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POLI 421

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Instructions / step by step for media searches

https://library.unc.edu/

e-research by discipline (left side of page)

Nexis Uni (right side of page)

Example search: ["black lives matter" or "#BLM"]
Select All available dates, news, hit the search button

This generates 10k+ hits, from many sources. We need to limit to one newspaper at a time.

On results page, left side, click on Sources
Click on any source you want; I picked "Atlanta Journal-Constitution"

This generates 710 hits

Click on "download" button

Click on "results", then MS Excel, then specify results 1-710 in the results button

Click "download"

This generates a spreadsheet in a zip file; save that. If necessary, rename the file so it's really simple, for example: BLM-total.xlsx for the main search or BLM-violent.xlsx BLM-police.xlsx to indicate the frames.

Then go back to the search page and "search within results" to add a keyword:

[violen* OR break OR injur* OR damage]

This generates 318 hits; save those as before.

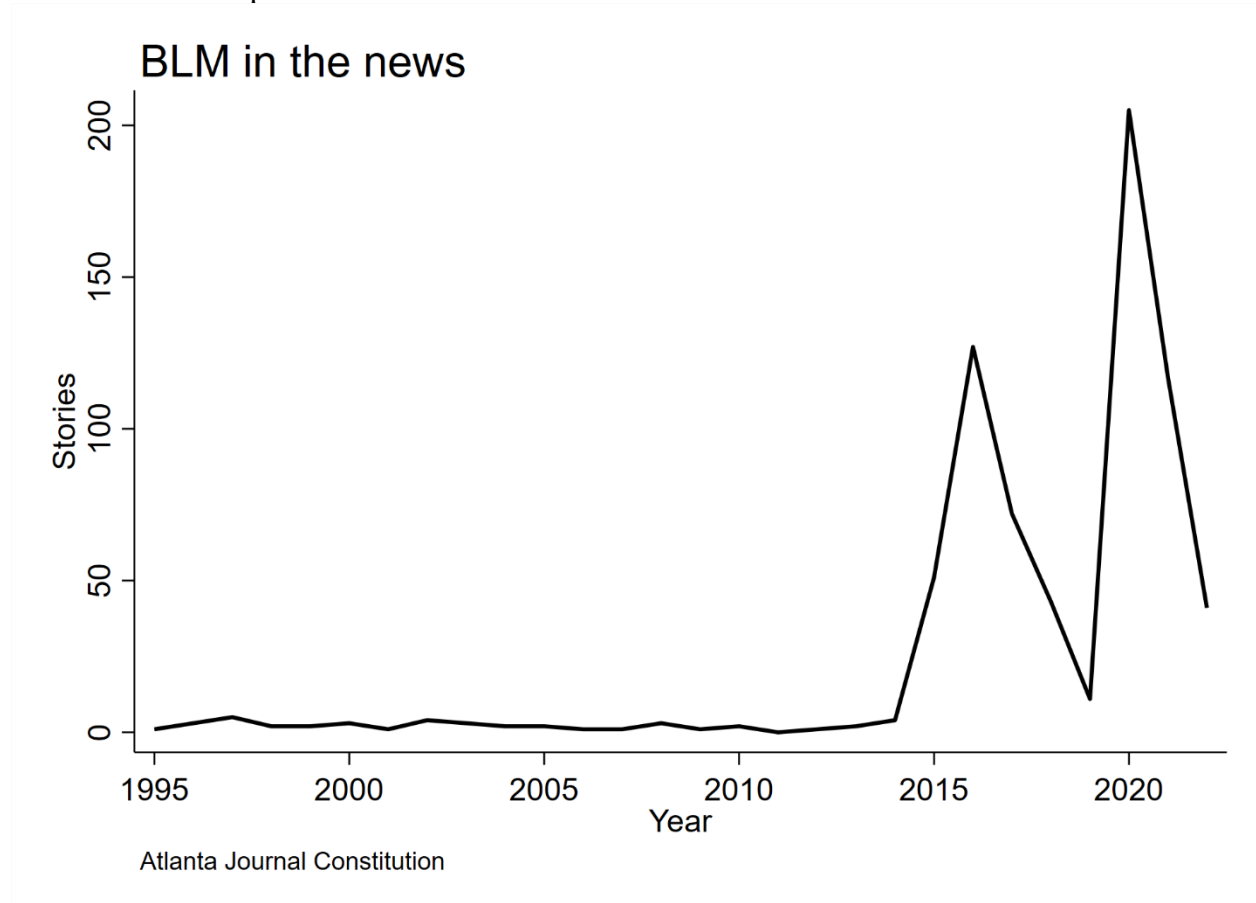To do more searches, hit the "back" button to get back to the original 710 hits.

