

Transport in the Media

From media coverage to policy change?

Tuesday 10th June 2014, 10am - noon

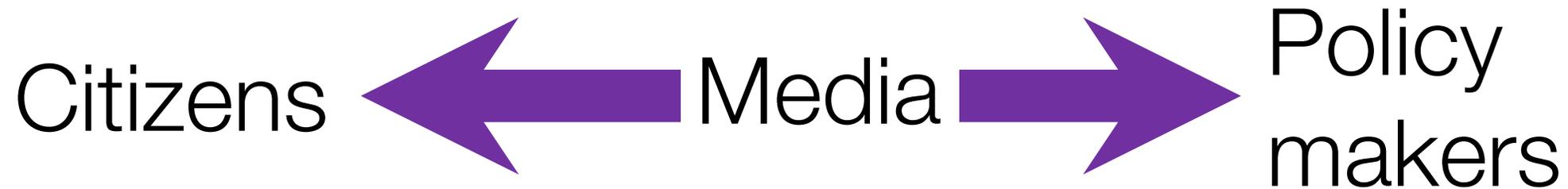
Session chair: Tom Cohen



Agenda

- Opening comments
- Two short presentations: coverage of cycle safety
– Rachel Aldred and Ian Walker; Q&A
- *The Times* and cycling: when media organisations become transport campaigners – Roger Geffen
- Discussion

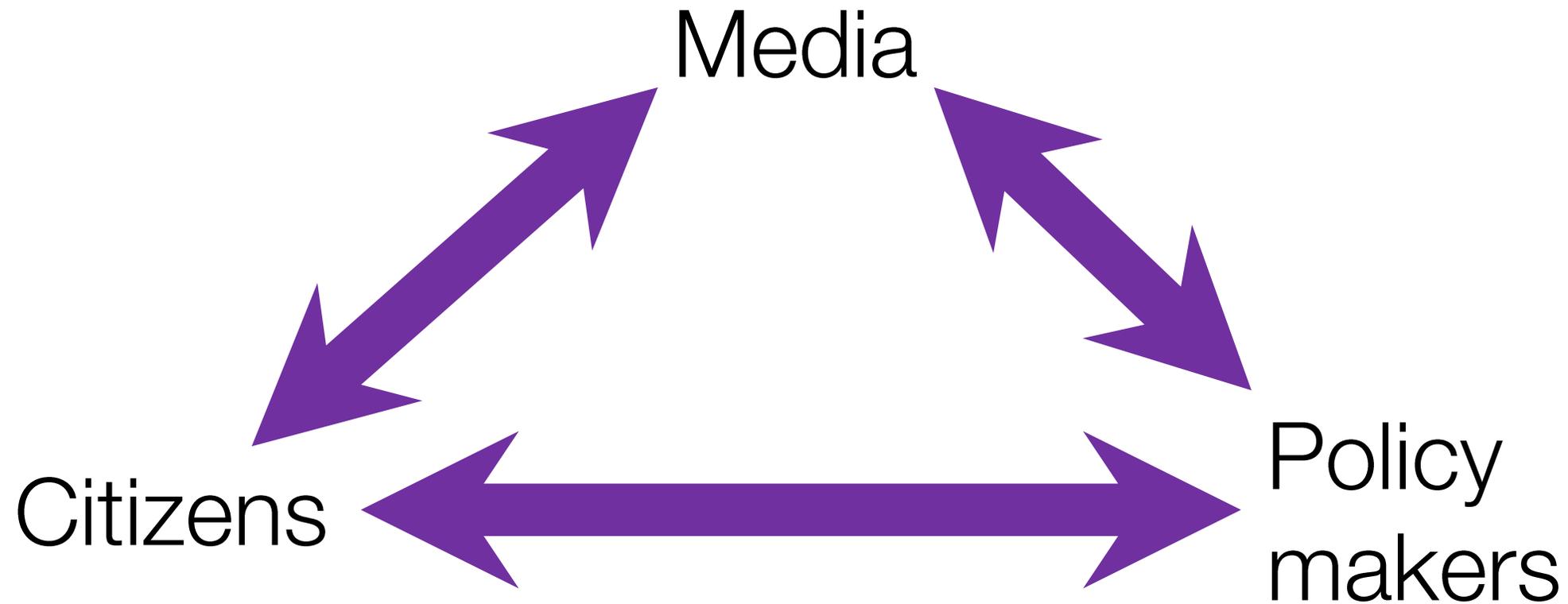
Models of media interaction with policy I



