

Transport in the print media

“Transport in the Media” Workshop

Lancaster | 9th June, 2014



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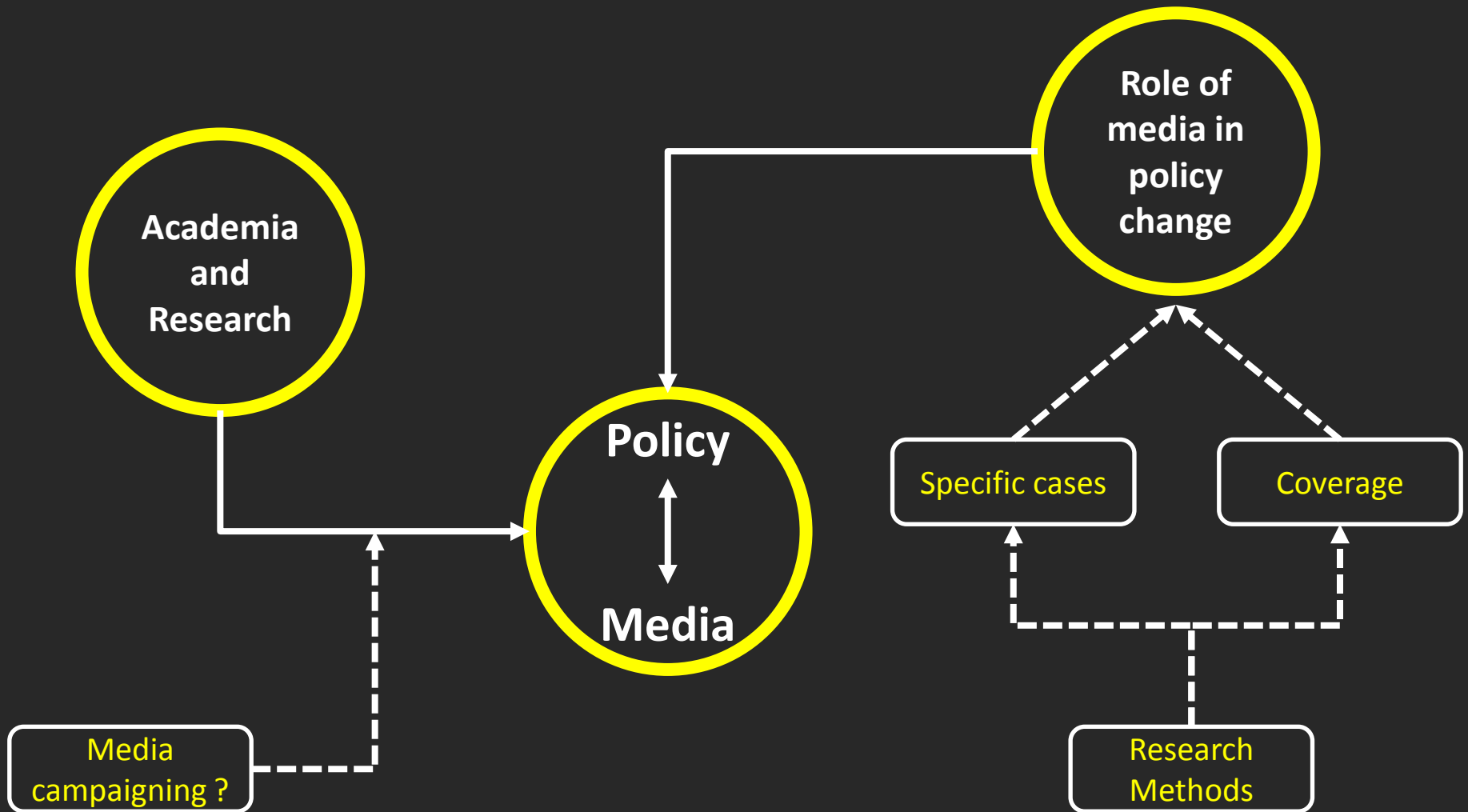
Structure of the Presentation

