MEDIA FOR DIVERSITY AND
MIGRANT INTEGRATION

MEDIVA DIVERSITY INDICATORS
For Assessing the Media Capacity to Reflect Diversity and Promote Migrant Integration
A Tool Kit

Anna Triandafyllidou
in cooperation with
Sam Bennett, Malgorzata Fabiszak, Franziska Fehr, Eda Gemi, Michal Krzyzanowski, Artur Lipinski, Sonia McKay, Eugenia Markova, Neil O'Boyle, Paschal Preston, Iryna Ulasiuk, Jessika ter Wal

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ROBERT SCHUMAN CENTRE FOR ADVANCED STUDIES

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MEDIVA PROJECT

Media for Diversity and Migrant Integration: Consolidating Knowledge and Assessing Media Practices across the EU (MEDIVA)

The MEDIVA project seeks to strengthen the capacity of the media to reflect the increasing diversity of European societies and promote immigrant integration. To achieve this objective, the project will organize the knowledge produced so far and will create a searchable online database of all relevant studies on media and diversity/integration issues that will be made available for use by the media professionals as well as the general public. Building on the existing work and combining it with a series of in depth interviews with senior journalists across Europe, the MEDIVA project will generate a set of media monitoring indicators (which will be available in 8 languages) that can work for different media, in different countries, and that can provide the basis of a self- and other-assessment and future monitoring mechanism in the media. Four thematic reports will be written to reflect on how journalists and other media professionals deal with migrant diversity in five areas of their work: in recruitment/employment conditions; in training provided; as regards codes of ethics; in news making and programme production; in presenting diversity (news content). Finally, five Regional Workshops will bring together media professionals, NGOs and researchers to discuss the role of the media in promoting migrant integration.

The MEDIVA project is hosted by the Robert Schuman Centre for Advanced Studies and co-ordinated by Prof. Anna Triandafyllidou (anna.triandafyllidou@eui.eu).
The EUI and the RSCAS are not responsible for the opinion expressed by the author(s).

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The MEDIVA DIVERSITY INDICATORS
FOR MAINSTREAM MEDIA ONLY

Background

Europe has experienced important tensions between national majorities and ethnic or religious minorities, more particularly with migrants and their offspring during the past ten years. Such conflicts have included the violence in northern England between native British and Asian Muslim youth (2001); the civil unrest amongst France's Muslim Maghreb communities (2005); and the Danish cartoon crisis in 2006 following the publication of pictures of the prophet Muhammad. Muslim communities have also come under intense scrutiny in the wake of the terrorist events in the United States (2001), Spain (2004) and Britain (2005) and there is growing skepticism amongst European governments with regard to the possible accession of Turkey into the EU, a country which is socio-culturally and religiously different from the present EU-27. Tensions are also exemplified in local mosque building controversies in Italy, Greece, Germany or France.

Most recently we have witnessed tragic events of extreme right wing followers' racially motivated crimes in Norway in the summer of 2011 and in Florence in December 2011. In addition the most recent scandal of racially motivated murders in Germany in the period 2000-2007 by far right supporters and the inability of the police to identify the culprits until 2011 are all particularly worrying events.

Ethnic and religious diversity and the tensions that it may bring may be further exacerbated by the global financial crisis that has hit most EU countries (even if at varying degrees) since 2008. In conditions of rising unemployment and increasing insecurity, non EU citizens who reside in EU countries tend to become the target of xenophobic and racist attitudes. Far right parties like the *Front National* in France, the *LAOS* party in Greece or *Lega Nord* in Italy find convenient and easy answers to the citizens' worries by putting the blame for all the problems of European societies on to immigrants.

In this context, the question of third country nationals' (TCN) integration becomes all the more pressing to preserve social cohesion and to help EU societies overcome the crisis. The media have a role to play under these circumstances in promoting policy discourses and media representations that are pro-integration and not immigrant-phobic.

There have been several initiatives initiated by European institutions such as the Fundamental Rights Agency (FRA), Directorate General for Employment and Social Affairs (DG EMPL), the European Broadcasting Union (EBU), the International Federation of Journalists (IFJ), which have aimed at strengthening the capacity of the media to reflect diversity. Several studies have identified best practices and have presented these with a view to raising awareness among media companies and media professionals. Among these initiatives, it is worth highlighting the Media4Diversity project completed in 2009 and the Diversity Toolkit for Factual Programmes in Public Service Television published in 2007 with the support of the EBU and the FRA; the Tuning into Diversity project and the related MMIM, Dialogue and MEM projects, the related 2010 conference and development of Diversity Toolkit for NGOs; the Ethical Journalism Initiative of the IFJ and the Annual Reports on Media and Intercultural Dialogue published by the MIRAMEDIA organization who is also partner in this project.

