



Media • Analysis • Impact
Strategic Media Intelligence



Getting the Facts Right: 2 Zeros don't make an eight 12. International Agenda Setting Conference

Oct 8, 2011 – Lucerne

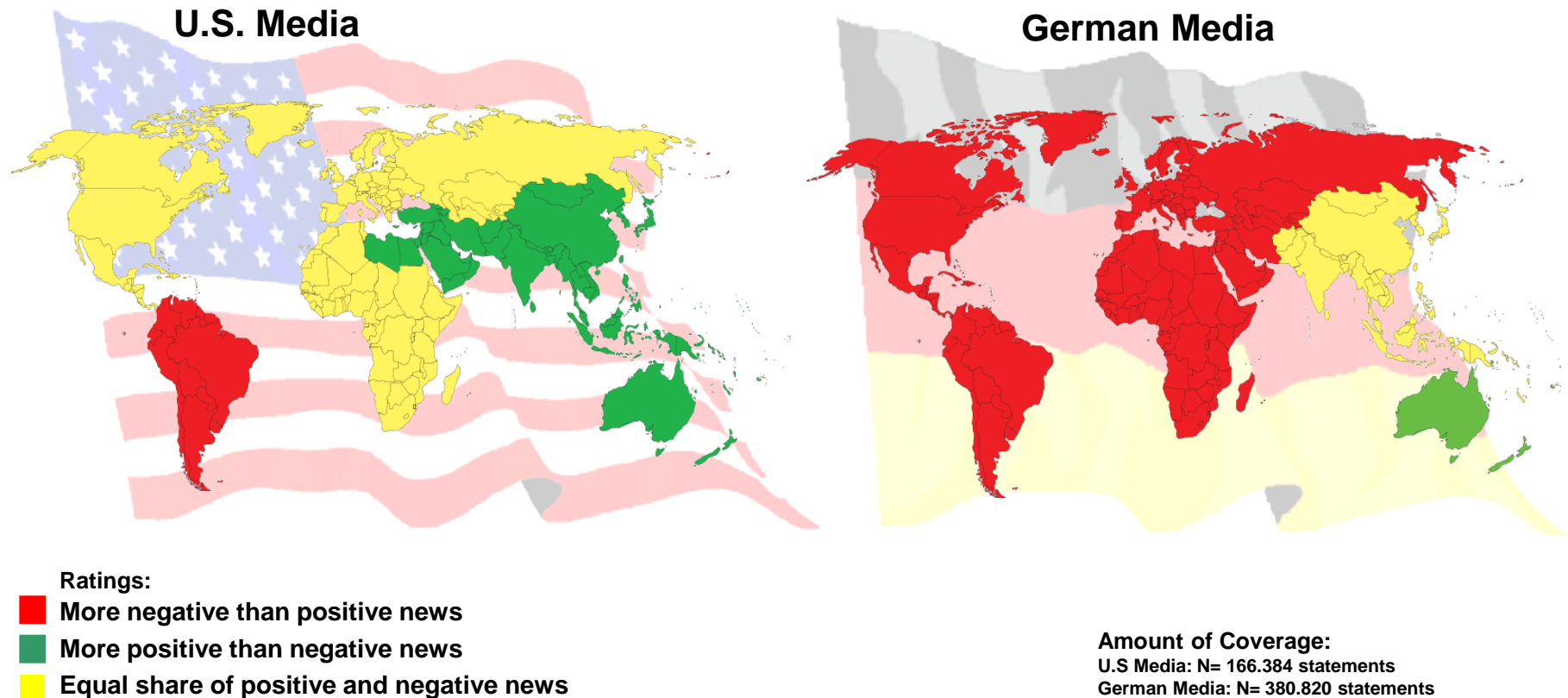


Basis:
29.629 Quellenangaben in 40 deutschen Meinungsführer-Medien 2010

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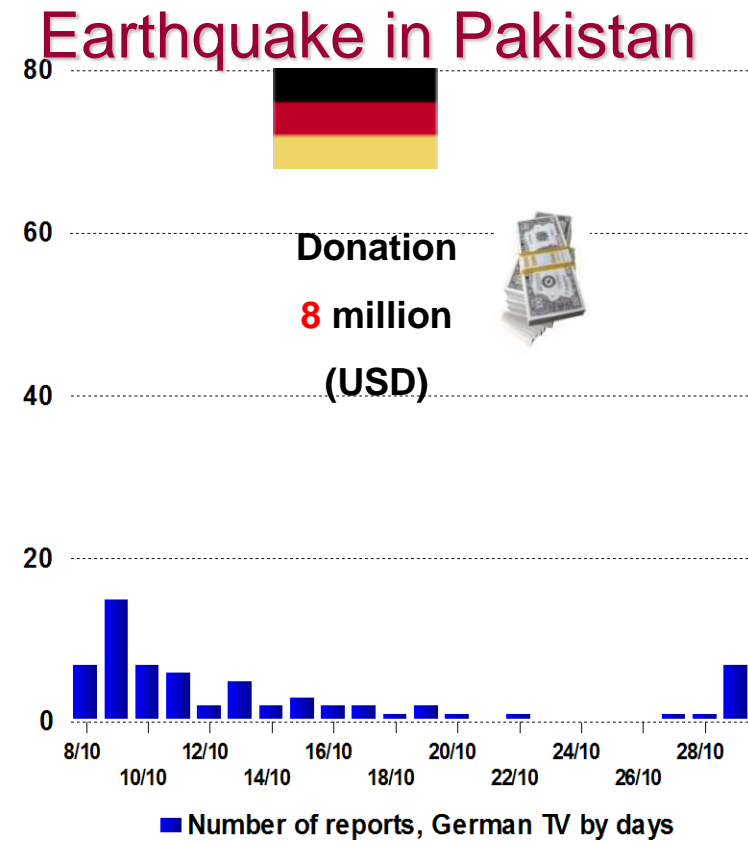
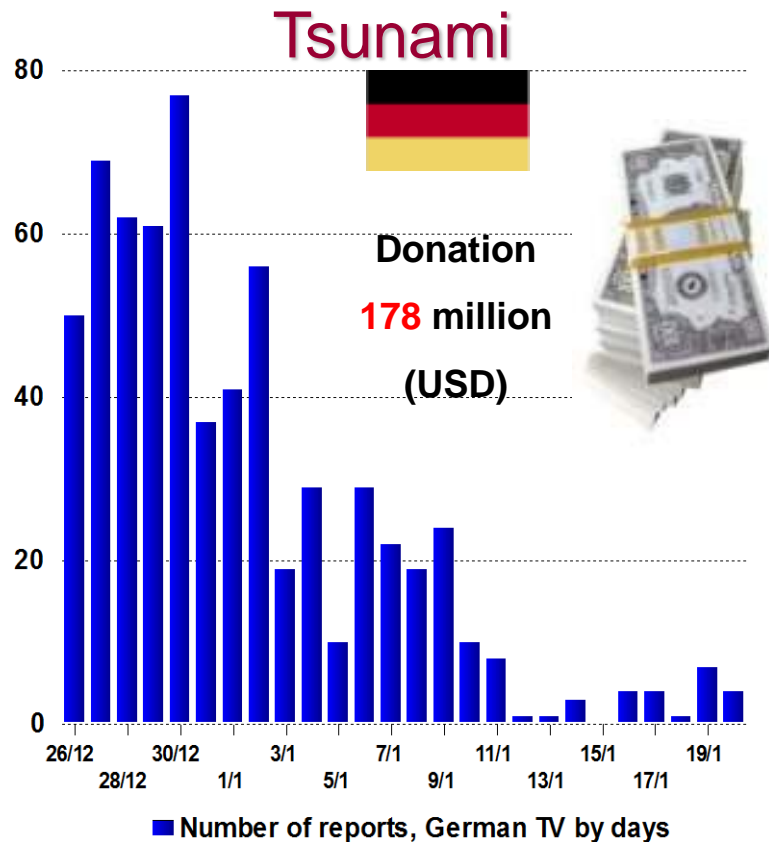
Facts – which Facts?

