

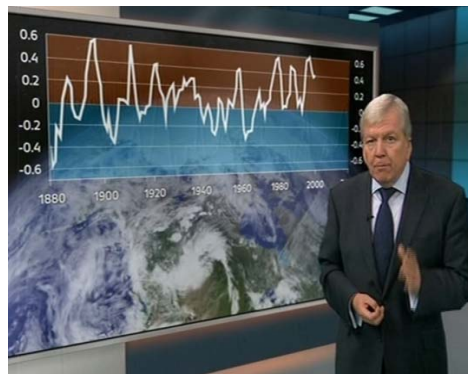
MeCCSA
'Climate Change,
Environment &
Sustainability'
network



LIVERPOOL
UNIVERSITY (LWEC) 'Living With
Environment Change'

'UK Television Reporting of the 2012-13 UN IPCC Reports'

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University of Liverpool
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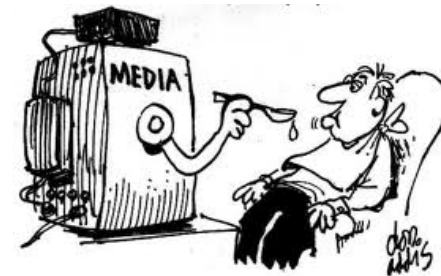
- THE ISSUES BROACHED

- CONCEPTS OF 'MEDIA IMPACT'

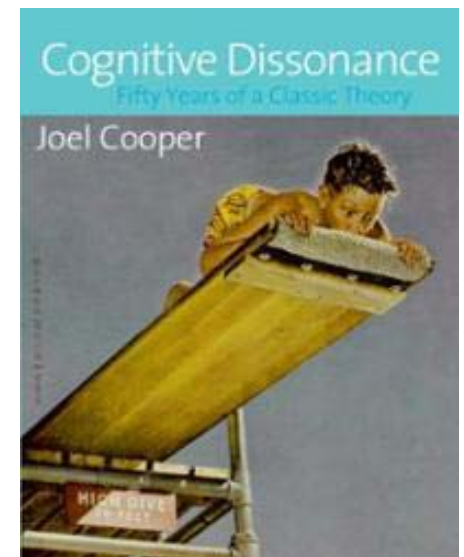
- THE ASSESSMENT OF UN IPCC COVERAGE ON BBC & ITV

CONCEPTS OF 'MEDIA IMPACT'

- DEFICIT IN OUR CURRENT UNDERSTANDING?
 - THE ‘DEFICIT MODEL’ (OR ‘ALL THE PUBLIC NEED IS MORE CLIMATE INFORMATION’, PRESUMABLY VIA THE MEDIA)
 - **CRITIQUE:** PEOPLE ARE NOT PASSIVE SPONGES OF MEDIATED INFORMATION ON CLIMATE; THEY ACTIVELY ENGAGE IN CONTENT, AND SEE IT SELECTIVELY THROUGH THE PRISM OF THEIR PRE-EXISTING VALUES, MORES AND PREJUDICES



- LIMITS OF THE DEFICIT MODEL CRITIQUE
 - HAVE CRITICS OF THE 'DEFICIT MODEL' DISCOVERED SOMETHING NEW?
 - PROBABLY NOT.....
 - MEDIA EFFECTS RESEARCHERS HAVE BEEN AWARE OF THESE PROCESSES FOR THE LAST 50 YEARS
 - BUT THIS CONCEPTION (A 'LIMITED EFFECTS' THESIS) HAS BEEN UNDER CHALLENGE FOR THE LAST 40...
 - 'SELECTIVITY' AND THE 'REINFORCEMENT OF PRE-EXISTING BELIEFS' IS STILL RELEVANT AND ANIMATED BY 'COGNITIVE DISSONANCE' **BUT.....**