- Overview
- Results and Observations
- Conclusions

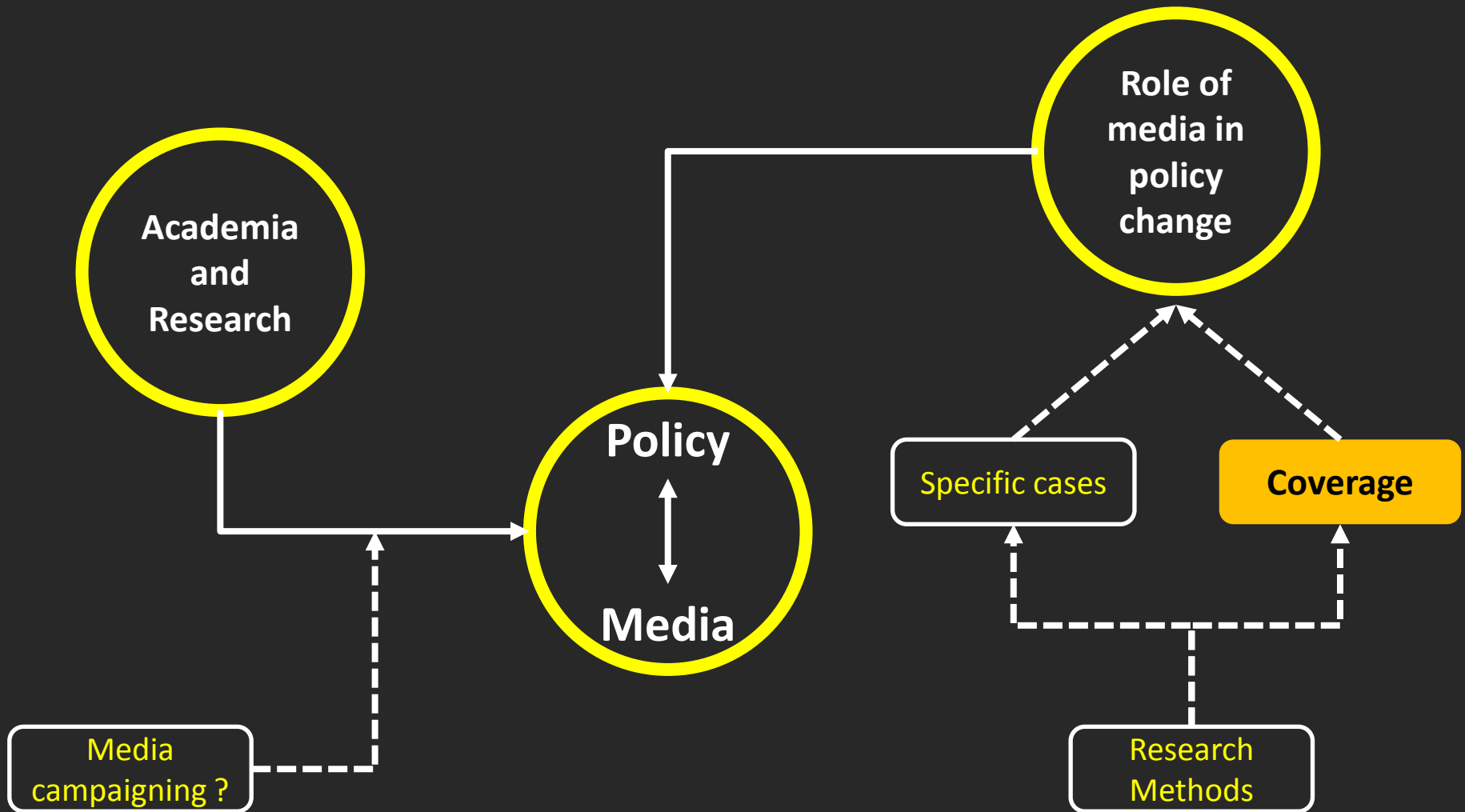
Transport in the print media

...OVERVIEW

Context



Context



Aim and scope

- To assess the extent of coverage of transport topics in print media
- To draw out any trends in the pattern of coverage of transport topics
- To reflect on possible linkages between trends and political slant of the particular print media

Methodology

- 5 major Newspapers covered
 - The Times, Daily Mirror, The Guardian, Daily Mail & Daily Telegraph
- Coverage looked over the period of 1 month - MAY, 2014
- Approx. 50,000 articles surfed using LexisNexis database
- 278 articles picked out as “Transport based or related”
- Selection done through a comprehensive manual search of headline of articles only

Methodology

- Statistical patterns drawn out on following lines
 - Variations in coverage
 - Attributed significance - page number and size of articles
 - Sector and Modes
 - Geographical Scale
 - Object and Nature
- Analysis mainly quantitative with attempts made at qualitative content analysis

