

Mapping Discourse

REMINDER work package 8

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Outline

- General aims
- Short literature review
- Design
- Deliverables
- Linkages to other work packages
- Challenges

General aims I

- Mapping political, societal and mediated discourses on intra-EU mobility over time and across countries
- Issues, actors, framing, tone, terminology
- Differentiation of migrant groups, countries of origin, EU vs. non-EU mobility (WP2)
- Traditional mass media
- Social media
- Political and civil society communication

General aims II

- General framing of mobility discourse (threats, benefits, moral obligations, xenophobic language) and patterns of concurrence with actors and issues and sentiments.
- Material versus symbolic threats.
- Specific focus on welfare system impacts/ threats and use of evidence.
- Differentiation of framing between EU/ non-EU mobility, country of origin, individual migrant characteristics (age, gender).

General aims III

- Systematic understanding of patterns in different media types, media genres, media outlets
- Spread of discourses via social media
- Periodic development of discourse characteristics across different media and in political discourse
 - Impact of events (EU enlargement, crises, Brexit)
- Relationships between political and mediated, and between mediated discourses
- Effects of actual welfare impacts (WP5) on discourse across countries

- Discourses as input (WP9):
 - Effects of discourses characteristics on public opinion
 - Long-term and short term effects

Materials

- Traditional mass media
 - Press coverage (High circulation, national press, tabloids and broadsheets, ideological variation)
 - TV news (if transcripts available)
 - Online news sites (both from traditional mass media and online only suppliers)
- Political and civil society communication
 - Press releases
 - Public communication via Social Media and websites
- Social Media
 - Story tracking via EJC Impact Monitor

