Data Collection from 1st Sep 2010 – 30th Nov 2010

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Research Project „Asia in the Eyes of Europe“
Jyllandsposen (Quality): Danish daily broadsheet. Daily reader approx. 377.000, Independent liberal Newspaper. Cartoon controversy

Ekstra Bladet (Tabloid): Sensationalist stories. Share of its income from sex ads. Since 1979 always a partly or completely naked woman on page nine which is referred to as Side 9 Pigen. Social-liberal. Weekday: 303.000

TV2 (Television News): Publicly owned television station. 19.00 news. 25 min.
Volume and average per week

Volume of data

EB: 3,25  JP: 20,50  TV-2: 0,08
Distribution of sources - absolute

- N/A
- int'l
- domestic

TV2
EB
JP
Distribution of sources - percentage
Distribution: 2

Popular news agencies against total coverage

- Børsen: 15
- Reuters: 4
- Ritzau: 3

5.24% 
1.40%
1.05%
Focus of Domesticity - Absolute

- 3rd Country
- Local
- Regional
- Asia

TV2
EB
JP
Focus of Domesticity - Percentage

- **3rd Country**
  - TV2: 0.00%
  - EB: 28.21%
  - JP: 23.17%

- **Local**
  - TV2: 10.26%
  - EB: 53.85%
  - JP: 26.83%

- **Regional**
  - TV2: 0.00%
  - EB: 9.35%
  - JP: 10.16%

- **Asia**
  - TV2: 0.00%
  - EB: 7.69%
  - JP: 10.16%
Degree of centrality - absolute

- **Main**
  - TV2: 0
  - Ekstra Bladet: 0
  - JP: 7

- **Secondary**
  - TV2: 0
  - Ekstra Bladet: 0
  - JP: 27

- **Minor**
  - TV2: 1
  - Ekstra Bladet: 37
  - JP: 212
Degree of centrality - Percentage

- **main**: 0.00%, 0.00%, 0.00%, 2.85%
- **secondary**: 0.00%, 5.13%, 10.98%
- **minor**: TV2 - 100.00%, EB - 94.87%, JP - 86.18%
Evaluation - absolute

- **negative**
  - TV2: 0
  - EB: 6
  - JP: 20

- **neutral**
  - TV2: 1
  - EB: 29
  - JP: 192

- **positive**
  - TV2: 0
  - EB: 4
  - JP: 34
Evaluation - percentage

- Negative: 8.13%
- Neutral: 78.05%
- Positive: 13.82%
Overall Framing - absolute
Overall Framing - percentage

- Development
  - JP: 0.35%
  - EB: 0.35%
  - TV2: 0.35%
- Environment
  - JP: 0.70%
  - EB: 0.35%
  - TV2: 0.00%
- Social Affairs
  - JP: 19.93%
  - EB: 9.79%
  - TV2: 0.00%
- Economy
  - JP: 55.24%
  - EB: 2.10%
  - TV2: 0.00%
- Politics
  - JP: 9.79%
  - EB: 1.05%
  - TV2: 0.35%
Politics:

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<tr>
<th></th>
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<th>JP</th>
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<td>3</td>
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<tr>
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<tr>
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Economy:
Actors representation - absolute

- Asian Development Bank
- APEC
- ASEM
- ASEAN
- Asia/Asian

TV₂, EB, JP
Actors representation - percentage

- Asian Development Bank
- APEC
- ASEM
- ASEAN
- Asia/Asian

TV2
EB
JP

86.01%
Metaphors

- JP (47) – EB (2) - TV2 (0)

Most common metaphors:
- 1. Competition
- 2. Movement
- 3. War