The aim of the MEDIVA project is to build on this work and carry it a few steps forward by improving the knowledge infrastructure available in this domain (through a database and a series of thematic reports). In addition the project creates this set of Media Assessment Indicators which aim at evaluating the capacity of each media outlet (print, TV or internet) to reflect migration related diversity and promote migrant integration.

The MEDIVA Database

The first achievement of the MEDIVA project has been to organize the knowledge produced on an online database available at:
http://www.eui.eu/Projects/MEDIVA/Bibliography.aspx/.

The database includesmore than **250 studies** and documents published in **eight EU languages** (Bulgarian, Dutch, English, French, German, Greek, Italian, Polish) which assess the capacity of the European media (including, press, TV, radio, internet) to reflect diversity and promote migrant integration.

The database is organized into **four thematic areas: contents of migrant-related news, news making and programme production practices, recruitment and employment, and training procedures.** It is freely available online, is user friendly with full search facilities by author, title, keyword.

The MEDIVA Thematic Reports

In addition to the database, the MEDIVA Project has created a set of Four Thematic Reports. These reports are based on the analysis of the scholarly literature, policy and related documents included in the database as well as on a set of **68 semi-structured qualitative interviews with senior journalists and media professionals in six countries** (Greece, Ireland, Italy, the Netherlands, Poland, and the UK) conducted in the summer and fall of 2011. The full reports are available at: **http://www.eui.eu/Projects/MEDIVA/Reports.aspx** . Here below we present some of their main findings as these are relevant for the set up of our Media Assessment Indicators.

MEDIVA Thematic Report 2011/01 – Migrants and Media News-making Practices

The analysis has shown that despite the positive trends observed, **migrant-related news-making practices remain bound up with several challenges**.

 ➢ News on migration are gathered when something sensational and worth reporting happens. And this is usually something 'bad' related to migrants or migration.

 ➢ The general political agenda influences strongly how migration related issues are reported in the news.

 ➢ But many journalists that are concerned about the quality and even-handedness of their reporting go beyond the political agenda to cover issues that they see as worth reporting because people want to know more about them.

 ➢ Issues that are reported cover personalised, emotion-laden stories that can interest a wider public, stories that show the 'human' and 'everyday' aspect of migration (including families reunited, positive stories of integration, people fleeing conflict or also migrants using and abusing the welfare system)

 ➢ Journalists often consult migrants, migrant communities, NGOs and other non state actors which they consider most reliable for migration related issues. The rule of thumb is: you want to talk to people who are directly involved.

 ➢ However, accessing such 'alternative' sources of information instead of for instance national news agencies, government authorities or academic experts, is not always easy either because many migrants do not trust journalists and are afraid to talk or because the journalist may not have access to the relevant networks so as to build trust. Actually experts can play this role as people who can function as gatekeepers to migrant voices.

 ➢ The concern that migrant voices are not heard as much as they should even for issues that are of direct concern to them remains.

 ➢ In addition, media outlets do not cover immigration as a topic continuously. Media tend to flood the media space with instant coverage when something dramatic happens but quickly drop the subject at 'normal' times, thus prompting the public to think of immigration in the "problem/conflict/difficulty" framework.

Although our study shows an ambivalent picture with contrasting tendencies (reducing editorial budgets and number of full time professional journalists but also increase citizen participation and potential multiplication of news sources through smart phones and the social media), the last 5 years have also seen the set up of important initiatives promoting diversity awareness in the media. Among those we single out the Media4Diversity project, the Camden principles for freedom of expression and equality, the Ethical Journalism initiative and the Charter of Rome for reporting on migrants and refugees, and the Toolkit on Diversity for public television broadcasting.

