Media Analysis Germany
Data Collection from 1st Sep 2010 – 30th Nov 2010

Research Project „Asia in the Eyes of Europe“

Tanja Bauer
tanbau@gmail.com
Beijing, 7th March 2011
Media Outlets I

Sueddeutsche Zeitung:
- Quality newspaper (daily Mon-Sat)
- Circulation: 428,266 per day
- Editorial stance is liberal and generally centrist

BILD:
- Tabloid (daily Mon-Sat)
- Circulation: 2.9 Million per day
- Editorial stance differs, right-leaning by trend
Media Outlets II

Tagesschau (ARD)

- national and international television news service (daily Mon-Sun)
- the 8pm edition of Tagesschau is watched by up to 10 million viewers, equivalent to a 33% audience reach
- High reputation
Volume of News

![Bar Chart]

- **Sueddeutsche (Quality)**: 226
- **BILD (Tabloid)**: 11
- **Tagesschau (TV)**: 3
- **TOTAL**: 240

- **Absolute**
- **Per Week (/13)**
Distribution of Sources – absolute numbers

<table>
<thead>
<tr>
<th>Source</th>
<th>Domestic</th>
<th>int'l</th>
<th>N/A</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sueddeutsche (Quality)</td>
<td>199</td>
<td>20</td>
<td>7</td>
<td>21</td>
</tr>
<tr>
<td>BILD (Tabloid)</td>
<td>3</td>
<td>1</td>
<td>7</td>
<td>21</td>
</tr>
<tr>
<td>Tagesschau (TV)</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>TOTAL</td>
<td>205</td>
<td>21</td>
<td>14</td>
<td>205</td>
</tr>
</tbody>
</table>
Focus of Domesticity - percent

100.00%

63.64%

37.50%

35.40%

29.20%

29.17%

25.22%

23.75%

Asia %

Regional %

Local %

3rd %

Sueddeutsche (Quality)

BILD (Tabloid)

Tagesschau (TV)

TOTAL
Degree of Centrality - percent

- Sueddeutsche (Quality): 63.27%
  - minor %: 23.89%
  - secondary %: 12.83%
  - main %: 26.55%

- BILD (Tabloid): 45.45%
  - minor %: 18.18%
  - secondary %: 36.36%
  - main %: 10.91%

- Tagesschau (TV): 33.33%
  - minor %: 33.33%
  - secondary %: 0.00%
  - main %: 66.67%

- TOTAL: 61.67%
  - minor %: 24.58%
  - secondary %: 13.75%
  - main %: 23.34%
Evaluation - percent

- **Sueddeutsche (Quality)**: 15.49% positive, 70.35% neutral, 14.16% negative
- **BILD (Tabloid)**: 18.18% positive, 81.82% neutral, 0.00% negative
- **Tagesschau (TV)**: 100.00% positive, 0.00% neutral, 0.00% negative
- **TOTAL**: 15.42% positive, 71.25% neutral, 13.33% negative
Framing in total

- Development/Humanitarian: 2.50%
- Environment: 2.50%
- Social Affairs: 29.17%
- Economy: 45.00%
- Politics: 20.83%
Framing – Comparing Media

- **Sueddeutsche**
  - Politics: 20%
  - Economy: 28%
  - Social Affairs: 47%
  - Environment: 2%
  - Development/Humanitarian: 3%

- **BILD**
  - Politics: 9%
  - Economy: 18%
  - Social Affairs: 64%
  - Environment: 9%

- **Tagesschau**
  - 100%
Sub-Framing per Media Outlet - Politics

- **Sueddeutsche (Quality)**
  - Internal %: 6.64%
  - External %: 13.72%

- **BILD (Tabloid)**
  - Internal %: 9.09%
  - External %: 0.00%

- **Tagesschau (TV)**
  - Internal %: 66.67%
  - External %: 33.33%

- **TOTAL**
  - Internal %: 7.08%
  - External %: 13.75%
Sub-Framing per Media Outlet - Economy

- Sueddeutsche (Quality)
- BILD (Tabloid)
- Tagesschau (TV)
- TOTAL
## Sub-Framing - Social Affairs

