**Media Representations of Academia: Mapping and Typologizing News Coverage of All Swiss Higher Education Institutions (Appendix)**

Table 3: Overview of the News Media Sample

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Title  of the news outlet / broadcast program** | **Media type** | **Media channel** | **Quality\*** | **Language region** | **Media company** | **Audience reach in 2019 per day / edition\*\*** | **Number of articles on HEIs in 2019** | **Share of reporting in 2019 in %** | **TOP 3 most mentioned HEIs\*\*\*\*** |
| Blick.ch | Tabloid | Online | low-quality news | German | Ringier AG | 917,000 | 417 | 1.11 | ETH, UZH, UNIBE |
| 20Minuten.ch | Tabloid | Online | low-quality news | German | TX Group | 1,204,500 | 300 | 1.05 | ETH, UZH, ZHAW |
| 20Minutes.ch | Tabloid | Online | low-quality news | French | TX Group | 482,500 | 344 | 0.80 | EPFL, ETH, UNIGE |
| tio.ch | Tabloid | Online | mid-quality news | Italian | TX Group | 26,500 | 311 | 0.80 | SUPSI, USI, ETH |
| watson.ch | Tabloid | Online | low-quality news | German | FixxPunkt AG | 285,500 | 205 | 0.93 | ETH, UZH, UNIBE |
| Le Matin.ch | Tabloid | Online | low-quality news | French | TX Group | 190,000 | 314 | 0.77 | EPFL, ETH, UNIGE |
| Corriere del Ticino.ch | Daily newspaper | Online | mid-quality news | Italian | Centro Stampa Ticino SA | 28,500 | 291 | 1.16 | SUPSI, ETH, USI |
| Le Temps.ch | Daily newspaper | Online | high-quality news | French | Ringier AG | 85,500 | 397 | 2.49 | UNIL, EPFL, UNIGE |
| NZZ.ch | Daily newspaper | Online | high-quality news | German | NZZ-Mediengruppe | 293,000 | 509 | 1.82 | ETH, UZH, UNIBE |
| Tagesanzeiger.ch | Daily newspaper | Online | mid-quality news | German | TX Group | 258,500 | 457 | 1.53 | ETH, UZH, UNIBE |
| Die Weltwoche | Weekly magazine | Printed press | mid-quality news | German | Weltwoche Verlags AG | 164,500 | 66 | 2.29 | ETH, UZH, UNIFR |
| Die Wochenzeitung | Weekly newspaper | Printed press | high-quality news | German | Genossenschaft Infolink | 100,000 | 33 | 2.33 | UZH, UNIBE, ETH |
| Le Matin Dimanche | Weekly tabloid newspaper | Printed press | low-quality news | French | TX Group | 336,000 | 102 | 1.29 | UNIGE, UNIL, EPFL |
| NZZ am Sonntag | Weekly newspaper | Printed press | high-quality news | German | NZZ-Mediengruppe | 351,000 | 157 | 2.65 | UZH, ETH, HSG |
| SonntagsBlick | Weekly tabloid newspaper | Printed press | low-quality news | German | Ringier AG | 486,000 | 98 | 1.86 | ETH, UZH, UNIBAS |
| Sonntagszeitung | Weekly newspaper | Printed press | mid-quality news | German | TX Group | 511,500 | 95 | 1.39 | ETH, UZH, UNIBE |
| rtr.ch | Public service broadcaster | Online | n.a. | Romansh | SRG SSR\*\*\* | n.a. | 81 | 1.00 | ETH, HTWC, UZH |
| rsi.ch | Public service broadcaster | Online | mid-quality news | Italian | SRG SSR | 32,000 | 151 | 1.16 | ETH, SUPSI, USI |
| rts.ch/info | Public service broadcaster | Online | mid-quality news | French | SRG SSR | 209,000 | 239 | 2.13 | UNIL, UNIGE, EPFL |
| srf.ch/news | Public service broadcaster | Online | high-quality news | German | SRG SSR | 760,000 | 549 | 2.28 | UZH, UNIBE, ETH |
| 10vor10 | Public service broadcaster | Television news program | high-quality news | German | SRG SSR | 361,000 | 29 | 2.32 | ETH, UNIBE, UZH & ZHAW |
| Echo der Zeit | Public service broadcaster | Radio news program | high-quality news | German | SRG SSR | 238,700 | 34 | 1.47 | UNIBE, UZH, ETH |
| Le Journal | Public service broadcaster | Television news program | high-quality news | French | SRG SSR | 272,000 | 22 | 0.49 | EPFL, UNIGE, ETH |
| Rendez-Vous | Public service broadcaster | Radio news program | high-quality news | German | SRG SSR | 363,400 | 27 | 1.58 | ETH, UZH, UNIBE |
| Tagesschau | Public service broadcaster | Television news program | high-quality news | German | SRG SSR | 612,000 | 25 | 0.80 | ETH, UNBE, UZH |

*Note*. Reading example: The news outlet *Die Wochenzeitung* is a weekly newspaper. We analyzed its printed edition which is of high news quality. *Die Wochenzeitung* is a news outlet of the German language region of Switzerland and published by *Genossenschaft Infolink*. An edition of *Die Wochenzeitung* reaches an average of 100,000 people. In 2019, it published 33 articles that reported on a Swiss HEI in at least one longer section or in more than one-third of the article. These 33 articles accounted for 2.33% of the total coverage of *Die Wochenzeitung* in 2019. The three HEIs that were most often mentioned in the coverage of *Die Wochenzeitung* in 2019 are the UZH (University of Zurich), UNIBE (University of Bern), and the ETH (Swiss Federal Institute of Technology in Zurich).  
\* The classifications of the news “quality” are based on a comprehensive content analysis of these news media (fög, 2020).   
\*\* Data on the daily audience reach / average reach of an edition was obtained by the *WEMF AG für Werbemedienforschung* and published in the *Medienqualitätsrating 2020* (MQR-20, see https://www.mqr-schweiz.ch/de/startseite.html).  
\*\*\* SRG SSR = Swiss Broadcasting Corporation.   
\*\*\*\* The TOP 3 most mentioned HEIs: The most frequently mentioned three higher education institutions per media title are listed in order of their frequency. In the few cases where more than one HEI is in third place, all of these HEIs are listed. The abbreviations signify: EPFL = École polytechnique fédérale de Lausanne; ETH = Swiss Federal Institute of Technology in Zurich; HSG = University of St.Gallen; HTWC = Hochschule für Technik und Wirtschaft Chur; SUPSI = University of Applied Sciences and Arts of Southern Switzerland; UNIBAS = University of Basel; UNIBE = University of Bern; UNIFR = University of Fribourg; UNIGE = University of Geneva; UNIL = University of Lausanne; USI = University of Lugano; UZH = University of Zurich; ZHAW = Zurich University of Applied Sciences.