

TRIAL BY MEDIA: THE CASE FOR SUSTAINABILITY



Gareth Reece - HighWire

SUMMARY



INTRODUCTION

- PhD Research
 - Overview - Mass Media, Sustainability, Ante-Narrative
 - Revelatory Case Study – BBC
 - Data / Method
- Findings
 - Sustainable Production
 - ‘Trans-sustainability’
 - Impartiality
 - Innovative Narrative
- Ante-Narrative Synthesis
- Reflection

INTRODUCTION

- News Media Representation of Climate Change
- Distribution of News Media
- Voice of news media
 - Scientist, Public, Politics
- News Media Coverage on Climate Change
 - Difference
 - When
 - Silence
- What can we do?

RESEARCH

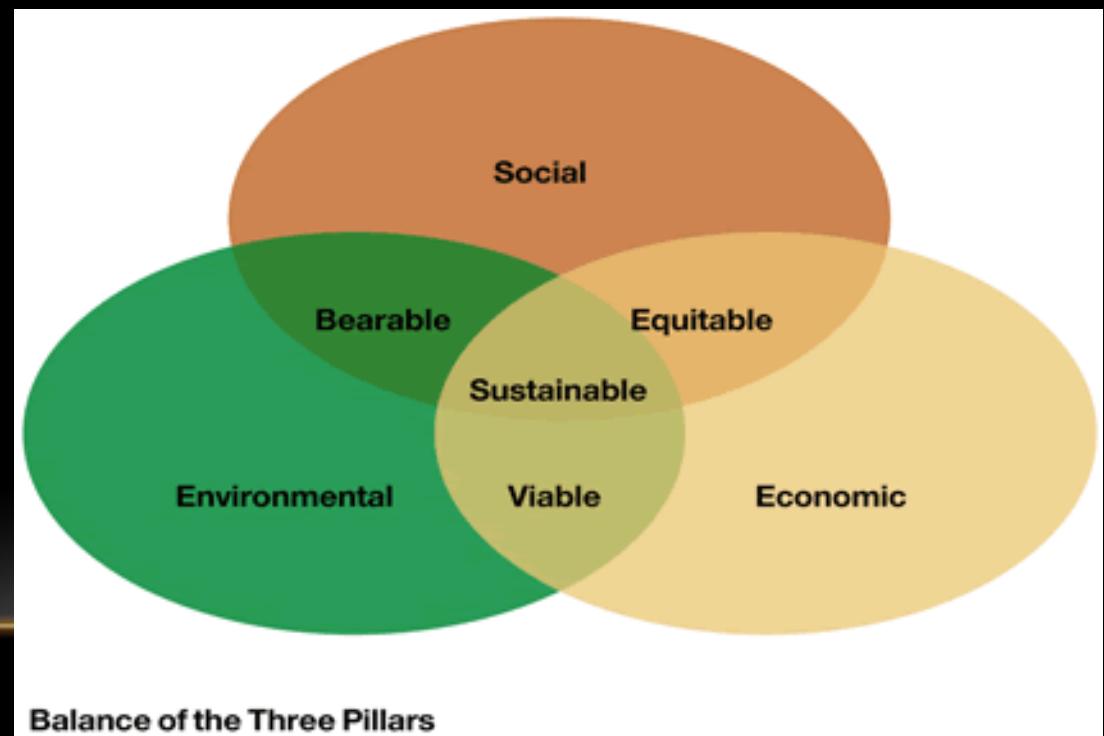


SUSTAINABILITY

- Sustainability

“An indefinite continuation of the environment, society, and the economy”

