraint (Section 231 of the Criminal Code), robbery (Section 234 of the Criminal Code), and extortion (Section 235 of the Criminal Code).

2.3. Offences against decency: offences associated with the sexual instinct which involve the gratification of the sexual instinct in ways not tolerated by society and criminal activities associated with prostitution, such as rape (Section 241 of the Criminal Code), sexual abuse (Sections 242 and 243 of the Criminal Code), endangering public morals (Section 205 of the Criminal Code), pandering (Section 204 of the Criminal Code), and trafficking in women (Section 246 of the Criminal Code).

2.4. Other offences: other criminal acts which do not come under the above categories, such as causing a public threat under the influence of an addictive substance (Section 201 of the Criminal Code), disorderly conduct (Section 202 of the Criminal Code), driving a motor vehicle without a licence (Section 180d of the Criminal Code), and credit fraud (Section 250b of the Criminal Code).

Examples: "Although giving the impression of a religious fanatic, he stands before a court for extorting sexual practices which are far from chastity. Since yesterday Miroslav Glaser (42) has been facing charges of rape, extortion, battery and endangering the moral upbringing of young people at a hearing held at the Pilsen Municipal Court..." (1 August 2007, *Mladá fronta DNES*: Women Went through Hell with Him); "Yes, he was selling pervitin to girls under fifteen and also had them pay him with sex. He did not comply with his maintenance obligations and had five previous convictions. But the eight years' sentence he was given by the regional court is reportedly too severe. Five years! That is yesterday's verdict of the High Court of Justice for Erik Suchý from the Česká Lípa region..." (21 August 2007, *Blesk*:

Selling Drugs to Children Who Were Bad Anyway!); “Ten years’ imprisonment in a high-security prison for Gejza Šandor (28) for robbery, violence and arbitrary interference with the home, as well as compulsory drug treatment and the obligation to compensate the insurance company for over half a million crowns have remained effective...” (22 August 2007, *Právo*: Punishment for Drug Addict Confirmed)

3. Misdemeanours.

3.1. Possession of a drug in a small quantity: possession of a small quantity of a narcotic and psychotropic substance for personal use (Section 30, Item j).

3.2. Other misdemeanours: other misdemeanours according to Act No. 200/1990, Coll., on misdemeanours, as amended.

**Z. USER SCENE**

VARIABLE	FORMAT	MEASURES	MEASURE IDENTIFICATION
User scene	Code	1	Trends in using (statistics, etc.)
		2	Users (characteristics)
		3	Drug use

The variable specifies the type of information the article provides on drug users and routes of drug administration and handling. The scores are recorded if the article refers to drug users in the given context, if it describes or comments on the drug scene (the range of substances used, user characteristics, routes of administration, etc.). If, at the same time, the story covers more aspects of the drug scene, it is the extent of the coverage, or a certain aspect being emphasised, that is crucial for the decision about which variable measure should be applied. A reference to a certain aspect in the heading may also be used as a criterion for the assessment of emphasis.

As far as the use of inhalants is concerned, the Vysočina region ranks among those topping the statistics. Volatile substances have been tried by thirteen per cent of the respondents, which is four per cent more than the national average. In comparison to the other regions, the number of hepatitis B and C cases among drug addicts in the Vysočina region has not increased; on the contrary, thanks to a syringe exchange programme their number has even declined. Last year the NGO staff and volunteers exchanged 18,922 items more than in the previous year ...” (2 January 2007, *Jihlavské listy*: Pervitin and Inhalants Users Are on the Rise in the Region)

Variable measures and coding examples:

1. Trends in using: this variable takes this measure if the article contains information about the number of users in different population groups, changes in the number of users over time, etc. (statistics, school surveys, streetworkers’ experience, etc.).  
 Examples: “Only in the Czech Republic, a total of 1.75 million people spend money every day on something they actually do not want. Many of them enter drug treatment repeatedly and slip into their habit again...” (2 January 2007, *Hospodářské noviny*: Not one cigarette “on trial”. Smoking must be taboo forever), “...In 2003, 16% of 16-year-olds admitted to the repeated use of marijuana and hashish, while over eight per cent of students had experienced ecstasy.

2. Users: this measure indicates user characteristics. It answers the question of what they are like. It may concern the description of a group of people, the generalisation of traits, prejudices, e.g. what the users think of themselves and how other people perceive them (their qualities, behaviour, lifestyle, social status, etc.).  
 Example: “An African mask, a cubist vase, a set of bowls, as well as a small volleyball or a laurel wreath...Nobody would recognise that these beautiful fragile ceramics were created by offenders. Indeed, a ceramic workshop equipped with a potter’s wheel, firing kiln and painter’s canvas has been set up in the Znojmo prison. “I didn’t think I could do statues or sculptures, but the work with the wheel

really got me,” said Jirka, a 24-year-old inmate from Brno. For a change, his friend Mirek from Olomouc, who is one year older, likes making animal statues and romantic plaster landscapes. The workshop, housed in a recently constructed extension to the prison building, is primarily intended for drug addicts who ended up in prison because of their consumption, possession or distribution of illicit substances. “Art created in the ceramic workshop is a part of work therapy for twenty-two drug-addicted male offenders aged between 20 and 40 who were ordered to undergo institutional treatment as part of their sentence. It strengthens their will, as well as their sense of responsibility for themselves and their actions,” explained the prison psychologist, Květoslava Štrublová....”