For more see:
http://www.eui.eu/Projects/MEDIVA/Documents/Reports/reports/MEDIVAThematicReport2011 01.pdf

MEDIVA Thematic Report 2011/02 – Media Content on Migrants

Media Content

A major finding confirming earlier research is that in coverage about migrants the media frequently feed on oppositions between a positive 'us' and a negative 'them'. Migrants are frequently represented as group rather than individual, and then either attributed characteristics of threat, or associated with problems, in particular crime and conflicts. But some studies also identified the use of humanitarian arguments in press discourse. It is also found in the literature that migrants are more negatively represented than non-migrants in similar news contexts. Several studies indicated the negative effects of mainstream media coverage on attitudes towards and treatment of migrants in society.

Positive examples of coverage were found in local press, in particular in metropolitan areas, in quality newspapers that had reporters specialised on the topic and allowed for background reporting and investigations, and contextualisation of reports, and in programming by Public Service Broadcasters in a number of countries. As also confirmed by the interviews, depending on the type of media, the editorial policy and the news agenda more positive examples can thus be found.

In general, second and third generation migrants are more visible, more often quoted and their portrayal is more balanced compared to that of new immigrants or refugees. However, several studies claim the quotation of minority or migrant sources is overall still quite limited, but is a little better in quality and local press. MEDIVA interviewees also reveal that visibility of migrants on television is more easily achieved in niche programming and entertainment than in prime-time news and talk shows.

A specific finding for coverage in the 2000s is the stereotypical representation of Muslims in the media, e.g. by association of Muslim men with religious fundamentalism and the representation of Muslim women as the victims of a backward culture and inferiorizing religious precepts. Although in specific instances there was room for more balanced portrayal, investigative and background reporting, and debate, where the position of Muslims was concerned, in most media studies the predominant picture is that of Islam as a threat to security, the culture and fundamental values of the West. This has also led to a general shift in meaning away from participation towards conflict when migrant issues are discussed, and in some cases to the blending of foreign reporting about international conflicts and national news agendas.

In many studies in part of the countries analysed for this report national or ethnic origin of suspects is still mentioned in crime reports, or – as emerged from the interviews conducted - the awareness not do so is becoming less strong. Journalists interviewed emphasised their application of professional standards, and specific awareness of the need for neutral and accurate reporting about migrant-related news similar to any other news, in particular in quality press and public broadcasting. However, part of the interviews confirmed a lack of precision in terms or specification of status and origin of migrants in particular by journalists or chief editors of general or popular newspapers with no particular interest in the topic.

The use of migrant sources in press reporting appears to have diminished over time and the reason for this may be the decrease in specialist reporters and a more general fatigue, among several migrant reporters to be regarded as the migrant community specialist.

MEDIVA Thematic Report 2011/02 – Media Content on Migrants (cont.d)

On the basis of the research reviewed it is not possible to identify one common trend in the development of media content: some studies highlight negative portrayals and framing also compared to previous decades, while other publications stress increased investigative reporting, counter-argumentation, and use of migrant sources as signs of less essentialising portrayal.

Several projects aimed at improving the portrayal of migrants, e.g. by establishing dialogue and networks that create connections and understanding between immigrant organisations and media professionals. The interviews conducted have also provided examples of organisations investing in either training or professional development of their staff so as to facilitate accurate reporting about ethnic religious and cultural diversity. Other organisations rely on firm editorial policies to guarantee journalistic quality in general, or pay specific attention to the search for and preparation of migrant guests and sources.

The specific position of TCNs is however, from what we have been able to assess, not specifically addressed in practices concerning media content. This is an issue which deserves further investigation as it may well be that awareness schemes inspired by logics of racial or ethnic diversity may be less effective when dealing with diversity caused by new immigration and the position of TCN.

Moreover, this report recommends that research take into account the changing position of the journalistic profession and the role of journalists in public debate about migrant integration related issues. The analysis of media content would need to encompass not just the representation of social groups and their negative or positive evaluations in the news, but also, as was done in part of the studies reviewed, the ways in which migrant and integration topics are explained, evaluated and accounted for in the news, and what claims and demands are made in terms of remedies, and consequences, within the context of the changing public discourse about integration of migrants.

For more see:
http://www.eui.eu/Projects/MEDIVA/Documents/Reports/reports/MEDIVAThematicReport20110 2.pdf

MEDIVA Thematic Report 2011/03 – Media Recruitment and Employment Practices

"How to Get Your Foot in the Door?" Recruitment practices in the Media Industry

☐ A significant relationship was found between the country where the media outlet was located and the implementation of formal anti-discrimination measures in recruitment although a quarter of the respondents did not know whether such measures existed in their media outlets. Over half of the respondents interviewed in the UK and half of those in the Netherlands reported the implementation of anti-discrimination measures in their recruitment practices. None of the respondents in Italy and Ireland was aware of such measures being adopted by their companies. Yet, this should not be interpreted as indicating that the surveyed media outlets in these countries were not open to a diverse range of job applicants.