If defining it is difficult,
then knowing what to
do is even more so

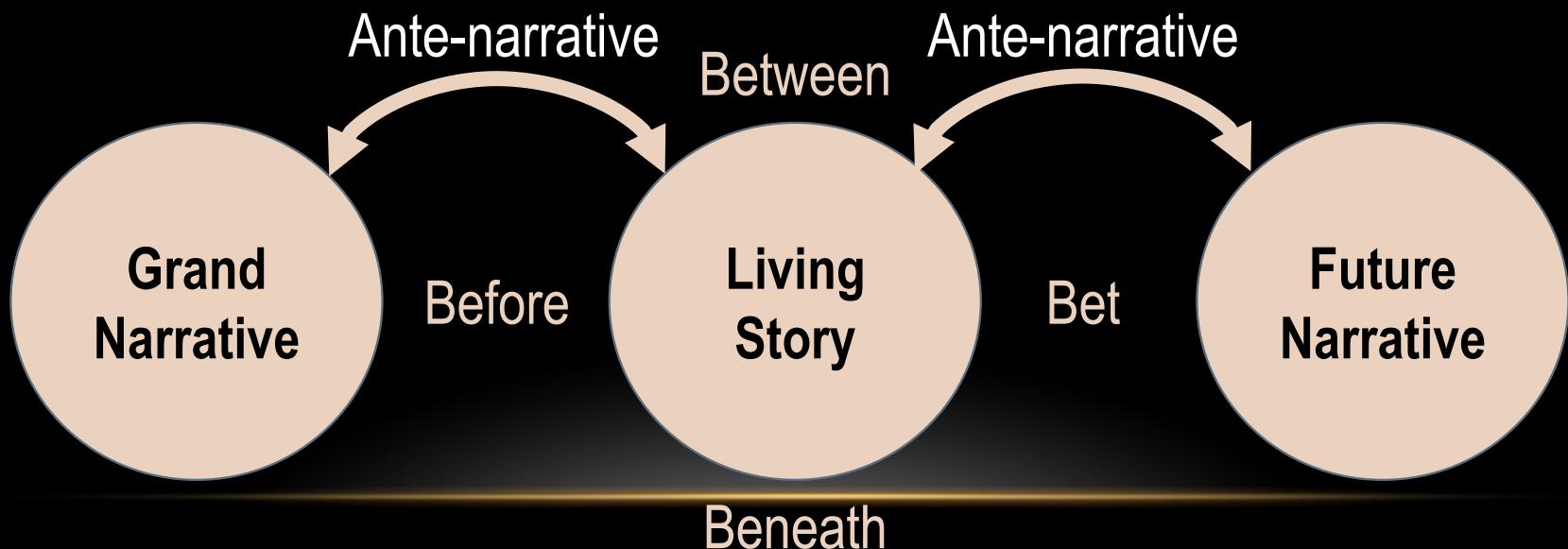


MASS MEDIA



ANTE-NARRATIVE

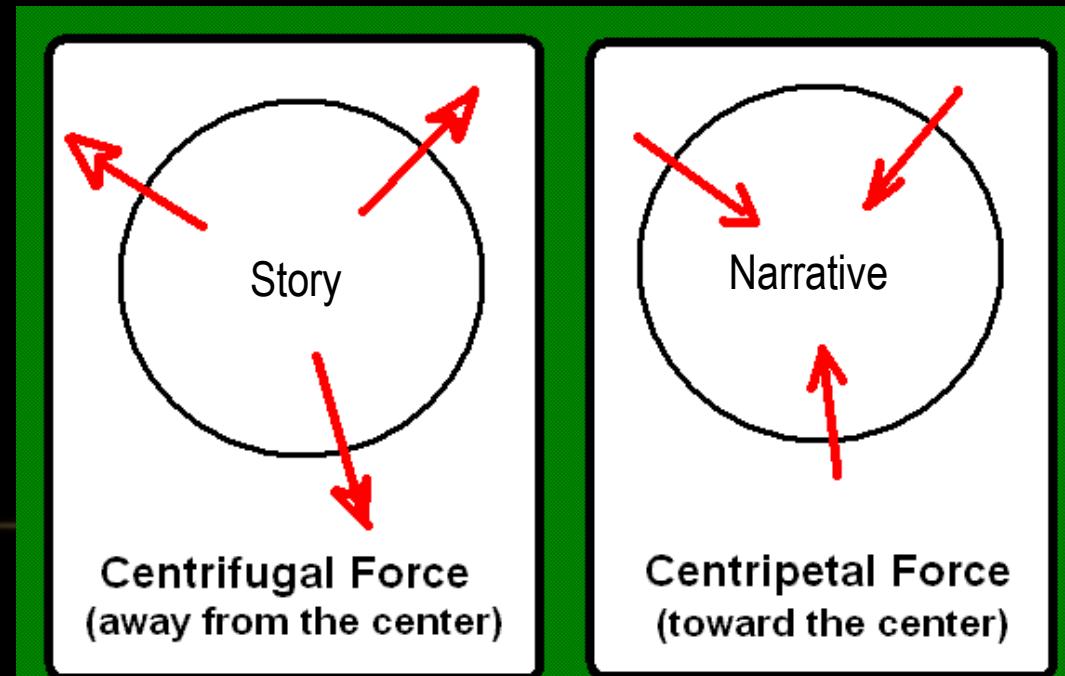
- Ante-narrative (Boje, 2001, 2008,2011)
 - ‘Ante’ - Beforehand, before the grand narrative
 - ‘Ante’ - Poker bet, a bet on the future