Repeat this process as many times as you like. Make sure you save the files with names that indicate the frames or keywords. It's preferable to use short file names rather than long ones.
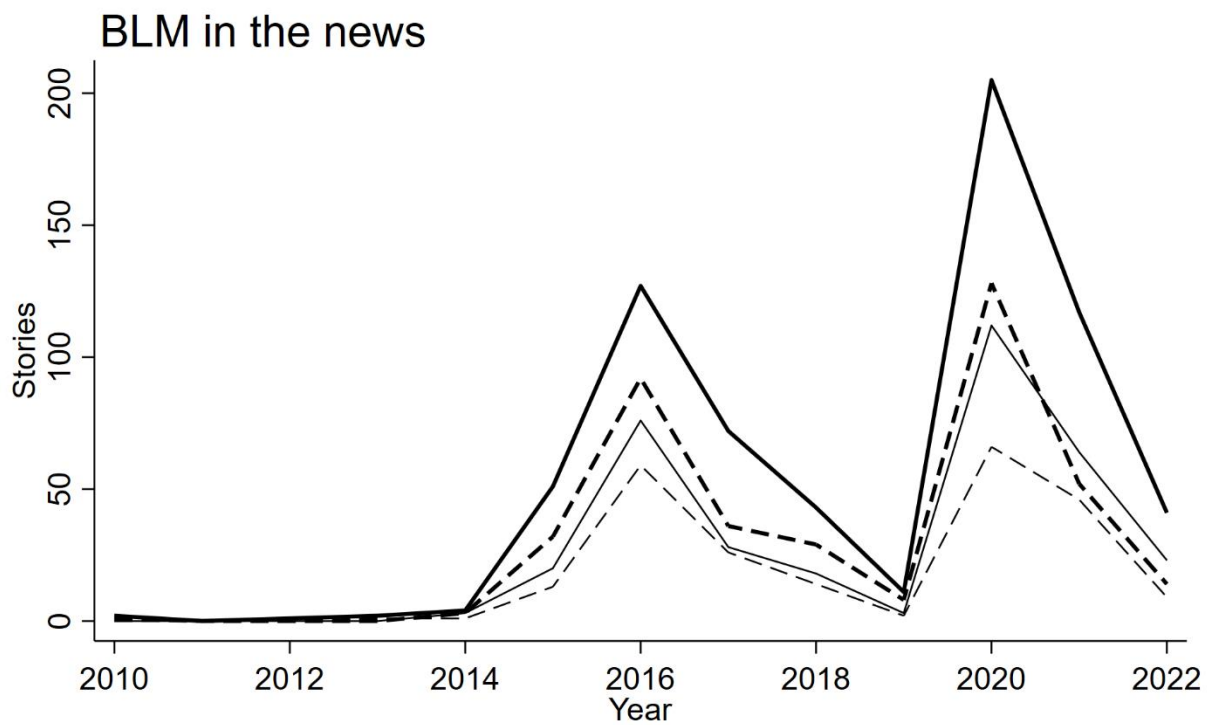
Of course, you need to have debugged your results to make sure the hits are real. A key element in doing this is to limit your research to one newspaper at a time. Read some of the results to make sure you do not need to add keywords to exclude certain things (NOT xxx). Some searches are easier than others. In fact, some searches are virtually impossible because words are used in with meanings. At the end, make sure that at least 85% of your stories are "true hits" – keep revising your keywords to exclude false hits until you get a set of keywords that really works. If this proves to be impossible, then unfortunately you'll need to change your topic. But maybe you can find a topic that is close to your original idea that works well, hopefully.