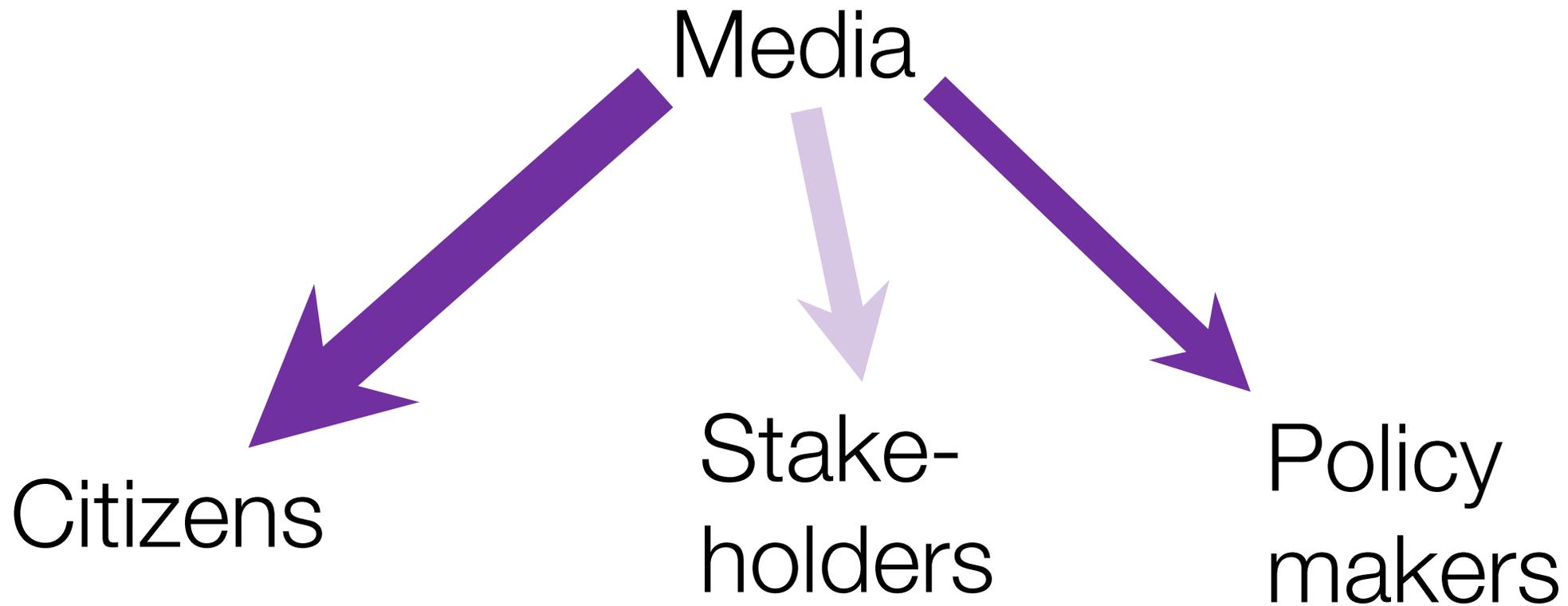
But...

- Framing (eg Iyengar 1990)
 - News selection
 - Alarm/patrol
 - Skew, momentum, explosion (Boydston 2013)
- Need to attract viewers/readers etc
- Media as “4th branch of government”

Models of media interaction with policy II



Strength of media's effect (Cook et al 1983)



Not classical “stimulus-response”

“More often, news content and journalists play a significant role in setting agendas because politicians use them, in a variety of ways, to promote or negotiate agendas and policy options among themselves.” (*Davis 2007:181*)

“Policy change resulted from collaboration between journalists and government staff members.” (*Cook et al 1983:33*)

“This role, which teams journalist and public official as Fact Finder, Presenter of ‘Reality,’ and Creator of Policy Result, may be seen by some as inimical to the democratic process.” *(Cook et al 1983:33)*

Thank you

Tom Cohen PhD | Deputy Director | UCL Transport Institute
University College London
Chadwick Building
Gower Street
London WC1E 6BT

020 7679 2276 | 07504 402113
tom.cohen@ucl.ac.uk
@UCLTI