- CHALLENGES TO THE 'LIMITED EFFECT' MODEL
 - 'AGENDA-SETTING' (MEDIA DIRECT THE ATTENTION OF THE PUBLIC)
 - WHICH ISSUE IS ON THE MEDIA AGENDA ('1ST ORDER' A-S)
 - WHICH ASPECTS OF AN ISSUE ARE ON THE AGENDA ('2ND ORDER' A-S)
 - 'COGNITIVE EFFECTS' (INFORMATION DOES MATTER)
 - ALSO 'WHAT'S MISSING'?
 - THE IMPACT OF PUBLIC 'DEPENDENCY' ON THE MEDIA
 - MEDIA COVERAGE STRUCTURE & PUBLIC ABILITY TO 'SELECT'
 - 'DISSONANT' vs. 'CONSONANT' COVERAGE STRUCTURES

'DISSONANT' STRUCTURE


HIGHER CAPACITY FOR SELECTIVE ENGAGEMENT



'CONSONANT' STRUCTURE

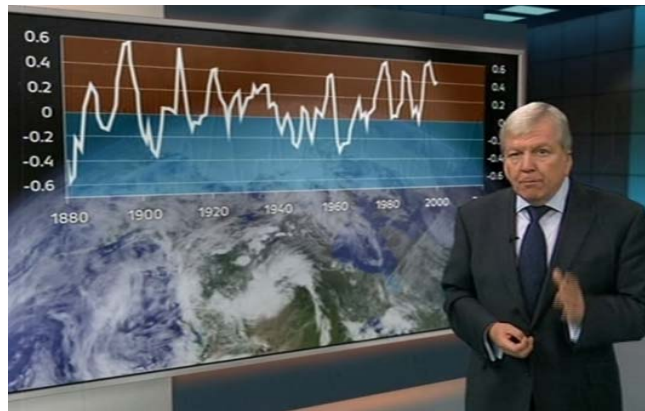
LOWER CAPACITY FOR SELECTIVE ENGAGEMENT



- CHALLENGES TO THE 'LIMITED EFFECT' MODEL
 - 'AGENDA-SETTING' (MEDIA DIRECT THE ATTENTION OF THE PUBLIC)
 - WHICH ISSUE IS ON THE MEDIA AGENDA ('1ST ORDER' A-S)
 - WHICH ASPECTS OF AN ISSUE ARE ON THE AGENDA ('2ND ORDER' A-S)
 - 'COGNITIVE EFFECTS' (INFORMATION DOES MATTER)
 - THE IMPACT OF PUBLIC 'DEPENDENCY' ON THE MEDIA
 - MEDIA COVERAGE STRUCTURE & PUBLIC ABILITY TO 'SELECT'
 - 'DISSONANT' vs. 'CONSONANT' COVERAGE STRUCTURES
 - IMPACTS PECULIAR TO 'CLIMATE CHANGE COVERAGE'
 - ALARMING COVERAGE  DISENGAGEMENT/TORPOR/DISBELIEF

‘1ST & 2ND LEVEL AGENDA-SETTING’, & ‘INFORMATION’?

(TELEVISION COVERAGE OF THE UN IPCC REPORTS)



- LOTS OF COVERAGE COMPARED TO ‘THE USUAL’

Table 1 TV coverage around the First UN IPCC report
Friday 20th September–Friday 4th October 2013

	F 20	S 21	<u>S</u> 22	M 23	T 24	W 25	T 26	F 27	S 28	<u>S</u> 29	M 30	T 1	W 2	T 3	F 4
ITN (early evening)								1							
BBC (early evening)				2			3	4							
ITN (late evening)							5	6							
BBC (late evening)				7	8		9	10							

Note : the packages containing UN IPCC stories have been numbered consecutively.