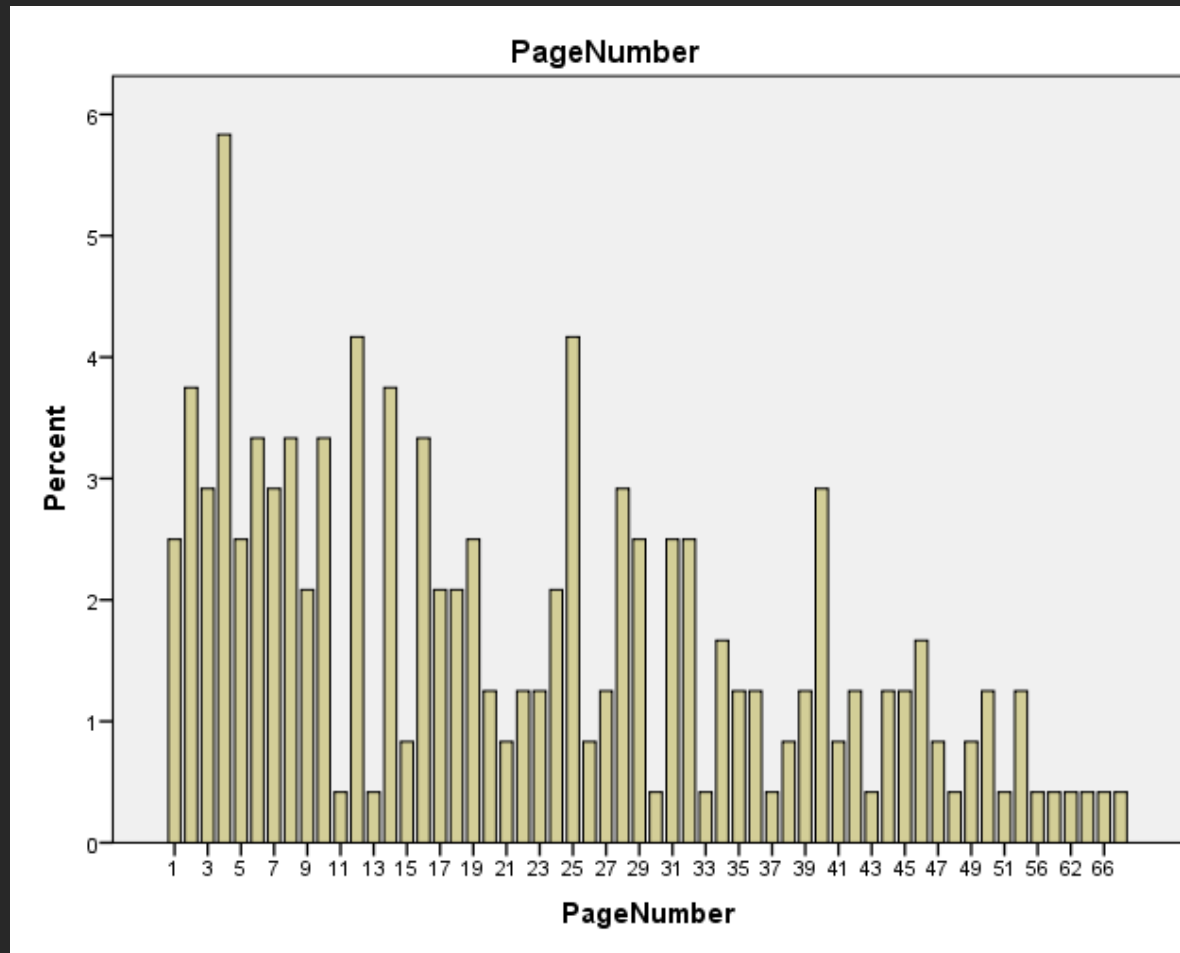
Transport in the print media

... RESULTS AND OBSERVATIONS

Variations in coverage

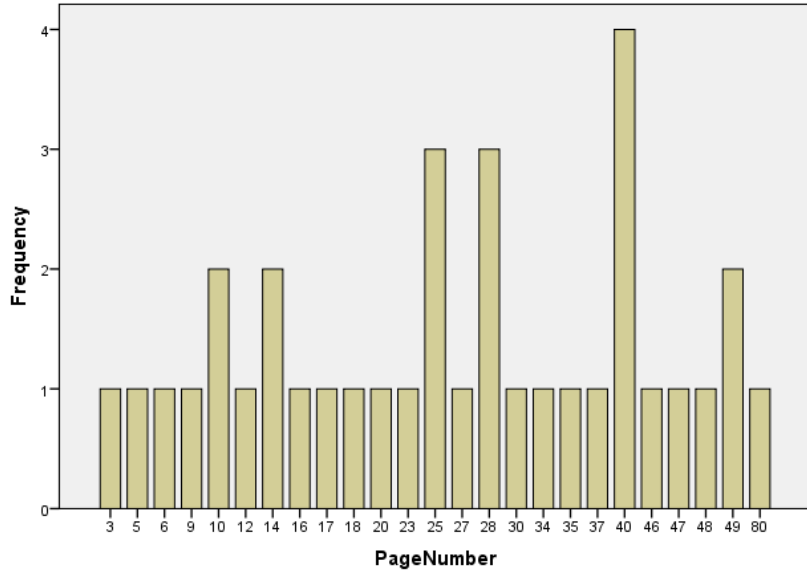
	Daily Mail	Daily Telegraph	Daily Mirror	The Guardian	The Times
Total Article Counts	3,892	12,274	13,122	6,989	11,934
Transport Articles identified	44	71	44	35	84
Average Daily article count (approx.)	126	396	424	226	385
Average daily transport articles	1.42	2.29	1.42	1.13	2.71
Standard deviation in transport articles	1.39	1.99	1.31	1.71	2.34
Maximum transport articles / day	5	8	4	6	7
Number of days with no coverage of transport	11	4	10	16	7

Attributed significance – Page Number (4 newspapers)