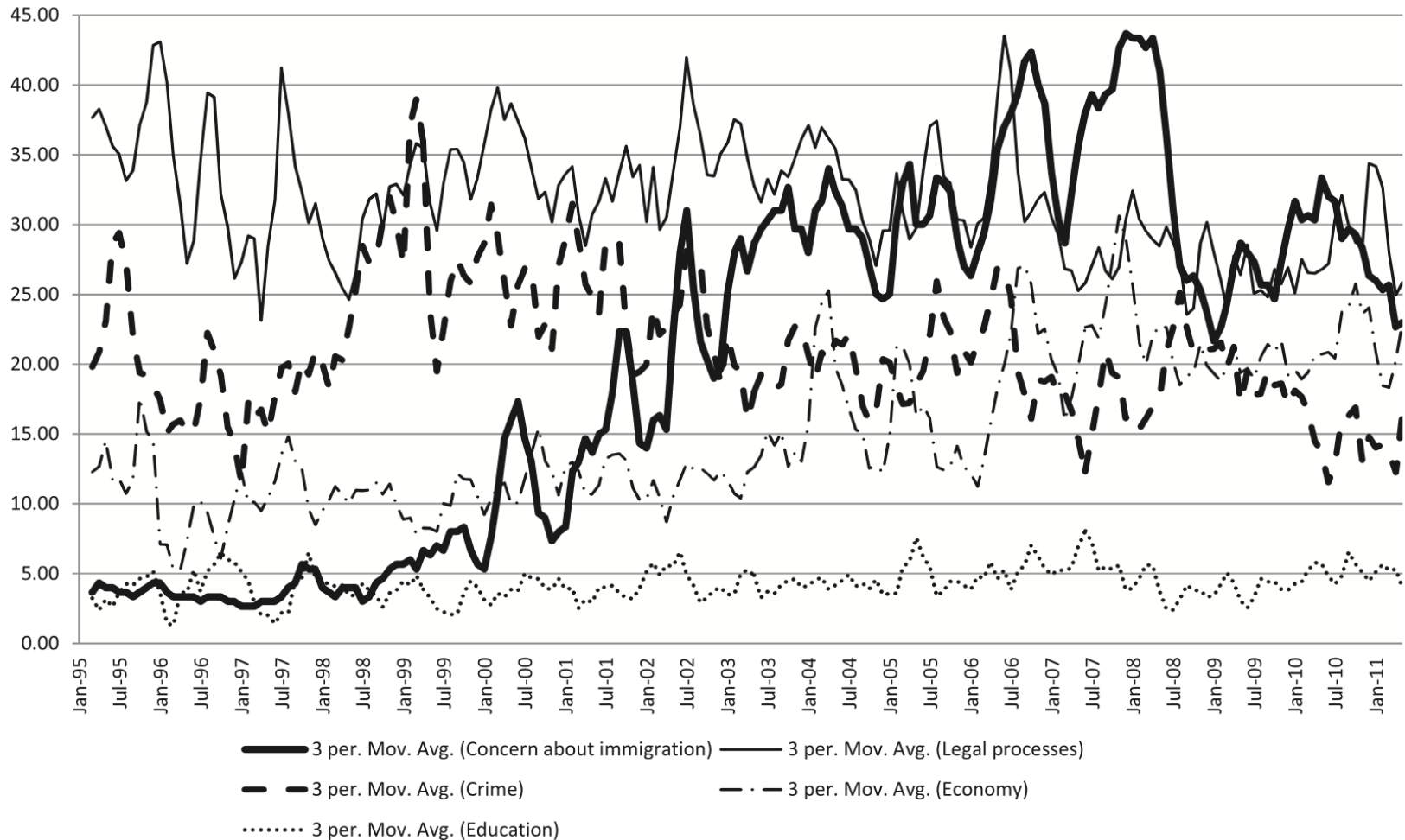
Migration in the Media I

- Key aspects of migration coverage in general
 - Problem orientation, threats posed by migration (economic/ welfare, cultural, crime/ terrorism, education, etc.) – Illegitimacy
 - Dehumanization and natural disaster metaphors
 - ‘Us’ versus ‘Them’ differentiation
 - Disruption of national orders
 - > Negativity
 - Personalization and human interest

Migration in the Media II

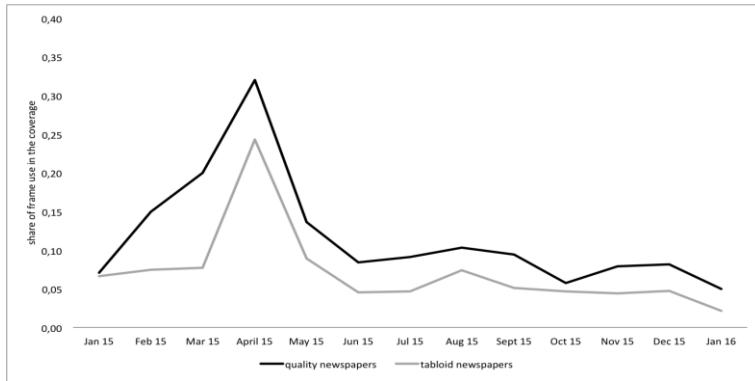
Figure 3

Immigration issues and public concern about immigration, 1995–2011.