☐ None of our respondents in Ireland, Italy and Greece was aware of a diversity monitoring practice applied by their companies. In the UK, respondents spoke of an application process that required all applicants to complete and submit an equality and diversity form. Country regulations would sometimes impede the monitoring of diversity. It was explained that in the Netherlands, the question of an applicant's ethnic background figured on employment forms but it was optional whether it would be answered or not. Diversity monitoring was further obstructed by workers' contracts. Freelancers would only be registered if they had worked with a company for over a month. Migrant workers would rarely be recorded because of the nature of their contracts.

☐ Very few of the interviewees reported that their outlet had advertised job vacancies. Some interviewees mentioned advertising and a proper selection process as beneficiary not only for the 'image of the employer' as 'non discriminatory' but to find the best person for the job. As one of the interviewees commented, "*Our preoccupation is to get the best person for the job; it is not 'let's make sure we have ethnic minorities'*". (int.40)

☐ Some respondents in the sample argued that migrants and ethnic minorities might be partly to blame for the lack of diversity among the media workforce. They were hesitant to apply for media jobs and this contributed to the lack of diversity in the industry.

Specific Barriers to Migrant Employment in the Media

☐ Nepotism and lack of host country experience were seen as additional barriers specific to migrants and ethnic minorities. The media in the Netherlands and Ireland were still seen by our respondents as a 'white bastion' that was difficult to break into. New people who were hired tended to come mostly from the same schools and replicated the existing workforces.

☐ There were country differences in how interviewees interpreted the level of migrant aspirations to work in the media. In the Netherlands, a country with long traditions of immigration, careers in the media were not articulated as popular among young non-Western origin migrants. Preference was given to careers in medicine, law, economics and business management as these were sectors seen as offering more security and status. This career preference might have been rooted in past experiences in the origin country.

☐ Some interviewees discussed the economic downturn of the last years as a major deterrent to media recruitment. "No jobs available" was reiterated by interviewees in all the countries surveyed. Low demand for jobs and an excessive supply of highly qualified people, coupled with an 'enormous amount of competition' as other general barriers to media employment.

☐ Cultural differences may pose additional barriers to migrant applicants in the media. A Dutch reporter of Surinamese Hindustani origin talked about wearing a headscarf as creating an additional difficulty to getting work in the media industry.

MEDIVA Thematic Report 2011/03 – Media Recruitment and Employment Practices (cont.d)

Diversity in the Media Workforce: Can We Talk about Discrimination?

☐ A highly significant relationship was found between the country where the media was located and the implementation of equality policies. None of the respondents in Greece, Italy and Poland gave an affirmative answer to the question about the existence of equality policies in the media outlets they worked for, compared to all interviewees in the UK, half of those in the Netherlands and slightly over a quarter in Ireland, who reported the implementation of equality policies by their companies. Several respondents in Italy mentioned that equality principles were observed at an individual level, referring to written documents to guide journalists in their work.

☐ There were larger disparities in migrant employment when the figures were put in a country context. All respondents in the UK and the Netherlands reported the employment of migrant workers in the media. Several interviewees in Ireland reiterated the lack of diversity in Irish media. Only four respondents in Italy spoke of migrant recruitment in the media but in very small numbers. Ethnic media in the sample were more likely to rely exclusively on migrant labour with the relevant linguistic skills (Albanian newspapers in Athens; ethnic radio stations in Poland).

☐ Migrant journalists were more likely to work as freelancers or on short-term contracts in all the countries surveyed. It should be noted that this did not necessarily imply discrimination as project-based work was a common feature of employment in the radio and television. However, migrant conditions were characterised as precarious by one Italian respondent.

☐ A respondent from a public broadcaster in London spoke of a segmentation of media jobs, where migrants will not be found in the news. (They were more likely to be employed in the archive). Jobs will differ in terms of their conditions.