Table 2 TV coverage around the Second and Third UN IPCC reports
Monday 24th March–Sunday 20th April 2014

	M 24	T 25	W 26	T 27	F 28	S 29	<u>S</u> 30	M 31	T 1	W 2	T 3	F 4	S 5	<u>S</u> 6	M 7	T 8	W 9	T 10	F 11	S 12	<u>S</u> 13	M 14	T 15	W 16	T 17	F 18	S 19	<u>S</u> 20
ITN (early evening)								11												12								
BBC (early evening)		13						14												15								
ITN (late evening)							16	17												18								
BBC (late evening)		19						20											21	22								

Note : the packages containing UN IPCC stories have been numbered consecutively, following Table 1.

- BUT MANY FEATURES RELEVANT TO MEDIA EFFECTS THEORY

- A) COVERAGE: **WHO'S RESPONSIBLE?**

- DEPENDENCY AND CONSONANCE

- MAN/MANKIND/US/WE'RE ALL TO BLAME
 - MAN-MADE/OUR ROLE
 - HUMANS/HUMANKIND/HUMAN ACTIVITY

- ONLY A FEW 'PACKAGE' (V BRIEFLY) DEVIATED

TV coverage around the First UN IPCC report
Friday 20th September–Friday 4th October 2013

	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F
	20	21	22	23	24	25	26	27	28	29	30	1	2	3	4
ITN (early evening)								*							
BBC (early evening)				*			*	*							
Channel 4 news							*	*							
ITN (late evening)							*	*							
BBC (late evening)				*	*		*	*							

BRITAIN'S
ROLE!

TV coverage around the Second and Third UN IPCC reports
Monday 20th March–Sunday 20th April 2014

	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S							
	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
ITN (early evening)								*												*	*							
BBC (early evening)		*						*												*	*							
Channel 4 news			*	*	*			*		*										*	*							
ITN (late evening)							*	*											*	*								
BBC (late evening)		*					*	*											*	*								

CANADA'S
ROLE!

"...it produces more of this dirty, polluting type of fuel than anywhere else in the world."
"...mines like this are expanding."
"Coal generates nearly half of Germany's electricity..."

GERMANY'S
TO BLAME!



- BUT SOME FEATURES RELEVANT TO MEDIA EFFECTS THEORY

- A) COVERAGE: WHO'S RESPONSIBLE?

