

NEWS MEDIA, THE PUBLIC SPHERE, AND INFORMED CITIZENSHIP

October 7-19

Information Markets and the Commercialization of
News

Stephen Colbert on Market Failure

2



Outline

3



Market Pressures and Audience Demand

Measuring Audience Size

Economics of Local News

Combat Stories: The Rise of Interpretive Journalism

Consequences for Informed Citizenship

4

Market Pressures

The Rise of Soft and Interpretive News

5

News producers seek to maximize their audience

By featuring a combination of information and entertainment

Hard news = News with substantive, public policy content, societal focus

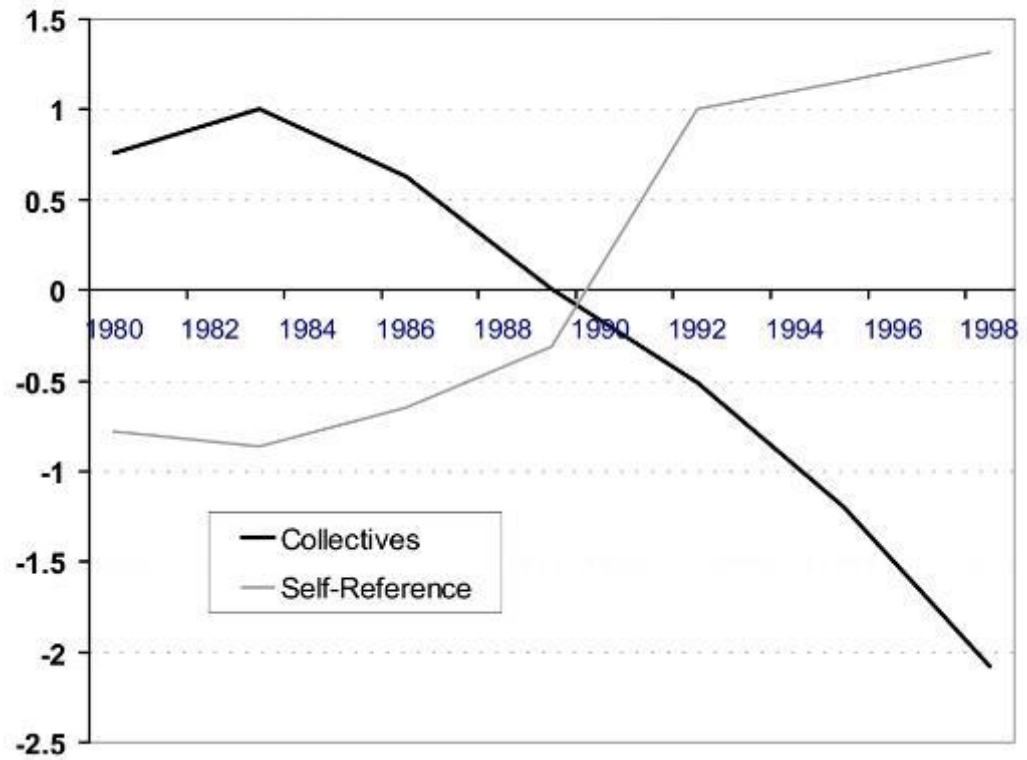
Soft news = News focusing on titillating information -- sex, sleaze, and scandal – unusual but irrelevant events, and the lifestyles of the rich and famous

Personalized News

6

Patterson study –
diminished
focus on
societal
outcomes,
increased
emphasis on
personalized
news

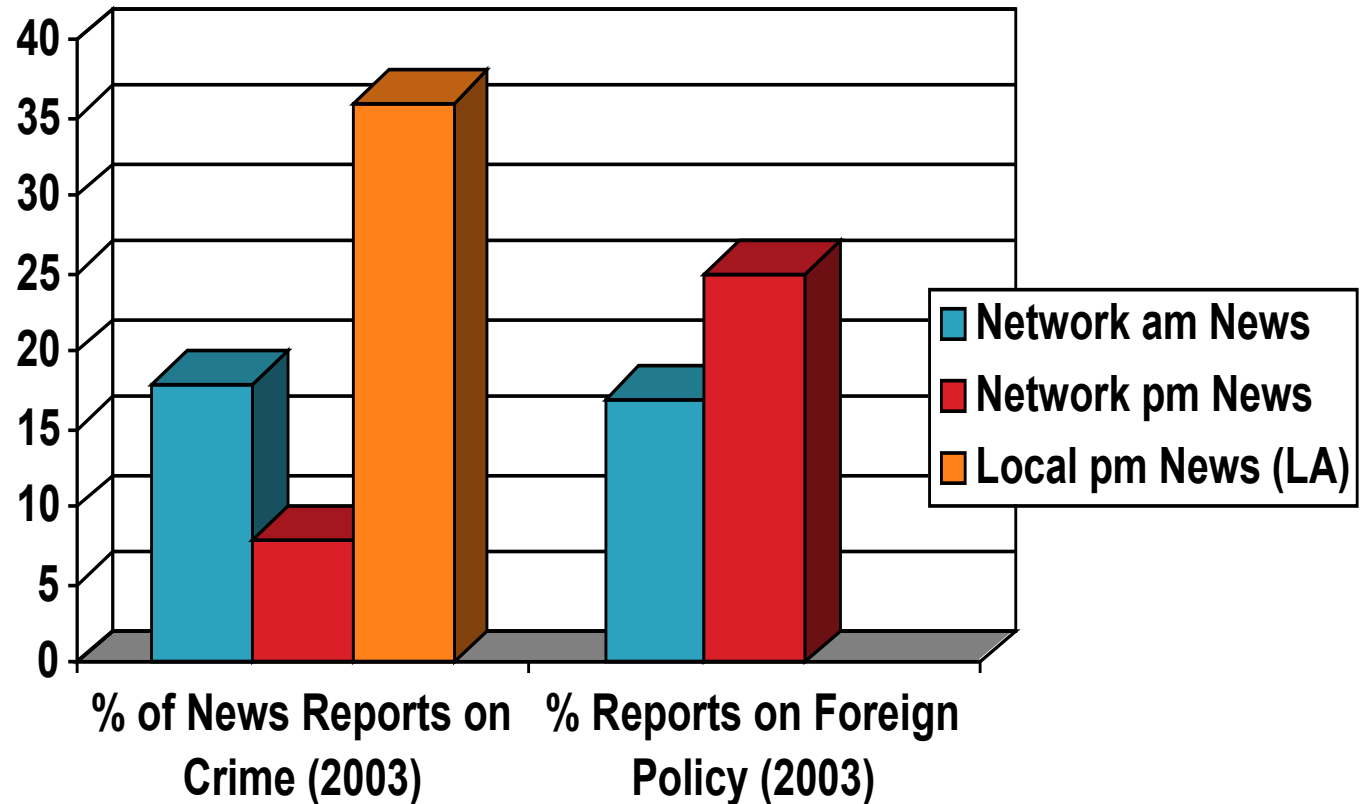
Figure 6: Use of Collectives and Self-Reference Words in News Stories



Frequency of Crime News

7

Crime
versus
foreign
affairs as
newsworthy
issues



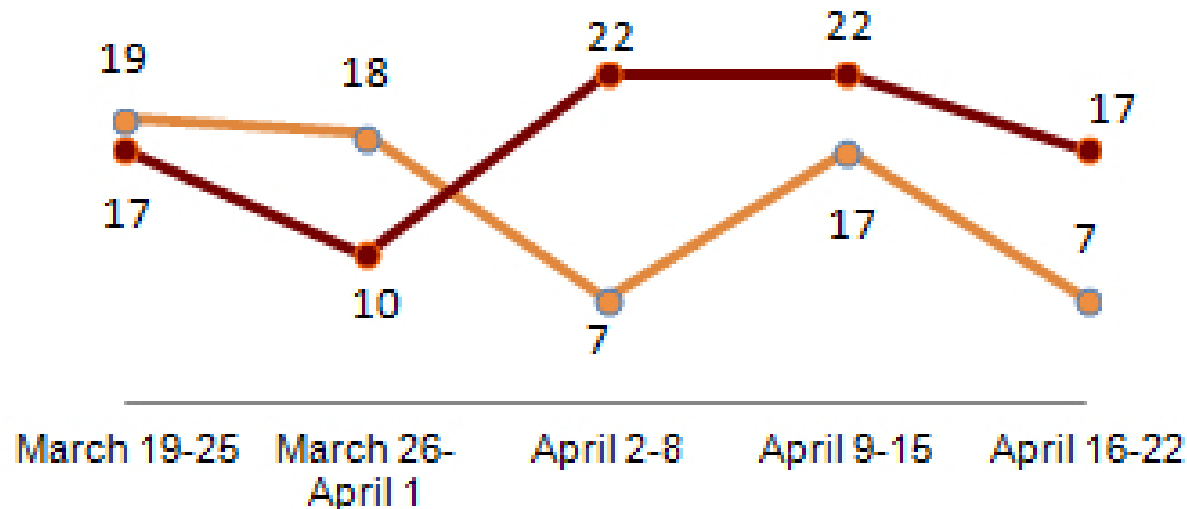
Trayvon Martin Case vs 2012 Election

8

News Coverage of the Trayvon Martin Case vs. 2012 Presidential Election

Percent of newshole

—●— Trayvon Martin —●— 2012 Presidential election



Date Range: March 19-April 22, 2012

PEW RESEARCH CENTER

“Most followed” News Index (1986-96)

9

Most Followed Stories (% Followed Very Closely)

<i>Story:</i>	<i>%</i>
Challenger disaster	80
San Francisco earthquake	73
Rodney King verdict/riots	70
Crash of TWA Flight 800	69
Little girl in well, Texas	69
End of Persian Gulf War	67
Hurricane Andrew	66
Iraq's invasion of Kuwait	66
Floods in Midwest	65
Earthquake in Southern California	63
Iraq's occupation of Kuwait	63
Increase in price of gasoline (10/90)	62
Invasion of Panama	60
Hurricane Hugo	60
Oklahoma City bombing	58
US air strike on Libya	58
Olympic Park bombing	57
Outcome of presidential election	55
United Airlines crash/Sioux City, IA	53
US forces sent to Somalia	52

Contributory Factors

10

Changes in management culture and accounting

- News divisions no longer subsidized

Cost cutting in the 1990s

- “Several of the most basic principles of serious journalism -- worldwide news coverage, multiple correspondents working the same story, and the commitment to getting the story right all became victims of the new economic logic.”