STORYTELLING IN ORGANISATIONS

- Narrative / Story - Interplay between the two that reveals ante-narratives
- Sensemaking

“Storytelling in organisational research is central to ‘sensemaking’ processes in organisations” - Weick (1979).



GENERAL RESEARCH QUESTION

What does ante-narrative reveal about the multivocal possibilities and futures of sustainability in organizations?

REVELATORY CASE STUDY - BBC

- Nine months June 2013 – March 2014
- Data:
 - Policies
 - Interviews
 - BBC reports
 - Two workshops
 - Meetings
 - Mass media news content on climate change
 - Journal

METHODS

Data (BBC Case Study)	Method (Guided by Boje 2001, 2008)
Policies	Storytelling Deconstruction
Interviews, meetings, workshops, reports	Deconstructed Grand / micro narrative analysis
Interviews, meetings, workshops, reports	Ante-narrative Causality Analysis
Mass media news content BBC climate change	Intertextuality Analysis
Previous findings (how they interact)	Ante-narrative Synthesis
Journal, meetings, notes	Reflection

FINDING – POLICIES

- Setting Targets – KPI's
- Reports changed since 2008. Now more than 50% of reports concentrate on KPI's
- Achieving targets rather than social issues to be talked about and discussed
- How to engage the public

FINDING – DECONSTRUCTED GRAND / MICRO NARRATIVE ANALYSIS

- Sustainable Production
- Albert Calculator
- Progression
- Victoria

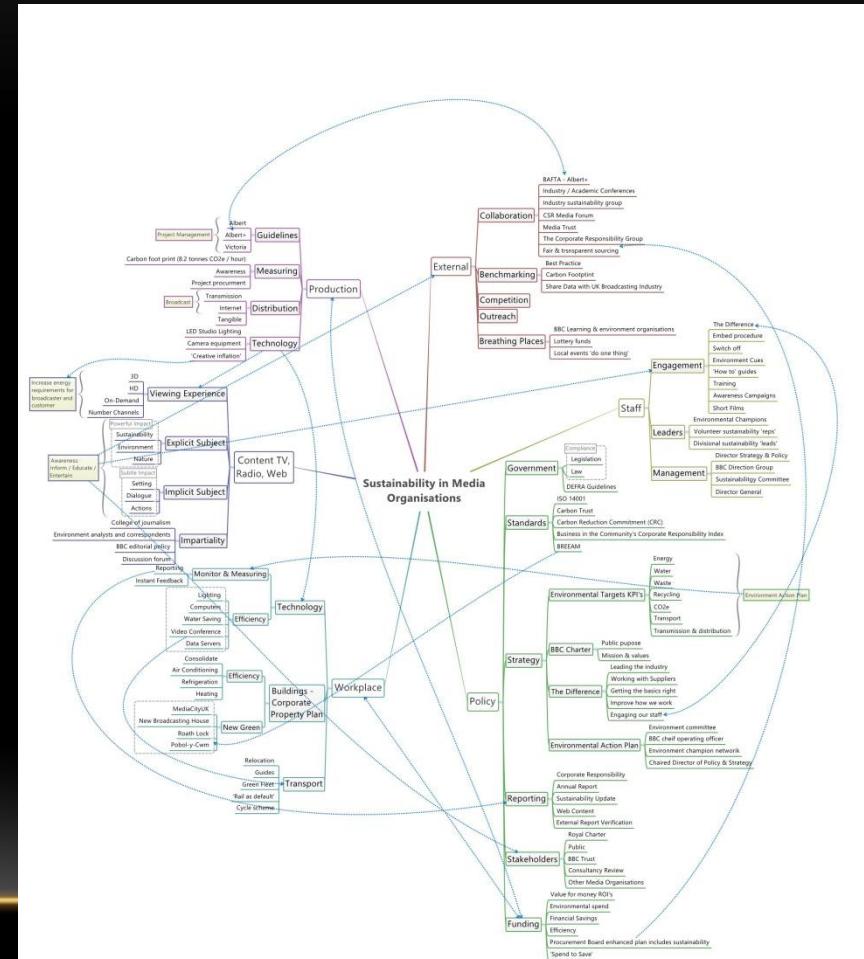
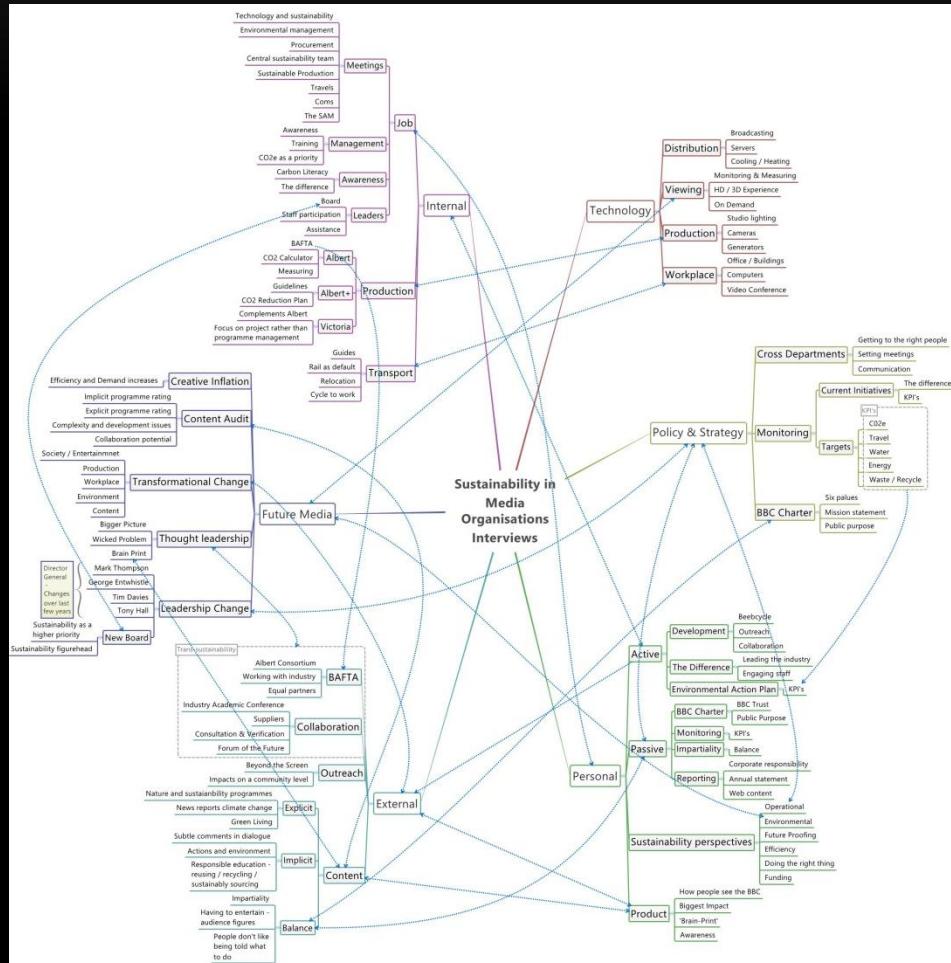
www.youtube.com/watch?v=VQlazmf-DvE&list=UUTTXgsZEwonuy0G_d3OxDA&index=14



FINDING – DECONSTRUCTED GRAND / MICRO NARRATIVE ANALYSIS

- ‘Trans-sustainability’
- Term used in a workshop to capture working across the industry
- What is it? What could it be?