- DEPENDENCY AND CONSONANCE

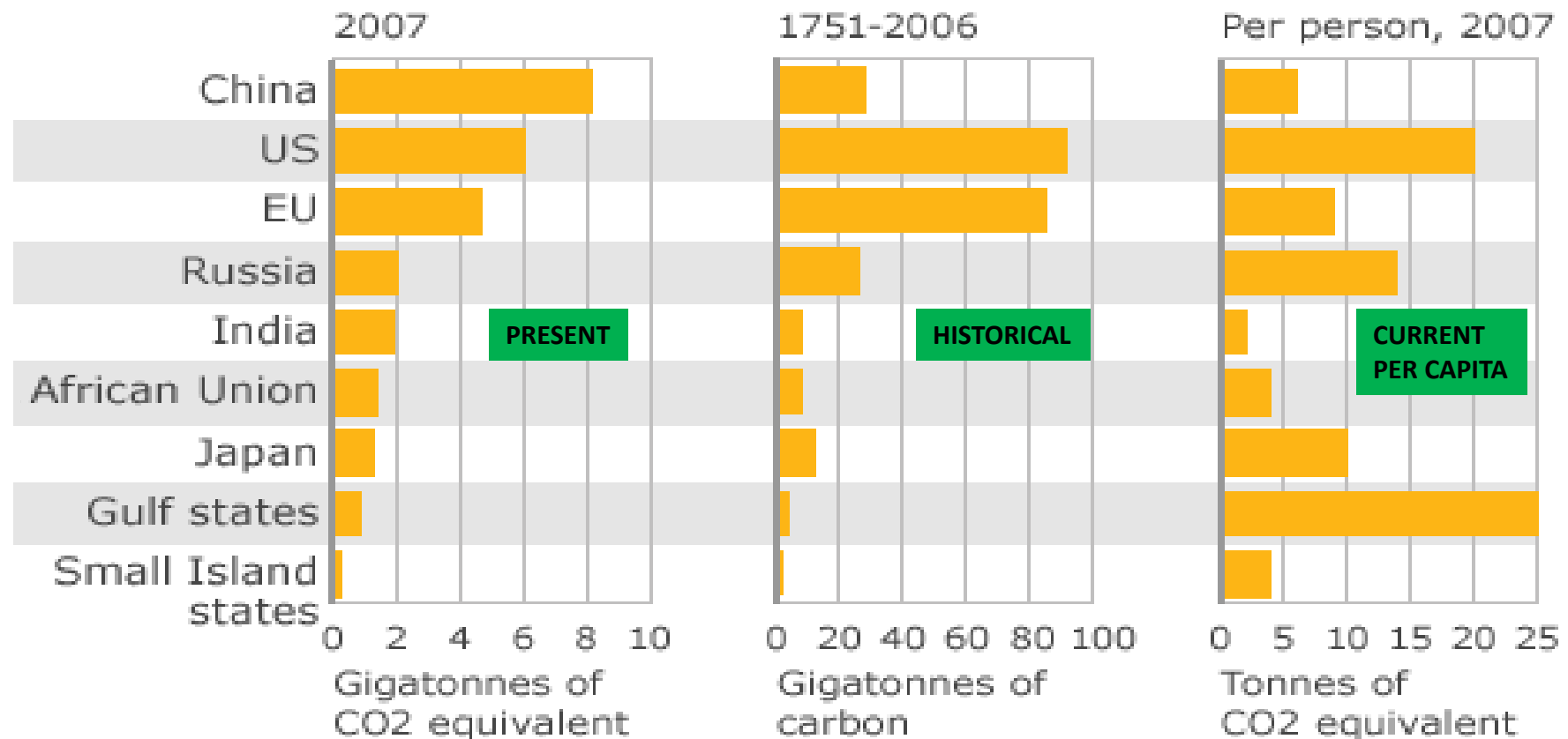
- MAN/MANKIND/US/WE'RE ALL TO BLAME
 - MAN-MADE/OUR ROLE
 - HUMANS/HUMANKIND/HUMAN ACTIVITY

- VIRTUALLY NOTHING ON HISTORICAL EMISSIONS

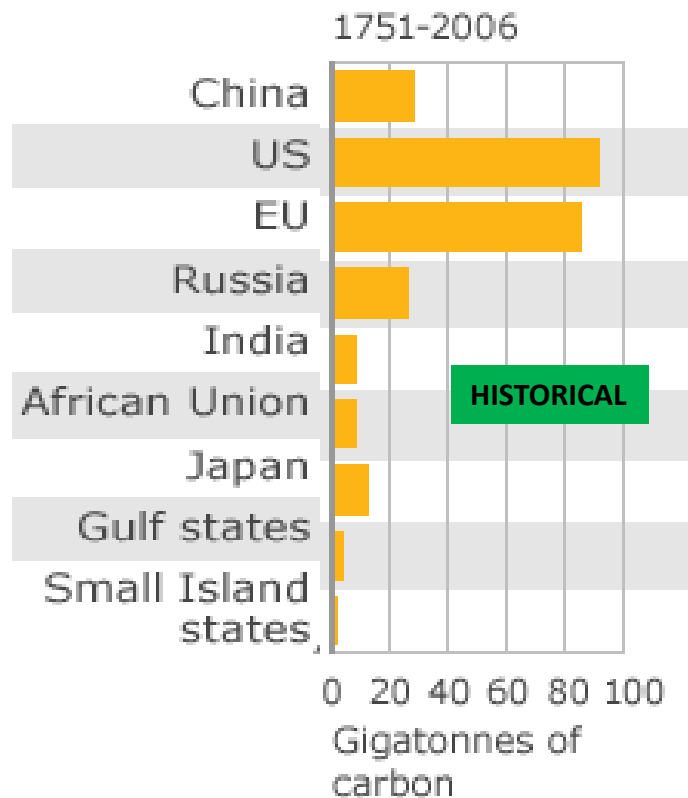
- FOCUS ON THE 'COMMON', BUT NOT THE 'DIFFERENTIATED', PART OF "COMMON BUT DIFFERENTIATED RESPONSIBILITY" FOR CO₂ EMISSIONS , UN FCCC, Article 3(1)