There is more than one way presenting facts: Example corporate facts



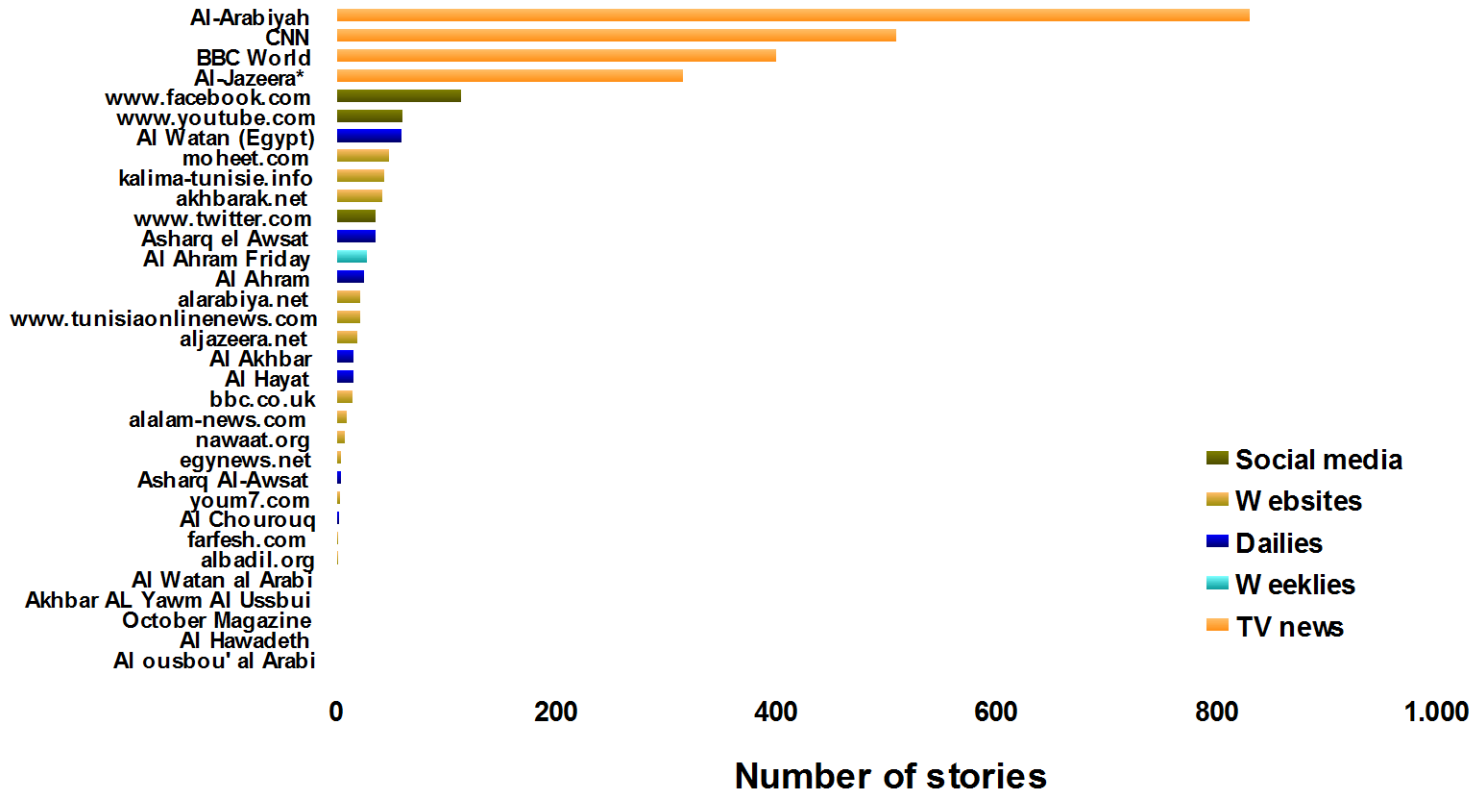
2001-2003: Rating of international business in U.S. and German Media

People respond to facts – as long as they know them



Coverage of Asian tsunami vs. Pakistan earthquake - German T.V. news

Facebook dominates online, Al Arabiya on TV



Analysis of MENA print and Internet outlets shows Facebook and YouTube offered a significant volume of contributions on political unrest in Tunisia and Egypt. Al Jazeera discontinued evening news in favor of live reporting 28.1.-6.2.

1. Every piece of information is analyzed

am Beispiel DaimlerChrysler

- **Alle Beiträge** in Printmedien oder in Fernsehsendungen (TV-Nachrichten oder – Magazine), in denen DaimlerChrysler oder ein Tochterunternehmen in mindestens 5 Zeilen/Sekunden dargestellt ist, werden ausgewertet

auswählen

- Die Information wird auf Aussageebene ausgewertet. Jede **neue Information** über das Unternehmen oder eine Führungskraft wird als eine **neue Aussage** analysiert.

verstehen

- Jede Aussage besteht aus: einer **Person/** einem **Unternehmen**, einem **Geschäftsfeld**, einem **Thema**, einer **Bewertung** (+/-) und einer **Quelle**. Ändert sich einer dieser Bestandteile, wird eine neue Aussage codiert.
- Medienanalysten werden **täglich** geschult.
- Zur Qualitätssicherung und Validierung der Daten werden regelmäßige **Übereinstimmungstests** sowie **Stichproben-Kontrollen** durchgeführt.