Deregulation

- The ending of the fairness doctrine, easing of ownership rules

“Feeding frenzies” on Candidates’ Private Lives

11

- Reporters ignored details of politicians’ personal affairs in the 50s and 60s; considered not newsworthy
- Beginning in the 1980s, a series of reporting waves focusing on extra-marital affairs and womanizing (Hart, Clinton, Edwards, Cain), plagiarism of rhetoric (Joe Biden), and use of ethnic slurs (Jesse Jackson)
- News coverage of personal foibles exceeded coverage of policy proposals and performance by 10:1

The “Character” Issue

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Increased focus on the personal lives of politicians; zero attention in the 1960s, but major story in the 1980s

Gary Hart - 1988



Herman Cain - 2012



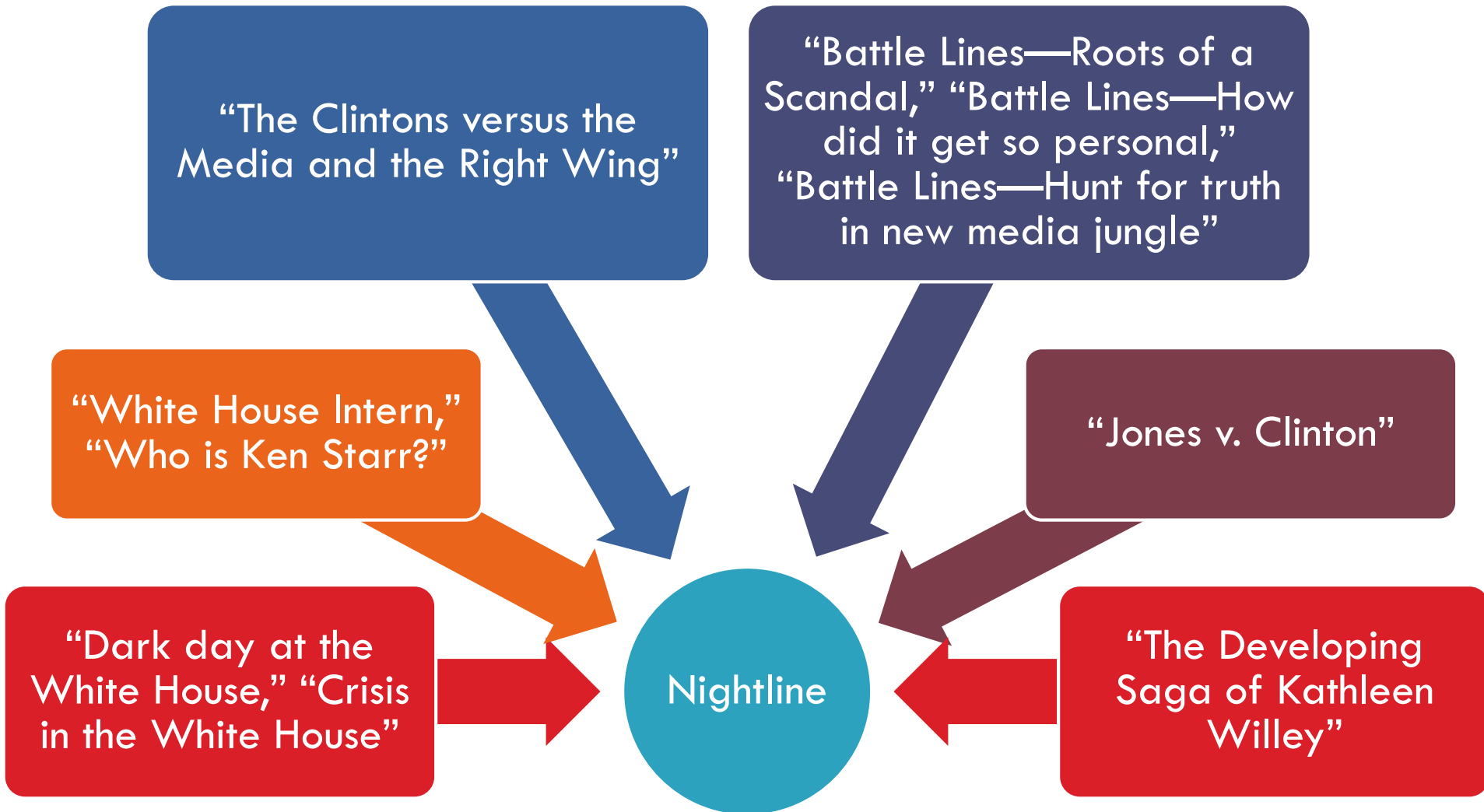
Delayed post-mortem: Matt Bai, (2014).
All The Truth is Out.



October – Cain topped the Republican preference poll (18%)
December – announces withdrawal from race

Feeding Frenzy at Nightline (1991)

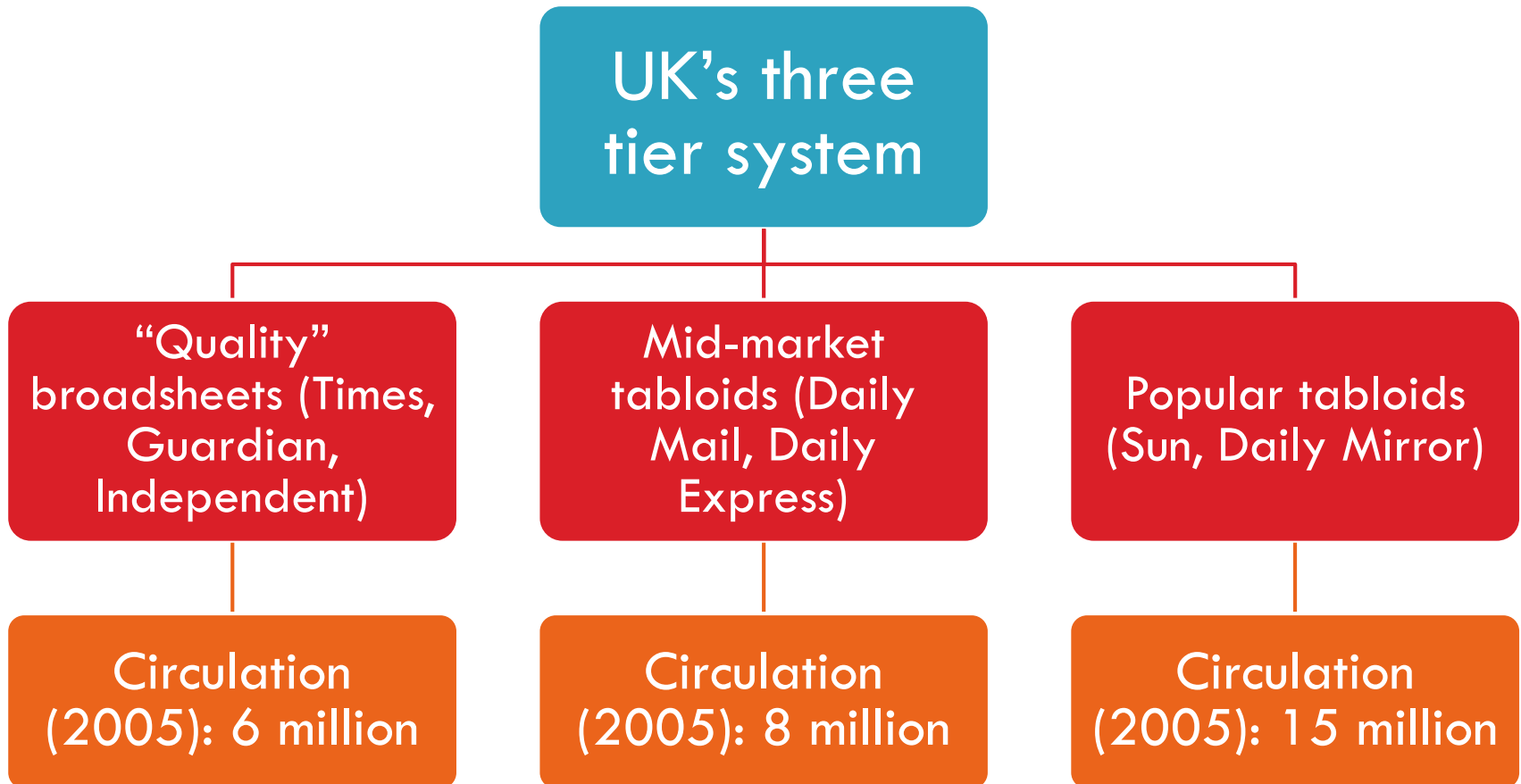
14



Print Media: Tabloids vs. Broadsheets

15

- European tradition of tabloid journalism – high circulation, entertainment-oriented newspapers



Tabloid News

16

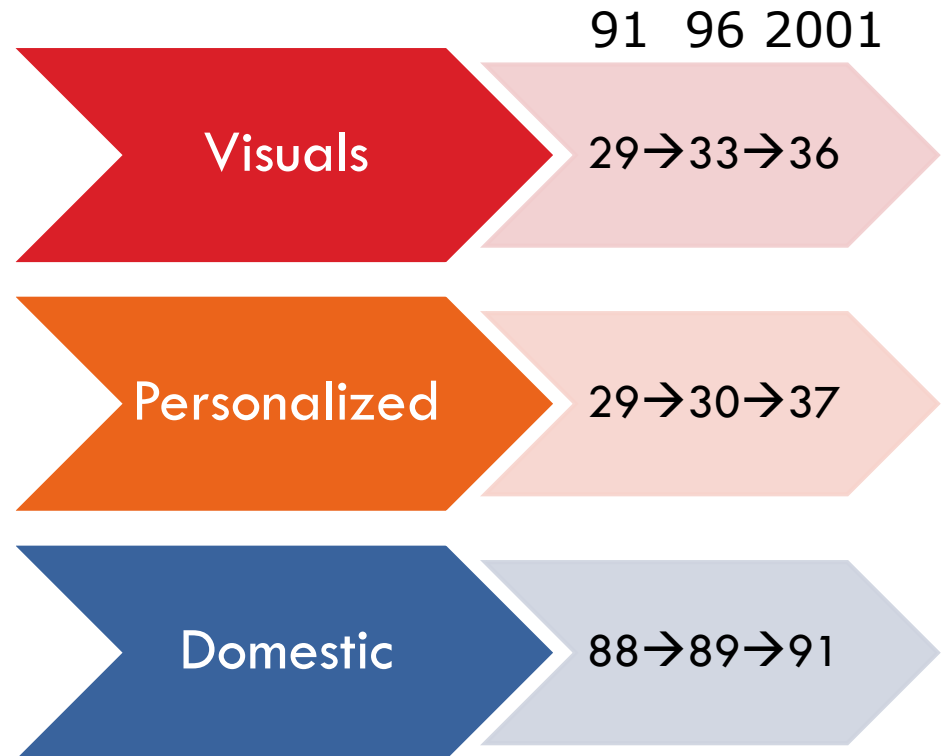
- Content analysis of *Sun* and *Mirror* show predominance of soft news (Uribe & Gunter)

Defined in terms of:

RANGE (of subject matter)

FORM (text versus visuals)

STYLE (personalization)



Tabloids Less Prominent in US

17

NYC Post has a circulation of approximately 700,000.