Once you have the data stored in a series of spreadsheets, give them short names that make sense and indicate which is the "main" or "total" search and which are the different frames within that total..

I can help you compile them into a single file for analysis in office hours, of if you email them to me with a description of what simple frames they represent.
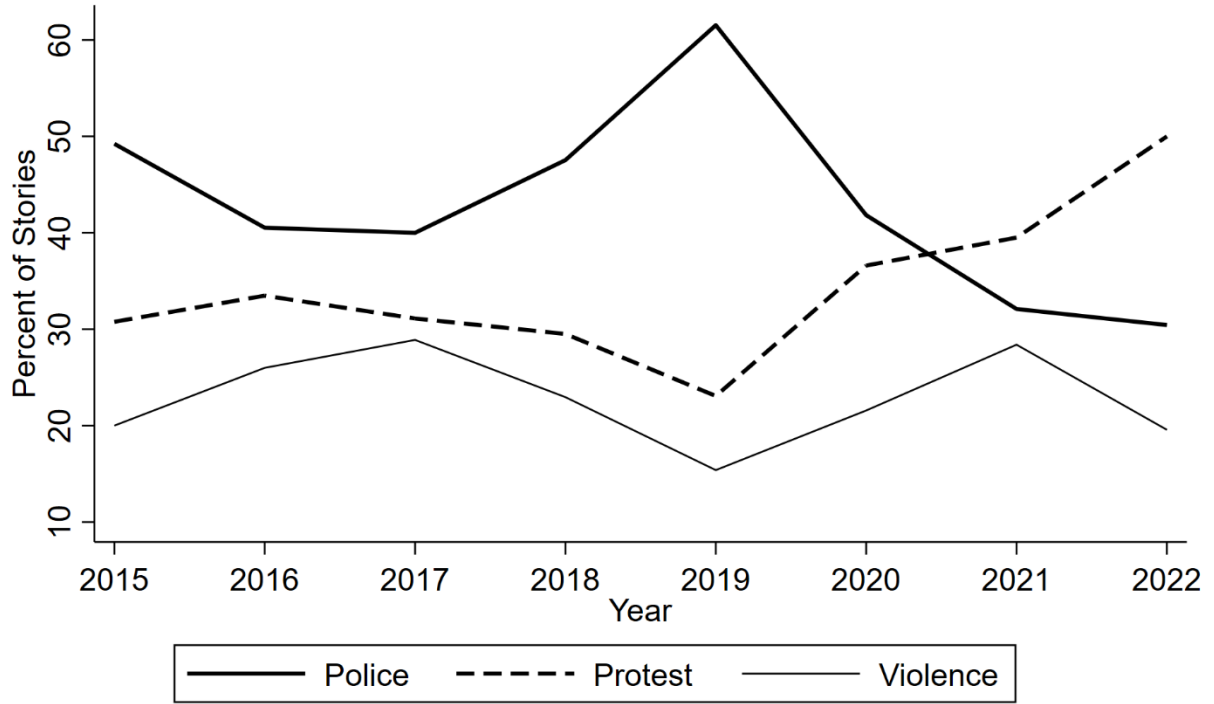
Here are some simple results:

BLM in the news

Atlanta Journal Constitution

BLM in the news

Atlanta Journal Constitution

BLM in the news
Percent attention to three frames

Atlanta Journal Constitution.