Emerging issues

☐ The European countries with their traditions of immigration and their implementation of equality legislation had emerged as significant predictors of the ensuing recruitment practices. Companies with fairly robust recruitment practices were more likely to advertise their vacancies in their search for the 'best candidate'. However, the effectiveness of this HR mechanism could often be fraught by internal competition.

☐ While the report recognises the potential dangers of workforce diversity being quantified as a box-ticking exercise, it points to monitoring as an HR mechanism that can make a difference as it represents an important tool for measuring improvement.

☐ The report has argued that effective and innovative outreach schemes could reduce the barriers to achieving media diversity by providing employment for people of a migrant background who otherwise might have very few contacts and limited knowledge of the recipient country.

☐ The way forward - while acknowledging the structural challenges of the current economic developments and the ensuing 'hiring freeze'- is in the implementation of formal regulation and monitoring. External regulatory pressures have the potential to challenge the resistance to change of the monoculture that exists in the industry.

For more see:
http://www.eui.eu/Projects/MEDIVA/Documents/Reports/reports/MEDIVAThematicReport201103.pdf

MEDIVA Thematic Report 2011/04 – Training on Diversity in the Media

Training Practices

Interview data suggest that only a small number of media professionals across all Member States (with the exception of The Netherlands and the UK) have received any formal diversity training. Furthermore, there are few opportunities and little encouragement for such training and a general lack of guidelines and policies. Unsurprisingly, there are also very few monitoring and evaluation mechanisms in place, meaning that even in organisations where some form of training is provided, this is rarely subject to periodic review or improvement.

Attitudes towards diversity training varied considerably across the Member States examined. While on one hand journalists were broadly in favour of ongoing professional "education" in a variety of forms, some were hostile to the idea of "training", regarding it as an unnecessary intrusion on their own professional "know how". Those favouring diversity training remained cautious about its potential impact, with some suggesting that such initiatives are unlikely to succeed without increased diversification of the media workforce (though most were also critical of employment quotas).

Our recommendations to improve the situation include the following:

o Newsmaking organisations in each Member State should establish a collective forum for exchanging ideas and information about diversity training (which might include yearly workshops and a published handbook of best practice)
o A specific diversity champion (or department) should be established in all media organisations (regardless of size) so that responsibility does not rest entirely with journalistic bodies and educational institutions
o Structural monitoring and feedback mechanisms should be established, with examples of "best practice" shared via the collective forum
o Commitments to diversity should be mainstreamed, with diversity goals written into organisational charters

For more see:
http://www.eui.eu/Projects/MEDIVA/Documents/Reports/reports/MEDIVAThematicReport201104.pdf

The MEDIVA Indicators

In the light of these findings we have built a set of **Media Assessment Indicators** aimed at monitoring and evaluating **a media outlet's capacity to reflect migration related diversity and promote migrant integration**[1]. Such monitoring and assessment can take the form of self-evaluation and self-monitoring (by the management of a media outlet) or it can take the form of an institutional monitoring and assessment mechanism, performed by the state, by a media ombudsman or by a media professional association.

Our Indicators are **qualitative and quantitative** and are **organised along the four main themes and aspects of media activity** identified already in the database and studied in the thematic reports, notably:

1. **Media content (what and how is presented in the news)**

2. **Media newsmaking/programme production practices (news filters for instance)**

3. **Media recruitment/employment practices (provisions for recruiting minority/migrant staff, careers of this staff, existence of glass ceiling)**

4. **Media training practices (on migrant reporting, diversity management)**

Special features of the MEDIVA Media Assessment Indicators

They are **mostly qualitative in nature** (capturing the different aspects of the question of integration and of media routines and practices) but are **expressed in quantitative for**m (as assessments of scoring Low/Medium/High in a particular issue/field and sub-field which is then translated in a scale from 1 (low) to 5 (high)).

Second, **our indicators are designed to be used for media outlets based in different countries with different editorial cultures and different media ownership structures as well as journalism traditions.** The indicators are written in simple language so that they can easily be translated in other another country's national language. They include clear methodological instructions on (a) media content evaluation, that has to be done by the researcher her/himself, (b) on the personal or phone interview method used to compile answers and scores for indicators 2, 3 and 4 (newsmaking, employment/recruitment, training).

Our indicators are appropriate for different types of media (print: newspapers or electronic: TV but also internet news sites).

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[1] We interpret 'promotion of migrants' integration by the media' in a strict way: e.g. promoting migrants' fair and polyphonic representation in the media, engaging migrants as journalists, etc. – i.e. we break it down in ways that contribute to promoting more inclusive societies and we view this as an indirect ethical scope of the media sector.