- WHO'S ACTUALLY RESPONSIBLE?
DEPENDS HOW YOU LOOK AT IT..

Three different ways to look at carbon emissions



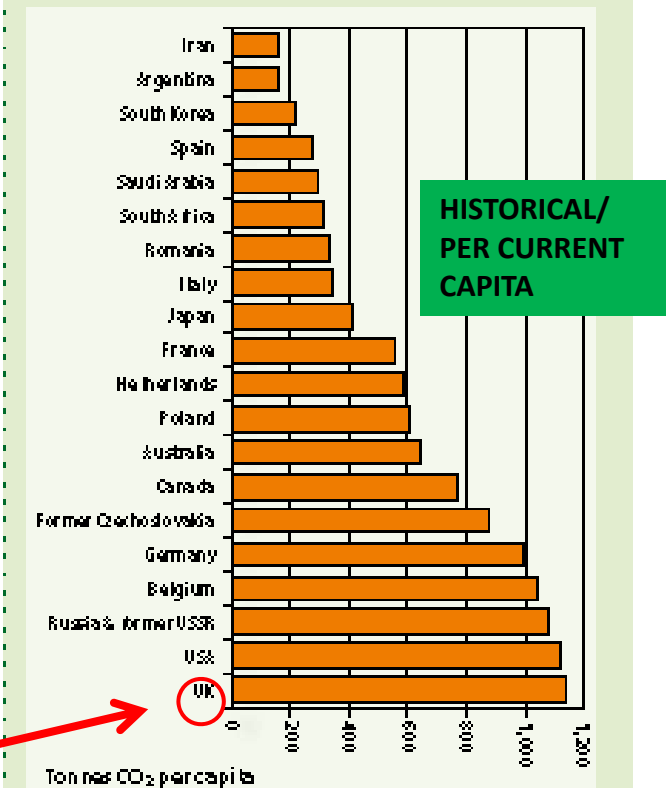
Sources: CDIAC, Potsdam Institute for Climate Impact Research



Historical Emissions

This table divides up the historical emissions of each nation by the number of current residents, to get a 'historical per capita responsibility' total. This is the amount of CO₂ that has been emitted since 1850 to provide each current citizen of that nation with the lifestyle they currently enjoy.²

Per resident, Britain, the US, Russia, Belgium and Germany have the largest historical responsibility for CO₂ emissions, at around 1,000 tonnes per person living today. Europe and North America dominate the chart; India and China don't even make it into the top twenty.



- BUT SOME FEATURES RELEVANT TO MEDIA EFFECTS THEORY

- **A)** COVERAGE: WHO'S RESPONSIBLE?

- DEPENDENCY AND CONSONANCE

- MAN/MANKIND/US/WE'RE ALL TO BLAME
 - MAN-MADE/OUR ROLE
 - HUMANS/HUMANKIND/HUMAN ACTIVITY

- LACK OF FOCUS ON 'THE HISTORICAL' NOT AN UNCOMMON FEATURE OF COVERAGE

Climate Change: The British Press
and Coverage of China at the 2009
Copenhagen Conference

Emma Smith
(Liverpool University)
and
Neil T. Gavin
(Liverpool University)