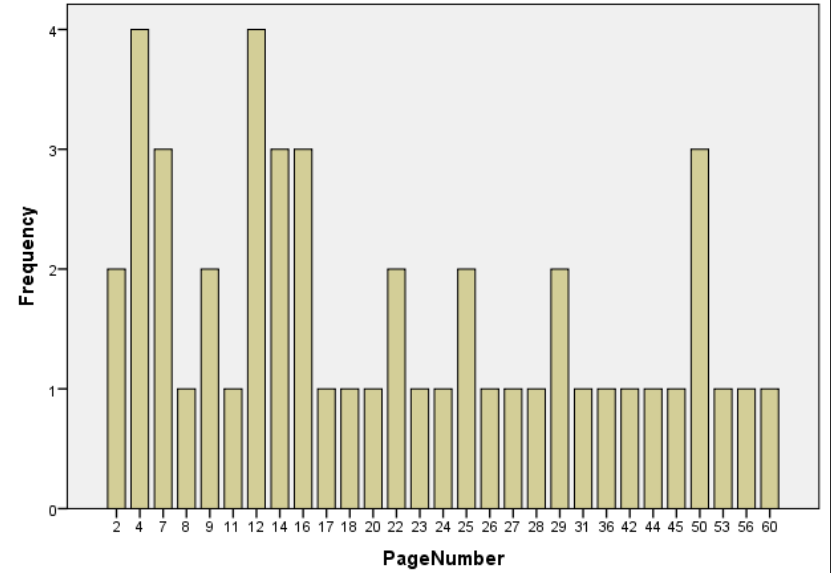
PageNumber

Newspaper: Guardian



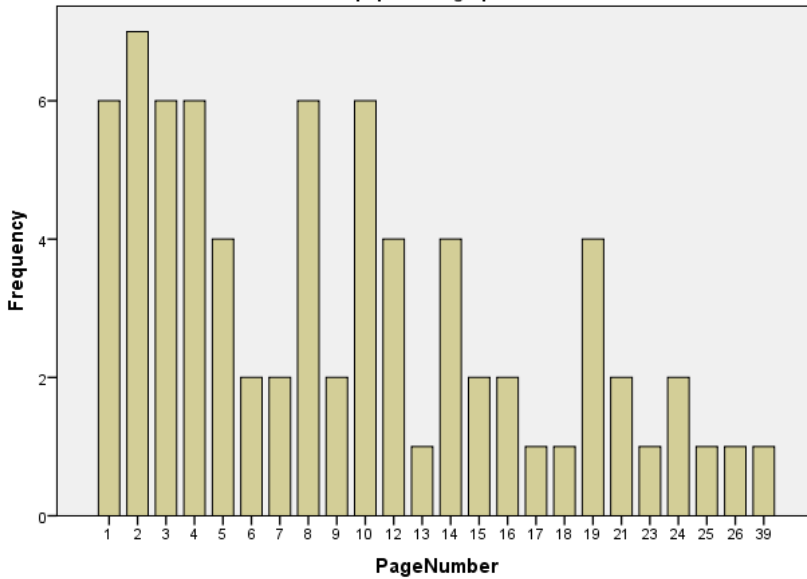
PageNumber

Newspaper: Mirror



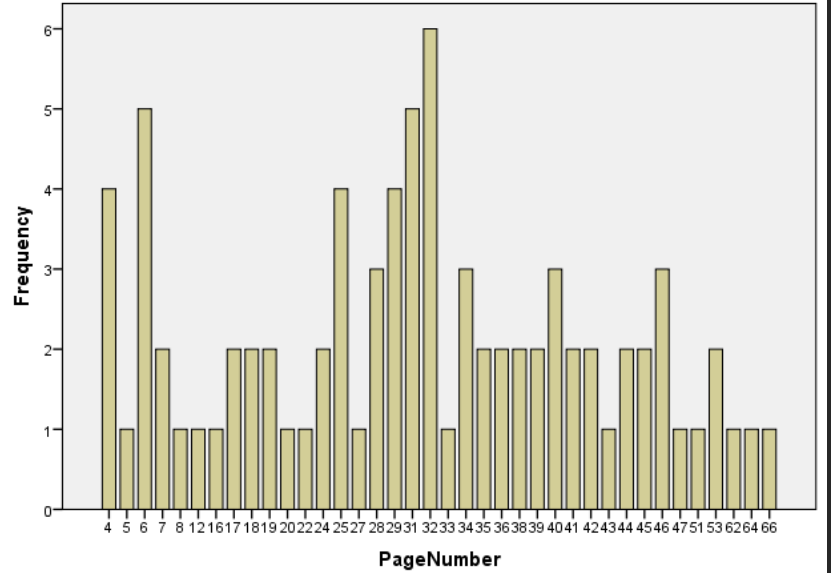
PageNumber