PILOT STUDY using the MEDIVA INDICATORS

Selection of Media Outlets in each country for the Pilot Study

This selection aims not at assessing the national media scene but rather to provide for an assessment of how different media of different types and ideological orientations deal with the question of migration and promote (or not) migrant integration. The selection aims at covering a range of media without however claiming any sort of overall assessment of the media of the given country. In addition our selection aims at providing sufficient material for cross country comparisons in terms of scores as well as of qualitative assessment.

Media Outlets for the Pilot Study (in six countries: GR, IRL, IT, NL, PL, UK)

1. National newspaper
2. National newspaper (if relevant, select a second newspaper of different ideological orientation (left-right wing), of different type (quality vs. sensational).
3. Free newspaper – (if relevant, you may choose between local newspaper vs. free newspaper of national circulation in big cities such as City Press, Metro etc.)
4. Local newspaper – (if relevant, see note above)
5. TV news bulletin – main items prime-time edition (depending on country: the 8 pm or 9 pm news bulletin or the 6 pm if that is the prime time one)
6. TV news bulletin – (a second TV channel that is of different ideological orientation (left vs. right wing) or of different ownership (public broadcasting vs. private channel) or also of different character (quality vs. sensational).
7. News web site – (if a news web site that is not attached to a printed newspaper exists and has a good readership)

In each country we select **not less than 5 media outlets.**

How to calculate the score for each indicator:

We tick answers on the sub questions and hence give scores on the specific questions. We then calculate the total score for each indicator.

We provide a short explanation (5-10 lines, or as many as we think it is necessary if more detailed explanations are needed) under the indicator about the score (e.g. if they say they do not have a diversity training but they explain that they used to have one and it was scrapped last year because there is no more funds for it or that they are planning to set up a new diversity training scheme – these are all qualifications to the codified answers, that we want to register for a better validation of our scores.)

We also quote from the relevant interviews with responsible news directors in the language in which the interviews were conducted. We keep a record of our coding of the media content.

The total score for each indicator is the average of the sub indicators' scores.

Average score and dispersion of sub indicators results: If there are great disparities in the scores of some sub indicators that even themselves out bringing the total score close to neutral or average (3) (while there may be in the same indicator many lows (1) and many highs (5) we need to double check our assessment and explain these contradictions in a final note on the specific indicator's total score.

Format for presenting results:

Results are presented for each media outlet surveyed separately.
The results are presented in a MEDIA ASSESSMENT SHEET for each specific media outlet (newspaper, tv channel, web site), where we give a score for each indicator and then shortly explain why we gave this score (in relation to the sub questions included in each indicator and/or other qualitative observations that we have noted down when filling our questionnaires for the indicators)

We first present results on indicator 2, then 3 and then 4. Indicator 1 results will be presented last so as to contextualise that what we have done is an indicative assessment of the content/representation of migrants in this outlet for the scope of the pilot rather than a more long term comprehensive study.

In other words we put the **emphasis on what is done and should be done** to promote newsmaking, employment/recruitment and training practices that are conducive to reflecting diversity and promoting migrant integration **rather than just a stand alone study** on how the given media outlet represents migrants and migration related issues.

Contextualise the assessment: Such ONE sheet profiles are accompanied

- By a link to the MIPEX sheet for the relevant country (hence a general outlook of the migrant integration situation in that country) where the outlet is based
- A longer document of several pages that we prepare on the basis of the more detailed filled in questionnaires in which we give more background information on how we attributed the scores.

NB! In the newsmaking /production section and provision of specialist people and programming we take into account the size of media outlet (the difference, for instance, between a public broadcaster with 100 journalists and a web-site with three editors) in assessing the existing provisions with regard to specialized programming and journalists.

Scores for all Indicators

very high / very positive = 5
high / positive = 4
medium / neutral = 3
low / negative = 2
very low / most negative = 1

PILOT STUDY ON MEDIA CONTENT

Methodology for Sampling for the Pilot Study with regard to migrant representation in the news (Indicator 1, see further below)

Period of sampling: 3 months, last week of each month, 7-day interval, starting on a Wednesday and finishing on a Tuesday

Selected dates:
o 23-29 November 2011
  [we skip December because of the Christmas festivities that 'bias' the news reporting during this period]
o 25-31 January 2012
o 7-28 February 2012
  [we select three weeks to make our sample larger and more recent]

Unit of analysis:
The assessment of the media content uses as its unit of analysis

  o individual articles/reports/news items on FULL newspapers
  o Main news items in prime time evening news bulletin for television (we analyse FULL evening news)

The full text or full audiovisual file for TV is analysed in either case (not just headlines for instance).