- BUT SOME FEATURES RELEVANT TO MEDIA EFFECTS THEORY

- A) CONSONANT COVERAGE: WHO'S RESPONSIBLE?
- B) DISSONANT COVERAGE/MESSAGES: SCEPTICAL ARGUMENTS (ALONGSIDE DEPENDENCY)
 - SCIENTIFIC **DEBATE/DISSENSUS**, EXAGGERATION, **UNCERTAINTY**
 - SCIENCE FLAWED/**ALARMIST**; **PREVIOUS IPCC ERRORS**; IT'S SOLAR
 - IMPROBABLE PROJECTIONS; BENEFITS; **IT'S STOPPED/'THE PAUSE'**



Mediated climate change in Britain: Scepticism on the web and on television around Copenhagen

Neil T. Gavin^{a,*}, Tom Marshall^b

^a Department of Politics, Rodney Building, The University of Liverpool, Chatham Street, Liverpool, Merseyside L69 7ZT, United Kingdom

^b Aberystwyth University, United Kingdom

- FEW 'PACKAGES' WERE WITHOUT SCEPTICISM

Table 2 TV coverage around the First UN IPCC report
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	F 20	S 21	S 22	M 23	T 24	W 25	T 26	F 27	S 28	S 29	M 30	T 1	W 2	T 3	F 4
ITN (early evening)								*							
BBC (early evening)				*			*	*							
ITN (late evening)							*	*							
BBC (late evening)				*	*		*	*							

Table 3 TV coverage around the Second and Third UN IPCC reports
Monday 24th March–Sunday 20th April 2014

	M 24	T 25	W 26	T 27	F 28	S 29	S 30	M 31	T 1	W 2	T 3	F 4	S 5	S 6	M 7	T 8	W 9	T 10	F 11	S 12	S 13	M 14	T 15	W 16	T 17	F 18	S 19	S 20
ITN (early evening)								*													*							
BBC (early evening)		*						*													*							
ITN (late evening)							*	*													*	*						
BBC (late evening)		*					*	*											*	*	*							

- SCEPTIC CLAIMS COME IN CLUSTERS
- ONLY ONE PACKAGE IN FIRST TWO PHASES WAS WITHOUT SCEPTICISM

- BUT SOME FEATURES RELEVANT TO MEDIA EFFECTS THEORY

- A) CONSONANT COVERAGE: WHO'S RESPONSIBLE?
- B) DISSONANT COVERAGE: SCEPTICAL ARGUMENTS & PEOPLE
- C) 'ALARMING' MESSAGING/INFORMATION
 - EXTREME WEATHER/PROJECTIONS/FLOODING; EVER-MORE EXTREME
 - DANGEROUS WEATHER/THREAT/PATHS; DANGER TO WORLD PEACE
 - DANGEROUS/SEVERE/RUNAWAY THREAT(S); THREATS TO OUR PLANET
 - CATASTROPHIC FLOODING; ALARM BELLS; IRREVERSIBLE



- ONLY A FEW 'PACKAGES' DEVIATED

TV coverage around the First UN IPCC report
Friday 20th September–Friday 4th October 2013

	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F
	20	21	22	23	24	25	26	27	28	29	30	1	2	3	4
ITN (early evening)								*							*
BBC (early evening)				*			*	*							*
Channel 4 news							*	*							*
ITN (late evening)							*	*							*
BBC (late evening)				*	*		*	*							*