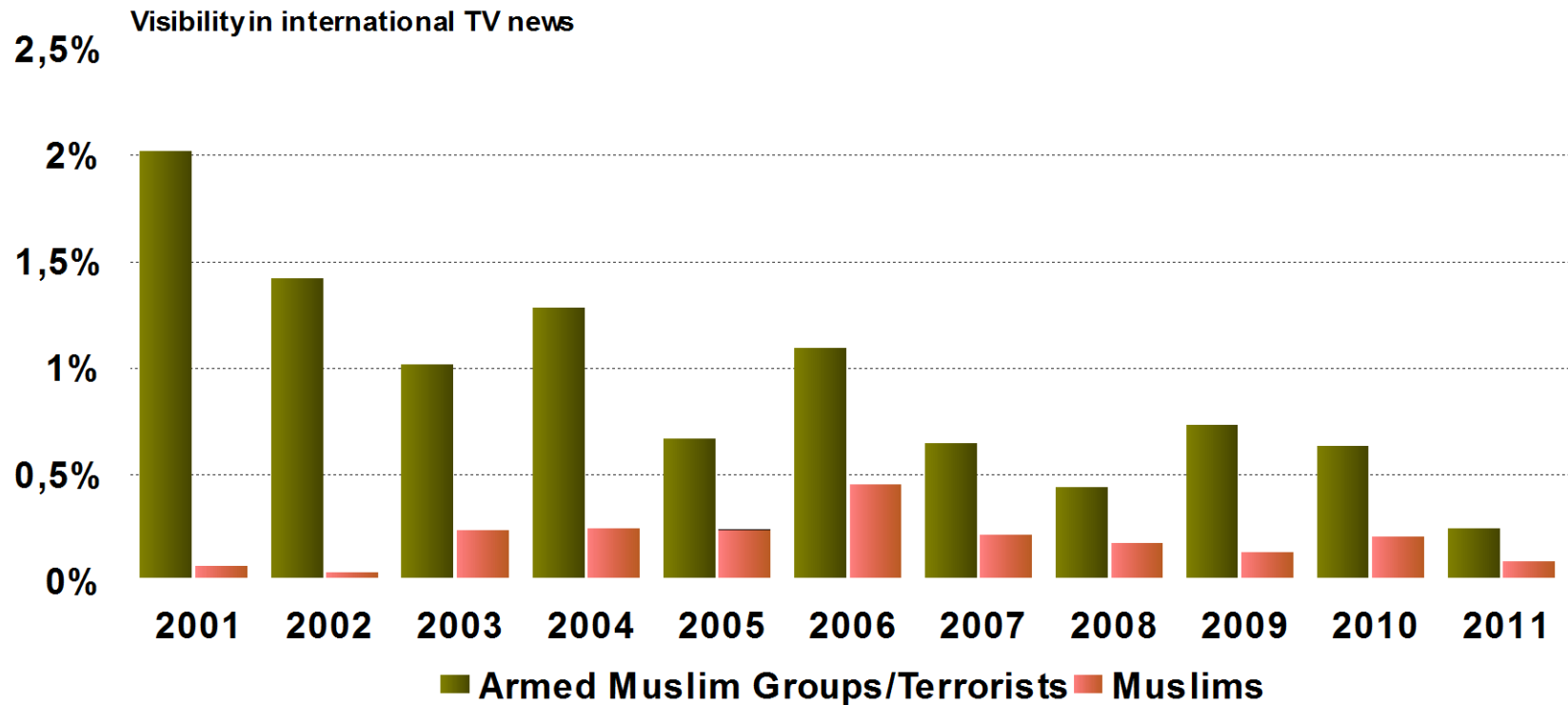
codieren



“...the company wants to double its revenue...”

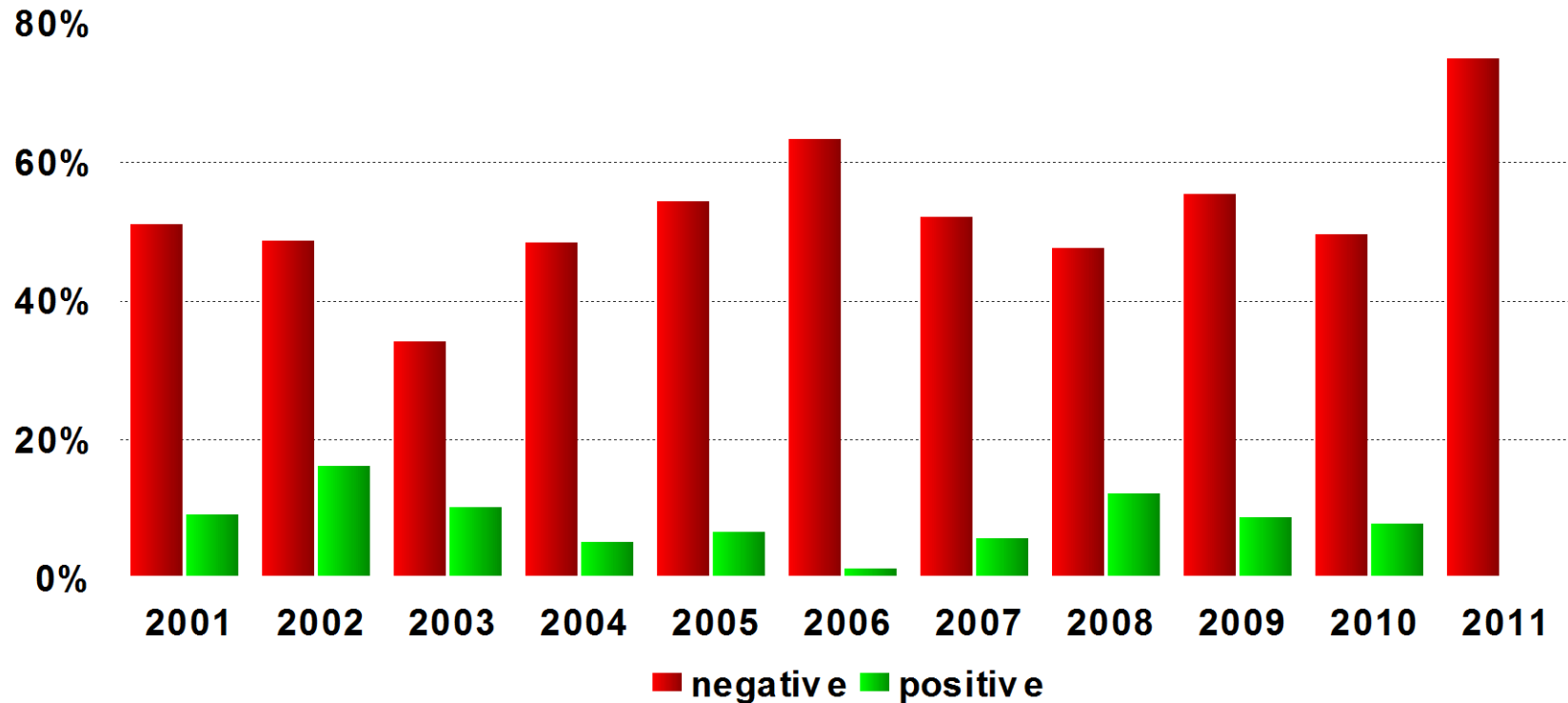
Variable	Ausprägung	Code
Unternehmen:	DC	(20)
Geschäftsfeld:	Unternehmen allgemein	(20)
Thema:	Zukünftige Erträge	(118)
Bewertung:	Explizit: neutral	(0)
	Kontext: positiv	(2)
Urheber:	Schrempf	(2001)

Western TV focus on terrorists misleads everybody



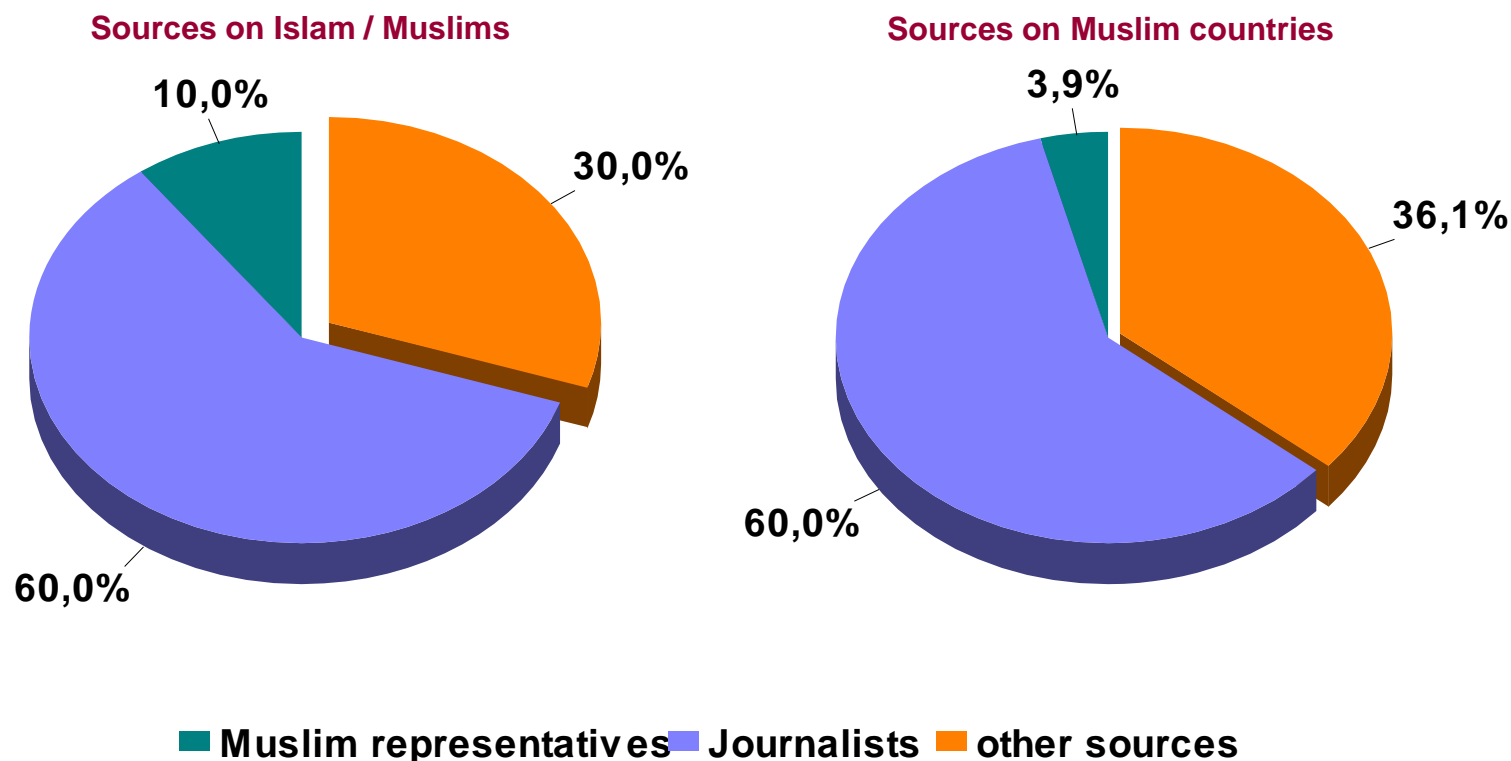
While US and European primetime news reduced its coverage on events in the MENA region to Islamic militants, the audiences of ABC, CBS, BBC or ARD had no opportunity to realize that the people of Beirut, Cairo or Tunis tick differently.