We count how many items there are in total in the newspaper for the period coded and how many of those items relate to migration or refer to migrants (e.g. a total of 790 items in the November week – of those, 35 items on migration or migrants).

INDICATOR 1 – MEDIA CONTENT

1.1 Positive (5) vs. negative (1) representation of third country nationals in the news

Quantitative assessment (percentage of positive/negative in total news and specifically news on migrants.) First page, news items, in the newspapers or news web sites/ main items of evening news on TV / main items of morning news for the radio the first week of each month for 3 months

> High = more positive than natives
> Medium = equal to natives
> Low = more negative than natives

Guidelines for assessment of positive vs. negative:

What is to be considered as negative?
- attribution of negative characteristics or attributes to immigrants, through labelling, use of qualifying adjectives, including negative stereotypes which define immigrants as different and/or inferior
- Links of migrants with specific negative themes, e.g. problems, illegality, threats
- Explanations given for specific position or acts of immigrants that focus on blaming the immigrants rather than seeking to identify context and underlying causes
- Frames of conflict and opposition (see literature)
- Specific negative discourses, e.g. focusing on oppression of Muslim women,

What is to be considered as positive?
- attribution of positive characteristics or attributes, focus on equality or positive differences
- link with positive themes, e.g. dialogue, contribution to society, public debate
- explanations focus on structural causes and circumstances rather than characteristics of the immigrants themselves
- frames of harmony, emancipation, solidarity
- specific positive discourses: e.g. against discrimination and racism, positive images of/ approaches to Islam, difference

Filters for balancing the assessment:
- count the negative and positive attributions to actors/representations of actors within each news item and judge whether overall the representation of migrants is more negative, positive or neutral in tone. If the headline or lead is negative/positive this should be given extra weight (even if not representative of the whole article)
- Indicator 1.1 is composed of the average score of all the relevant news items coded.

1.2 Active (5) vs. passive (1) representation of third country nationals in the news
Quantitative assessment (percentage of active/passive in news on migrants)

> Active immigrants doing good things (very positive)
> Passive immigrants having bad or good things done to them (medium)
> Active immigrants doing bad things (very negative)

1.3 Immigrant views or concerns represented in mainstream news/issues
(percentage in total news items where migrants are represented)

> High: above % of migrants in total population
> Medium: approximately equal to % of migrants in total population
> Low: below % of migrants in total population

1.4 Immigrant views or concerns represented in migrant-specific news/issues
(percentage in migrant specific news items where migrants are represented)

> High: 51%-100%
> Medium 31%-50%
> Low: 0%-30%

Guidelines on how to score these indicators and fill relevant information in the questionnaire:

Indicators 2-4 are to be filled in by individual researchers on the basis of the circulated questionnaire template (with guidelines on what to record) through a person to person or a phone interview with people responsible in the selected media outlet. The 2-4 indicators are not to be filled in by emailing the questionnaire to relevant journalists or media outlet directors.

Some indicators are skipped in countries with a migrant population lower than 4% of the total resident population. They are noted in red colour.

In assessing a media outlet the researcher has to give them an evaluation of the three offered and has to note down in 5-20 lines (depending on richness of relevant information) why s/he gave them that score. In other words, for purposes of validation of the results there should be a record of relevant information on practices adopted or that used to exist or that never existed in relation to each sub-indicator. Any other relevant comment also made by the journalists/media directors or other staff providing the information should be briefly recorded too. If necessary researchers may refer to relevant documents, web pages, and other supporting materials outside the questionnaire. However they should briefly explain what these are about in the questionnaire

Scores

High = 5
Medium = 3
Low = 1

INDICATOR 2 – on Media news making/programme production

2.1 Existence of specialized sections/programmes on news from migrants' countries of origin (once a week) - only to be used to evaluate media in countries where migrants total >4% of population

High: yes every week
Medium: occasionally
Low: never

EXPLANATION of scoring :