The combined circulation of the two NYC tabloids (Daily News and Post) exceeds that of NY Times.



Does Soft News Sell?

18

Patterson

- Argues that softening of news is driving away the “core” audience – people interested in current events

Zaller

- Argues the opposite, providing evidence that periods of soft news (OJ Trial) attract increased numbers of viewers

Hamilton

- Models news content as aimed at the “marginal” or median viewer – with limited interest in politics, and greater interest in entertainment

Five Economic Ws

19

Who cares about a particular piece of information?

What are people willing to pay to acquire it?

Where can media outlets or advertisers reach those willing to pay?

When is it profitable to provide the information?

Why is this profitable?

The Demand for Political News

20

Theory of “rational ignorance” predicts low levels of demand

- Consumption needs trump voting needs
- Rational ignorance leads to rational news production – soft news

But “duty, diversion, and drama” creates some demand for news about politics

- Are there enough political junkies to make hard news profitable?

Most evidence suggests the answer is no

- Programming is aimed at the “median consumer” (spatial logic) who has some interest in hard news, but more interest in soft news

Equilibrium Level of Programming

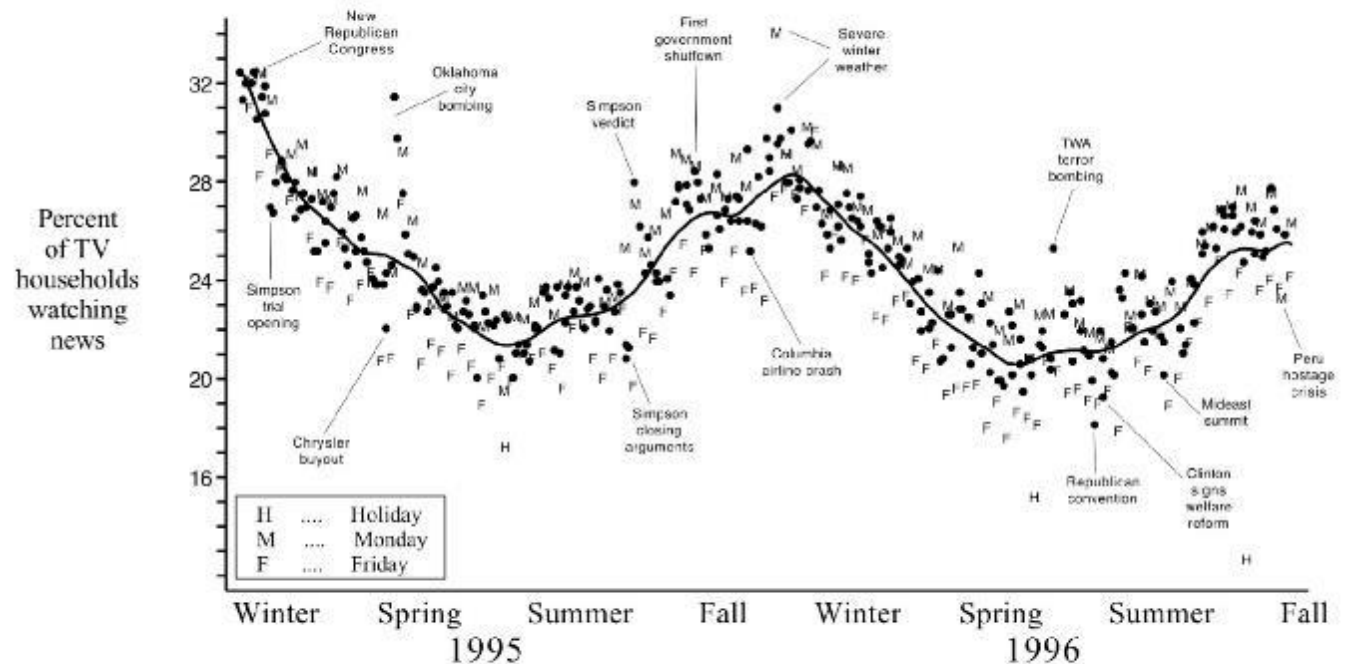
“The news directors will select a mix of stories aimed at capturing the marginal viewers while not alienating the average viewers. The result will be a mix of news stories that leave average viewers somewhat frustrated and marginal viewers somewhat placated.”

Ratings Trend – Network News

22

Zaller's study shows strong effects of day of week (Mon > Fri) and for season (winter versus summer)

Figure 1. Trends in network news audience size, 1995-1996



Note: Figure shows combined audience for ABC, CBS, and NBC. Each data symbol represents one weekday news day.

Definition of Hard News

- “The coder was given the following instruction: Using a scale that runs from one to five, assign high values to stories providing information useful to viewers for discharging the duties of citizenship; assign low codes to stories having only personal or entertainment value. Information about government, politics, international affairs, and trends in economics, society, and public policy was identified as likely to fall within the concept of civic affairs information.”

Effects of OJ Coverage Boosted Ratings

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- Expectation: as “excessive” soft news, it will drive away core news viewers and therefore depress audience share.”
- Data suggests the opposite; newscasts with more OJ news got a bump in the ratings (especially in the case of NBC, which provided the most coverage)
- “It is notable that ABC, the audience leader at the start of our period, has the highest score on the Civic Affairs measure and the lowest amount of trial coverage. NBC News, which rose to catch ABC, has the lowest Civic Affairs score and the most O.J. coverage. This is a clear though preliminary indication that high tone news might be bad for ratings.”

OJ Coverage Boosted Ratings

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- Anecdotal evidence from Nightline:

Ted Koppel: “I do remember that we tried to avoid doing it too often, and we couldn't avoid doing it almost once a week. It was impossible to ignore. The fascinating thing about it was that... every time we did O.J., the ratings went up ten percent. We could see it in the overnight ratings the next morning.”

A Different Indicator of Audience Demand - Journalistic Stardom

26

Career trajectories of reporters who covered the OJ case:

Greta van Susteren - CNN correspondent to FOX anchor

Dan Abrams - Court TV to Nightline

Aaron Brown - ABC correspondent to CNN anchor

Jack Ford - NBC local correspondent to CBS National News Legal Analyst

Harvey Levin , Los Angeles radio station to reality TV shows; eventually founded the celebrity Web site TMZ

A Different Form of Pack Journalism

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David Margolick, NYT Correspondent: “The *Times* reacted to the story in the way that it often does, which is that it gets kind of dragged into covering something like this... the *Times* tried to maintain a certain distance and decorum and didn't devote that much space to it, put its stories inside the paper, rarely put them on the front page. But as the case came to consume the entire country, all of that changed and the story gradually migrated its way towards the front of the paper, so that by the end we were all over the story... One of the things for which my coverage is going to be most remembered - for better or for worse - is that I cited the *National Enquirer* in one of my stories, and for *The New York Times* to acknowledge the *National Enquirer* was considered to be a kind of journalistic Rubicon. We had crossed some line, something fundamental had changed.”

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Measuring Audience Size

Metrics of Audience Size

29

Newspaper circulation in the US is low as most newspapers operate on a regional or local basis



Broadcast audiences measured through Nielsen ratings and “sweeps” periods



Because of increased number of broadcasters, market share of individual firms has declined substantially since 1980

Newspaper Circulation Figures

Figure 3.2: Top 10 Newspapers

Rank	Newspaper	Daily circ	% chg	Sunday circ	% chg
1	USA Today	2,154,539	0.9	2,616,824	0.3
2	Wall Street Journal	2,091,062	16.1	NA	NA
3	New York Times	1,118,565	0.5	1,676,885	0.3
4	Los Angeles Times	955,211	-1.1	1,379,258	0.2
5	Washington Post	732,872	-1.9	1,029,966	-1.7
6	New York Daily News	729,124	2.1	805,350	0.7
7	New York Post	652,426	10.6	437,117	4.7
8	Chicago Tribune	613,509	0.0	1,002,166	-1.0
9	Newsday	580,069	0.2	678,019	0.2
10	Houston Chronicle	553,018	0.2	747,404	0.3

Source: *Editor and publisher yearbook, 2003*. New York: Editor & Publisher Co.

Syndicated TV Audience Size

31

Audience Size, Fall 2010

Jeopardy	10 million
Wheel of Fortune	9 million
Oprah	8 million

Print vs. TV

32

Daily circulation for the top ten newspapers is approximately half that of the combined daily audience for “Wheel of Fortune” and “Jeopardy”



Audience for “Wheel of Fortune”
and “Jeopardy”



Circulation for the
top ten newspapers

Broadcast Audiences

33

Nielsen rating points:
GRP=1.1 million “in
home” viewers

Three network
newscasts with a
combined rating
of 15

The combined
audience equals the
circulation for the
top 40 newspapers

Broadcast news
audience is tiny
compared with
sports/entertainment

Desperate
Housewives –
17 GRP

Monday Night
Football – 11
GRP

Cable news
attracts much
smaller audiences
(Fox > MSNBC &
CNN)

Cable audience
grows during
periods of crisis or
controversy

“Sweeps”

34

Four times a year, audience size is recorded



Size of audience locks in advertising rates for the next quarter



Stations “sell” audiences to advertisers



Advertising revenue shared with network for all non-local programming

Top Five TV Shows

35

2015 ratings
For
Super bowl
set
new
record –
49.7
Rating
or 72%
share

Super Bowl	Giants vs.						
XLVI	Patriots	NBC	2/5/12	47.1	71	53,910,000	
Super Bowl	Broncos vs.						
XLVIII	Seahawks	Fox	2/2/14	46.4	69	53,727,000	
Super Bowl							
XLIV	Saints vs. Colts	CBS	2/7/10	45	68	53,600,000	
M*A*S*H	Final episode	CBS	2/28/83	60.2	77	50,150,000	
XVII Winter	Women's						
Olympics	Figure Skating	CBS	2/23/94	48.5	64	45,690,000	

