

# MEDIATED PUBLIC DIPLOMACY: HOW NEWS AGENCIES COVERED GLOBAL CLIMATE CHANGE

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## Abstract

This research involves dissecting global media markets and how our news agencies around the world analyze global climate change. The goal is to show the similarities and differences among North America, Europe, Africa, China, and India. The first phase of this process was to code all news stories during the UN Climate Change Conference in the years 2011 and 2012. Dissecting the articles to decipher various aspects of what is published such as source, geography, and topic have been documented. By coding these articles we will be able to find out the main differences between the several regions in the world.

## Objective

- ❖ This study examines representations of climate change in global news agencies (global north vs. global south).

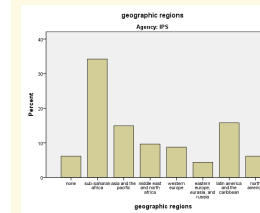
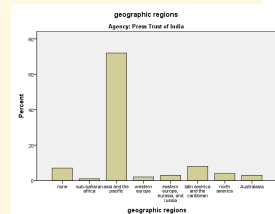
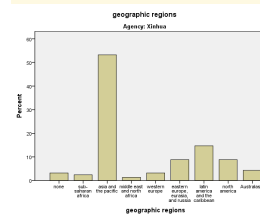
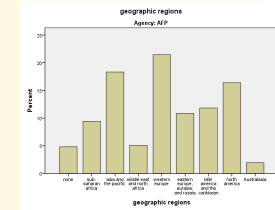
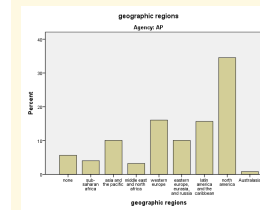
## Method

- ❖ Population: Theoretically, the population of interest is all news stories that primarily dealt with climate change:
  - ❖ Global North: Paris-based Agence France-Presse (AFP) and the New York-based Associated Press (AP)
  - ❖ Global South: the New China News Agency (Xinhua), Press Trust of India,
  - ❖ Alternative: Inter Press Service (IPS)
- ❖ Sampling Strategy
  - ❖ All articles containing the words climate change, global warming, or greenhouse in the headline or/and global warming, climate change, or greenhouse gas (GHG), greenhouse effect, or "CO2" between 11/26/2011 and 12/13/11 as well as 11/27/2011 and 12/14/12

## Results

	AP	AFP	Xinhua	Press Trust of India	IPS	All	Value
Academic	27	19	11	25	35	20	45.6* *
Resident and citizen	9	8	3	7	22	7.7	43.3* *
Business and industry	14	11	5	11	15	10.1	17.8* *
Economist	6	6	1	4	6	4.3	16**
Unnamed expert of official	18	15	8	2	8	11.7	27.6* *
Independent research group	9	5	3	10	7	5.8	13.4* *
Government source	66	72	75	59	62	69.8	23.1* *
Environmental Group	27	25	21	22	49	26.4	36.1* *

	AP	AFP	Xinhua	Press Trust of India	IPS	All	Value
New Evidence	20	19	17	26	29	20	11.5
Scientific background	40	24	23	28	45	39	67.3* *
Consequences	49	47	32	42	62	42	56.9* *
Economics	41	41	27	27	54	38	39.8
Domestic politics	22	34	30	27	44	33	17.3* *
Foreign Politics	49	64	70	47	55	63.0	37.8* *
Current Weather	18	13	10	12	31	15	37.7* *



## Acknowledgements

A special thanks to the Student Bugold Commitment Differential Tuition funds through the University of Wisconsin-Eau Claire Summer Research Experiences for Undergraduate Programs.