(2 January 2007, *Brněnský deník*: Clay Wins Over Drug Addiction)

3. Drug use: the story addresses the ways in which drugs are prepared and administered, as well as describing individual experiences with drug use.

Example: “On 11 November 2001, in Hostinné, one of them injected Michal Onufer with the substance called methamphetamine. Having taken the drug, the young man collapsed. Tobolka failed to provide him with help and neither did he call for any. The substance, however, proved lethal for Onufer. After Onufer died, Tobolka contacted his friend and together they hid the body ...” (3 January 2007, *Nova TV*: Two Men Awaiting Trial for Drug Possession and the Death of a Young Man)

#### AA, AB, AC. ORIENTATION - TOPIC

VARIABLE	FORMAT	MEASURES	MEASURE IDENTIFICATION
Orientation - Topic	Code	1	Drug policy
		2	Primary prevention
		3	Secondary prevention
		4	Tertiary prevention
		5	Neutral information about a substance
		6	General supply reduction measures
		7	The police
		8	Courts, parliament, legislation (including by-laws)
		9	Prisons and the prison system
		10	Advertising
		11	User's story
		12	Drug scene

This variable provides information about the theme of the story. A description of a certain aspect of the drug issue or a commentary on it is used as an indicator. Coding is carried out in three rounds: the first measure reflects the core subject matter of the story (the central theme), and the other two topics are supplementary. If the story covers more topics, the following criteria are decisive for the determination of the core subject matter; a topic is: (1) featured in the story (is mentioned in the heading); (2) dealt with

by the largest part of the coverage, or (3) mentioned with the highest frequency in the story.

Variable measures and coding examples:

1. Drug policy: the article deals with the state-designed drug strategy in terms of legislation, prevention and other forms of control. The supplier of the information is a politician or another person commenting on a drug policy. The story may cover a range of issues, such as the general drug approach/

strategy (national, regional, and local levels), and political action, measures, and general statements on drug-related issues.

Example: “The anti-smoking campaign has reached a pan-European scale. Strict laws limiting smoking in public are or will soon become effective in the majority of the most liberal countries. And there is a growing number of those calling for the European Union to deal with the issue of smoking as a whole...” (31 January 2007, *Mladá fronta DNES*: France Bids “Adieu” to Cigarettes)

2. Primary prevention: the article contains information about primary prevention activities, i.e. programmes targeted at a group of people who are either at risk of using drugs, although they have not started yet, or are experimenting with drugs (leisure-time activities, lectures, school-based activities, contests, themed events such as Tobacco-Free Day or Cigarettes Make Everything More Difficult, and educational games such as Your Body – Your Castle). The objective of these activities is to prevent drug use, postpone the age of initiation in substance use, and put an end to experimental drug use.

Example: “The centre’s operation should improve Chomutov’s image and curtail the impact of high-risk phenomena, such as drug availability, on children, as well as developing the local social life ...” (31 January 2007, *Právo*: *Kuprosněchu* Association Announced a Competition)

3. Secondary prevention: the news item covers information about activities pursued as part of secondary prevention, i.e. those involving institutions and programmes concerned with the treatment and social rehabilitation of drug users (day care centres, outpatient and inpatient treatment, therapeutic communities, aftercare centres, substitution programmes). These efforts are oriented towards abstinence and social reintegration. This category involves all the information and advice on the ways and methods of recovery, the aids and their effects (e.g. research into the effects of nicotine patches), information on the physical and psychological conditions during recovery (research) and after stopping using (e.g.

self-help group contacts), contests, projects, drug-free campaigns (such as Try Stopping Smoking, Quit and Win, Breathe Better Without Tobacco, and Five Cities of Good Choice), former or current users’ experience of trying to stop using, reasons for abstinence, etc.

Example: “When, after six years of my husband’s drinking, I finally talked him into entering treatment and called the institution, I was shocked. The treatment facility was so packed that they put my husband on a waiting list and I ended up making nervous phone calls every day, asking whether they finally had a vacancy.” After waiting for a week, the husband of 45-year-old Ms. S. said that he could not be bothered with such treatment, and, if he is not dead by now, he continues harassing his family with his alcoholic assaults ...” (26 January 2007, *MF Plus*: Treatment Institutions Suffering Delirium Tremens)

4. Tertiary prevention: the article contains information about activities pursued in the field of tertiary prevention, i.e. about programmes and institutions focusing on work with people who are presently using drugs and whose motivation to undergo treatment is low. The goal is to reduce harm related to drug use (outreach programmes, low-threshold centres, paraphernalia exchange, testing for HIV/AIDS and hepatitis C, and counselling services).

Example: “Last year in Prague the Sananim association collected about 1,100,000 hypodermic syringes from drug users. The low-threshold centre accounted for over 800,000 items, while the rest were recovered by outreach workers in the streets. The centre was visited by a total of over two thousand addicts. Two thirds of them were accounted for by pervitin users, while one third comprised users of opiates – heroin and, recently, also Subutex®”, Peter Porubský, the outreach centre manager, said to the Czech News Agency. According to him, the number of syringes collected has risen by seven per cent in comparison to 2005. “Besides protecting the community from infectious diseases, the exchange programmes also help establish contact with the addict and give us an opportunity to start motivating them towards a change in their lifestyle,” added Martina Richterová-Těmínová, the president of the Sananim civic association...”