Bias in Nielsen Ratings

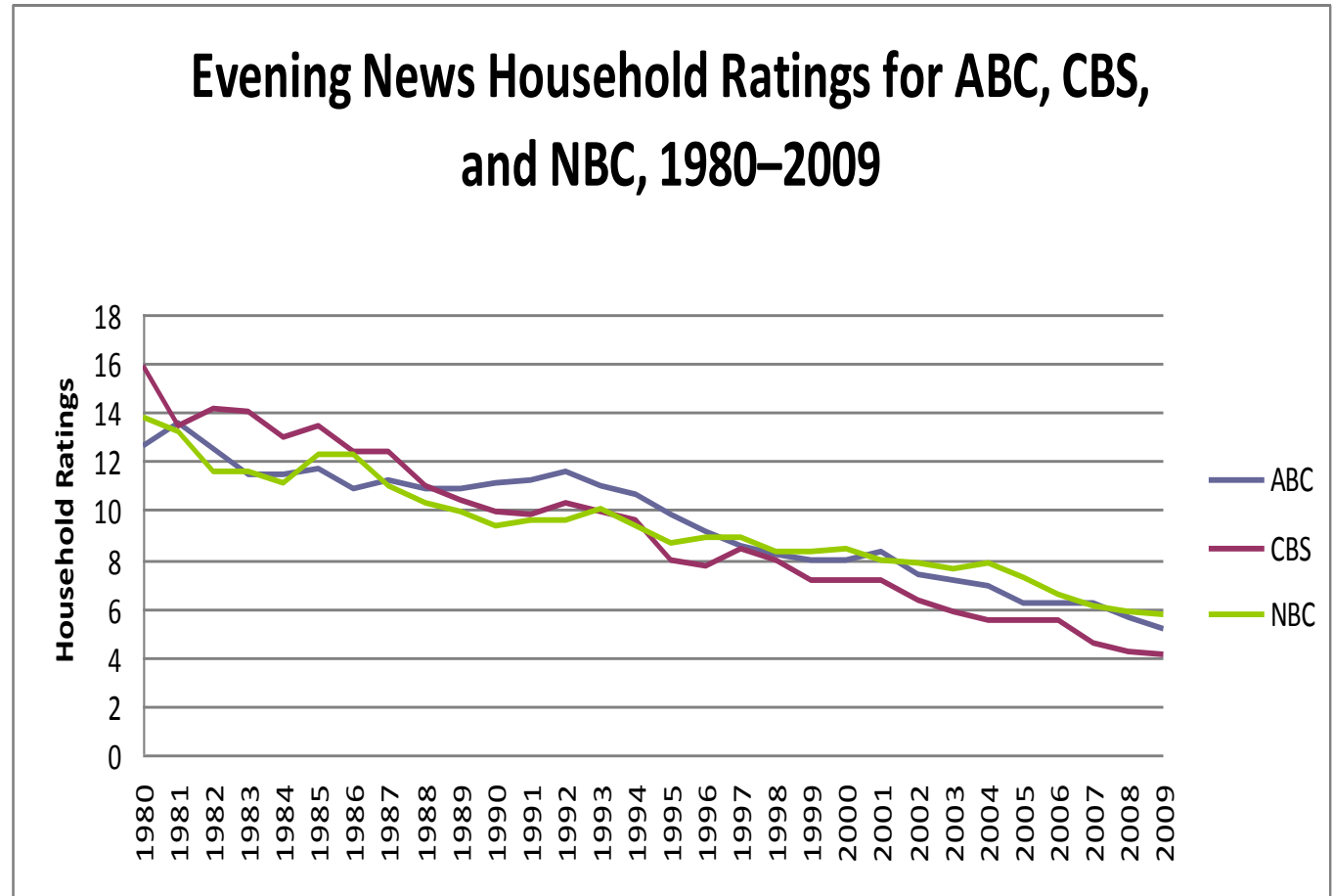
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- Under-representation of non-English speakers in Nielsen samples
- “in-home” versus “outside-home” viewing; in case of major events latter could be considerable, e.g. super bowl and “party viewers” (actual audience could be 15 percent higher)
- TV set being on does not necessarily mean anyone is watching

Ratings Trend, Network News

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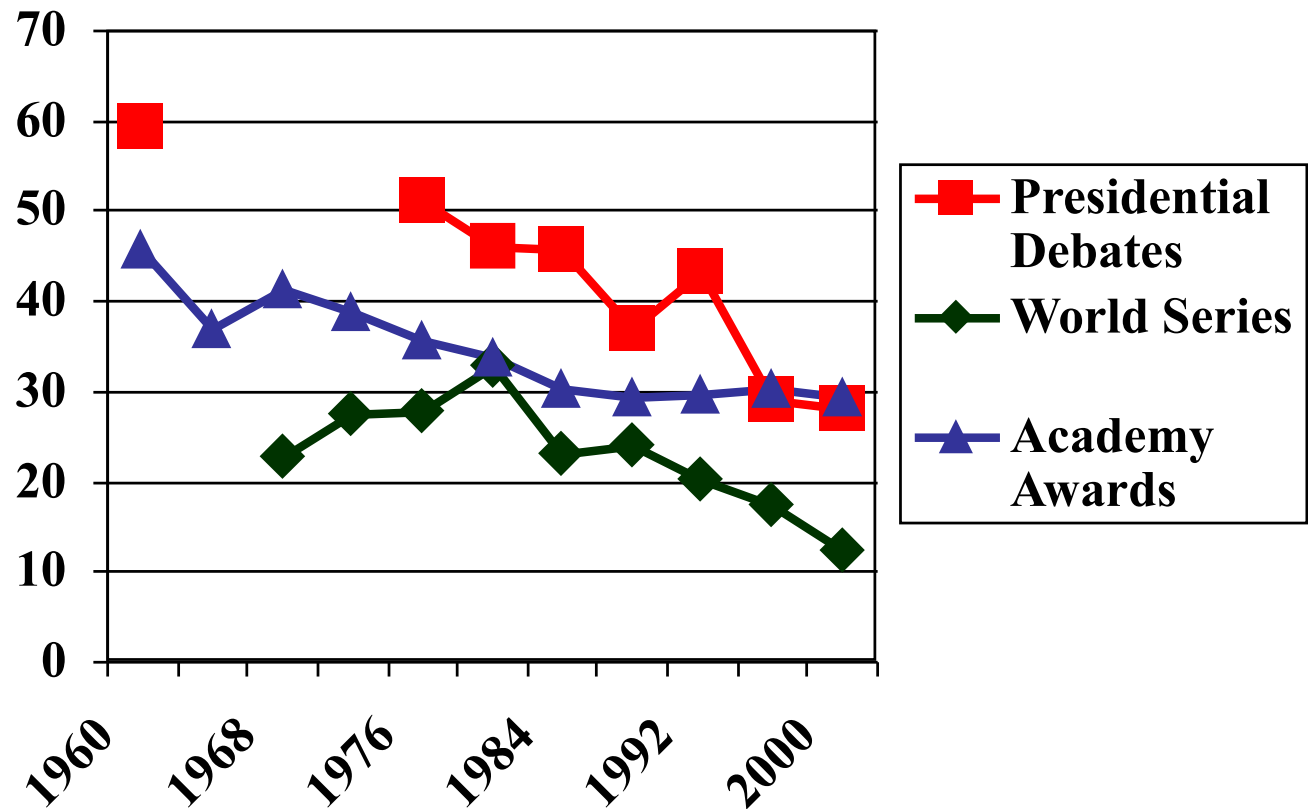
Y axis shows Nielsen GRP annual average.



The End of the National Audience?

38

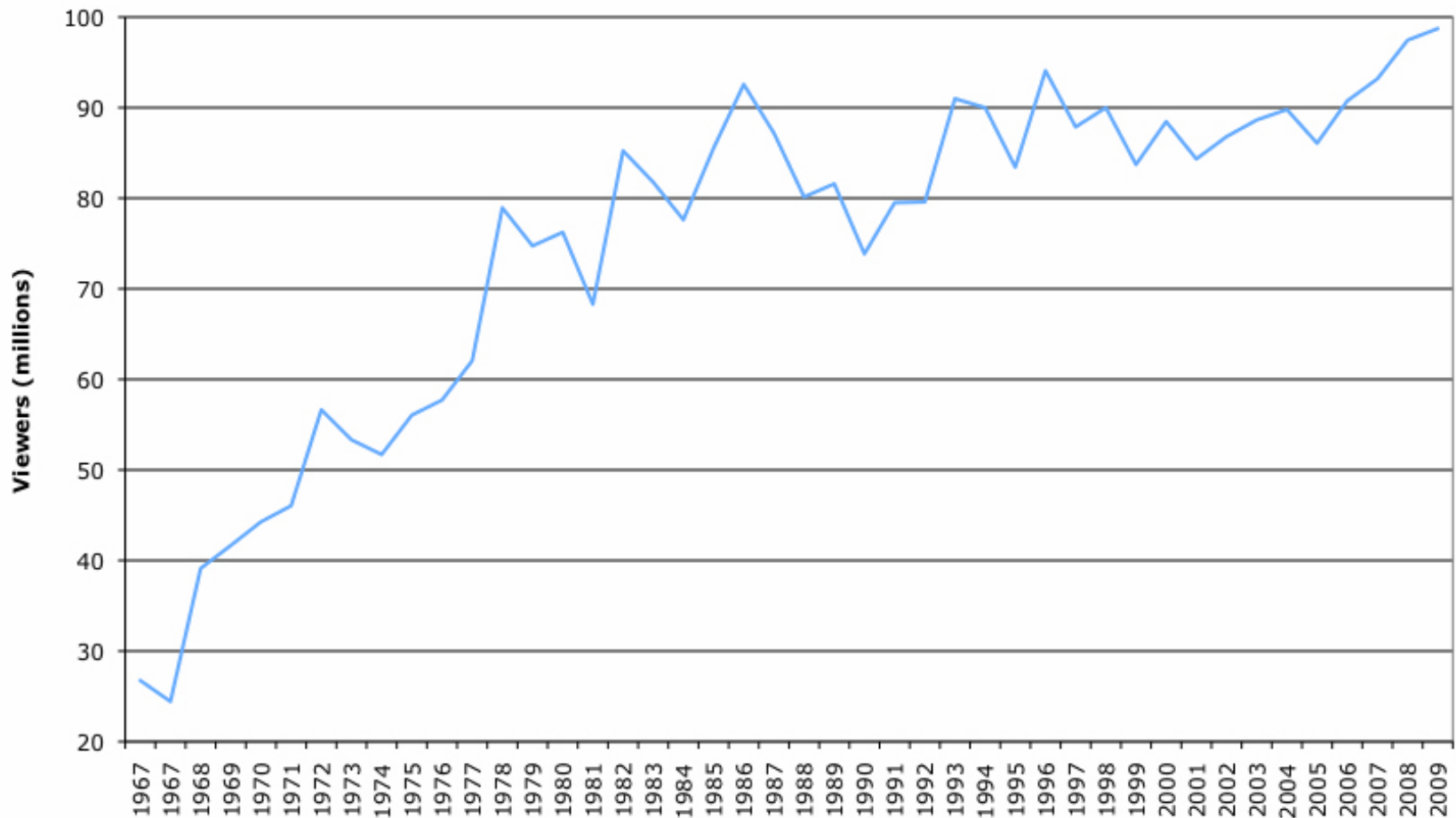
Nielsen Ratings converted in millions of viewers.