FINDINGS – ANTE-NARRATIVE CAUSALITY ANALYSIS



FINDINGS – ANTE-NARRATIVE CAUSALITY ANALYSIS

- Innovative Reporting
- Change of styles
- Reversal due to issues in the BBC – Yew Tree investigation

FINDINGS – ANTE-NARRATIVE CAUSALITY ANALYSIS

- ‘Brain Print’
- Impartiality - Mixed message
- How to get it right? Audit, Training, Situation

INTERTEXTUALITY ANALYSIS

- Every text is interrelated
- Dynamic process – weaving networks of fragmented narratives.
 - **Horizontal / Vertical**
- Context text changes – Author, media delivery, audience
- Work in progress

ANTE-NARRATIVE SYNTHESIS

- Guided by Living Story Method (Boje 2008)
- Dynamics of ante-narratives
 - Linear
 - Cyclical
 - Spiral
 - Rhizomatic
- Not exploring new findings at this stage
- A process for previous findings to be re-storied and interact.

REFLECTION

Rolfe (2001) model of reflection

- Theory vs. practice
- Construct / deconstruct
- Consider the research methods ability at revealing ante-narratives
- Benefits and limitations - Ante-narrative synthesis

NEWS MEDIA REPRESENTATION OF CLIMATE CHANGE

NEWS MEDIA REPRESENTATION OF CLIMATE CHANGE

- Public make sense of the complexities of climate change through many avenues of which news media is a strong source



- Links people
 - academics, policymakers, public actors etc.

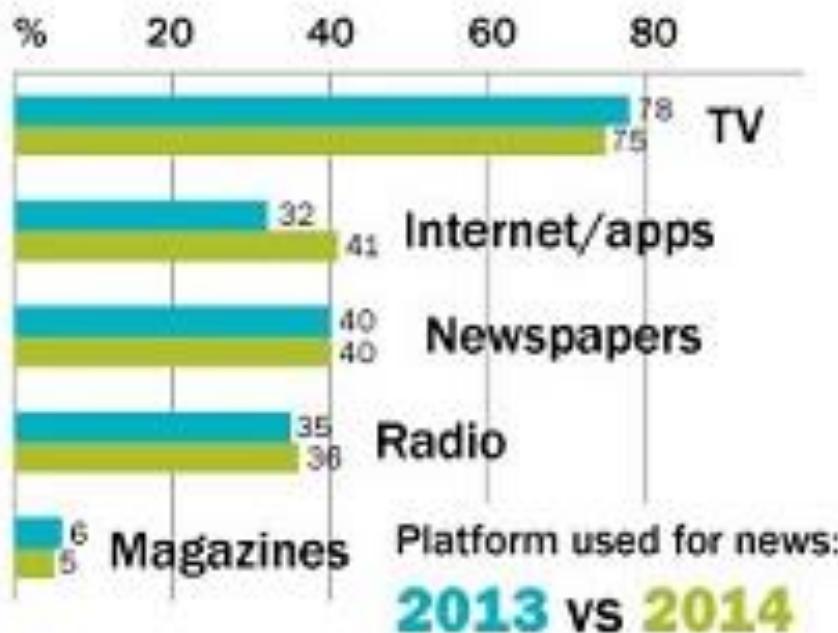
WHAT DO WE WANT FROM NEWS MEDIA?

- Paraphrasing Taylor (2010) 'Žižek and the Media' – The thing that media does well is that it can entertain. The real issue is when it tries to be serious.
- Do we need news media to promote the climate change message, or can we bypass it and take direct action?

INFLUENCE?

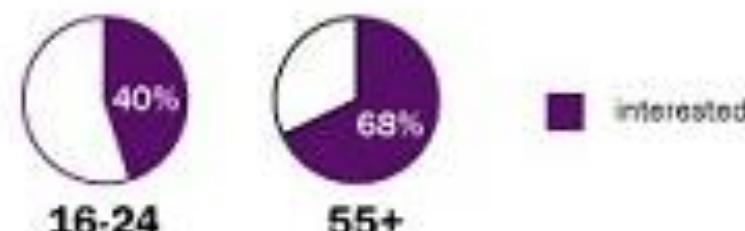
- The idea that journalism affects public opinion is among the most contentious debates
- "All you need to know is, without specific reference to climate change issues, this is a topic [about] which there is quite a lusty debate. One camp says there is not an appreciable effect. Another says, yes, there is. A third camp says press coverage affects policy debate thinking more than the public." – Lemann (2012)

