

Focus

Most of the items taken from the Inquirer were coded as having no focus (18 of 42). The remaining stories were split between issue-focused (11) and event-focused news (12). No items were coded as 'mixed.'

Topic

Once again, the raw data was available only for the Inquirer. However, the IMPACS' researcher stationed in the Philippines compiled tables based on the 5 most frequently mentioned topics.

Table F.3 – Top 5 Mentioned Topics (Print)

	Manila Bulletin	Philippine Daily Inquirer	Philippine Star	Business World
Total Top 5 Topics	107	65	67	79
Other	23.4	36.9	44.8	21.5
Politics of Trade	21.5	30.8	35.8	30.4
Economic Issues	26.2	15.4	11.9	26.6
Official Summit	18.7	4.6	4.5	15.2
Globalization	10.3	12.3	3.0	6.3
Total	100.1	100.0	100.0	100.0

'Other,' a category representing a diverse array of issues that in many cases had only a tenuous link to the APEC Summit, was the most frequent topic category mentioned during the monitoring period. If we disregard the sizable 'other' categories represented in the table above it is apparent that the process of negotiation and economic issues made up a sizeable proportion of the news in these three publications. Little space was made for the concerns of labour, the environment, culture or minority/ethnic groups.

To better understand the breakdown of main topics and the composition of the 'other' category that has been expanded into new categories, the data for the Philippine Daily Inquirer is shown below.

Table F.4 – Main Topic in Philippine Daily Inquirer

	Main Topic	%
Economic Issues	8	18.6
Philippine Politics	7	16.3
Politics of Trade	6	14.0
East Timor	6	14.0
Official Summit	5	11.6
President Estrada	5	11.6
Other	3	7.0
WTO	2	4.7
People's Summit	1	2.3
Total	43	100.1