One Case of Increasing Exposure

39

**Super Bowl Viewers
1967-2009**



Data: ©2007 Nielsen Media Research, Inc. All Rights Reserved.

Chart: ©TVbytheNumbers.com LLC

Cost Cutting: the Vanishing International Bureaus

40

Overseas News Bureaus by Network

ABC (13)

Latin American

Havana
Mexico City

Europe

London
Moscow
Rome

Middle East

Baghdad
Jerusalem
Islamabad (new)
Kabul (new)

Asia

Beijing
Hong Kong
Tokyo

Africa

Nairobi (new)

CBS (14)

Latin American

Havana

Europe

London
Moscow
Bonn
Paris

Middle East

Baghdad
Amman
Islamabad
Kabul
Tel Aviv

Asia

Beijing
Hong Kong
Tokyo

Africa

Johannesburg

NBC (15)

Latin America

Havana

Europe

London
Moscow
Frankfurt (new)

Middle East

Baghdad
Cairo
Islamabad
Kabul
Tel Aviv
Beirut (new)
Tehran (new)

Asia

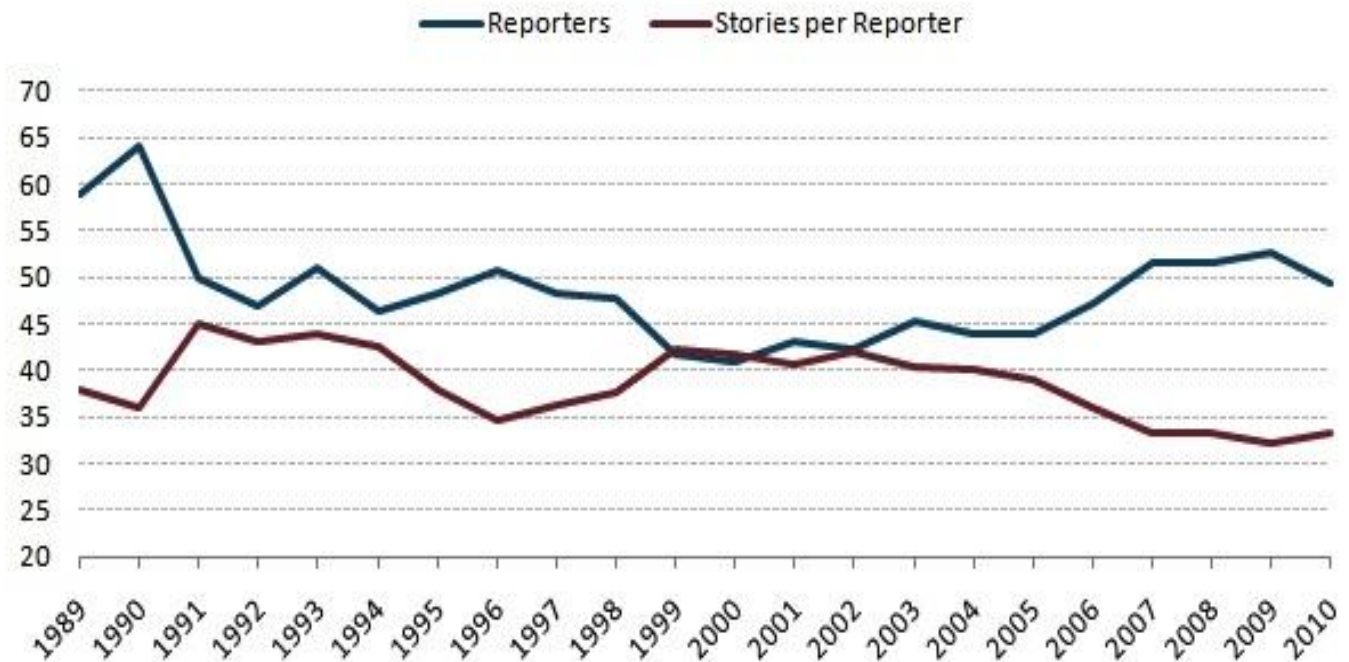
Beijing
Hong Kong
Tokyo
Bangkok

Declining Personnel

41

Significant decline in journalists post-2000

Number of Reporters Declines While Workload Increases
Year-to-Year Averages



Source: ADT Research

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Economics of Local News

The Rise of Local News

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KABC: 6 hours of local news/30 minutes national

KNBC: 5 hours of local news/30 minutes national

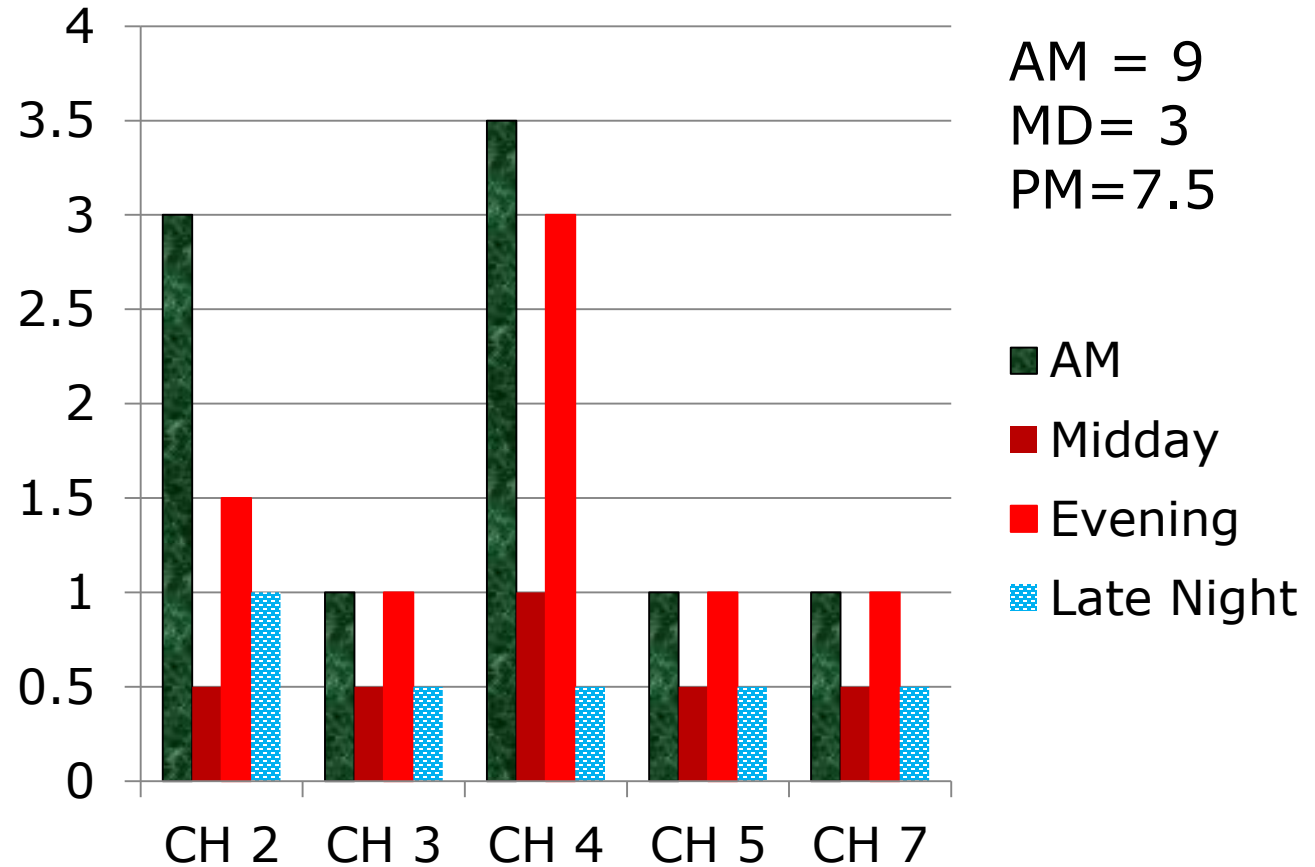
KCBS: 5.5 hours of local news/30 minutes national

KCAL: 8 hours of local news

Weekday Local News: SF Market

44

Same pattern in SF market – 20 hours of local news programming per day



Local News: NYC & LA Markets

FIGURE 3.2 TV LISTINGS FOR NETWORK-AFFILIATED CHANNELS IN NEW YORK AND LOS ANGELES (JUNE 30, 2010)

Los Angeles – Los Angeles Area Broadcast

	4:00 PM	4:30 PM	5:00 PM	5:30 PM	6:00 PM	6:30 PM
KCBSHD	Dr. Phil		CBS 2 News at 5:00 PM		CBS 2 News at 6:00 PM	CBS Evening News with Katie Couric
KNBCHD	Ellen DeGeneres Show		Channel 4 News at 5:00 PM		Channel 4 News at 6:00 PM	NBC Nightly News with Brian Williams
KABCHD	Eyewitness News at 4:00 PM		Eyewitness News at 5:00 PM		Eyewitness News at 6:00 PM	ABC World News with Diane Sawyer
KTTVHD	Wendy Williams Show		Dr. Oz Show		TMZ	The Kilborn File

New York – New York City Area Broadcast

	4:00 PM	4:30 PM	5:00 PM	5:30 PM	6:00 PM	6:30 PM
WCBSDT	Judge Judy	Judge Judy	CBS 2 News at 5:00 PM		CBS 2 News at 6:00 PM	CBS Evening News with Katie Couric
WNBC-DT	Ellen DeGeneres Show		LX New York		4 NY News at 6:00 PM	NBC Nightly News with Brian Williams
WNYW	Judge Jeanine Pirro		FOX 5 News at 5:00 PM		FOX 5 News at 6:00 PM	TMZ
WABCH	Oprah Winfrey		Eyewitness News		Eyewitness News	ABC World News with Diane Sawyer

Source: Data from TVGuide.com, 2010.

The “Crime Script” in Local News

46

“If it bleeds it leads”

Constant focus on crime, overrepresentation of violent crime

LA study (Gilliam & Iyengar) found 3-4 crime stories in each local newscast

Crime news invariably “episodic” with focus on individual perpetrator

Episodic framing emphasizes visual cues

- i.e. race-ethnicity of suspect

Why is Local News Profitable?