(15 January 2007, Czech News Agency Service: Sananim Association Collected Over a Million Syringes Last Year)

5. Neutral information about a substance.

Example: “The local experts suggest, however, that cocaine use in the Czech Republic has no tradition. In particular, the potential users are discouraged by its high price. While a gram of cocaine is sold for about CZK 2,200, a gram of its rival, pervitin, which also has stimulating effects, is half the price. In addition, the most common Czech hard drug is easier to obtain than cocaine. Experience with cocaine has been reported by a total of approximately one per cent of the population. Experts admit, however, that it may become more popular, particularly among the better-off inhabitants of larger cities...” (24 January 2007, *Hospodářské noviny*: Governmental Report Suggests That Cocaine Has No Tradition in the Czech Republic)

6. General supply reduction measures: the story describes approaches or activities intended to reduce drug use, i.e. general strategies or measures aimed at restricting the supply of drugs.

Example: “Successful treatment of alcohol and drug dependency is facilitated by techniques based on imagination, suggestion, and physical exercise. According to Karel Nešpor, the head physician of the Bohnice Psychiatric Hospital, humour is also important. He believes that laughter helps release both physical and psychological tension and makes it easier for people to cope with their anger or fear.” (11 August 2007, Czech News Agency Service: Nešpor: Addiction May Be Treated with Exercise, Suggestion, and Laughter)

7. The police: the article refers to the attitudes and activities of the police aimed at countering the illegal handling of drugs (police responses, raids, law enforcement). Information on an offence originating from the police or another entity comes under the “Specification of the Source” category.

Example: “...after arriving on the scene, the police detected 0.64 parts per thousand of alcohol in the batterer’s blood. Although, in this case, no assault occurred and the police are treating the incident as a misde-

meanour, they found on the spot that the man used abusive language towards his wife and son repeatedly, as well as threatening them with physical assault, which happened at least once...” (16 January 2007, *Mladá fronta DNES*: Case Number 1: Battered Mother)

8. Courts, parliament, legislation (including by-laws and sanctions): the text includes references to activities pursued by such institutions. Legal disputes and trials also fall under this category.

Example: “After a hiatus, on Thursday the District Court in Pelhřimov took aim again at a group of illegal growers of marijuana. In nearby Mysletín, they pretended to grow mushrooms. But it turned out that these mushrooms are consumed in a slightly different way. However, these activities were not the only ones in which the sixteen defendants were involved. No sentence has been passed yet.” (29 December 2006, *Prima TV*: Illegal Marijuana Growers’ Case)

9. Prison and the prison system: the text addresses topics concerning the prison system and the prison service’s activities in terms of supply control and demand reduction in the prison context.

Example: “A 27-year-old woman from Most attempted to smuggle several grams of pervitin into a prison for her friend. She hid the drug in the sole of one of the slippers she sent to him by post in a package. The drug was discovered by the criminal police. “The sender was charged with obstructing the enforcement of an official ruling and the unauthorised production and possession of narcotic and psychotropic substances and poisons. She made a cut into the sole of a slipper and tried to hide the pervitin there. She sent it all to the prison. Although she did not indicate the sender’s address, the police detected her within three days,” Ludmila Světláková, the spokesperson for the Most police said, describing the attempt to smuggle drugs into prison. At the end of last year the guards also discovered two packets of drugs hidden under postage stamps.” (5 January 2007, *Mladá fronta DNES*: Drug Made Its Way to Prison in Slippers)

10. Advertising: the article mentions targeted promotion funded by a company in order to sell products containing drugs. This measure records references to

advertising and sponsorship in relation to the promotion of tobacco products and efforts to support their marketing. Articles covering changes in the relevant legislation, such as that involving the promotion of tobacco products and alcohol, also come under this category.

11. User's story: the life stories of users and/or of their significant others are described.

Example: "It must have been the hardest decision of their lives! A highly problematic couple, Kate Moss (33) and Pete Doherty (27), after saying their heart-breaking goodbyes to the model's daughter Lila Grace (4) in a park, walked off straight to the Capiro Nightingale rehabilitation centre, situated just a couple of hundred metres away from their London home. "We need to fight our demons. We'll be there together to help each other when the worst comes," they told their friends shortly before they checked into the clinic, where they intend to undergo treatment for their cocaine dependency under false names."

(31 January 2007, *Blesk*: Kate & Pete: Goodbye, Lily, We're Off to Rehab!)

