**Social Movements** need media attention:
- Validation
- Mobilization
- Scope Enlargement

Media attention is a matter of *life and death*.

### Problem

- no attention OR bad attention

Social movements are *underdog* news sources

### 3 types of protest coverage

- **Thematic**
  - macro focus on the issue
  - protest claim
  - structural antecedents
  - solutions

- **Episodic-Event**
  - focus on the event
  - protest details
  - protester behavior
  - appearances

- **Episodic-Exemplar**
  - close-up focus on the issue
  - close-up/exemplar
  - illustrative case
  - personal experience

### Research Questions

**RQ1**: Which coverage type dominates? *(descriptive)*
**RQ2**: Which factors drive these coverage types? *(explanatory)*

- Public and Commercial channel
- Belgium (Non-US context)

### RQ1: Descriptive Results

- **Contrary to expectations, thematic dominance (58%)**
- Episodic coverage foremost event (35%), not exemplar (7%)
- More frequently thematic tilts (66% of protest reports)
- Thematic tilts more severe: 17% all reports with thematic% > 80%

### RQ2: Explanatory Results

<table>
<thead>
<tr>
<th></th>
<th>Thematic</th>
<th>Event</th>
<th>Exemplar</th>
</tr>
</thead>
<tbody>
<tr>
<td>News Values</td>
<td>-</td>
<td>+</td>
<td>+</td>
</tr>
<tr>
<td>News Routines</td>
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<tr>
<td>News Format</td>
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<td>Lead item</td>
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<td>Follow-up item</td>
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<td>Media Standing</td>
<td>-</td>
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<tr>
<td>Protest Disruptive</td>
<td>-</td>
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</tr>
</tbody>
</table>

**R²**: .175 .165 .044

### Soundbite Conclusion

*"Protest coverage is foremost thematic. This is especially so for peaceful protest events staged by organizers with high media standing that get aired on the public station"*

### Literature

**Protest Paradigm**: McLeod & Hertog (1998)
- Implicit template for protest coverage
- delegitimize, marginalize & criminalize
- emphasis action > issue

**Iyengar**: Is Anyone Responsible? (1991)
- Applicable to protest?
- Thematic: issue context, trends
- Episodic: particular case, close-up → dominant
- responsibility attribution: episodic = individualistic

### Research Design

**Media-independent data**
- police archives
- second-by-second content analysis
- N = 554 (2003-2010);
- census dataset!

### Higher share of...

- **thematic coverage** if public broadcaster and organizer with media standing
- **event coverage** if disruptive protest aired on commercial channel and lead item of newscast
- **exemplar coverage** if big protest and follow-up item

### Ask me...

- About the explanatory mechanisms:
  - why do bigger protests lead to more exemplar coverage?
  - why do bigger protests lead to more exemplar coverage?
- About measuring coverage types using airtime
- About the added value of police archive data
- About intercoder reliability

### Contact me...

ruud.wouters@ua.ac.be
Phd-student
University of Antwerp
Media, Movements & Politics
www.m2p.be