47

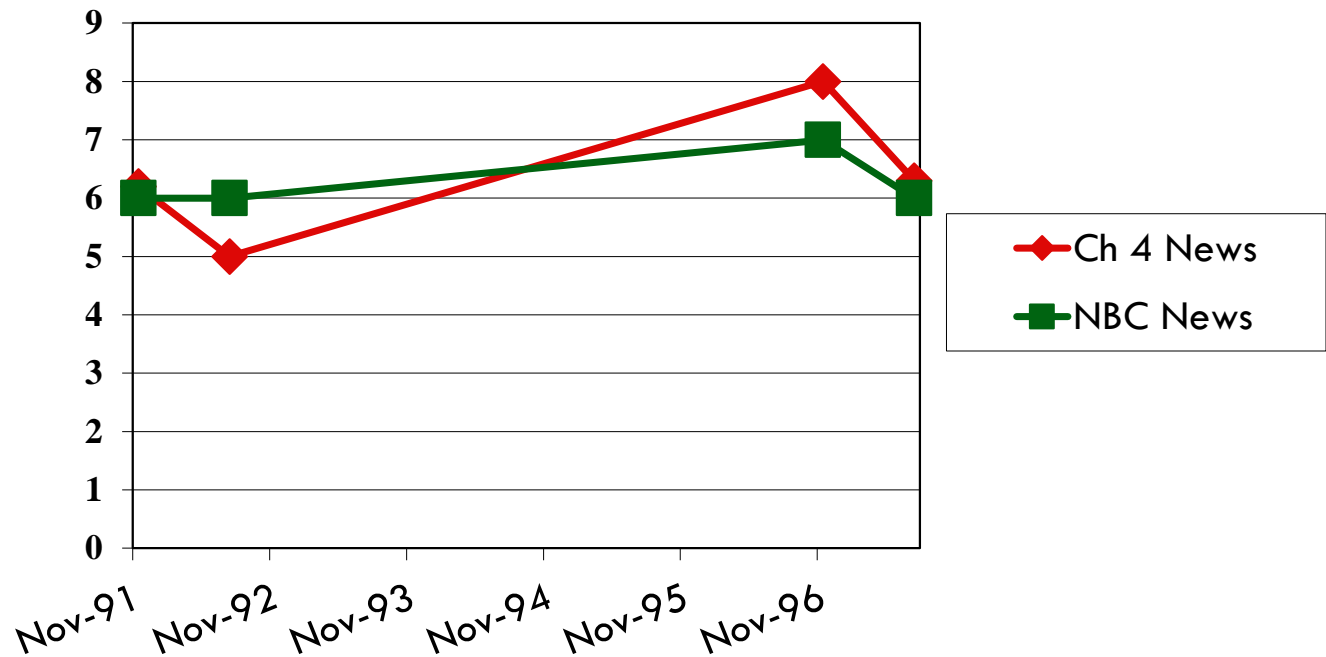
- Content is personally relevant (weather forecast, traffic reports)
- High level of soft news (crime script)
- Low salaries and production costs
- Strong ratings and no profit sharing with national networks (local news produced by the local station, station owners get to keep the revenue)

Bigger Audience for Local than National News

48

Y axis shows Nielsen ratings for LA market

Local vs National News: LA Market



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Rise of Interpretive Journalism

The Rise of Interpretive Journalism – a Different Kind of Market Failure

50

Journalists value autonomy, resist efforts at spin and manipulation

Aftermath of 1988 campaign, recognition of need to resist candidates – from description to interpretation

Ad watches

Shrinking sound bite – journalists' voices replace those of the candidates

Whose Voice?

51

Commentators'
voices drown
out the
candidates by
6:1

Figure 19: Percent of Air Time, 2000
General Election
Labor Day to Election Day

Journalists	74%
Candidates	12
All Others	14
	100%

*Source: Center for Media and Public Affairs for
Shorenstein Center/Smith Richardson Soft News Study*

The Shrinking Sound Bite

52

October 1968 – daily newscast presented 5 sound bites from the two presidential candidates for a total of 5 minutes)

October 1988 – 10 sound bites averaging 8 seconds (total = 80 seconds)

October 2004 – sound bites averaging 5 seconds (total = 20 seconds)

Major explanations are the threat of media manipulation (campaign aides called “handlers”), and “fast paced” news as more likely to entertain

Unmediated Coverage - 1968

53

Campaign coverage from CBS News; note the length of the Humphrey sound bites



1988 – the Shrinking Sound Bite

54

The
shrinking
sound bite



55

Consequences for Informed Citizenship

Informed or Misinformed Citizens? The US Case

56

Barack Obama was born in the United States.

True	58%
False	24%
Not sure	18%

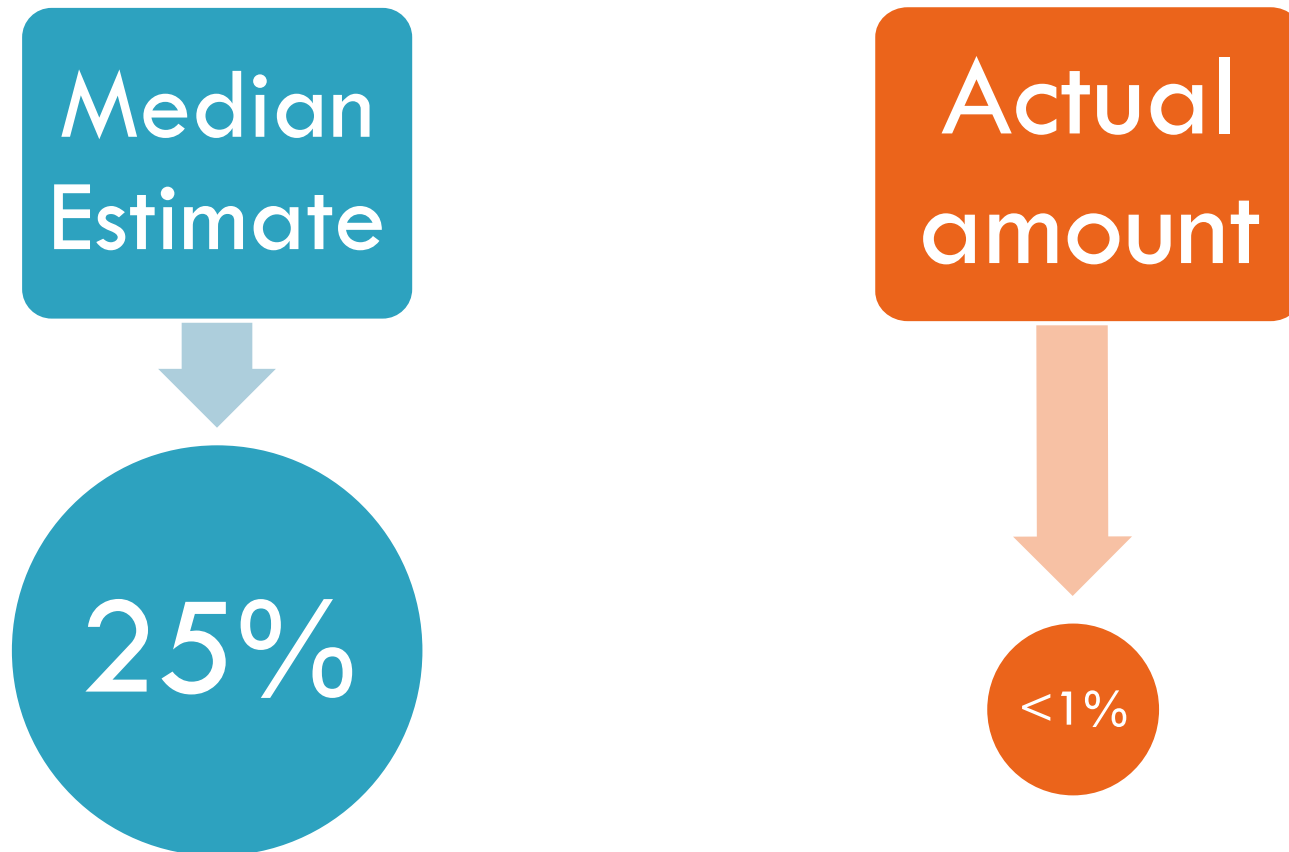
What is Barack Obama's Religion?

	2008	2012
Christian	55	49
Muslim	12	17
Other	2	3
Don't Know	31	31

Spending on Foreign Aid

57

How much of the federal budget goes to foreign aid?



Politics versus Entertainment

58

Percent of Americans Able to Identify:

Two non-US members of the military coalition in Iraq	20
PM of Canada	3
Tom Cruise's religious affiliation	78
Subject of Michael Jackson trial	77

Broadcasting as a Public Good (from Week 1)

59

- Overall, European governments continue to treat broadcasting,

“not simply as a private commercial enterprise but as a social institution for which the state has an important responsibility”

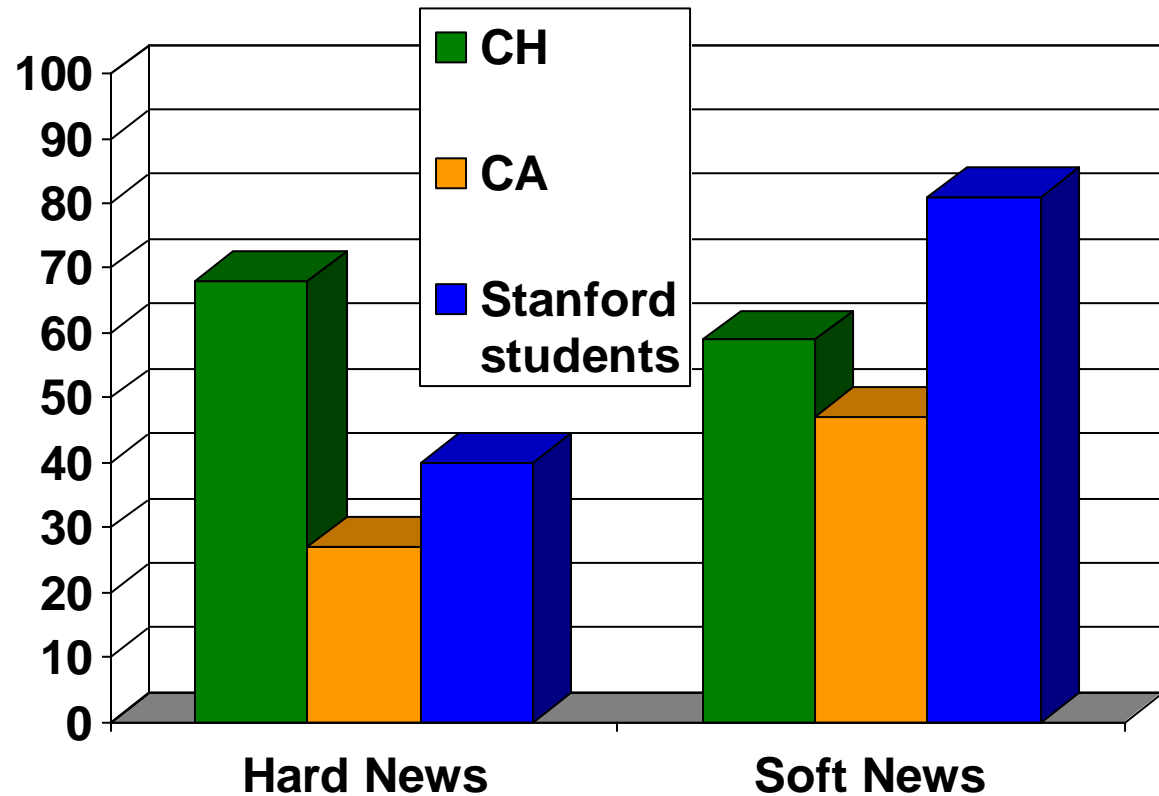
- Later, we'll present evidence on the sharp content differences in programming provided by public service and commercial broadcasters