False focus on terror leads to overall erroneous frame



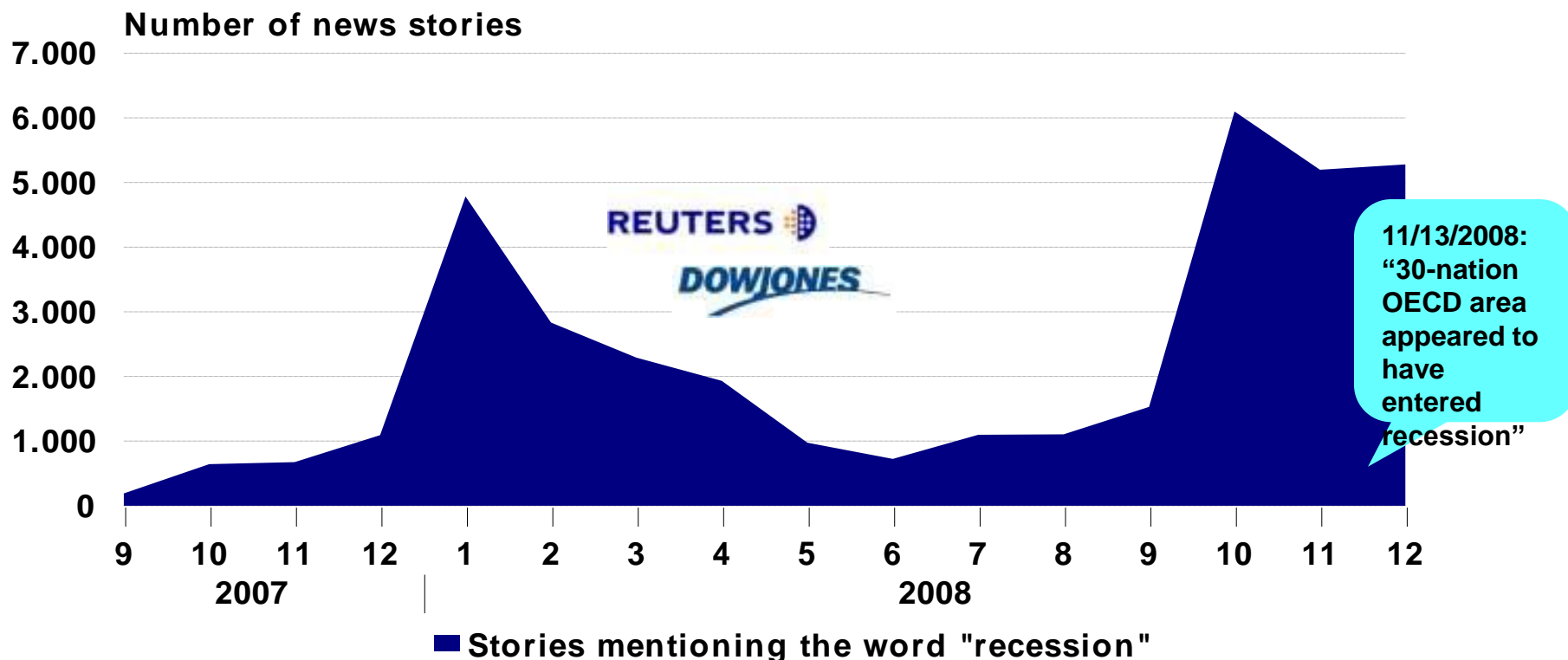
TV news programs focus only very infrequently on Muslims or Islam. The tone has been negative over the last ten years, focusing on violence, social tensions and failed integration, discouraging leaders in the West from giving the new elite in MENA credit.

Third parties eclipse Muslim sources



► In international and domestic coverage, Muslim representatives are barely heard in Western TV programs, even when it comes to their own affairs. Third parties – from politicians to anti-Muslim activists – achieve a much higher share of voice.

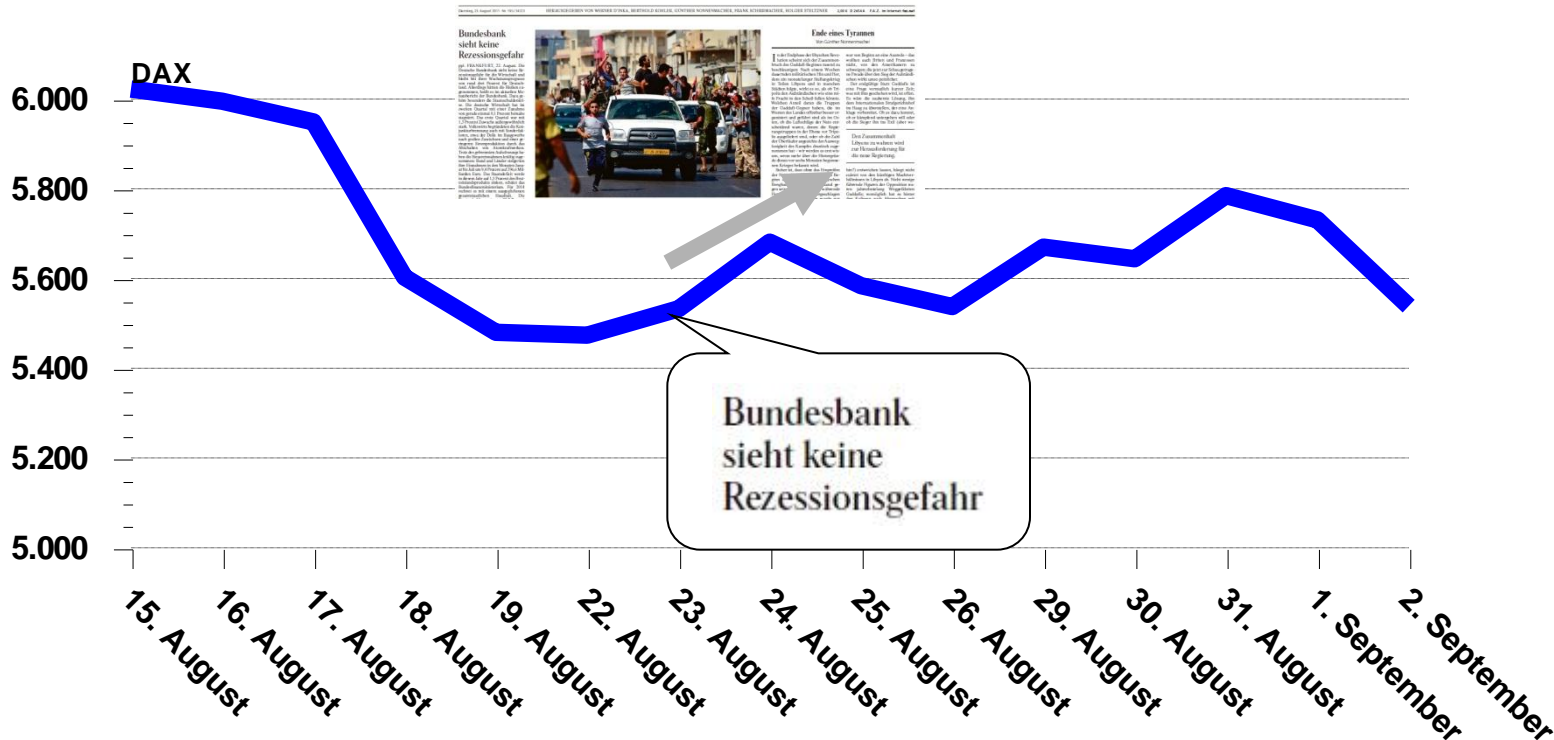
2 zeros don't make an 8: When did the recession start?