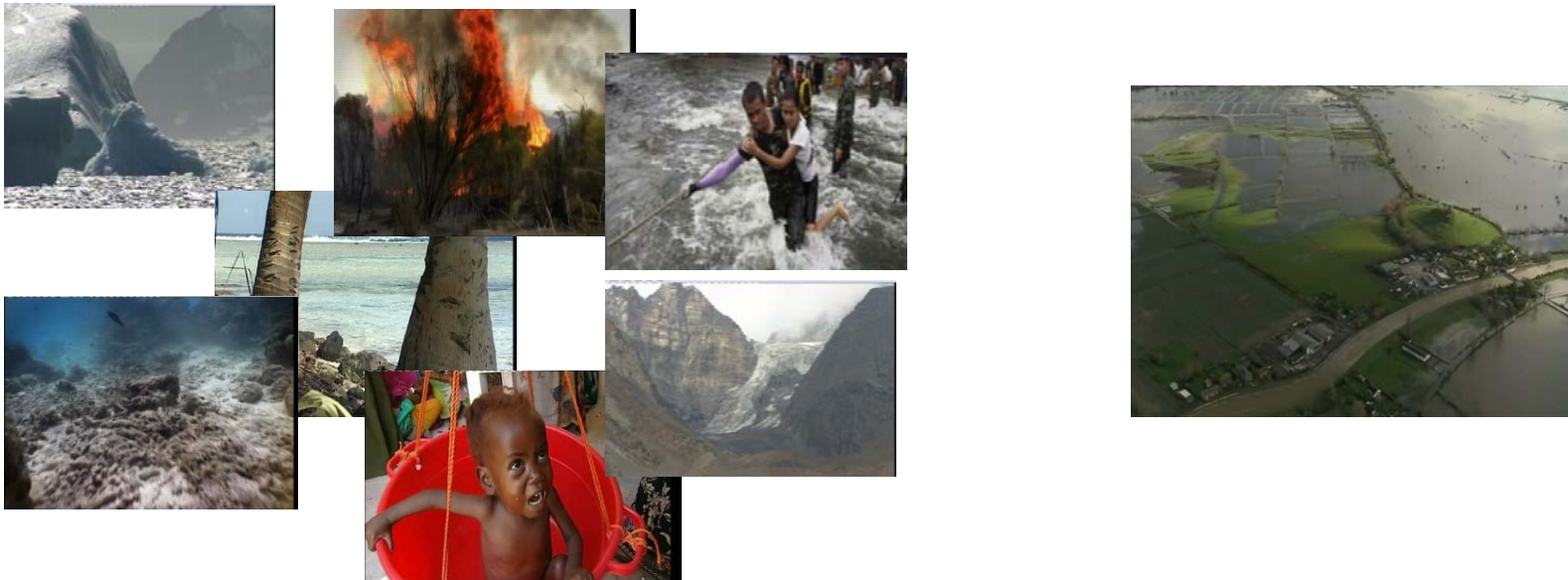
TV coverage around the Second and Third UN IPCC reports
Monday 20th March–Sunday 20th April 2014

	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
ITN (early evening)								*													*							
BBC (early evening)		*						*													*							
Channel 4 news				*	*	*		*		*											*							
ITN (late evening)							*	*													*							
BBC (late evening)		*						*											*		*							

ONLY PACKAGES IN
ALL THREE PHASES
WITHOUT SOME
'ALARMING'
COMMENTARY

- BUT SOME FEATURES RELEVANT TO MEDIA EFFECTS THEORY

- A) CONSONANT COVERAGE: WHO'S RESPONSIBLE?
- B) DISSONANT COVERAGE: SCEPTICAL ARGUMENTS & PEOPLE
- C) ALARMIST INFORMATION
- D) NEAR-CONSONANT COVERAGE WHO/WHERE IS AFFECTED?



- ONLY 9 DEALT WITH **UK** IMPACTS

Table 2 TV coverage around the First UN IPCC report
Friday 20th September–Friday 4th October 2013

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ITN (early evening)							*	*							
BBC (early evening)				*			*	*							
ITN (late evening)							*	*							
BBC (late evening)				*	*		*	*							

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ITN (early evening)								*													*							
BBC (early evening)		*						*													*							
ITN (late evening)							*	*												*	*							
BBC (late evening)		*						*											*	*	*							

ONLY FLEETING
REFERENCES
TO THE U.K.