Level of Political Knowledge; Switzerland vs. US

60

Note substantial advantage of Swiss over Stanford students for hard news, but tables are turned for soft news

(Note – soft news questions were about US events-celebrities)



Foreign Affairs as “Dark Areas of Ignorance”

61

Percentage of Citizens Aware of Each Term

	U.S.	U.K.	Finland	Denmark
Tamil Tigers	24	61	46	42
Kyoto Accords	37	60	84	81
Darfur	46	57	41	68
Taliban	58	75	76	68
Britney Spears	93	90	88	87

Explaining Levels of Information

62

Differences in media systems (supply-side explanation)

- lead to differences in the production and supply of “civic” information
- existence of “inadvertent audience” for news

Market-oriented, unregulated media systems

- systematically under-produce “serious” news

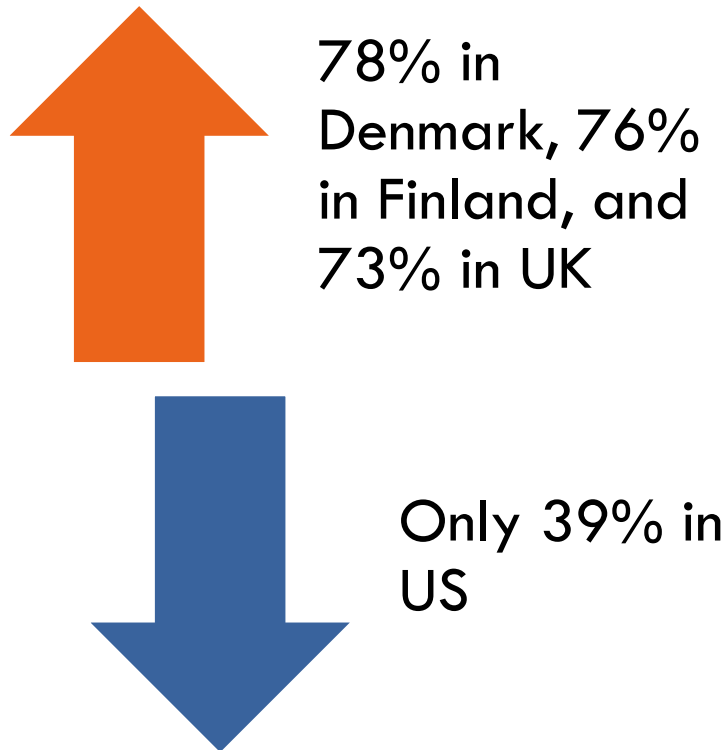
Differences in political culture and civic norms (demand-side explanations)

- lead to differences in consumer demand for information

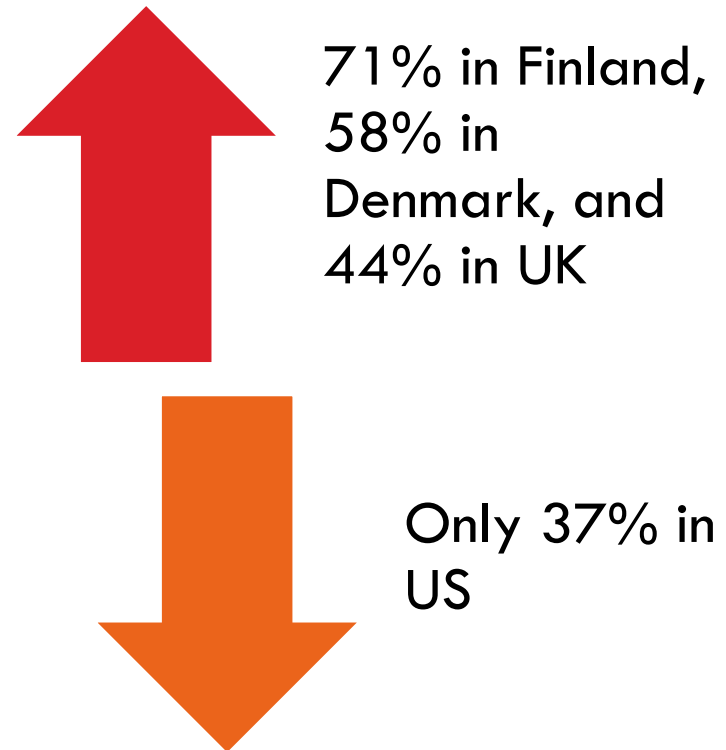
Differences in Demand for News

63

Percentage of respondents who watch national TV news more than 4 days a week:



Percentage of respondents who read a newspaper more than 4 days a week:



Supply Side Explanations

- ❑ Media systems as information environments making it more or less easy to avoid public affairs information
- ❑ Public broadcasters and commercial broadcasters required to deliver minimum level of news programming on daily basis and at multiple times during peak viewing hours
- ❑ US broadcasters essentially unregulated
- ❑ Significant content differences between public and commercial newscasts – more hard and international news in former

Public Broadcasters as Market Leaders

65



BBC vs. American Networks

66

BBC1 (the flagship public station in the UK) devoted 22.1% of its 2002 peak hour broadcasts to current affairs

Compared to only 9% by the commercial channels

BBC1 airs an average of 2.2 hours of news and public affairs programming during primetime on weekdays

NBC, CBS, and ABC average only one hour each

Challenges Ahead for Public Broadcasters

67

- Deregulation, decline in public funding, and loss of monopoly access to sporting events
 - BBC lost rights in open bidding to cricket, Formula 1 and “Match of the Day”
- Italian case – from party control to Berlusconi control (Mediaset)
 - Public broadcaster reduced to importing *Law and Order* and *Zorro*
- Tension between public service obligations and market competition

Supply Side Explanations

68

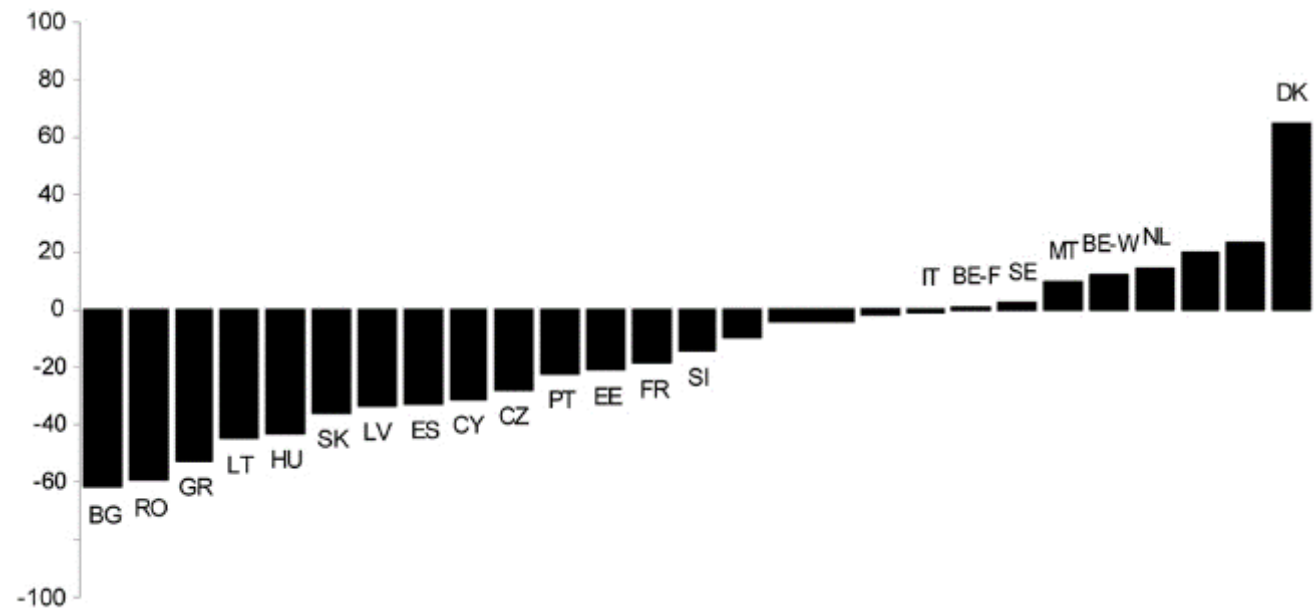
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Market Share for Public Broadcasters

69

Declining market share (over time) due to deregulation and competition with commercial broadcasters

Television Market in Europe, 2009: Public vs. Private Audience Shares



Notes:

1. Source: EAO (2010). Calculations made by the author.
2. The scale varies between -100 (commercial channels have 100% of audience share in the country) and 100 (PBS channels have 100% of audience share in the country).

Inadvertent Audiences & Knowledge Gaps

70

- Onset of newscasts during prime time means that people seeking entertainment are exposed to news
- Counter-factual: what might occur if network televising the Super Bowl was required to air news at halftime?
- In countries dominated by commercial news providers (US) exposure to news driven by demand – political junkies watch, everyone else avoids news
- The interested are well informed, the uninterested know nothing

Inadvertent Audiences (cont.)