12. Drug scene: the article describes the current drug use situation.

Example: "While in the past heroin was the most commonly used drug in the Mladá Boleslav region, today it is Subutex®, which was originally meant to help addicts as a substitution drug. The people dependent on drugs often go to a number of different doctors and try to have the drug prescribed. About three quarters of the clients of the Semiramis civic association, which helps people addicted to drugs, are Subutex® users. "Eight years ago we had young clients addicted to heroin; today the young people are no longer dependent on heroin, they are dependent on Subutex®," said Miroslav Zavadil, the manager of a low-threshold centre in Mladá Boleslav...." (30 January 2007, *Mladá fronta DNES*: Subutex® Is the Most Common Drug in the Region)

**AD, AE, AF. GENERAL MESSAGE OF THE ARTICLE 1**

VARIABLE	FORMAT	MEASURES	MEASURE IDENTIFICATION
General message of the article 1	Code	1	Medicine
		2	Pleasure, enrichment, hobby
		3	Expression of freedom, individual decision
		4	Expression of social status, group characteristics, lifestyle
		5	Sign of a modern society, criterion of progress
		6	Goods (market)
		7	Substance (research)
		8	Drug use as imitation
		9	Ignorance (information, education, or opinion revealing a lack of knowledge of the issue)
		10	Limited opportunities (of the user, stigma)
		11	Danger to health/life
		12	Financial loss
		13	Addiction, disease
		14	Public danger/nuisance
		15	Offence, violation of ban
		16	Drug as a bad habit and weakness



Tato proměnná This variable provides information about the meanings which different drugs and the use of such drugs assume in the article. This concerns both the meanings explicitly expressed in the article and the meanings implied from the context. It does not matter whether a substance in this sense receives a positive or negative evaluation, or whether the message is affirmed or challenged. The variable provides the most comprehensive answer to the key research question. It provides information about the meanings of the phenomenon of drugs and drug users as presented by the Czech media.

Variable measures and coding examples:

1. Medicine: a drug is presented as a substance with a positive or medicinal effect on human health.

Example: "A woman from Nýrsko came up with an unusual explanation for the several dozen kilograms of cannabis which the police found in her home. She stated that she used the cannabis for baths. "She said she was ill and the concoction helped her," reported the spokesperson for the Klatovy police, Dana Ladmanová..." (9 January 2007, *Mladá fronta DNES*: Woman Took Baths in Concoction of Cannabis She Grew)

2. Pleasure, enrichment, hobby: drug use is presented as a source of pleasure or a way to enhance the quality of one's life; it is associated with a pleasant atmosphere or a positive influence on individual experience and mental development.

Example: "Gembal explained that, for example, a user aged between 13 and 15 views the effects of a drug as something that makes their life richer, an extra portion of adrenaline. Gembal compares the intensity of affection for a drug to first love." (2 February 2007, *Právo*: The Youngest Client: A Seven-Year-Old Smoker)

3. Expression of freedom, individual decision: drug use is presented as an expression of freedom, a result of a person's free decision; the same emphasis is placed on free will when the decision to withdraw from drugs is being considered.

Example: "For every child, a peer group is a great motivation to anything. At a certain point in your psy-

chological development, it is the most important thing in the world to be respected by schoolmates, to belong, to show that I am not different from my friends. If a cigarette comes with it, the chance of a child resisting is slight." (8 February 2007, *Hospodářské noviny*: It's So Easy to Smoke After All)

4. Expression of social status, lifestyle, group characteristics: in this case, drug use is presented as a typical feature of a certain group of people, a sign of affiliation with a specific community, or an expression of certain life attitudes or values, as a part of the specific lifestyle of a given group of people.

Example: "It is all about music. It is the trends in music that dictate to young people which narcotics to use. Hip-hop is hot among teenagers at the moment. While hard drugs do not seem to harmonise with its relaxed rhythm, marijuana is smoked more. At the same time, heavy metal, always associated with alcohol rather than hard drugs, is regaining its former position. But when techno comes in again, we will probably experience another massive onset of pervitin and other "uppers". If, for a change, a wave of guitar psychedelia arises, heroin and LSD trips distributed in clubs and school toilets will follow in its wake. And no authority, whatever respect we may hold towards them, will do much about it." (18 January 2007, *Mladá fronta DNES*: Drugs are Receding. Also Thanks to Music)

5. Sign of a modern society, criterion of progress: the articles describe drug use and the attitude to users as a criterion of social progress. This involves texts comparing drug policies, numbers of users, and public approaches to drug use across different countries.

6. Goods (market): a substance is mentioned as a subject of legal or illegal trade.

Example: "Four professional soldiers were arrested by the police at the Čáslav air base two weeks ago. The information was not made public until now. The soldiers are accused of possessing and distributing heroin. The police have already charged two of them with the unauthorised production and possession of psychotropic substances and poisons. The investigation is still in progress." (30 January 2007, Czech Public TV, Channel 1: Soldiers Accused of Drug Possession)

7. Substance (research): articles covering research studies and analyses of the composition of a drug and its effects on the human body (e.g. what smokers inhale when smoking). A drug is rather perceived as a neutral substance featuring certain properties and effects.

Example: “Nicotine is a highly addictive psychoactive substance. The development of nicotine dependency is similar to that on heroin or cocaine. It is a progressive, chronic and recurring condition. Approximately 10-15% of nicotine is discharged from the body in an altered form, but 70% is transformed in the smoker’s body to cotinine, which especially accumulates in hair. Cotinine has also been found in small children from the families of heavy smokers or in those whose mothers did not even stop smoking during pregnancy. The burning of tobacco generates a number of gaseous products, out of which carbon monoxide has the greatest significance in terms of toxicology. This colourless, tasteless, and odourless gas is highly toxic, as it prevents the delivery of oxygen from the lungs to tissues and causes tissue anoxia...” (29 March 2007, *Reflex*: What Is It That We Smoke?)