Does the news mirror or shape reality? Usage of the term “recession” soared already in January 2008 and then again in October – but the first real-world data were communicated by the OECD in mid-November.

August: Monatsbericht dämpft den Kurssturz

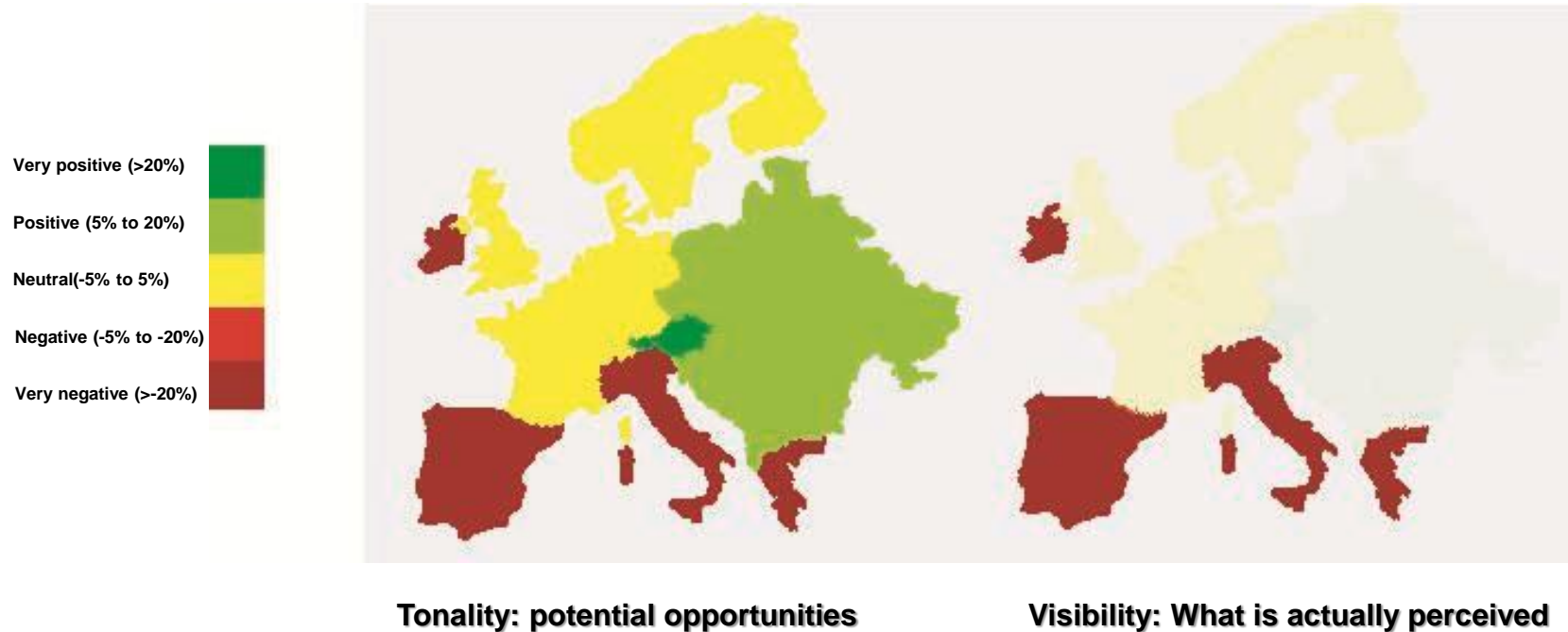
Frankfurter Allgemeine
ZEITUNG FÜR DEUTSCHLAND



Mit der klaren Botschaft „Keine Rezessionsgefahr“ auf der Titelseite der FAZ konnte die Bundesbank dazu beitragen, die Märkte für mehr als eine Woche zu beruhigen. Journalisten und Anleger suchen nach einem klaren Kompass.

Huge difference between EU potential and perception

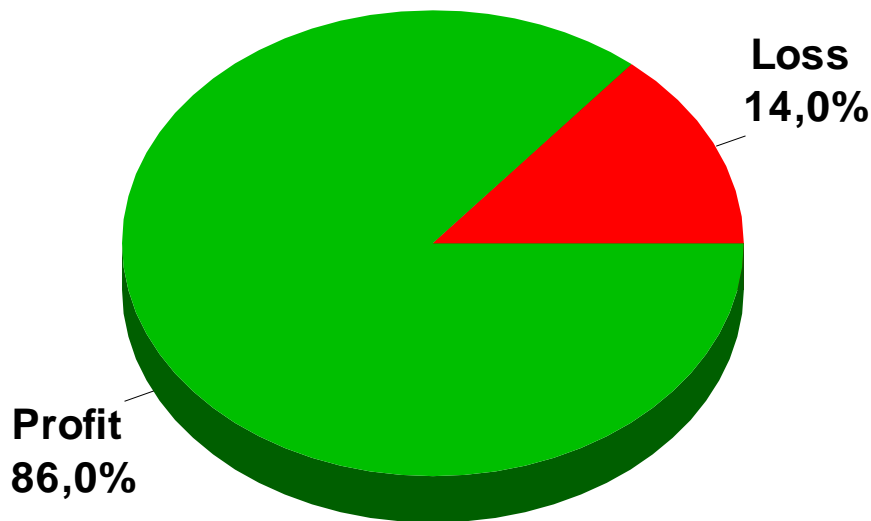
Tone of reporting on economic developments in Western Europe, Eastern Europe, Peripheral Europe, Austria