Newspaper: Telegraph

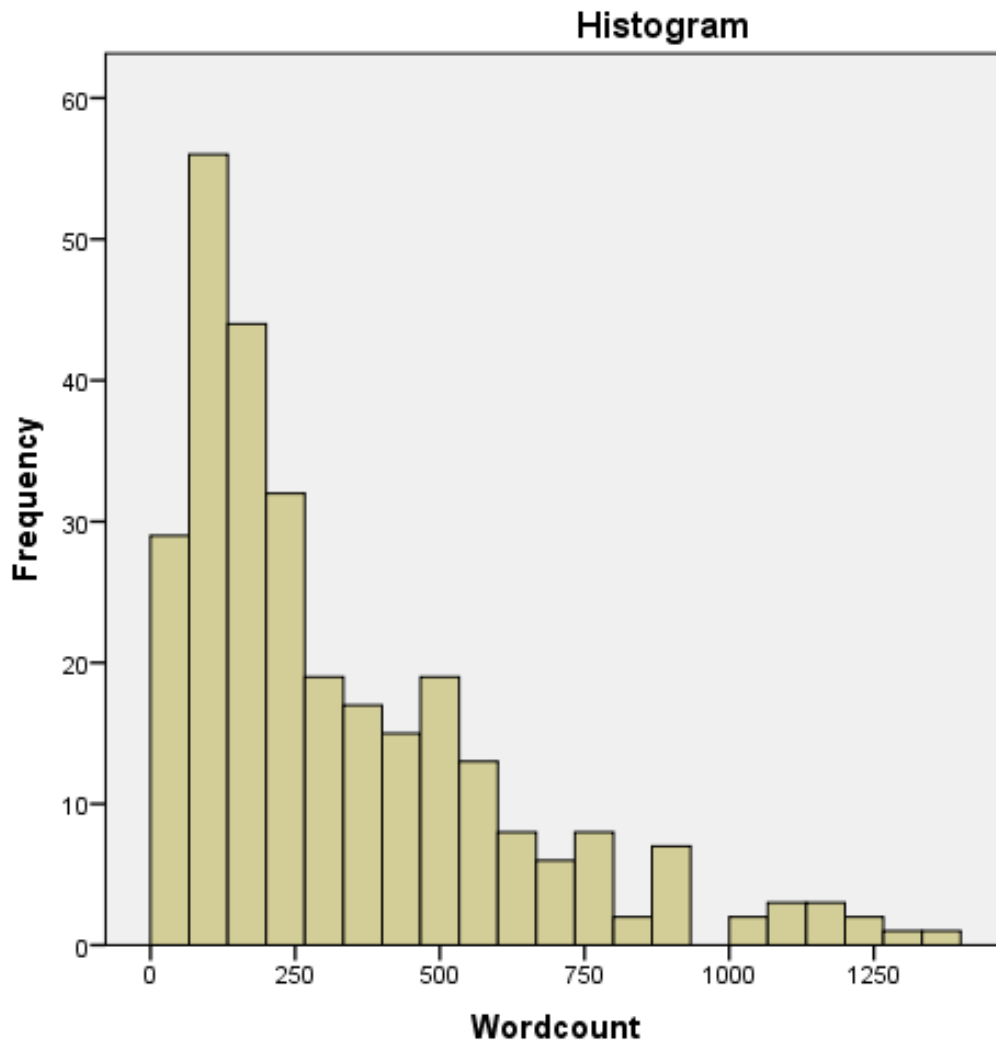


PageNumber

Newspaper: Times

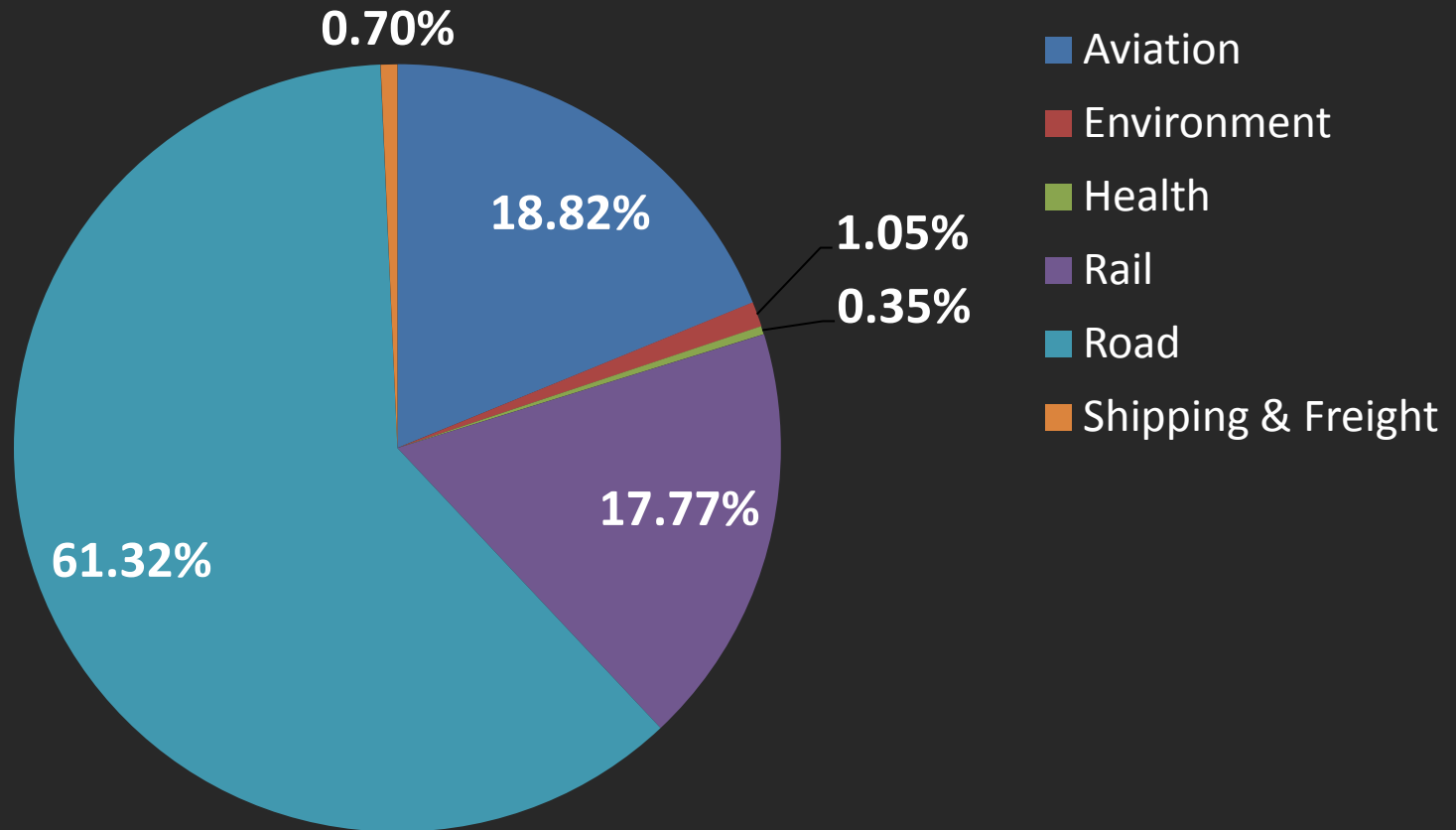


Word Count

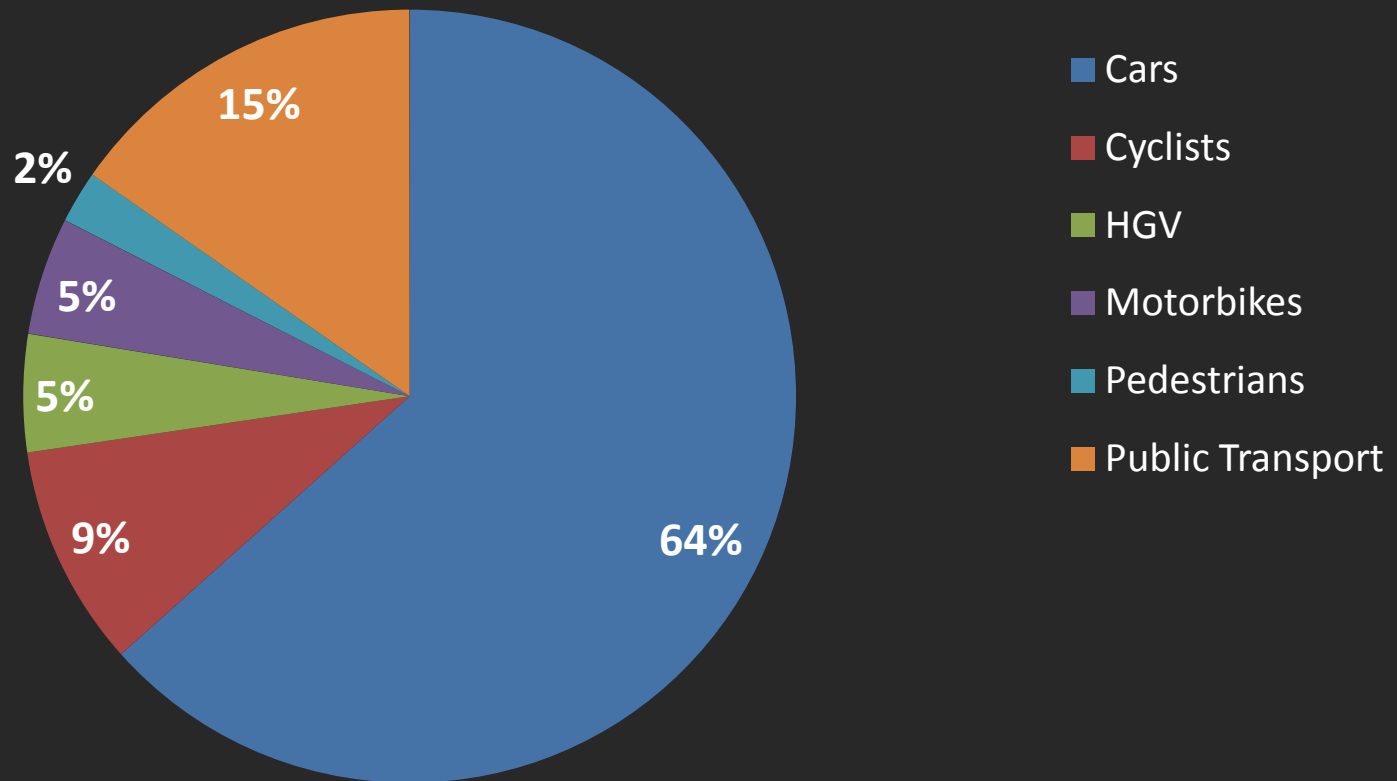


Mean	326