8. Drug use as imitation: this involves articles where drug use is described as the imitation of the role model behaviours of other people and the following of their example.

9. Ignorance (information, education, or opinion revealing a lack of knowledge about the issue): articles dealing with primary prevention and anti-advertising, pointing out the lack of sufficient, accurate information about a drug or the lack of information about possible recovery support and treatment.

Example: “...experts suggest that young people have little personal experience and information about such groups. For example, this problem could be tackled by discussion or providing enough information about problematic phenomena.” (18 December 2007, *Nova TV*: One World Project in Schools)

10. Limited opportunities (of the user, stigma): substance use is presented as a cause of stigmatisation, discrimination, and the restriction of rights of certain people in society.

Example: “On late Sunday afternoon a 22-year-old woman rang the bell of the Klokánek childrens’ centre in Brno. It was something that the centre’s staff were concerned about: she was there to get her three-year-old son Míša. The woman, dependent on pervitin and suspected of drug dealing according to the police, eventually did not take the boy home with her. She contented herself with a 15-minute visit. For the moment. “She respected the physician’s recommendation: Míša’s digestion is still disordered.”” (6 March 2007, *Mladá fronta DNES*: Míša’s Mother Came to Klokánek. For 15 minutes)

11. Danger to health/life: a drug is referred to as a substance, the use of which is harmful to health and poses a risk to life, or was a direct cause of the death of a given person.

Example: “The drummer Keith Moon died in 1978 of an overdose on pills and the bass player John Entwistle reportedly succumbed to a heart attack induced by cocaine use.” (6 March 2007, *Mladá fronta DNES*: Young Brits’ Anthem Is My Generation)

12. Financial loss: drug use is referred to as a cause of financial loss on the part of an individual or society.

Example: “...One of them got away unharmed, but the other sustained a head injury from being hit with the butt of a machine gun. The perpetrators also stole CZK 400,000, a legally owned gun, and a mobile phone from him...he stated that the men were probably there in order to discuss a deal involving the dance drug ecstasy in Slovakia which had never happened.” (28 March 2007, Czech News Agency Service: High Court of Justice in Olomouc Upheld Sentences for Robbery near Přerov)

13. Addiction, disease: a drug is presented as a substance, the use of which makes a person addicted and hence ill; use as a sign of a disease/addiction.

Example: “On August 5, 1962, the thirty-six-year-old star was found dead in her bed, naked, with her face turned downwards. A large amount of barbiturates was found in her body.” (20 March 2007, *Mladá fronta DNES*: Marilyn’s Friends Left Her to Die)

14. Public danger/nuisance: this measure identifies drug use as a negative phenomenon in terms of the functioning of society.

Example: “Prostitution is associated with drug dealing, both sexually transmitted and fatal diseases, extortion, and trafficking in people, and it does have a negative impact on children’s development. A country concerned with its young generation, children’s upbringing, and public health should ban it, not only expel it beyond the municipal limits.” (26 March 2007, *Mladá fronta DNES*: Government Should Ban Prostitution)

15. Offending, ban violation: the article mentions use as the instance of a violation of a legal norm (misdemeanour, criminal offence) or a drug as an illicit substance.

Example: “All I heard was just that they were students from local schools and the two older guys were

drug addicts,” the salesperson reports. According to a police officer familiar with the case, the young men use soft drugs, but they did not play the main part in the horrific case. It was greed. The murderers wanted to ransack Tomáš’s parents’ flat and steal their car. They are facing charges involving up to 15 years’ imprisonment.” (30 March 2007, *Blesk*: Tomáš Stabbed to Death by His Friends!)

16. Drug as a bad habit and weakness: drug use is identified as a bad habit, weakness, ailment, or a sign of weakness and inability to cope with problems; the user is referred to as a person with a lack of willpower or lower intelligence.

Example: “Some do their term of fifteen or twenty years, and have no contact with the outside world. Society considers them human waste.” (26 March 2007, *Respekt*: Education by Crime and Punishment)

## AG, GENERAL MESSAGE OF THE ARTICLE 2

VARIABLE	FORMAT	MEASURES	MEASURE IDENTIFICATION
General message of the article 2	Code	1	Strongly negative
		2	Rather negative
		3	Neutral
		4	Rather positive
		5	Strongly positive

This variable reflects the general message of the article. The evaluation may easily be inferred from the opinions cited in the article. The standpoint may also be expressed by the very selection of words. As a result, the presence of explicit standpoints, expressive words, and irony is used as an indicator.

Variable measures and coding examples:

1. Strongly negative: only a negative evaluation and clearly so, the use of emotionally charged words, derogatory towards users or advocates of drug use. The article only features a single opinion.

