Call for Authors

Database of Variables for Content Analysis (DOCA) invites submissions for entries. → www.hope.uzh.ch/doca

The **open access** database compiles, systematizes, and evaluates relevant content-analytical variables of communication and political science research areas and topics.

DOCA simplifies access to common variables and their categories for content analysis research. It provides entries for single **variables** (e.g., actors, issues...) and more complex theoretical **constructs** (often measured by more than one variable e.g., americanization).

The database serves as a foundation for answering questions about research designs and operationalizations resorting to content analysis and helps standardize and compare studies. It also promotes equal opportunity among researchers by providing free access to important resources.

We are looking for authors for the following variable entries:

Section Basics / Procedures
• Types of Media Outlets (Website, TV, Print...)
• Types of Digital/Social Media (Blogs, professional networks, platforms...)

Section News / Journalism:
• News Factors/ News Values; this includes the following variables: aggression/conflict, importance, duration, elite/celebrity, emotions, continuity, controversy, proximity, reach, relevance, (potential) damage/benefit, thematization, scope, and unexpectedness
• Objectivity
• Narrativity or narratives
• Visual framing
• Political balance
• Strategy and game framing
• Framing elements based on Entman (esp. science or health communication)
• Interpretive journalism
• Alternative news media
• Journalistic role performance

Section: Organizational / Strategic Communication:
• Storytelling
• Mediatization (esp. science or political communication)
• Fear appeals (esp. health communication)

Section: Automated Content Analysis
• Emotions
• User reactions
• Visualisations

Of course, you can also send us suggestions for further variables anytime.

TYPE OF ENTRY

DOCA welcomes state-of-the-art contributions that summarise and discuss various operationalisations - usually by other researchers - as well as contributions that introduce variables that have been developed by the author(s) of the submitted entry themselves. In this way, DOCA can also contribute to the further development of operationalisations and reflect current research trends.

What information is contained in the database entries?

Each database entry follows (more or less) the following structure:

1. A brief description of the **variable** or theoretical construct
2. A brief description of the most common **field of application** / theoretical foundation
3. (If applicable) References / combination with **other methods** of data collection
4. A sample operationalization including information about the **selected study** / selected studies (research question/s; analyzed media type) and information about the **variable** or construct (level of analysis, reliability score, categories / values)
5. (If available) the **codebook / protocol / code** or other relevant material

PROCEDURE REGARDING THE CALL

- If you are interested in authoring an entry, please email us at: mfg@ikmz.uzh.ch by March 20, 2024.
- Information on variables or constructs in our database can be found at this link: www.hope.uzh.ch/doca.
- You will receive a response within two weeks regarding your acceptance and instructions for preparing your entry.
- Please submit your entry, which should be approximately 2 pages long, by no later than May 1, 2024.
- If your entry is accepted, we will handle the typesetting, design, and publication. Each entry will be assigned a DOI (Digital Object Identifier).
- No fees are charged to authors for submission, evaluation, or publication processes.

REVIEW

To ensure quality, all submissions are reviewed by at least two editors. The evaluation criteria are: Convincing overall presentation; well-founded selection of variables/constructs; and plausible theoretical embedding. If the submitted contribution is a self-developed variable, the review process is also particularly critical in terms of plausibility and relevance for the field.

MORE INFORMATION ON DOCA

www.hope.uzh.ch/doca/faq

Oehmer-Pedrazzi, F., Kessler, S. H., Humprecht, E., Sommer, K., & Castro, L. Steck-brief «DOCA – Database of Variables for Content Analysis». Zur Relevanz, Zielstellung, Inhalt und Partizipationsmöglichkeiten der Datenbank für Operationalisierungen der standardisierten Inhaltsanalyse. *Studies in Communication Sciences, 23*(3), 391–395. doi.org/10.24434/j.scoms.2023.03.4415

We are very much looking forward to your submissions.

Franziska Oehmer-Pedrazzi (principal editor), University of Applied Sciences of the Grisons FHGR
Sabrina H. Kessler, University of Zurich
Edda Humprecht, University of Zurich
Katharina Sommer, Zurich University of Applied Sciences
Laia Castro Herrero, Universitat de Barcelona