<table>
<thead>
<tr>
<th>TOTAL</th>
<th>TOTAL %</th>
<th>Migration</th>
<th>Migration %</th>
<th>Welfare</th>
<th>Welfare %</th>
<th>Social Legislation</th>
<th>Social Legislation %</th>
</tr>
</thead>
<tbody>
<tr>
<td>63</td>
<td>27,88%</td>
<td>2</td>
<td>0,88%</td>
<td>0</td>
<td>0,00%</td>
<td>1</td>
<td>0,44%</td>
</tr>
<tr>
<td>7</td>
<td>63,64%</td>
<td>0</td>
<td>0,00%</td>
<td>0</td>
<td>0,00%</td>
<td>0</td>
<td>0,00%</td>
</tr>
<tr>
<td>0</td>
<td>0,00%</td>
<td>0</td>
<td>0,00%</td>
<td>0</td>
<td>0,00%</td>
<td>0</td>
<td>0,00%</td>
</tr>
<tr>
<td>70</td>
<td>29,17%</td>
<td>2</td>
<td>0,83%</td>
<td>0</td>
<td>0,00%</td>
<td>1</td>
<td>0,42%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Diversity</th>
<th>Div/Mult. %</th>
<th>Education/Research</th>
<th>Research %</th>
<th>Crime</th>
<th>Crime %</th>
<th>Health Care</th>
<th>Health Care %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0,44%</td>
<td>2</td>
<td>0,88%</td>
<td>1</td>
<td>0,44%</td>
<td>3</td>
<td>1,33%</td>
</tr>
<tr>
<td>0</td>
<td>0,00%</td>
<td>0</td>
<td>0,00%</td>
<td>0</td>
<td>0,00%</td>
<td>0</td>
<td>0,00%</td>
</tr>
<tr>
<td>0</td>
<td>0,00%</td>
<td>0</td>
<td>0,00%</td>
<td>0</td>
<td>0,00%</td>
<td>0</td>
<td>0,00%</td>
</tr>
<tr>
<td>1</td>
<td>0,42%</td>
<td>2</td>
<td>0,83%</td>
<td>1</td>
<td>0,42%</td>
<td>3</td>
<td>1,25%</td>
</tr>
</tbody>
</table>
## Sub-Framing – Social Affairs II

<table>
<thead>
<tr>
<th>Entertainment</th>
<th>Entertainment %</th>
<th>Sports</th>
<th>Sports %</th>
<th>Demographics</th>
<th>Demographics %</th>
<th>Human Rights</th>
<th>HR %</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>3,98%</td>
<td>19</td>
<td>8,41%</td>
<td>2</td>
<td>0,88%</td>
<td>3</td>
<td>1,33%</td>
</tr>
<tr>
<td>2</td>
<td>18,18%</td>
<td>3</td>
<td>27,27%</td>
<td>0</td>
<td>0,00%</td>
<td>0</td>
<td>0,00%</td>
</tr>
<tr>
<td>0</td>
<td>0,00%</td>
<td>0</td>
<td>0,00%</td>
<td>0</td>
<td>0,00%</td>
<td>0</td>
<td>0,00%</td>
</tr>
<tr>
<td>11</td>
<td>4,58%</td>
<td>22</td>
<td>9,17%</td>
<td>2</td>
<td>0,83%</td>
<td>3</td>
<td>1,25%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lifestyle</th>
<th>Lifestyle %</th>
<th>Religion</th>
<th>Religion %</th>
<th>Accident/Disaster</th>
<th>Accident/Disaster %</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>5,31%</td>
<td>1</td>
<td>0,44%</td>
<td>3</td>
<td>1,33%</td>
</tr>
<tr>
<td>0</td>
<td>0,00%</td>
<td>0</td>
<td>0,00%</td>
<td>1</td>
<td>9,09%</td>
</tr>
<tr>
<td>0</td>
<td>0,00%</td>
<td>0</td>
<td>0,00%</td>
<td>0</td>
<td>0,00%</td>
</tr>
<tr>
<td>12</td>
<td>5,00%</td>
<td>1</td>
<td>0,42%</td>
<td>4</td>
<td>1,67%</td>
</tr>
</tbody>
</table>
Sub-Framing per Media Outlet - Environment

- Sueddeutsche (Quality): Internal 0.88%, External 1.33%
- BILD (Tabloid): Internal 9.09%, External 9.09%
- Tagesschau (TV): Internal 0.00%, External 0.00%
- TOTAL: Internal 2.50%, External 1.67%
Sub-Framing per Media Outlet Development

- Sueddeutsche (Quality): 2.21%
- BILD (Tabloid): 0.44%
- Tagesschau (TV): 0.42%
- TOTAL: 2.08%

Legend:
- Aid Provider
- Aid Receiver
AROs Representation - In Relation

- ASEM: 2.08%
- ASEAN: 2.92%
- APEC: 2.50%
- ADB: 0.42%
„ASEM 3rd“ Actors

- RUS: 14.58%
- AUS: 4.58%
- NZ: 0.83%
European Actors

- Countries: France (5.83 %), UK (5 %), Italy & Turkey (both 2.92 %)

- European Union & Bodies: 12.25 %

- European Officials: Lady Ashton (2.92 %), Manuel Barroso (2.09 %), Jean-Claude Juncker (1.67 %), Herman Van Rompuy (1.25 %)
Metaphores