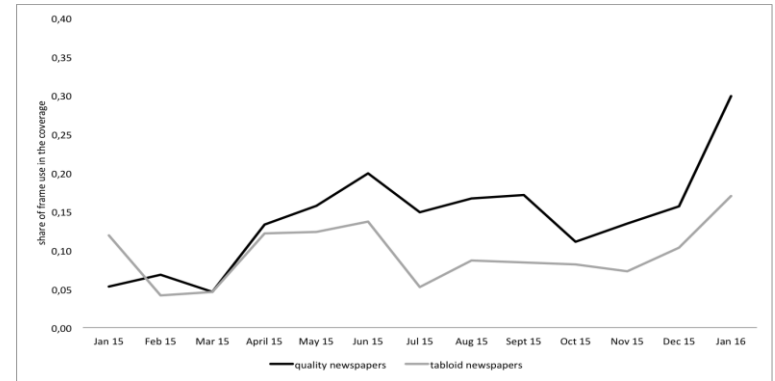


Media and Migration III

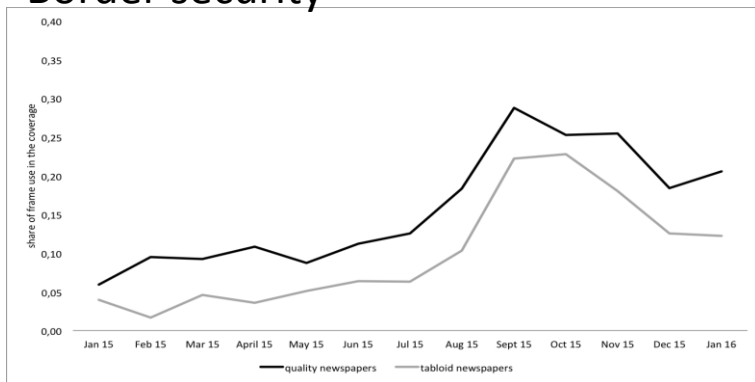
Victimization



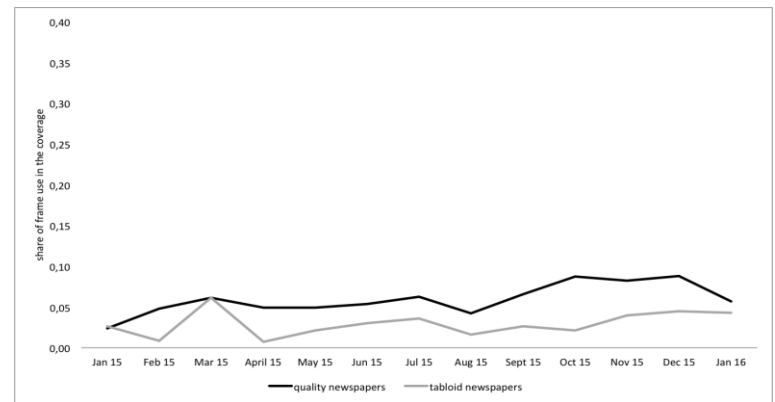
Distribution



Border security



Labor Market Integration



Media and Migration IV

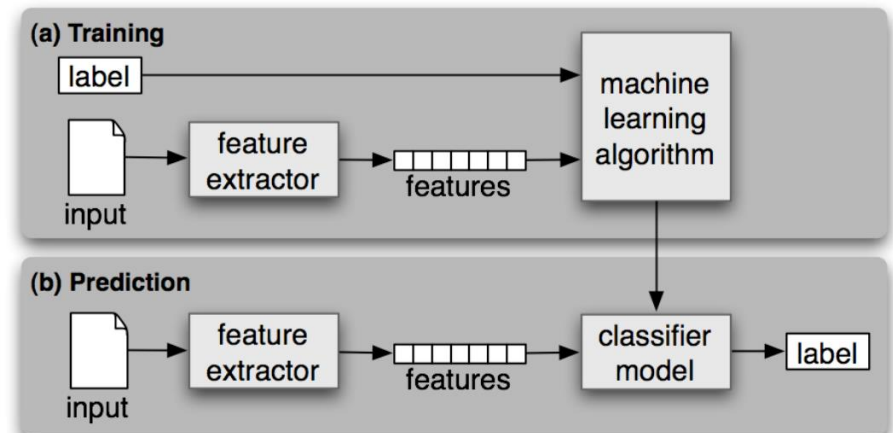
- BUT:
 - Different migrant groups, intra- and non-EU migration, migrant characteristics
 - Longitudinal studies, little known about impact of key events or real world developments
 - Few studies building comprehensive picture of discourses, combining several characteristics of contents
 - Comparative multiple-country studies
 - Relationships between political, civil society and mediated discourses

Design

- Eight countries (UK, Germany, Spain, Sweden, Poland, Romania, Hungary)
- Research periods:
 - Traditional mass media – from 2000 onwards
 - Political and civil society communication – pending availability
 - Social media – 2016 through 2017

Methods

- Mix of manual and computer assisted content analysis
 - Manual coding of subsamples of material (Native language coders)
 - Development of dictionaries for computer assisted analysis
 - Machine learning approaches



Key steps

- Identification of communication sources
- Building comprehensive data base of machine readable text
- Dictionary development based on prior studies and pre-testing
- Manual coding and machine learning algorithms
- Linkage to communication-external data
- Data analysis and reporting

Deliverables

- Comprehensive literature review on media and migration
- Report on intra- vs. non-EU mobility in mass media, political and civil society discourse
- Report on recommendations for practitioners (e.g. journalists, civil society actors)
- Public release of data
- 7+ working papers/ journal articles – substantial and methodological

Links other WPs

- WP 9: Input for media effects studies, both experimental and longitudinal
- WP 10: Contextual information
- WP 11: Coordinating selection of outlets, relating discourses to producers
- WP 4-6: Relating realities of impacts to discourses
- WP 2: Identification of relevant migration groups

Some (!) challenges

- Identification of relevant sources, in particular civil society actors
- Securing machine readable text material for long time periods in all countries (in particular TV)
- Organization of all materials in common database
- Development of dictionaries in multiple languages
- Quality of machine learning approaches

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