- ONLY 9 DEALT WITH **UK** IMPACTS

Table 2 TV coverage around the First UN IPCC report
Friday 20th September–Friday 4th October 2013

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ITN (early evening)								*							
BBC (early evening)				*			*	*							
ITN (late evening)							*	*							
BBC (late evening)				*	*		*	*							

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ITN (early evening)								*													*							
BBC (early evening)		*						*													*							
ITN (late evening)							*	*													*	*						
BBC (late evening)		*						*											*		*							

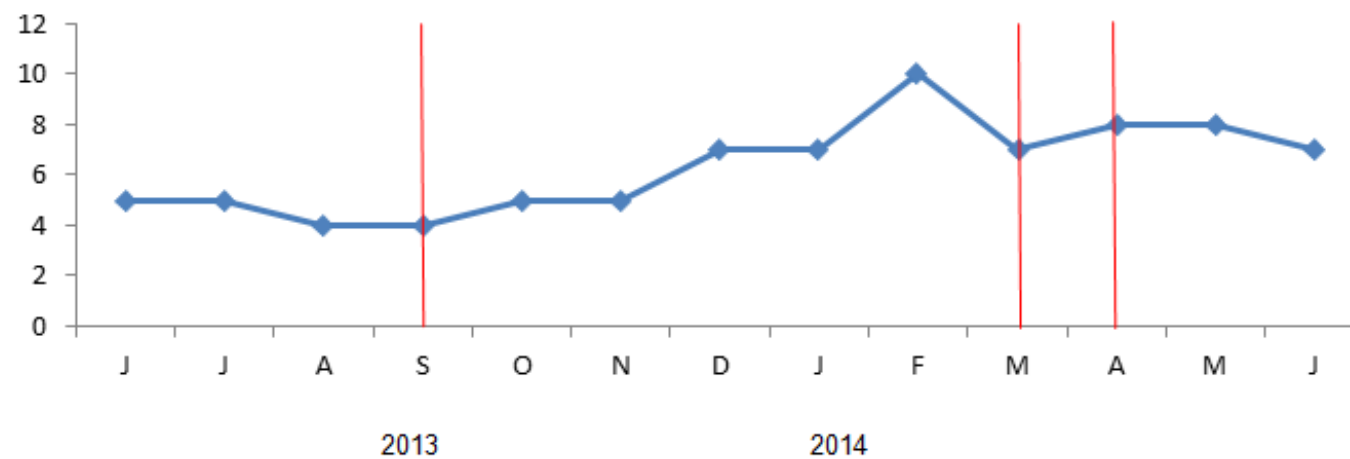
- VIRTUALLY NOTHING ON HOW IMPACTS ‘ABROAD’ WILL INFLUENCE BRITAIN

“There is also a risk of indirect impacts. Climate change is projected to have more severe consequences in other parts of the world, with implications for our foreign policy, security, access to resources and commodities, finance and trade, and health in the UK.” (Committee on Climate Change, 2015, [Reducing emissions and preparing for climate change](#))

- RESULTS ESPECIALLY IMPORTANT FOR PARTICULAR POPULATION SEGMENTS
 - WHOSE WITH A CLIMATE SCEPTIC ORIENTATION, OR AN EMBRYONIC ONE
 - THOSE WITH LIMITED INTEREST IN, AWARENESS OF, OR KNOWLEDGE ABOUT CLIMATE CHANGE, BUT ARE STILL 'MONITORIAL CITIZENS' (GRABER, '03)
 - THOSE WITH POLITICAL ORIENTATIONS WHICH ARE NOT STRONGLY DEVELOPED
 - THE OLDER GENERATION: MORE LIKELY TO VOTE; MORE LIKELY TO USE/TRUST TV; MORE LIKELY TO BE SCEPTICAL

Figure 1

Percentage of UK respondents expressing concern that 'the environment/pollution' is the most significant issue facing the country, June 2013 to June 2014



Source, Ipsos-MORI: <https://www.ipsos-mori.com/researchspecialisms/socialresearch/specareas/politics/trends.aspx#issues>

Note: vertical lines represent the timing of the three UN IPCC reports.