How people access the news



News most people are personally interested in is weather, worldwide current affairs, and UK current affairs

But younger people are less interested in current affairs:



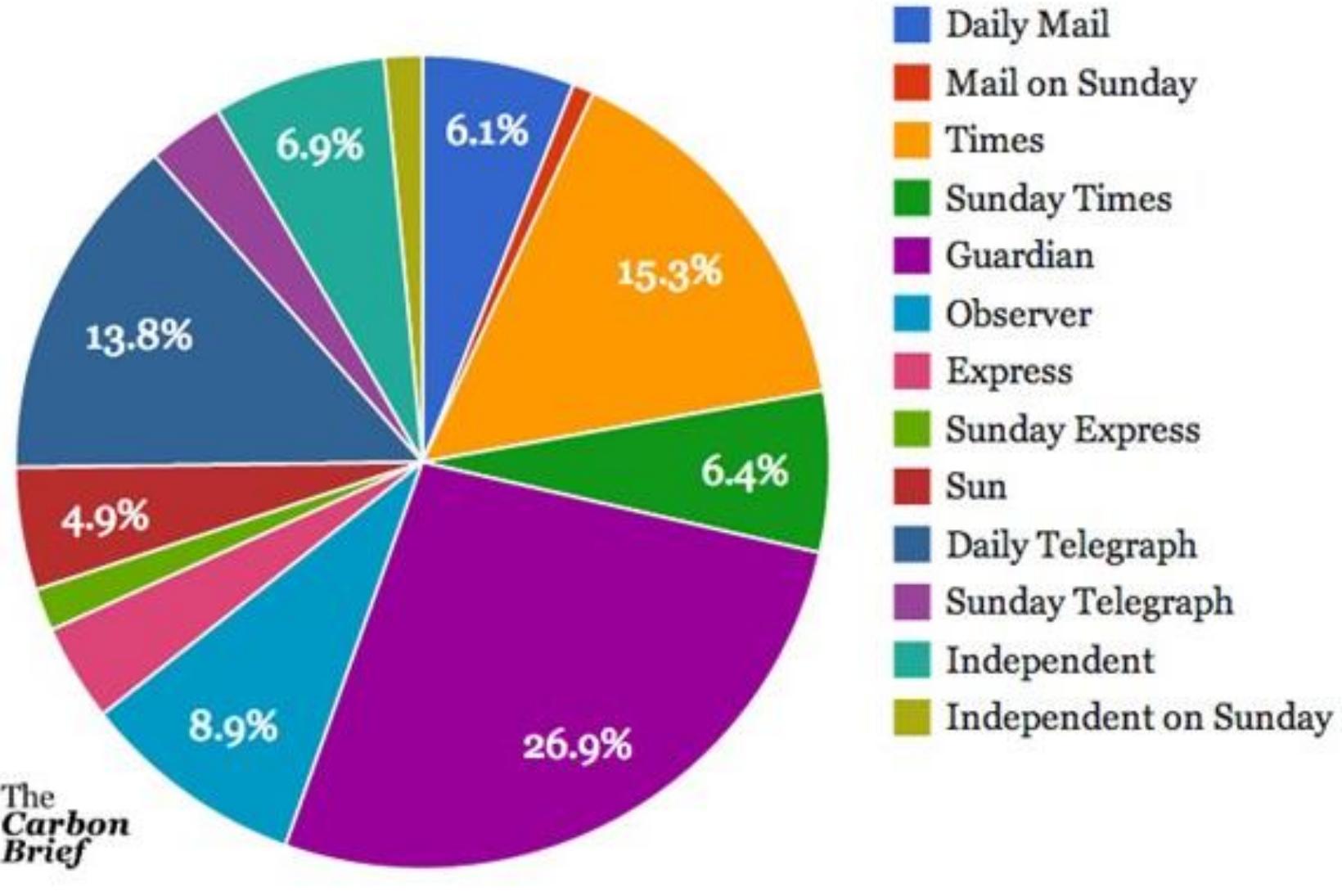
UK NEWSPAPERS

Title	2014	2013	2012	2011	2010	Ori	Owner
The Sun	2,213,659	2,409,811	2,582,301	3,001,822	3,006,565	Con Pop	Murdoch
Daily Mail	1,780,565	1,863,151	1,945,496	2,136,568	2,120,347	Right Con	Rothermere
Daily Mirror	992,256	1,058,488	1,102,810	1,194,097	1,218,425	Left Lab	Trinity Mirror
Daily Tele.	544,546	555,817	578,774	651,184	691,128	Right Con	Barclay Bro
Daily Exp.	500,473	529,648	577,543	639,875	674,640	Right Con	Desmond
Daily Star	489,067	535,957	617,082	734,311	779,376	Right Con	Desmond
The Times	384,304	399,339	397,549	457,250	508,250	Right Con	Murdoch
i	298,266	293,946	264,432	133,472	N/A	Left Lib	Lebedev
Guardian	207,958	204,440	215,988	279,308	302,285	Left Lib	Scott Trust
Independent	66,576	76,802	105,160	185,035	185,815	Left Lib	Lebedev