Example: “Alcoholism in South Moravia is an ever-growing problem, as shown by statistical figures, as

well as physicians’ recent experience. They suggest that prevention focuses mainly on illicit hard drugs. Alcohol, which is readily available for sale on almost every corner, goes unnoticed. In consequence, physicians are encountering a higher rate of drunken children and they also warn about the so-called hidden home drinking in women.” (24 March 2007, *Czech Public TV, Channel 1: Growing Numbers of Alcoholics*)

2. Rather negative: a negative attitude prevails in the discussion of the topic. There are arguments and standpoints in support of the opposite opinion, but to a considerably lesser extent.

Example: “People like the idea of the park being refurbished. The reason is that almost every day the

police have to deal with misdemeanours on the part of the people who lie around the benches, drink beer or wine, shout vulgar remarks to passers-by and beg outside the Strakonice railway station. They are often drug addicts, the homeless, and repeat offenders.” (24 March 2007, *Mladá fronta DNES*: People Should No Longer Be Afraid of Walking through the Park)

3. Neutral: information is presented without explicit evaluation or the opinions are counter-balanced (both negative and positive standpoints are stated); the topic is addressed from different points of view.

Example: “Will Angelina Jolie have to return the Vietnamese boy Pax Thien (3)? The adoption documents were signed by the boy’s grandparents, but now his biological mother Pham (29) is claiming her right to Pax Thien. “She had worked the streets since she was 16, was addicted to heroin, and stole. After giving birth to the baby, she left the hospital and the boy ended up in an orphanage. The only time we only saw her was when she needed money. Now she has got to know that her son was adopted by a famous star and probably wants money, or otherwise she will put an end to the adoption. I wish she would leave him with Angelina; he will be happy there and have a good time,” said his

grandfather Chien (55).” (26 March 2007, *Blesk*: Will They Take Jolie’s Adopted Son Away?)

4. Rather positive: a positive message predominates in the story, and meanings with positive connotations prevail over the negative ones, which are presented to a dramatically lesser degree.

Example: “There are many women who never leave home without their handbags. Still, the former nurse Jana Dočekalová has a truly special reason for this. She carries a device resembling a computer mouse in her bag. “It’s my salvation, a great help, my drug,” the slim 56-year-old woman says of the little machine. “Thanks to this, I can go on holiday to the seaside, go for walks with my granddaughter and take care of my home. None of this was possible until I had the mouse.” (26 March 2007, *Respekt*: End of Suffering in the Czech Republic)

5. Strongly positive: these stories bear a clearly positive message only, strictly advocating the right to use such substances, pointing out the strengths of using them. They feature emotionally charged expressions supporting firm standpoints, irony, and negative attitudes to the opponents and their opinions.

**AH. TONE OF THE HEADING 1**

VARIABLE	FORMAT	MEASURES	MEASURE IDENTIFICATION
Tone of the heading 1	Code	1	Reflects the content of the article
		2	Does not reflect the content

This variable identifies whether the message conveyed by the heading is in line with the content of the article, whether the content of the heading is the same as that of the story. The topic (theme) of the story and the heading are used as indicators. If the story refers to more topics (themes), the measure of the variable is determined by assessing the content of the heading against the key subject matter of the story. The name of a regular column is not regarded as a story heading. Therefore, if an item published in a regular column does not have a heading of its own, this characteristic is not assessed. The same applies to

coverage which generally addresses issues other than those related to drugs.

Variable measures and coding examples:

1. The heading reflects the content of the article: the heading refers to the same subject matter as the article. If the article covers more topics, the heading refers to one of the central themes of the article. Contributions presented in brief news columns, regional news or comments are scored using this measure if they contain information which the reader may expect to find there (e.g. columns reporting about tragic events, readers’ views, etc.).

2. The heading does not reflect the content of the article: this measure is used to score the variable in the event that the content of the heading is completely different from the content of the article, or if the heading contains a totally marginal piece of information which bears no significance for the main story.

Example: “At present, experts consider alcohol the greatest danger for people who have not celebrated their eighteenth birthday. This does not mean, however, that young people stay completely away from harder drugs.” (12 March 2007, *Mladá fronta DNES*: Some Are No Longer Allowed to Go to a Disco)

## AI. TONE OF THE HEADING 2

VARIABLE	FORMAT	MEASURES	MEASURE IDENTIFICATION
Tone of the heading 2	Code	1	Strongly negative tone of the heading
		2	Rather negative tone
		3	Neutral tone of the heading
		4	Rather positive tone of the heading
		5	Strongly positive tone of the heading

This variable concerns the general evaluation of drug use contained in the heading. It may be expressed by the author’s clear position, the choice of judgmental words, the use of irony, or other similar stylistic means. The text of the heading serves as the basis for the identification of the variable and the determination of its measure. The presence of an explicit attitude, emotionally charged words, or irony is an indicator.

Example: 25 May 2007, *Právo*: Janečková’s Name Cleared.

5. Strongly positive: the heading contains an explicitly positive attitude or expressions of approval. Example: 18 December 2007, *Host*: The Beautiful World.

Variable measures and coding examples:

1. Strongly negative: the heading contains an explicitly negative position or judgmental expressions. Example: 14 March 2007, *Mladá fronta DNES*: 100 People Get Injured by a Needle Every Year.

2. Rather negative: negative facts, without an explicit statement of evaluation, prevail in the heading. Example: 14 March 2007, *Mladá fronta DNES*: “She Only Gave Drugs to Addicts,” her counsel claims.

