

Appendix III: Measurement robustness

In order to evaluate the robustness of measurement of the three IOs' visibility, I replicated the automated text search with two modifications of the list of search terms used to identify references to the IOs. The default list, used in the body of the text, is presented in Error: Reference source not found. One modification applied consisted in the exclusion of all personal (leaders') names from the list so that, for example, the list of search terms to detect the references to the EU would not contain the terms 'leyen', 'borrell', and 'charles michel'. The second modification was more profound, as it only limited the search terms for each IO to the most common version of the IO name (European Union, North Atlantic Treaty Organization, and United Nations) and the most common abbreviation (EU, NATO, UN).

The resulting differences in the measurement are marginal. While in the main dataset a reference to at least one of the three IOs is detected in 29.9% of articles, with the first modification the share 'drops' only by 0.1 percentage points, to 29.8%, and with the second to 29.1%. The most inclusive main sample found a reference in 134 132 articles, while the most exclusive (second modification) in 130 848. That is, the least inclusive set of search terms captures 97.6% of the articles identified with the most inclusive list.

This is further supported by a joint visualization of the main over-time patterns in the three IOs' visibility. Figure A 1 depicts the pattern from the main analysis, using the full set of search terms, Figure A 2 the results with the first modification, and Figure A 3 with the second (most exclusive) modification. The differences in the results are negligible. The only visible difference is in the case of the EU, where the third modification that excludes, for example, the European Parliament or the European Commission, leads to a decrease of EU visibility throughout the entire period to just below 15%.

Figure A 1: IOs' visibility - search terms used in the main analysis

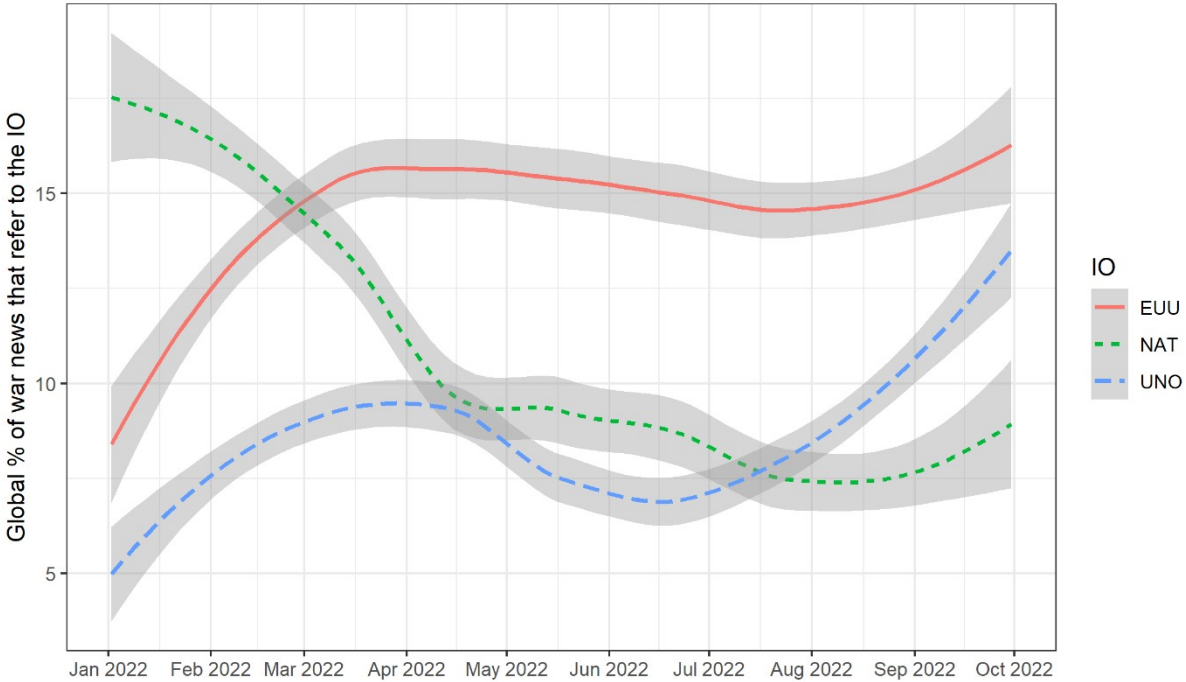


Figure A 2: IOs' visibility - search terms exclude personalities (leaders)

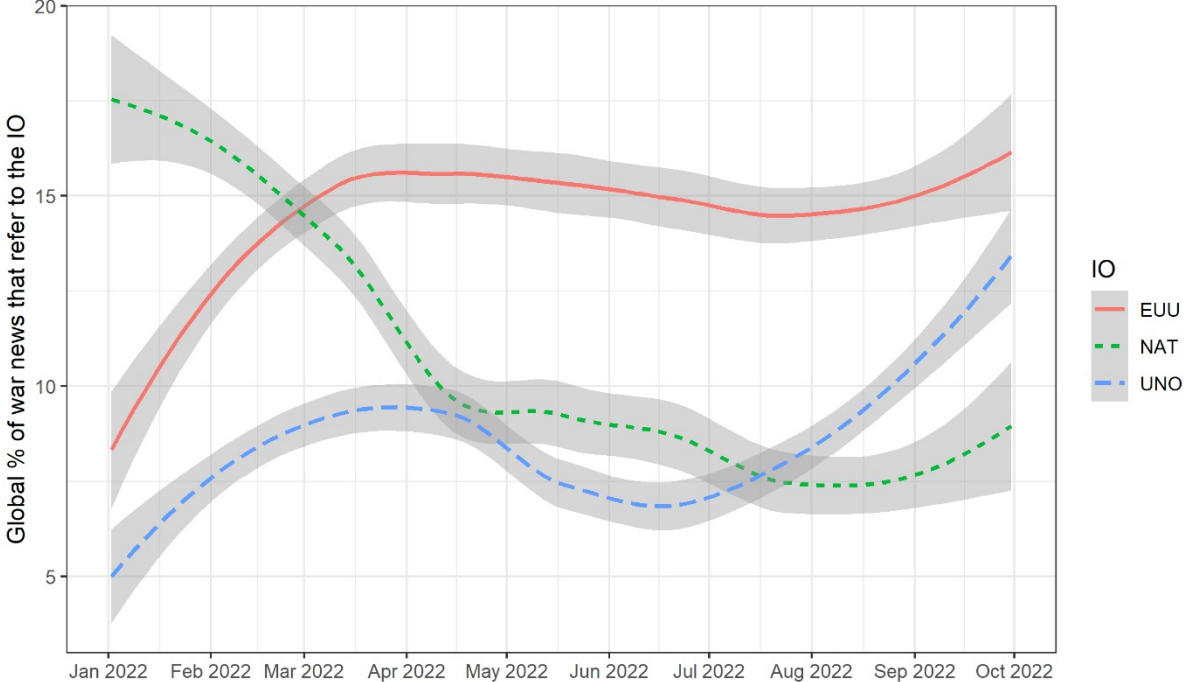


Figure A 3: IOs' visibility - search terms only include the two main institutional terms

