**Television framing of the 2014 Scottish independence referendum: interview data**

This data collection consists of 13 interview transcripts with members of the news and current affairs teams at BBC Scotland and STV who participated in the coverage of the 2014 Scottish referendum; with professional political communicators who dealt with the media during the referendum campaign on behalf of the Yes or No sides or the political parties which comprised them; and with representatives of Scottish civic society who remained impartial in the referendum but communicated with the media to promote their specific issues during the campaign. Interviews discuss the communication/reporting strategies of these actors during the referendum, how they understood what the referendum was about, how they framed it in their messages/coverage and what influenced them in these decisions. All interviews took place face to face in the first half of 2015. This data complement the frame analysis dataset which identifies and measures quantitatively the prominence of different frames in the coverage of BBC Scotland and STV, by exploring how interviewees' frames, working practices and perceptions of the referendum might be connected to the frames that emerged in the actual news coverage.

The method used was semi-structured, face-to-face interviews, based on an interview guide (attached with the data), but with flexibility to pursue points brought up by interviewees with further questions. Interviewees were key participants in political communication/production of television coverage of the 2014 referendum. Interviews were audio recorded and then transcribed.

Interviewees are members of very small communications or reporting teams and represent significant players in the communication/coverage of the 2014 referendum. For this reason, personal details that could lead to their identification have been removed to protect their identity.

In the following list, political campaign communicator refers to professionals working in media relations for either the official referendum campaigns or the parties that comprised them. Yes/No refers to the referendum outcome each communicator campaigned for. Civil society representative refers to senior professionals in Scottish third sector/civil society non-profit associations representing the interests of particular social/religious/professional groups. All civil society organisations included here were officially neutral in the referendum debate and had existed long before the referendum. All of them had communication strategies during the referendum to draw attention to issues that affected their groups/members. Broadcaster refers to members of news and current affairs teams at BBC Scotland or STV who were directly involved on day-to-day decision-making and reporting of the referendum throughout the campaign. Broadcasting regulator refers to a professional working for one of the broadcasting regulating bodies.

**Data list:**

Interview 1: political campaign communicator, Yes, male, interview held on 29.01.2015, in Glasgow, transcript: “interview 1, political campaign communicator, 29.01.2015”

Interview 2: civil society organization representative, neutral, female, interview held in Stirling, on 09.02.2015, transcript: “Interview 2, civil society organization representative, 09.02.2015”

Interview 3: civil society organization representative, neutral, female, interview held in Edinburgh, on 10.02.2015, transcript: “Interview 3, civil society organization representative, 10.02.2015”

Interview 4: civil society organization representative, neutral, male, interview held in Edinburgh, on 11.02.2015, transcript: “Interview 4, civil society organization representative, 11.02.2015”

Interview 5: broadcaster, news and current affairs team, neutral, male, interview held in Glasgow, on 18.02.2015, transcript: “Interview 5, broadcaster, news and current affairs team, 18.02.2015”

Interview 6: broadcaster, news and current affairs team, neutral, male, interview held in Glasgow, on 18.02.2015, transcript: “Interview 6, broadcaster, news and current affairs team, 18.02.2015”

Interview 7: political campaign communicator, Yes, male, interview held in Edinburgh, on 23.02.2015, transcript: “Interview 7, political campaign communicator, 23.02.2015”

Interview 8: political campaign communicator, No, male, interview held in Glasgow, on 02.03.2015, transcript: “Interview 8, political campaign communicator, 02.03.2015”

Interview 9: political campaign communicator, No, male, interview held in Edinburgh, on 03.03.2015, transcript: “Interview 9, political communicator, 03.03.2015”

Interview 10: broadcaster, news and current affairs team, neutral, male, interview held in Glasgow, on 13.04.2015, transcript: “Interview 10, broadcaster, news and current affairs team, 13.04.2015”

Interview 11: broadcaster, news and current affairs team, neutral, male interview held in Glasgow, on 13.04.2015, transcript: “Interview 11, broadcaster, news and current affairs team, 13.04.2015”

Interview 12: broadcaster, news and current affairs team, neutral, male, interview held in Glasgow, on 17.04.2015, transcript: “Interview 12, broadcaster, news and current affairs team, 17.04.2015”

Interview 13: broadcasting regulator, neutral, male, interview held in Glasgow, on 17.04.2015, transcript: “Interview 13, broadcasting regulator, 17.04.2015”