3. Neutral message: the heading only provides information about the content of the article, with no additional evaluation. Example: 14 March 2007, *Blesk*: Addiction to Gambling, Sex, and Fashion.

4. Rather positive: positive facts, without an explicit evaluative statement, prevail in the heading.

## AJ. DRUG IN THE HEADING

VARIABLE	FORMAT	MEASURES	MEASURE IDENTIFICATION
Drug in the heading	Code	0	None
		1	Drugs in general
		2	Alcohol
		3	Tobacco
		4	Cannabis
		5	Ecstasy
		6	Opiates
		7	Stimulants
		8	Inhalants
		9	Pills
		10	Substitution (methadone, Subutex®)
		11	Hallucinogens

This variable records which drugs appear in articles' headings.

Variable measures and coding examples:

0. None:

Example: 28 March 2007, Czech Public TV, Channel 1: Lukáš Baďura Will Serve a 10-Year Term.

1. Drugs in general: this involves the use of the word "drug(s)" as a generic term for substances with psychoactive effects, without their further classification.  
Example: 29 March 2007, *Nova*: This Year's Subsidy for Combating Drugs Will Be Reduced.

2. Alcohol: this measure indicates that the heading refers to issues related to alcohol and alcoholic products. It is determined by key words such as alcohol, alcoholism, alcoholic, beer, wine, drunk, drunkenness, get drunk, spirit, and drinker.  
Example: 27 March 2007, Czech News Agency: British Experts Want to Include Alcohol and Tobacco among Drugs.

3. Tobacco: this measure indicates that the heading refers to topics related to nicotine, tobacco and

tobacco-based products. The key words used to determine the item include cigarette, cigar, pipe, tobacco, smoke, smoker, tobacco-based, and nicotine.

Example: 26 March 2007, *Sport*: Maradona Puts on Weight and Smokes.

4. Cannabis: this category involves substances containing THC. They are determined by key words such as marijuana, grass, pot, cannabis, joint, and hashish.

Example: 21 March 2007, *Blesk*: Marijuana Growers Arrested.

5. Ecstasy: this category involves ecstasy and its derivatives. The headings feature key words such as ecstasy, bean, thizz, MDMA, etc...

Example: 5 March 2007, Czech News Agency: Police Arrested 4 Men Accused of Trafficking Ecstasy into the Czech Republic.

6. Opiates: the key words include opioids, heroin, morphine, codeine, heroin user, and opium.

Example: 2 March 2007, Czech News Agency: Opium Production in Afghanistan Broke New Record Last Year.

7. Stimulants: pervitin, cocaine, crack.

Example: 3 March 2007, *Nova*: Bašnice near Hořice: Roundup of Pervitin Producers.

8. Inhalants: this measure indicates that volatile substances used for inhaling are dealt with. They include toluene, propane-butane, benzine, and glue. They are defined by key words such as toluene, propane-butane, benzine, glue, volatile substances, solvents, lighter gas, inhale, and sniff.

Example: 23 May 2007, Czech Public TV, Channel 1: Homeless Man Sniffed Toluene and Burnt Himself to Death.

9. Pills: this measure indicates that pills with psychoactive effects are dealt with. They are referred to in relation to them being used directly or as precursors for the manufacturing of drugs belonging to a different category. The key words include

pills, medicine(s) and the trade names of such pharmaceuticals (e.g. Rohypnol®, Diazepam®, etc.).

Example: 1 March 2007, Czech News Agency: UN: Prescription Drugs Are Winning Over Illegal Drugs in Some Places.

10. Substitution: this measure indicates that substances used to treat people dependent on drugs are dealt with, particularly in relation to their misuse. The key words include substitution treatment, substitution, Subutex®, methadone, methadone treatment, Suboxone®, and buprenorphine.

Example: 2 May 2007, Czech News Agency: Shortage of Substitution Treatment Experts in Central Bohemia.

11. Hallucinogens: LSD (trip, acid), psilocybin (magic mushrooms).

Example: 15 March 2007, *Mladá fronta DNES*: Ergot: Agricultural Hit, as Well as Poison That Killed Millions.

#### AK. ABROAD, CZECH REPUBLIC

VARIABLE	FORMAT	MEASURES	MEASURE IDENTIFICATION
Abroad, Czech Republic	Code	1	Czech Republic
		2	Abroad
		3	Both abroad and the Czech Republic (e.g. EU)

This variable indicates the number of contributions addressing domestic (Czech) events and events from abroad, as well as those covering developments both abroad and in the Czech Republic.

Variable measures and coding examples:

1. Czech Republic.

2. Abroad.

3. Both abroad and the Czech Republic, e. g. the EU.  
Example: "A 32-year-old detective from the Pilsen Municipal Police Headquarters returned from a mission in a Jordanian training camp. He was in an international team of instructors training Iraqi police recruits... "I taught them how to check the people in a car or a boot. The purpose of road blocks is to eliminate the smuggling of weapons, maps used to lay out

bombs, or drugs. These checks serve as a filter," the police officer explained." (28 March 2007, *Právo*: Police Officer Taught Iraqis to Enforce Law)

**AL. PAGE – ARTICLE’S LOCATION**

VARIABLE	FORMAT	MEASURES	MEASURE IDENTIFICATION
Page – article’s location	Number	0	0 – page not indicated
		Page No.	