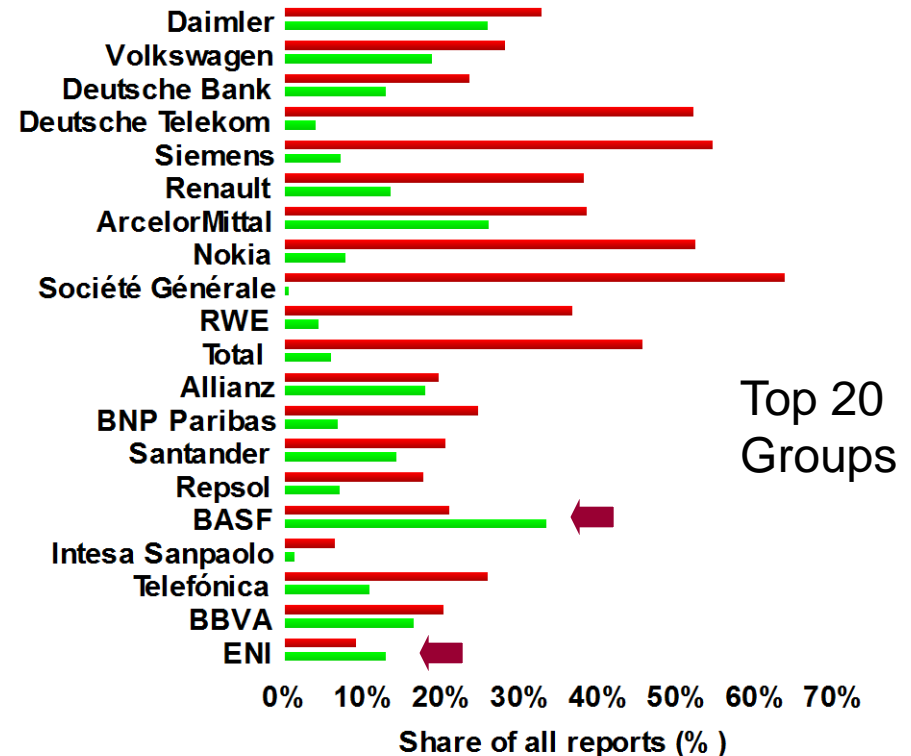
▶ In terms of pure tonality, Eastern Europe offers the perfect counterweight to the crisis in Brussels. However, if we look at what is above the awareness threshold, we see that Eastern Europe is very much the wild frontier: full of opportunities, but still unknown.

Facts deserve awareness: Why hide STOXX50 profits?

STOXX50 results in 2008



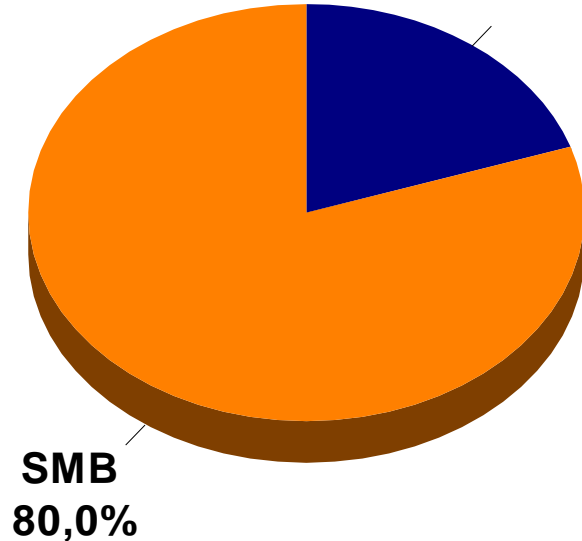
Media ratings of STOXX50 in 2008



► Dramatization of events is the hallmark of TV coverage. Despite the crisis only 14% of the STOXX 50 companies had a loss in 2008, but only two of the top 20 enjoyed a positive media image over the last 24 months.

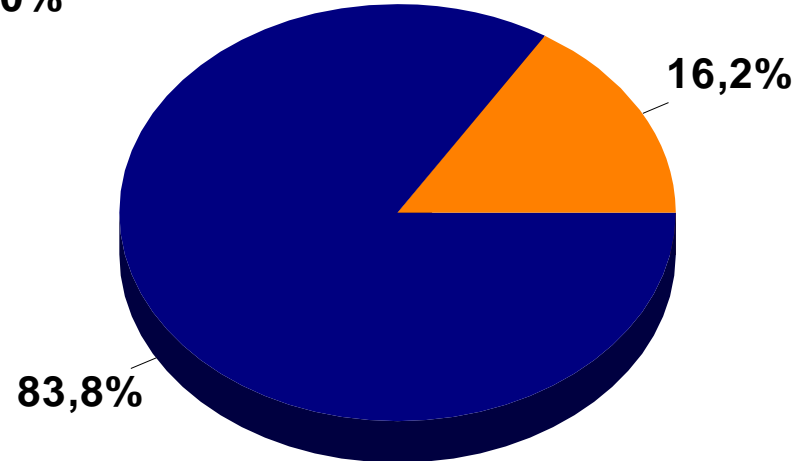
Reality deserves professional journalism

Reality: Jobs



major enterprises
20,0%

TV Media reality



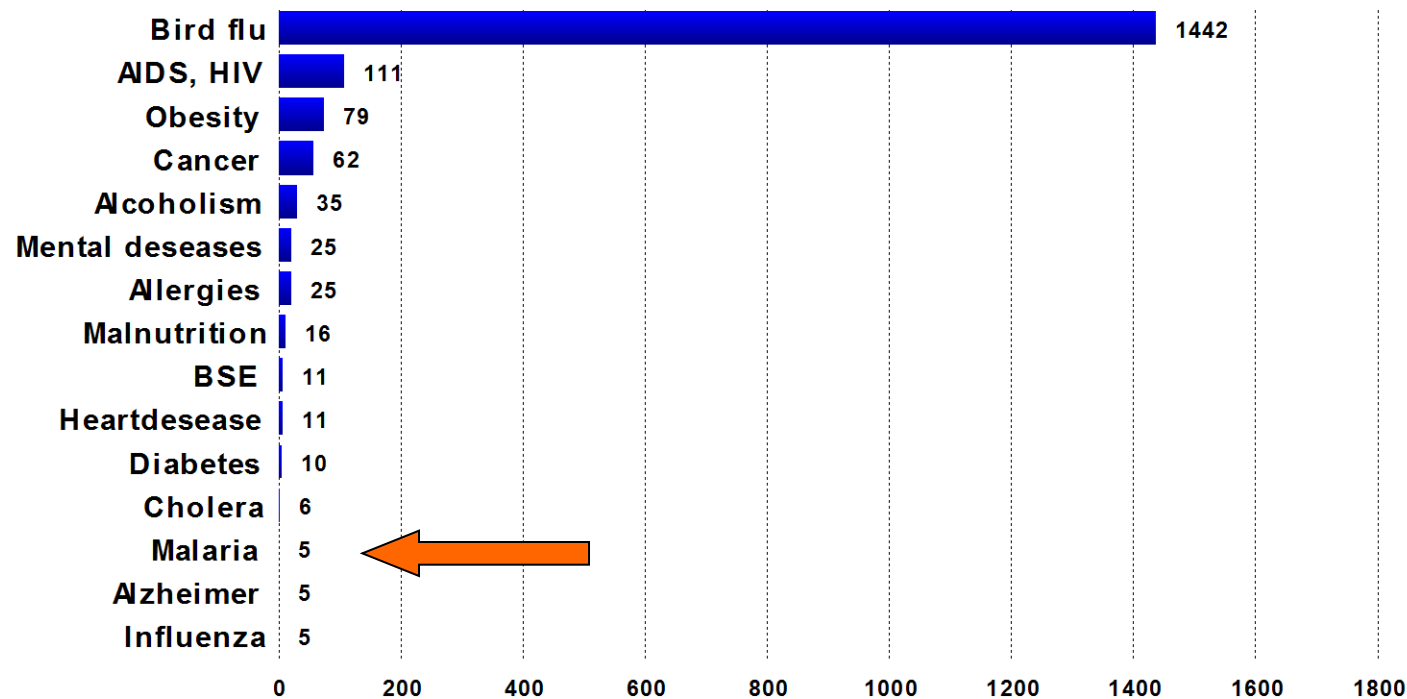
16,2%

83,8%

► The big listed companies dominate in media coverage. Among the SMB that are mentioned at all, retail trade, farming, and media account for the biggest slice. It is little wonder that Opel gets support, while small artisan firms die silently

