COMMUNICATION 3000

RESEARCH METHOD: Content Analysis

The focus of this study was to determine the overall coverage worldwide of the Sustainable Development Goals (SDGs). The newspaper articles that were recorded for this study were found through the LexisNexis database during January 1- April 16, 2016. Student researchers followed strict coding guidelines to identify what newspaper articles were appropriate, using a codebook of common key terms and focusing on English language media.

Newspapers Used in Study are Listed as Follows (in alphabetical order):
- Addis Fortune
- African News
- Africa Weekly
- Al Jazeera
- Arab News (2 articles)
- The Armenpress News Agency (3 articles)
- Asia News Network
- The Balochistan Time
- The Bangkok Post
- BBC (2 articles)
- Below the Line Voice of the Crew
- Business and Financial Times
- Business Mirror (Philippines)
- Business Recorder
- Business World (2 articles)
- Cape Times
- Central Asian News Service
- China Daily (2 articles)
- The Christian Science Monitor
- Corkman (Ireland)
- Daily Examiner (12 articles)
- The Daily Glean
- Daily National Herald Tribune
- Daily News
- The Daily Star
- Daily The Pak Banker (2 articles)
- Daily Times (2 articles)

- Dawn (Pakistan)
- DefenceWeb
- The Dominion Post (New Zealand)
- The Express Tribune
- Fiji Sun
- The Financial Express
- Geelong Advertiser (Australia)
- The Guardian (5 articles)
- Gulf News (United Arab Emirates)
- Gulf Times
- The Herald
- Himalayan Times
- The Hindu
- Hobart Mercury
- The Independent (Africa) (2 articles)
- Indian Blooms News Service
- Jerusalem Post (2 articles)
- Kantipur Publications
- Legal Monitor Worldwide
- Los Angeles Times
- Marlborough Express
- Malta Today
- The Mercury
- Mehr News Agency (2 articles)
- MintAsia
- Mirror Publications
- The Nambian
- The News International
- The New Times (Kigali) (2 articles)
- New Straits Times (2 articles)
- New York Times
- Official News Plus Media Solutions
- Pakistan Observer
- Philippines Daily Inquirer
- Project Notices

- The Pioneer (India) (2 articles)
- Qatar News Agency (2 articles)
- Redlands Daily Facts
- Salt Lake Tribune
- The Scotsman
- The Sentinel Echo
- Sowetan Journal (South Africa)
- South China Morning Post
- Taranaki Daily News (New Zealand)
- The Telegraph Journal (New Brunswick)
- TendersInfo
- The Times
- The Times of Central Asia
- The Times of India (2 articles)
- Today Now
- Trend News Agency (Baku, Azerbaijan)
- UN News Service
- UN News Centre
- US Official News (4 articles)
- Waikato Times (New Zealand)
- The Washington Post
- Winnipeg Sun
- The Zimbabwean
- Zoom Company Information

Each team complied key words related to each goal, individually analyzed each one, and eliminated some if they did not fit the criteria. **TABLE 1** below shows the keywords used, by goal, as well as the country of origin/content.

TABLE 1: Goals, Key Words, Countries of Newspaper Coverage

Sustainable Development Goal's	Key Words	Countries
Goal 1: No Poverty	- Ending poverty - Equal rights to equality - Eradicate of extreme poverty - End poverty in all dimensions - Sustainable development	- Ethiopia - United States - United Kingdom - Africa - Costa Rica
Goal 2: Zero Hunger	- Food Security - Food Security & Climate Change - Sustainable Agriculture - Sustainable Agriculture & Hunger - End Hunger - Zero Hunger - Enhanced Agriculture	- Philippines - Pakistan - India - Himalaya - Nepal - Australia
Goal 3: Good Health and Well Being	- Sustainable Development - Epidemics - Substance Abuse - Universal Health Care - Neonatal Mortality	- India - Africa - United States - China - Singapore - Australia
Goal 4: Quality Education	- Higher Education - Effective Learning Outcomes - Cultural Diversity - Training - Disability - Preschool	- South Africa - Singapore - Nepal - United Kingdom - India - China - Tajikistan - Pakistan - New Zealand - United States
Goal 5: Gender Equality	- Gender Equality - Discrimination of Women - UN & Gender Equality - Gender & Sex Discrimination - Gender Equality & SDG	- India - United States - Iran - China

Sustainable Development Goal's	Key Words	Countries
Goal 10: Reducing Inequalities	- Voice for developing countries - Reduced inequalities - Income inequalities - Reduce discriminatory laws - Achieve greater equality - Economic status	- Afghanistan - Africa - Australia - Bangladesh - China - France - India - Israel - Malaysia - Malta - Nepal - Saudi Arabia - Somalia - South Africa - United Kingdom - United States
Goal 11: Sustainable Cities and Communities	- Adequate Housing - Sustainable Organizations - Sustainable Development Goals - Resource Efficiency United Nations - Accessible Transportation - Declining Infrastructure - Sustainable Cities - Sustainable Housing	- Japan - South Africa - Sri Lanka - India - Armenia - New Zealand - Iraq - Syria - Canada - Ireland - Philippines - Qatar - Rwanda - Thailand - Iran - Malaysia
Goal 14: Life Below Water	- Marine Pollution - Acidification - Coastal Ecosystems - Overfishing	- Australia - Fiji - New Zealand - Pakistan - United Kingdom - United States

Sustainable Development Goal's	Key Words	Countries
Goal 16: Peace Justice and Strong Institutions	- SDG's - Peace - Trafficking - Strong Institutions - Accountable Institutions - Peace Justice and Strong Institutions - Inclusive Societies - Child Abuse - Justice - Violence	- Zimbabwe - India - China - Romania - Qatar - Ghana - New Brunswick - Kigali - Turkey - Australia - Jerusalem - Syria - Pakistan - Nigeria

In summary, **TABLE 1** recognizes from what countries articles were coming, depending on the goal itself. Overall we examined not only the keywords but also audiences that these articles were reaching. These analyses were important factors in determining what countries were communicating about the goals and what countries were bringing these goals to light.