Median	220
Std. Deviation	280
Minimum	21
Maximum	1,355

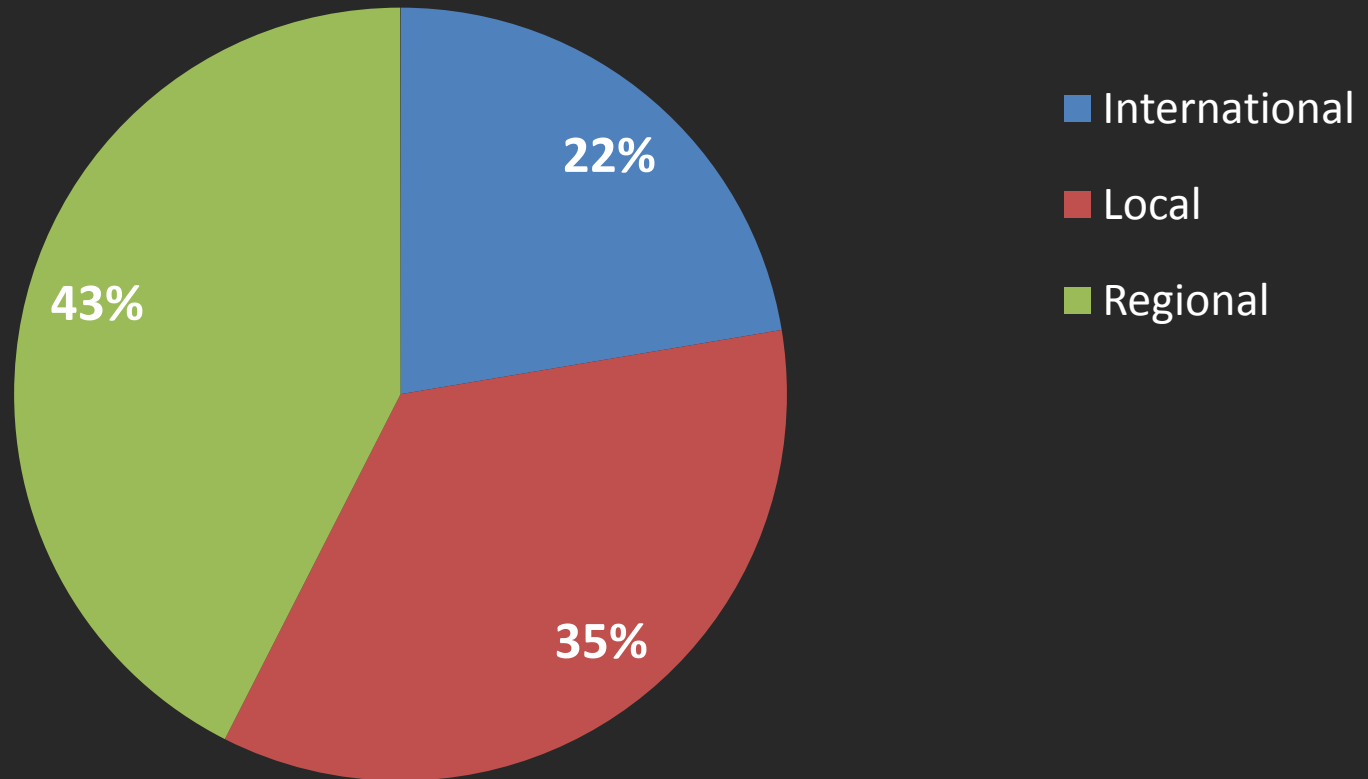
Sector (all newspapers)



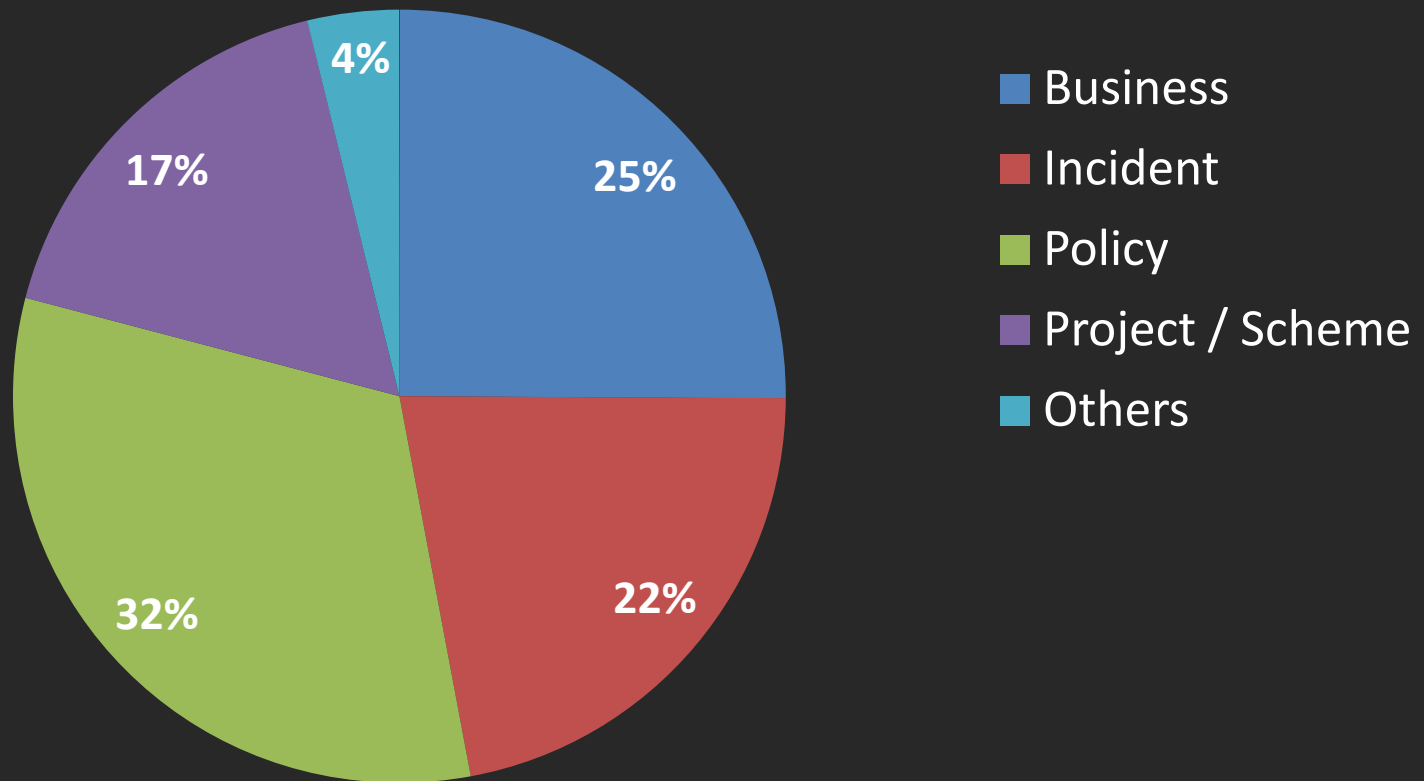
Mode (within roads) [all newspapers]