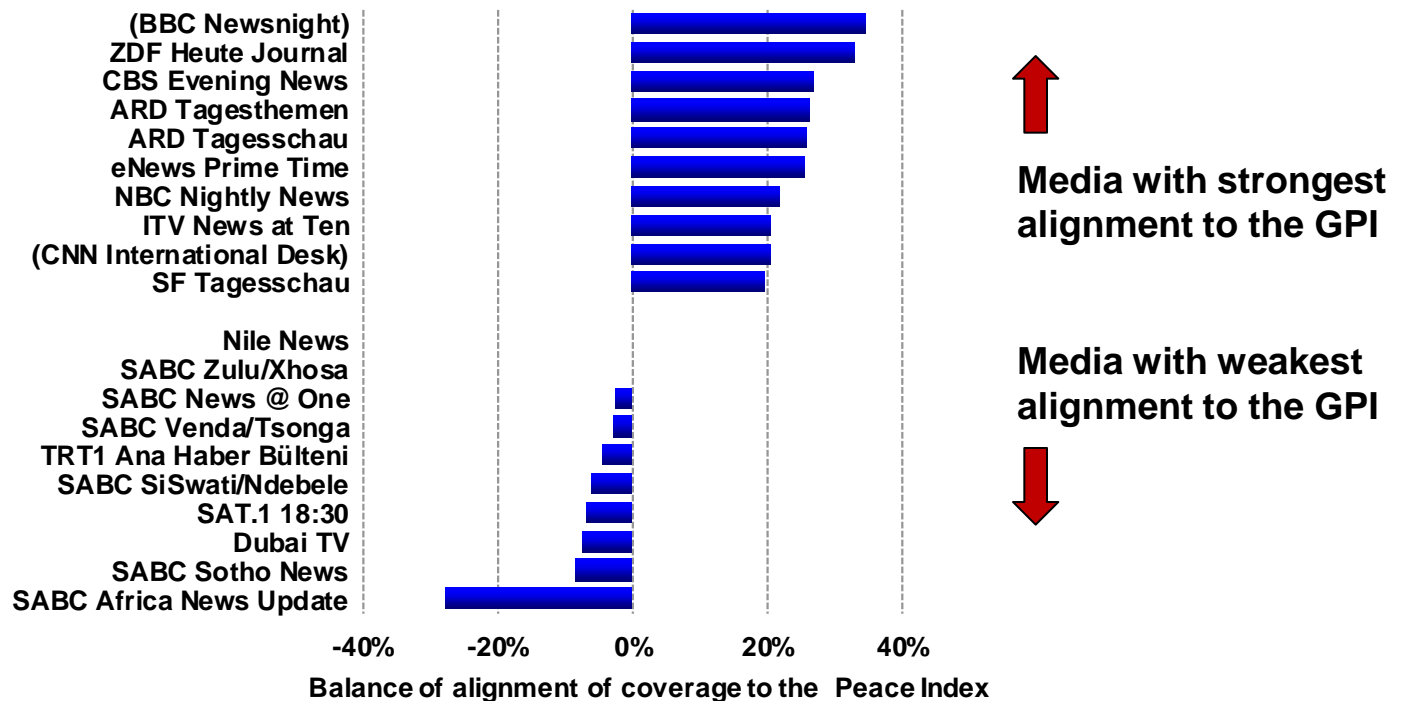
Volume covering diseases 10/2005 – 09/2006

Facts deserve reasonable coverage: Bird flu vs Malaria



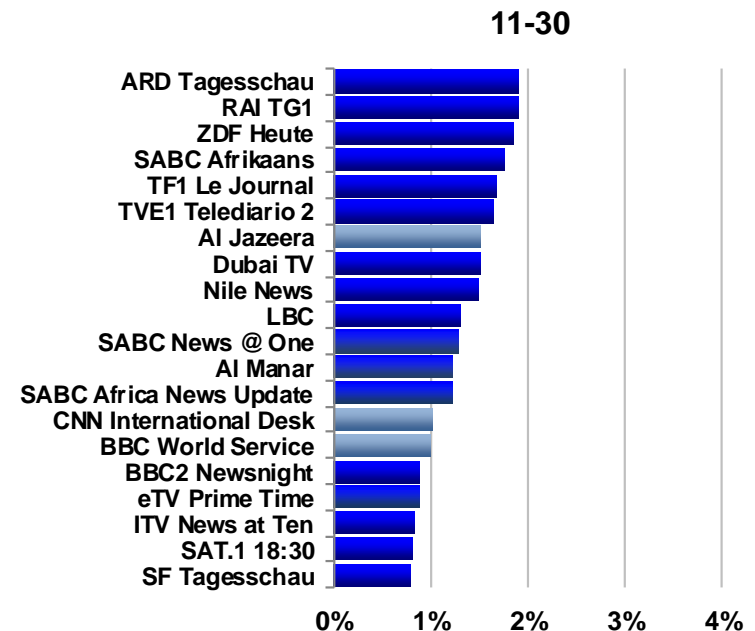
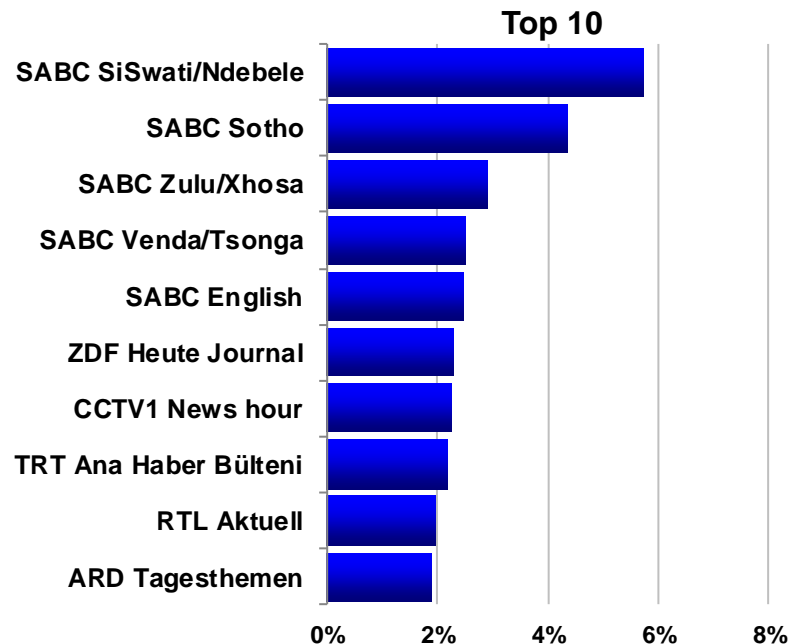
Media became obsessed with covering the potential risk of Bird Flu: 1.442 reports were printed within 12 months – while the reality of more than one million of people dying each year due to Malaria was the same media worth 5 reports in that time frame

Media can portray a world in opposition to GPI data



▶ The international coverage of most analysed TV news programs aligned to some extent to the portrayal of the world through the GPI. However, 22% of the analysed programs reflected a world either more peacefull or dangerous than what the GPI suggests.

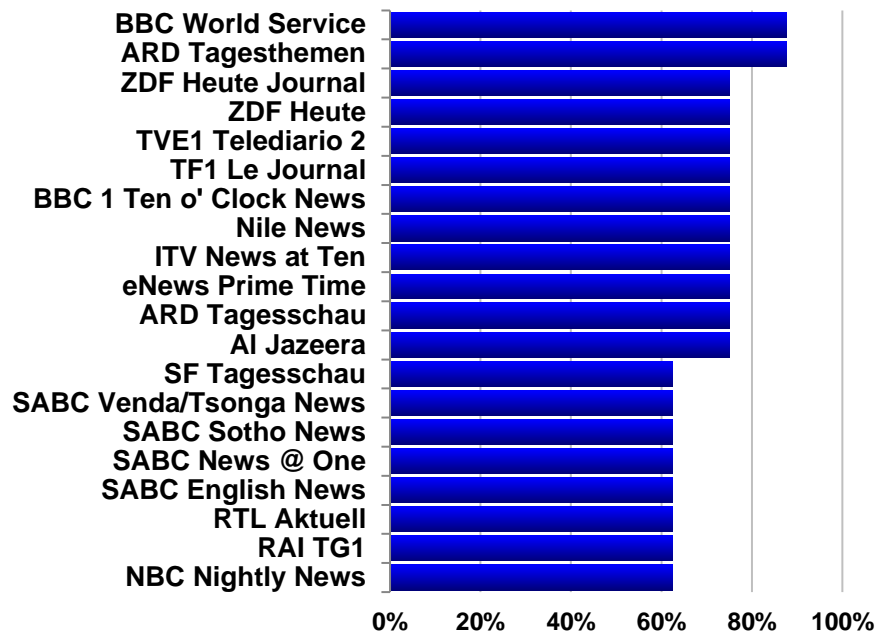
SA news highly focused on peace... but only in Africa



 = Channels mandated to international reporting

▶ South African news were much more focused on peace, but only in Africa.. Most news programs predominantly focused the bulk of their coverage on peace to one or two regions or countries.