BILD & Tagesschau: No metaphores

Sueddeutsche:
- Lacking Wholeness
- Movement
- Vehicle
- War
- Growth
Key findings

- Low visibility of Asia in the German media.
- Very little coverage of Asia on tabloid and TV news.
- Coverage mostly on economic, social and political topics with economics more positively and political news items more negatively.
- Minor centrality in most news items, with most articles with a main and secondary degree of centrality correlating with a Political framing.
- Low visibility of AROs, clustering of coverage around the times of summits.
- Single country actors more important than Asia (or its AROs) as a region.
Part II – Comparison by Framing
Framing in total

- Development/Humanitarian: 2.50%
- Environment: 2.50%
- Social Affairs: 29.17%
- Economy: 45.00%
- Politics: 20.83%
Framing – Distribution of News (absolute)
SOURCES

Politics
- Domestic: 90.00%
- International: 2.00%
- N/A: 8.00%

Social Affairs
- Domestic: 87.14%
- International: 4.29%
- N/A: 8.57%

Economy
- Domestic: 83.33%
- International: 15.74%
- N/A: 0.93%

Environment
- Domestic: 66.67%
- International: 16.67%
- N/A: 16.67%

Development
- Domestic: 83.33%
- International: 16.67%
- N/A: 0.00%
Degree of Centrality

Economy
- 71.30% (main)
- 21.30% (secondary)
- 7.41% (minor)

Politics
- 36.00% (main)
- 34.00% (secondary)
- 30.00% (minor)

Social Affairs
- 70.00% (main)
- 20.00% (secondary)
- 10.00% (minor)

Environment
- 50.00% (main)
- 33.33% (secondary)
- 16.67% (minor)

Development
- 83.33% (main)
- 16.67% (secondary)
- 0.00% (minor)
Evaluation

Politics
- 8.33% positive
- 18.52% neutral
- 73.15% negative

Economics
- 28.00% positive
- 4.00% neutral
- 68.00% negative

Social Affairs
- 17.14% positive
- 72.86% neutral
- 10.00% negative

Environment
- 33.33% positive
- 66.67% neutral
- 16.67% negative

Development
- 33.33% positive
- 50.00% neutral
- 16.67% negative

Legend:
- positive %
- neutral %
- negative %
POLITICS – News Agencies

- dpa: 4.00%
- dapd: 2.00%
- reuters: 2.00%
- AFP: 2.00%
POLITICS - Sub-Frames

- Internal %: 34.00%
- External %: 66.00%
POLITICS - Actors

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia</td>
<td>100.00%</td>
</tr>
<tr>
<td>ASEM</td>
<td>10.00%</td>
</tr>
<tr>
<td>ASEAN</td>
<td>12.00%</td>
</tr>
<tr>
<td>APEC</td>
<td>10.00%</td>
</tr>
<tr>
<td>Asian Dev. Bank</td>
<td>0.00%</td>
</tr>
</tbody>
</table>
ECONOMY – Sub-Frames

- Business/Finance: 43.52%
- State of Economy: 13.89%
- Industry: 2.78%
- Trade: 11.11%
- Agriculture: 0.93%
- Energy: 11.11%
- Reg. Integration: 0.00%
ECONOMY - Actors

- Asia %: 100.00%
- ASEM %: 0.00%
- ASEAN %: 1.85%
- APEC %: 0.00%
- Asian Dev. Bank %: 0.93%
SOCIAL AFFAIRS – News Agencies

- dpa %: 10.00%
- dapd %: 1.43%
- reuters %: 0.00%
- AFP %: 2.86%
Social Affairs – Sub-Frames

- Accident/Disaster: 5.71%
- Religion: 1.43%
- Lifestyle: 17.14%
- HR: 4.29%
- Demographics: 2.86%
- Sports: 31.43%
- Entertainment: 15.71%
- Health Care: 4.29%
- Crime: 1.43%
- Education/Research: 2.86%
- Div/Mult.: 1.43%
- Social Legislation: 1.43%
- Welfare: 0.00%
- Migration: 2.86%
ENVIRONMENT – Sub-Frames

- Internal %: 50.00%
- External %: 50.00%
DEVELOPMENT – Sub-Frames

Aid Provider: 16.67%
Aid Receiver: 83.33%
Framing Key Findings

- Frames differ in Degrees of Domesticity, Centrality and Evaluation.
- Most popular Framing is Economy w. Sub-Frames Business/Finance, followed by Social Affairs w. Sports, Lifestyle and Entertainment. Political framing is mostly external to Asia.
- Asia does not seem to be perceived as an important environmental or developmental actor in Germany.