71

In countries with traditions of strong public broadcasting, the uninterested find it difficult to avoid newscasts since they air before the most popular entertainment programs

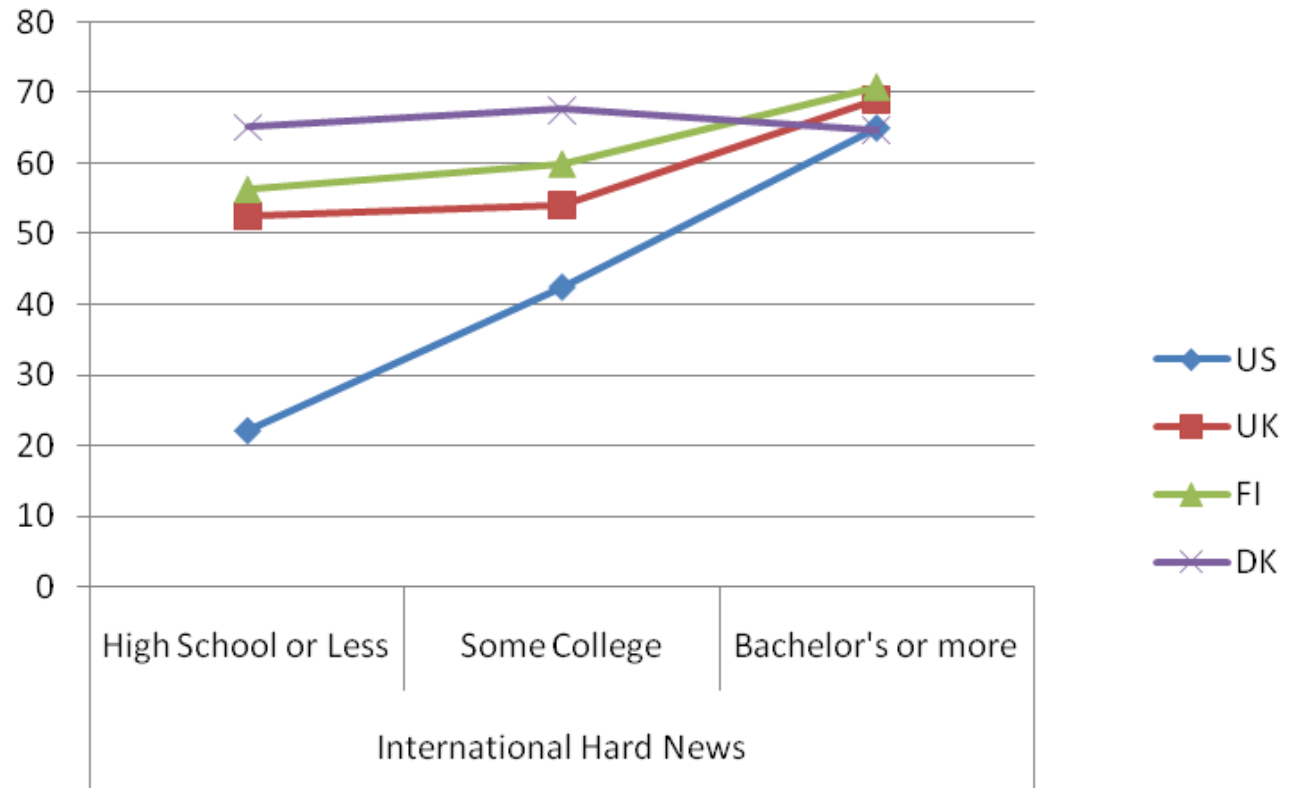
Exposure to the news is driven less by demand and more by supply

As a result the differences in knowledge between the more and less attentive are relatively small

The “Knowledge Gap”

72

The less educated in Europe are much more informed than their American counterparts.



Source: May 2007, four-nation survey of political knowledge (Curran et al., 2008)

Market Competition and Niche News

73

With multiple news providers and smaller market shares, news organizations may be able to brand themselves as providers of partisan slant

FOX has surpassed CNN as the top-rated cable outlet

MSNBC has also positioned itself politically (Olbermann, Maddow)



Availability of news with partisan slant can produce parallel slants in political beliefs and opinions

Partisan News: Fox as Cable News Leader

74

Ratings for August 24, 2011

6:00pm		7:00pm	
FOX Spec Report w/Bret Baier	1,932	Fox Report (Shep Smith)	1,999
MSNBC Live	656	MSNBC – Hardball	733
CNN Situation Room	600	CNN – John King	420

Media Bias and Biased Beliefs

75

Significant misperceptions about Iraq War among Fox viewers

Iraq – Al Qaeda connection (45-50% said there was a strong connection)

WMD – 20-25% responded US did find WMD

Global support - 31% responded majority of nations favored US invasion

Media Bias and Biased Beliefs

76

Strong association
between
misinformation
and support for
Bush
Administration
policies

Among those who said
there was no evidence
linking Iraq and 9/11,
9% agreed with
decision to go to war

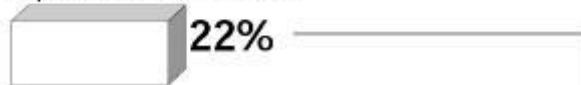
Compared with 56%
of those responding
there was evidence

Extent of Misinformation

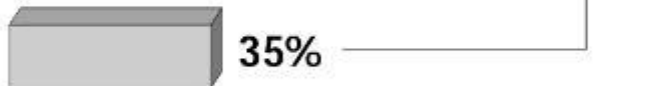
Perceived Iraq-Al Qaeda Relationship

(June – Sept 03)

Iraq was directly involved in carrying out the September 11th attacks



Iraq gave substantial support to al-Qaeda, but was not involved in the September 11th attacks



A few al-Qaeda individuals visited Iraq or had contact with Iraqi officials



There was no connection at all



57%

Saddam Hussein and 9/11

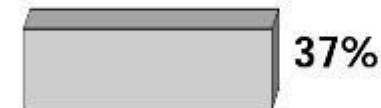
Washington Post (Aug 03)

How likely is it that Saddam Hussein was personally involved in the September 11th Terrorist attacks?

Very likely



Somewhat likely



Not very likely



Not at all likely



Sources of Misinformation

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Note
prominence
of Fox as a
source of
misinformed
beliefs

News Source	Average rate per misperception
Fox	45%
CBS	36
CNN	31
ABC	30
NBC	30
Print media	25
NPR/PBS	11

Bottom Line: Iraq War as a Case of “Motivated Reasoning”

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Strongest predictor of misinformation was respondent's political affiliation

- Republicans much more misinformed

Second strongest predictor was reliance on Fox News

- Among Fox watchers who paid lots of attention to news 80% believed Iraq was connected with Al Qaeda

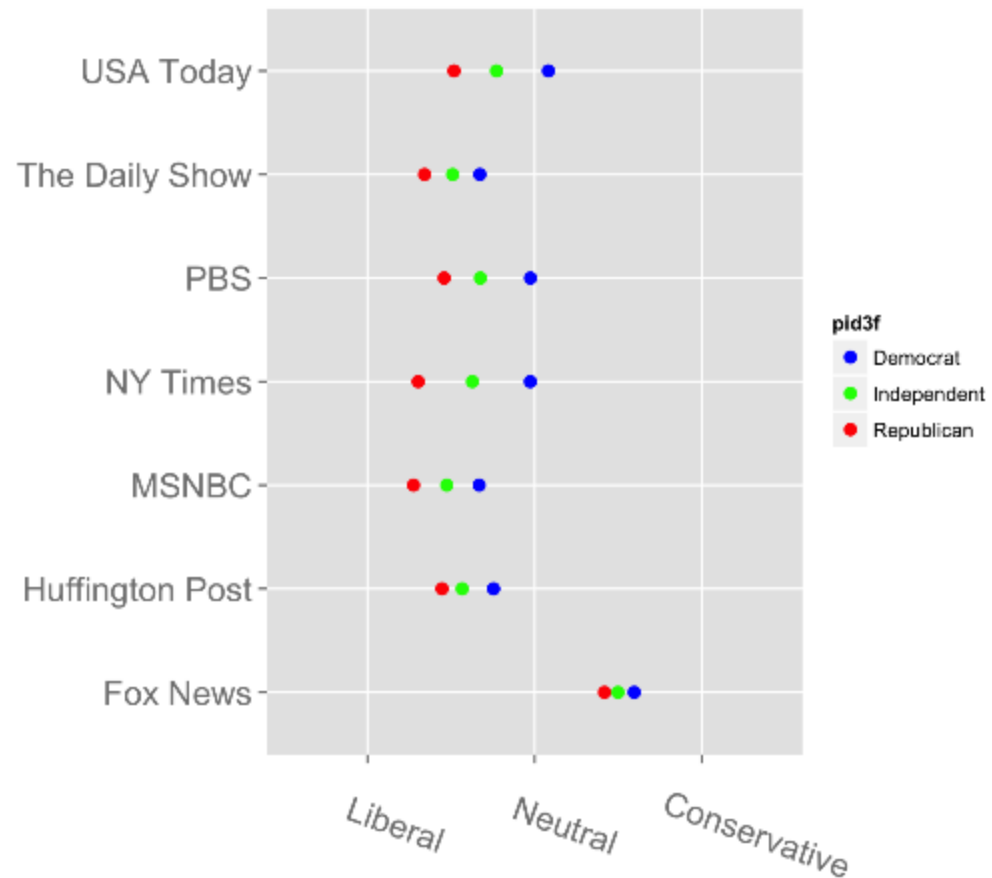
Note negative effects of tuning in to PBS/NPR

- Regular viewers/listeners were more informed than misinformed

Perceptions of Media Bias (2012 data)

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Polarization of politics has led to widespread perceptions of media bias



Summary

- U.S. news organizations, responding to market pressures, have softened the content of news programming
- European audiences tend to be more informed because of stronger regulations and presence of a public broadcasting network
- Implications: uninformed, misinformed, or informed citizens

Content Analysis – Research Designs

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- I. Use analysis of text to shed light on attitudes and values
 - ▣ McClelland's analysis of children's fiction as a measure of "achievement motive"
 - ▣ Dodds-Danforth study of "happy" lyrics, blog posts, and State of the Union messages
 - ▣ Race-ethnicity of criminal suspects in local news as an indicator of prejudice

- II. Using content of news reports messages to assess “quality” of journalism/importance of market forces
 - ▣ Comparing public broadcasters and commercial broadcasters for extent of hard-international coverage

- III. Examining content to make inferences about effects of messages on behavior
 - ▣ Suicide notes
 - ▣ Diplomatic cables and onset of war

Stages of Content Analysis

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- Identify relevant sources, identify the population of messages, and draw a sample
- Develop content categories
 - ▣ Categories guided by theoretical-conceptual considerations (e.g. market forces make news organizations over-produce soft news; campaign news dwells on “horse race” at the expense of policy)

Coding Scheme

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- Content categories to reflect underlying concept
– soft news, objective news, news as negative, reliance on official sources, etc etc.
- Categories should be exhaustive and mutually exclusive
- Categorization process to be independent, i.e. categorization of any given message should not depend on categorization of previous message

Table of Contents

- Intro – statement of the problem, why this is relevant/important; theory and hypothesis
- Outline your research design/strategy – sample of news sources, coding scheme, inter-coder reliability
- Presentation and interpretation of results
- Discussion-Implications

Unit of Analysis and Reliability

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- What gets coded – words, sentences, paragraphs, entire news report
- holistic coding; roles played by men and women in advertisements; treatment of minorities in entertainment programs
- Issue of inter-coder reliability; have multiple coders categorize the same messages

Presentation of Results

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- Tabulate results of coding – word counts, percentages, column inches
- Interpret results in terms of theoretical expectations