The variable provides information about the page on which the article is located.

0 – page not indicated (TV, radio, etc.).

**AM. CHILDREN IN THE ARTICLE**

VARIABLE	FORMAT	MEASURES	MEASURE IDENTIFICATION
Children in the article	Code	0	Not mentioned
		1	Children are mentioned

The variable indicates the number of news items mentioning children.

0. Not mentioned.

1. Children are mentioned

Example: “Nicole was eight when her foster parents divorced. She coped with it in her own way. She drank alcohol from the age of twelve, was on heroin and crashed her car several times.” (1 March 2007, *Magazín Mladé fronty DNES*: I’m Romantic and I Don’t Want to Go to Rehab)

**AN. PHOTOGRAPHY**

VARIABLE	FORMAT	MEASURES	MEASURE IDENTIFICATION
Photography	Code	0	No photos
		1	A photo or drawing included

The variable indicates whether the news item includes photographic documentation.

0. No photos.

1. A photo included.

**AO. OSOBNOSTI**

Specify the name of a personality (a person associated with drug-related issues), such as J. X. Doležal, V. Mravčík, J. Komorous, I. Douda.





Where large samples are concerned, practical reasons and time usually make it difficult for a single person to be responsible for the data coding and evaluation process. Apart from capacity aspects, it also needs to be considered that a single researcher may bias the investigation with an unintentional systematic error ensuing from the expectation of a certain result. Therefore, the data quantification process should involve more workers (so-called “coders”) who, after receiving group training, will code the media messages according to clearly defined rules. In order to observe the reliability and objectivity criteria, it is essential that all the coders apply identical principles in coding the same material to ensure that their rating and scaling show minimum differences. In this case, reliability means that each professional using the same instrument (the coding manual) and procedure will arrive at the same results (Scherer, 2004). In this respect, objectivity is understood in terms of intersubjectivity. As a result, everybody can verify the statement (the rating of a given media message on a scale, in this case) and follow the course of data processing step by step (Jiráček & Köplová, 2007). All the coders are trained to apply the method and given practice in using it to ensure that they follow the same procedures and use the same rating criteria. As the coders are trained and their consistency tested (see Chapter 4), the method itself may often be made more accurate and improved. If, for example, the coders cannot agree on a certain variable, it is necessary to specify the coding instructions or to provide a better description and definition of the variable under consideration (Scherer, 2004).



High reliability is a crucial factor in achieving the effectiveness and fidelity of the instrument and, accordingly, the research study as a whole. The process of qualitative data quantification, or data coding and transcription, are always prone to both systematic and non-systematic influences on the part of the staff carrying out the coding (Miovský, 2006). The reliability test is used to identify and eliminate such undesirable influences. The consistency of the procedures and reliability of the coding may be checked using a simple test for randomly selected parts of qualitative material which we ask each coder to prepare. Scherer (Scherer, 2004, p. 47) suggests that the following formula could be used to calculate the coding consistency:

$$SK = 2S / (K1 + K2)$$

SK is the final reliability, S is the number of identical codes for one variable, K1 is the number of variable codes in Coder No. 1 and K2 is the number of variable codes in Coder No. 2. The reliability test will be carried out with all the pairs of coders under comparison for each variable. The level of the resulting reliability is situated between 0 (no consistency) and 1 (absolute consistency). However, this level should not decrease below 0.7. The test may indicate the reliability of variables, which is shown as a mean value of consistency in the variable ratio for all the coders. It is recommended that the reliability test is carried out in the event that a researcher codes the material by themselves (Scherer, 2004). In such a case, the same material can be coded after a certain lapse of time.



## Conclusion

## 5

Naturally, this manual is only a technical instrument and a supplement to the coding procedure that was developed. To acquire a good command of the process, we recommend that the manual is compared with the published results of the Czech Science Agency Project No. 406/07/0541, which may facilitate a better understanding of the methods of data processing and the interpretation options. It goes without saying that the content analysis of an area covering such a sensitive topic always poses a challenge. Nevertheless, it is a key way to understand how the media messages on addictive substances and their users make the subject taboo and distorted these days, as well as the best way to explore broader social and psychological phenomena pertaining to the field. Finally, it is this type of research that can advance our current knowledge of complex correlations involving the development and implementation of the drug policy, which is an area that has a crucial impact on the development of legal norms, as well as interacting with social and cultural norms. For these reasons, addictology-oriented research into media is growing in importance and it is expected that it may become a research priority in the upcoming years.



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## Centre for Addictology

- ● ● ● Psychiatric Clinic, First Faculty of Medicine,  
and General University Hospital  
Charles University, Prague  
Ke Karlovu 11 / 120 00 Praha 2 / Czech Republic  
e-mail: [info@adiktologie.cz](mailto:info@adiktologie.cz)  
[www.adiktologie.cz](http://www.adiktologie.cz)

### **Manual for Coding of Media Messages on Addictive Substances and Related Issues**

#### **User's Handbook**

Written by Lenka Šťastná, Michal Miovský, Petr Novák

Reviewed by: Mgr. Miroslav Charvát, Ph.D.

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