NEWSPAPER HEADLINE FORMAT

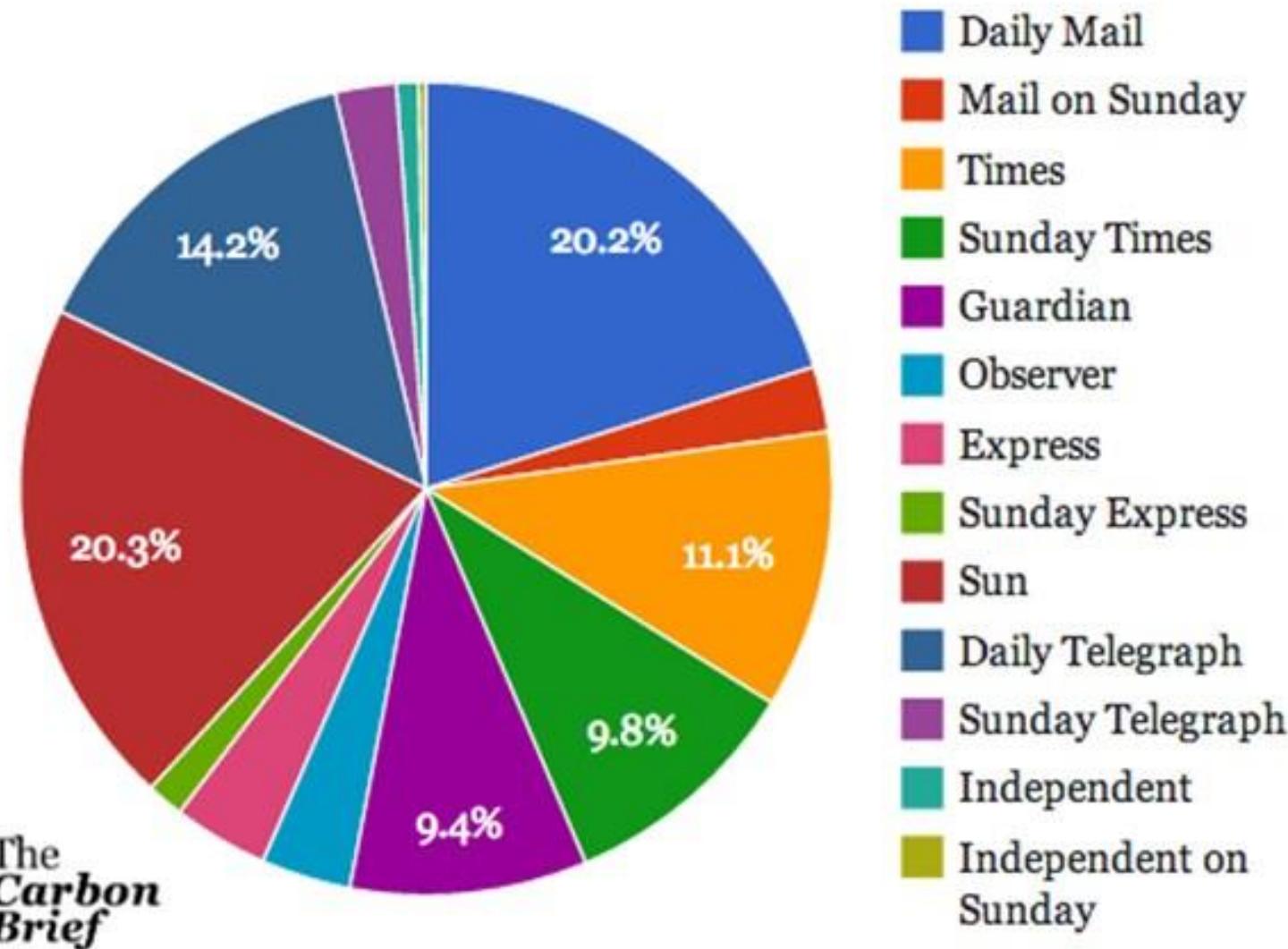


Articles on climate change, by UK newspaper