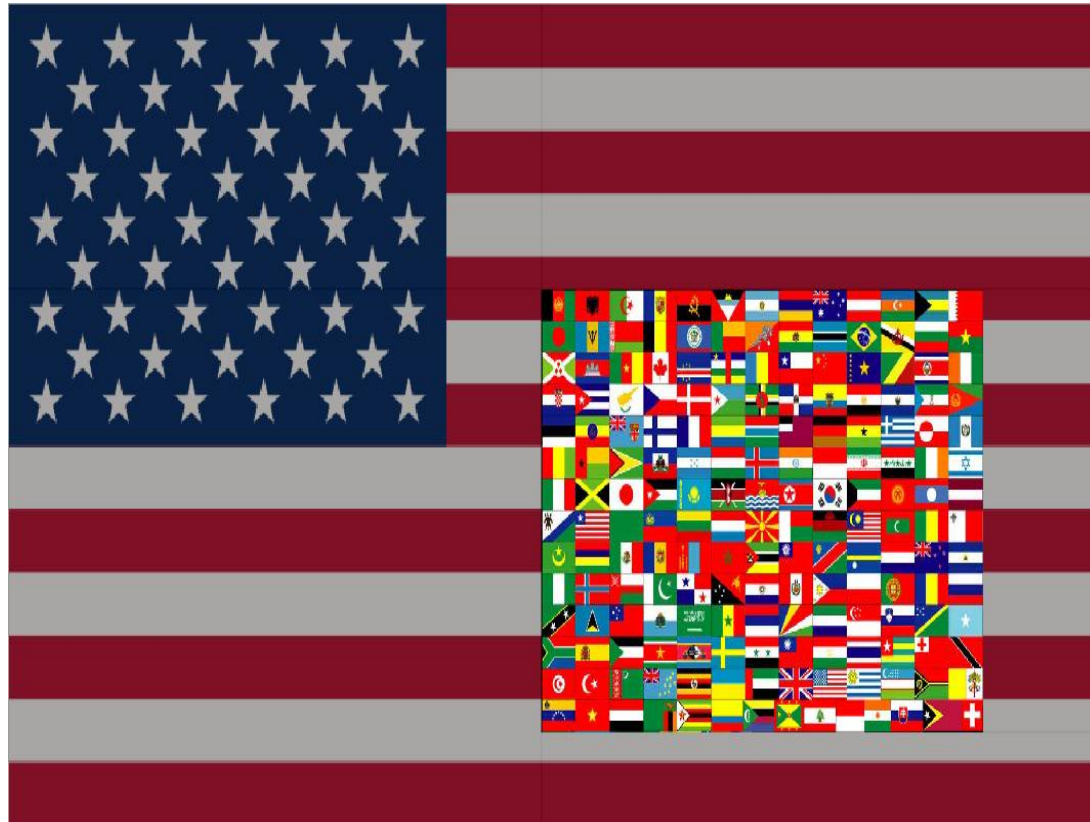
20 out of 37 networks follow up on the 10 top conflicts



20 out of the selected 37 TV Prime-Time News not only cover a conflict when it is breaking news – but they keep their audience informed about the developments atleast twice per quater in the following years on the Tschetchenia, Kenia, Ruanda, Georgia etc. conflicts.

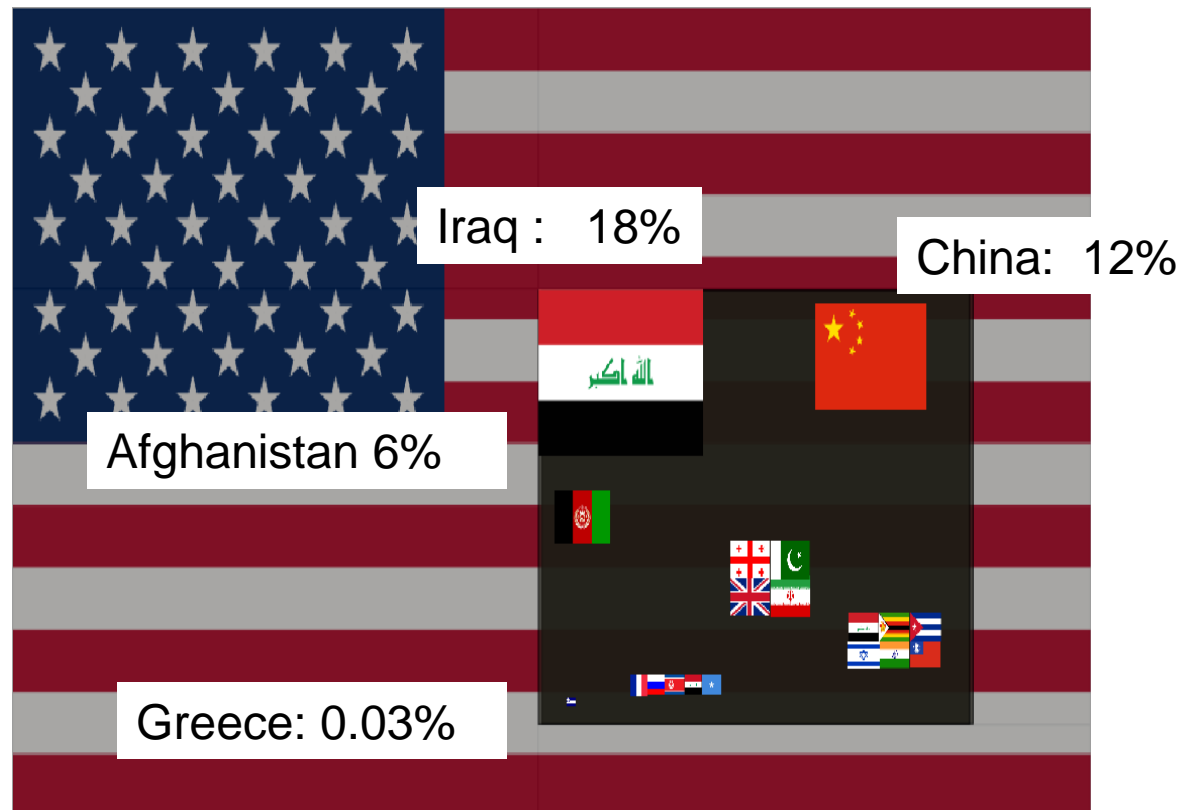


Only around 20% of US TV reporting is “foreign” news



▶ The number one problem of getting on the media agenda is that space is at a premium, When we consider that only 20% of US television news space is available for foreign reporting, reaching any level of awareness for a nation will be difficult.

Only 19 countries are above 1% of foreign coverage



► Iraq China and Afghanistan occupied over a third of the available foreign coverage in the US media – the next 16 countries around one quarter. For a country like Greece, a share of 0.03% of *foreign* coverage means it is struggling to gain awareness.

What you know of Pisa ?



And what is really there