2.2 If there are such programmes in radio or tv or sections in newspapers, are they broadcasted at the prime time zone or are they at one of the most visible pages of the newspaper/web site -   only to be used to evaluate media in countries where migrants total >4% of population

High: prime time
Medium: not at prime time
Low: at night, at impossible times

EXPLANATION of scoring :

2.3 Existence of programmes (radio/tv/news web sites) in the languages of the main migrant groups of the country (once a week)

High: yes
Medium: occasionally but less often than once a week
Low: never

EXPLANATION of scoring :

2.4 Existence of specialized journalists on migrants and diversity issues

High: yes
Medium: freelance staff is used
Low: no

EXPLANATION of scoring :

2.5 Filtering of migrant-related news

2.5.1 Sources for the news and verifying information (fact-checking)

High: asking both majority and migrant sources
Medium: asking several sources (not necessarily including migrants)
Low: national news agency

EXPLANATION of scoring :

2.5.2 Who chooses what are the migration related news to be published

High: the author her/himself
Medium:
Low: the chief editor / head of unit

EXPLANATION of scoring :

2.5.3 Does the newspaper or web news site have an open comments section (reacting to published articles). If they have it, do they edit it for racist language?

High: Yes
Medium: when someone flags it up
Low: no in the name of freedom of expression

EXPLANATION of scoring :

2.5.4 Adoption of ethical reporting guidelines with regard to vulnerable groups and specifically with regard to immigrants and minorities

High: yes
Medium: informal reporting guidelines but no clear company commitment to them
Low: No

EXPLANATION of scoring :

INDICATOR 3: MEDIA RECRUITMENT AND EMPLOYMENT PRACTICES

3.1 Application of measures that are aimed at ensuring that the company's staff reflects the ethnic composition of the migrant population

High: yes, at least one such measure has been implemented
Medium: some awareness but no consistent implementation
Low: neither awareness nor implementation

EXPLANATION of scoring :

3.2 Discrimination in the recruitment of third country nationals as media professionals

3.2.1 Existence of anti-discrimination measures aimed at preventing discrimination in the recruitment practices of the specific media

High: yes, at least one such measure has been implemented
Medium: some awareness but no consistent implementation of anti discrimination rules
Low: neither awareness nor implementation

EXPLANATION of scoring :

3.3 Existence of outreach schemes that involve mentoring or supporting individuals from an immigrant background - only to be used to evaluate media in countries where migrants total >4% of population

High: yes systematically
Medium: yes occasionally
Low: no, never

EXPLANATION of scoring :

3.3.1 Monitoring/evaluation of the implementation of such schemes by the company itself

High: yes, checking whether such schemes led to recruitment and producing data
Medium: a one-off attempt to monitor or evaluate/ monitoring, but only occasionally/ no data
Low: neither on-going monitoring nor one off and no data

EXPLANATION of scoring :

3.4 **Existence of special diversity departments in the media** - only to be used to evaluate media in countries where migrants total >4% of population

High: yes
Medium: not a department but a diversity officer
Low: no, nothing.

EXPLANATION of scoring :

3.4 **Existence of special diversity departments in the media** - only to be used to evaluate media in countries where migrants total >4% of population

INDICATOR 4 - MEDIA TRAINING PRACTICES

4.1 Existence of training opportunities tailored to the needs of migrant media professionals

High: yes systematically
Medium: yes, only occasionally
Low: no, never

EXPLANATION of scoring :

4.2. a) Existence of courses aiming at raising the awareness of media professionals on diversity and how it should be reported

High: yes, generally
Medium: encouraged but not obliged
Low: no

EXPLANATION of scoring :

4.2.b) Existence of an obligation to attend such courses

High: yes, generally
Medium: encouraged, but not obliged
Low: no

EXPLANATION of scoring :

4.3.Involvement of migrant or minority representatives/ experts in design and/ or implementation of such diversity training

High: yes, systematically
Medium: sometimes
Low: no, never

EXPLANATION of scoring :

4.4. Monitoring and reporting systems for ethno-cultural diversity training

High: yes, systematically
Medium: occasionally
Low: no, never

EXPLANATION of scoring :

4.5. Diversity goals included in HR training policies for all levels of staff

High: diversity goals existent, aiming at all levels of staff
Medium: diversity goals existent, but only for certain groups of staff/ but not specifically on training
Low: not existing

EXPLANATION of scoring :