

Appendices

Appendix 1: Email to Estonian Journalists

Subject: Master's thesis interview request

Dear _____,

Tere! [Hello!] My name is James Niiler and I'm master's candidate in journalism at Charles University in Prague. As an American of Estonian heritage, I am highly interested in learning about Estonian culture, politics, and society.

For my master's thesis, I am exploring whether Estonian journalists have played a role in portraying Estonia as a "Nordic" country. I am aware that, in Estonia, being "Nordic" is linked with social and economic progress, and Estonia's close historical/cultural ties to countries of the Nordic region, especially Finland, Sweden, and Denmark.

In short, is Estonia considered to be Nordic by Estonian journalists, and to what extent has this ideal influenced their reporting? Is this idea even still relevant in 2023?

To this end, I'd like to request a video interview with you sometime between now and the end of March. The interview will last no more than 30 minutes and will be conducted in English. Later, I will analyze your responses and compare them to those of other respondents to determine common themes, perspectives, and attitudes.

Because this information is not personal or sensitive, your name and occupation will appear in the thesis text, which will be publicly available on Charles University's digital database. However, none of your personal information will be published. If you would like to be interviewed yet have privacy concerns, please let me know.

Finally, I am aware that this subject may not align with your areas of journalistic interest, or you may simply be unable to take an interview soon. If this is the case, I would much appreciate it if you could provide contact information for another Estonian journalist who could be interviewed about this subject.

Thank you for your time, and I hope to hear back from you soon.

Aitäh [Thank you],

James Niiler
Erasmus Mundus Journalism
2021-2023

Appendix 2: Preliminary Research

RQ: (a) How many news articles about Estonia's relation to the Nordic region can be found on English-language Estonian media? (b) Does the proportion of Estonian population to relevant news articles warrant a full study of this phenomenon?

Methodology: Examine leading English-language Estonian online news outlets for the presence of articles about Estonia and the Nordic region. Specify the following in the websites' search tools:

Timeframe: 2000-2022 (launch of Brand Estonia to present)

Keywords: Estonia AND Nordic, Estonia AND Scandinavia

A proportion of 100 articles per capita (Estonian population : relevant articles) will serve as the threshold for further investigation of this topic.

<https://news.postimees.ee/search>

Estonia AND Nordic: 10
Estonia AND Scandinavia: 10

<https://news.err.ee/search>

Estonia AND Nordic: 677
Estonia AND Scandinavia: 240

<https://estonianworld.com>

Estonia AND Nordic: 273
Estonia AND Scandinavia: 107

<https://baltictimes.com>

Estonia AND Nordic: 0
Estonia AND Scandinavia: 0

<https://en.rebaltica.lv/>

Estonia AND Nordic: 0
Estonia AND Scandinavia: 0

<https://bnn-news.com/>

Estonia AND Nordic: 199
Estonia AND Scandinavia: 181

<https://emerging-europe.com/>

Estonia AND Nordic: 27
Estonia AND Scandinavia: 8

<https://balticworlds.com/>

Estonia AND Nordic: 46
Estonia AND Scandinavia: 31

<https://neweasterneurope.eu/>

Estonia AND Nordic: 16
Estonia AND Scandinavia: 15

<https://upnorth.eu/>

Estonia AND Nordic: 34
Estonia AND Scandinavia: 21

Subtotal Estonia AND Nordic: 1282
Subtotal Estonia AND Scandinavia: 613

Total hits: 1895

Estonian population, 2022	News articles	Proportion
1,326,765	1895	1:700.14

Conclusion: With 700 articles per capita, this preliminary research result meets and exceeds the specified threshold for further investigation.

Appendix 3: Excluded Words in Data Cloud Visualization

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interview
James
Kaarel
Joosep
Marianne
Hans
Silver
Johannes