Geographical scale (all newspapers)

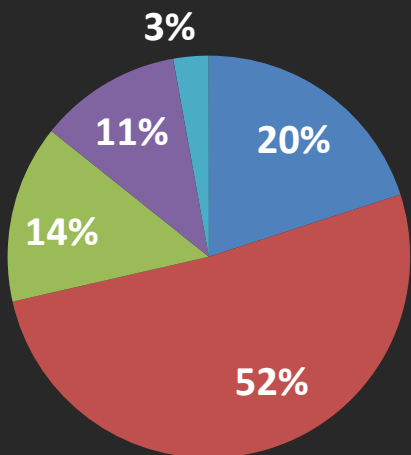


Object of coverage (all newspapers)

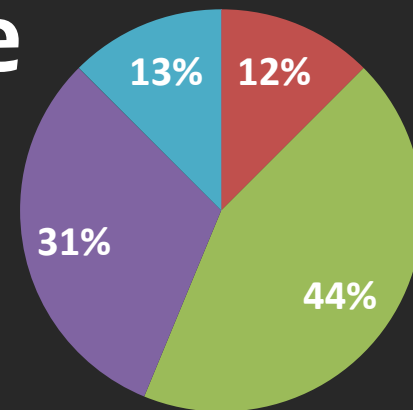


Object of coverage

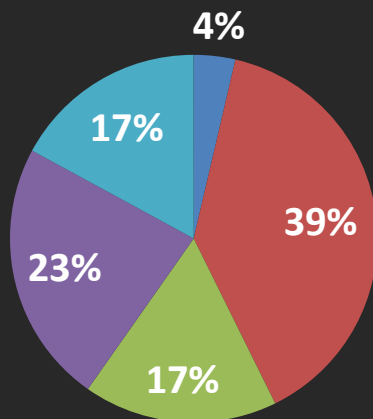
The Guardian



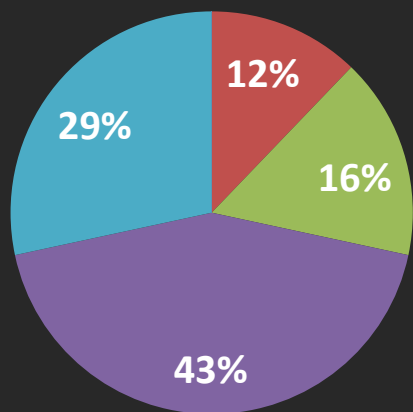
Daily Mirror



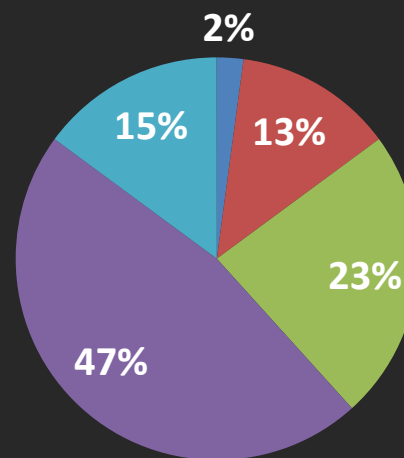
Daily Times



Daily Telegraph

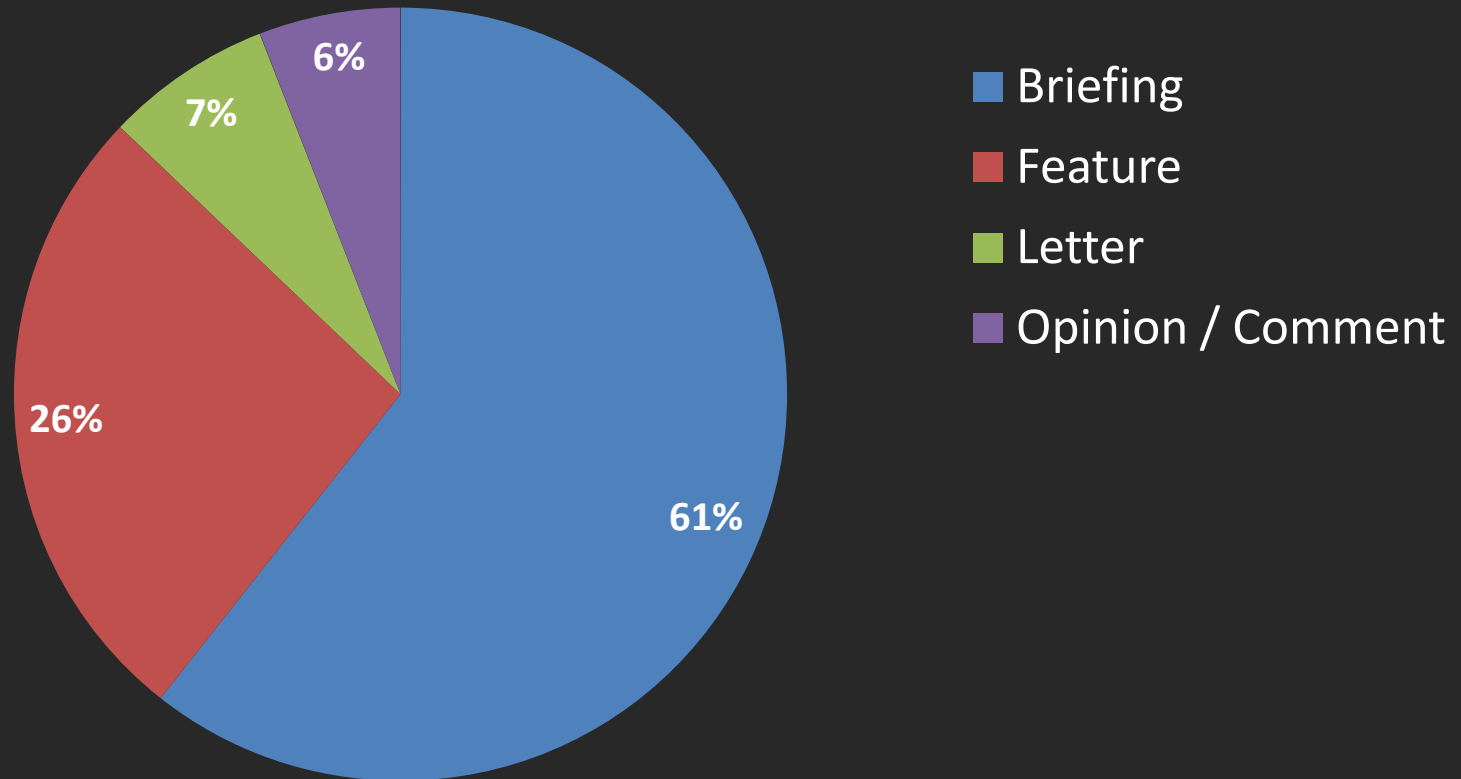


Daily Mail



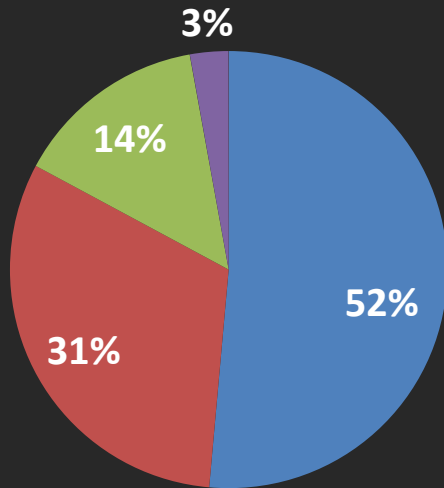
- Others
- Business
- Incident
- Policy
- Project / Scheme

Nature of articles (all 5 newspapers)

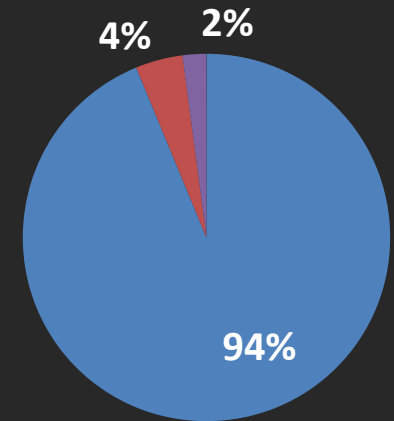


Nature of articles

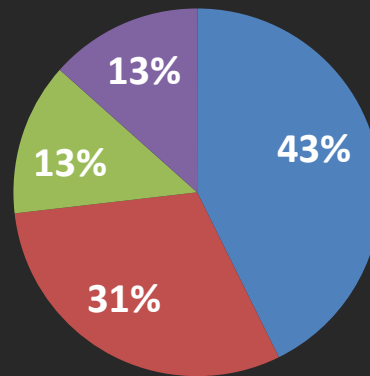
The Guardian



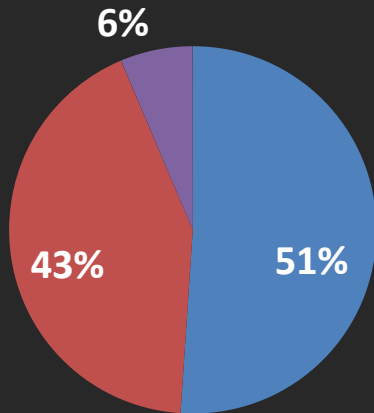
Daily Mirror



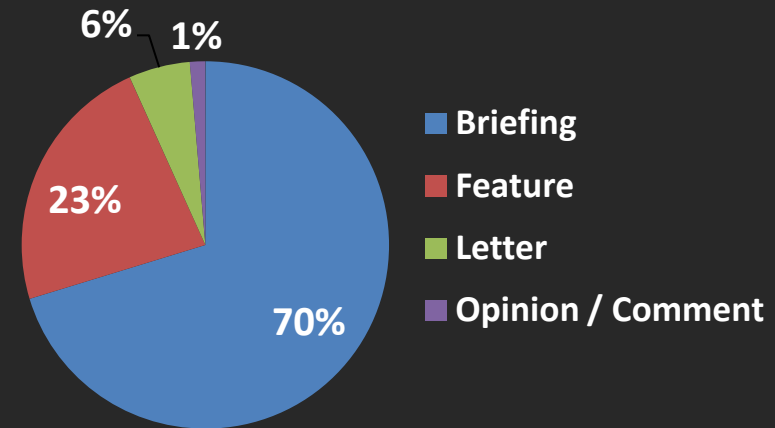
The Times



Daily Mail



Daily Telegraph



- Briefing
- Feature
- Letter
- Opinion / Comment

Transport in the print media

... CONCLUSIONS

Conclusions (I)

The Guardian	Daily Mirror	The Times	Daily Mail	Daily Telegraph
Average Monthly Circulation figures (2014)				
207,958	992,256	384,304	1,780,565	544,546
Number of Transport Articles identified for May, 2014				
35	44	84	44	71
Perception Influence Index - Transport Articles / `000 Circulation				
0.17	0.04	0.22	0.02	0.13

Conclusions (II)

- “journalism has social effects..it can reinforce belief..shape opinions..or at the very least *exert influence*” (Richardson, 2007, p. 13) in (Vigar, Shaw & Swann, 2011)

But where is this influence getting us?

References

Vigar, G., Shaw, A. & Swann, R., 2011. Selling sustainable mobility: The reporting of the Manchester Transport Innovation Fund bid in UK Media. *Transport Policy*, Volume 18, pp. 468-479.

www.lexisnexis.com

ANY QUESTIONS?