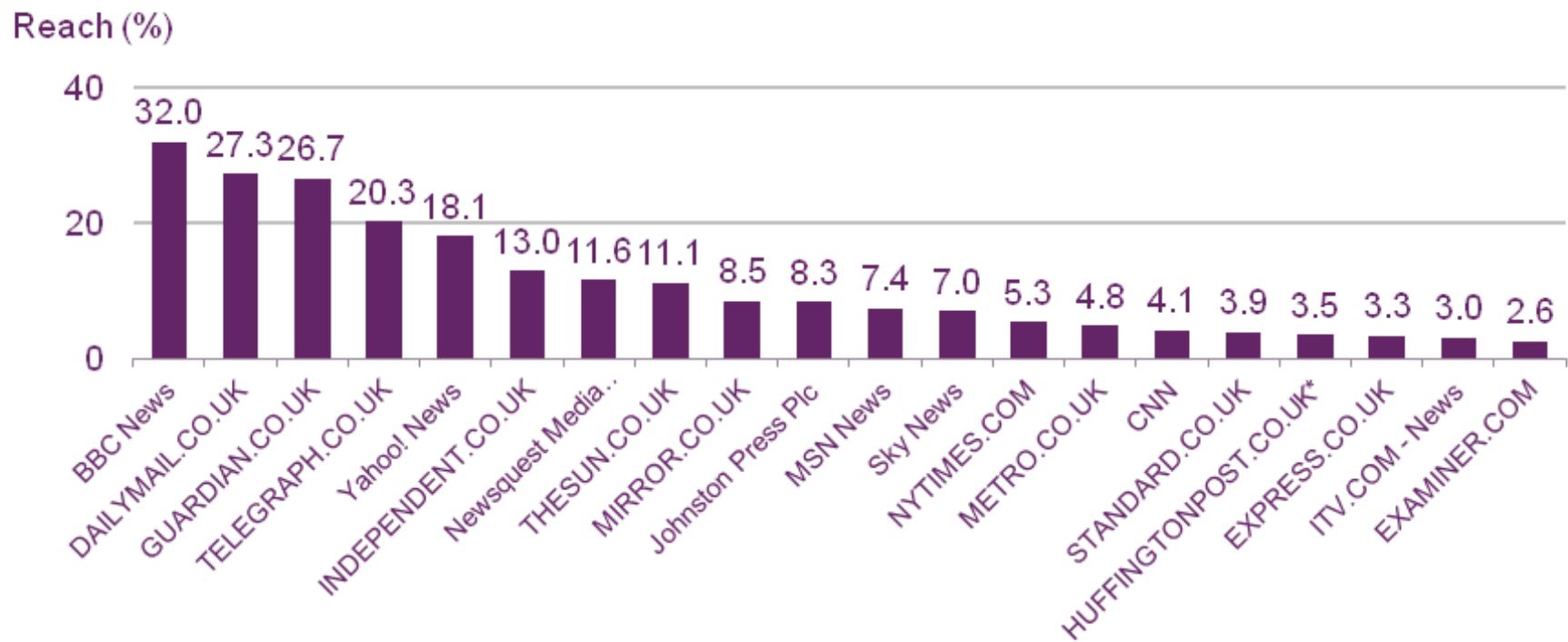
The
**Carbon
Brief**

Articles on climate change, by UK newspaper, weighted by readership



ONLINE NEWS

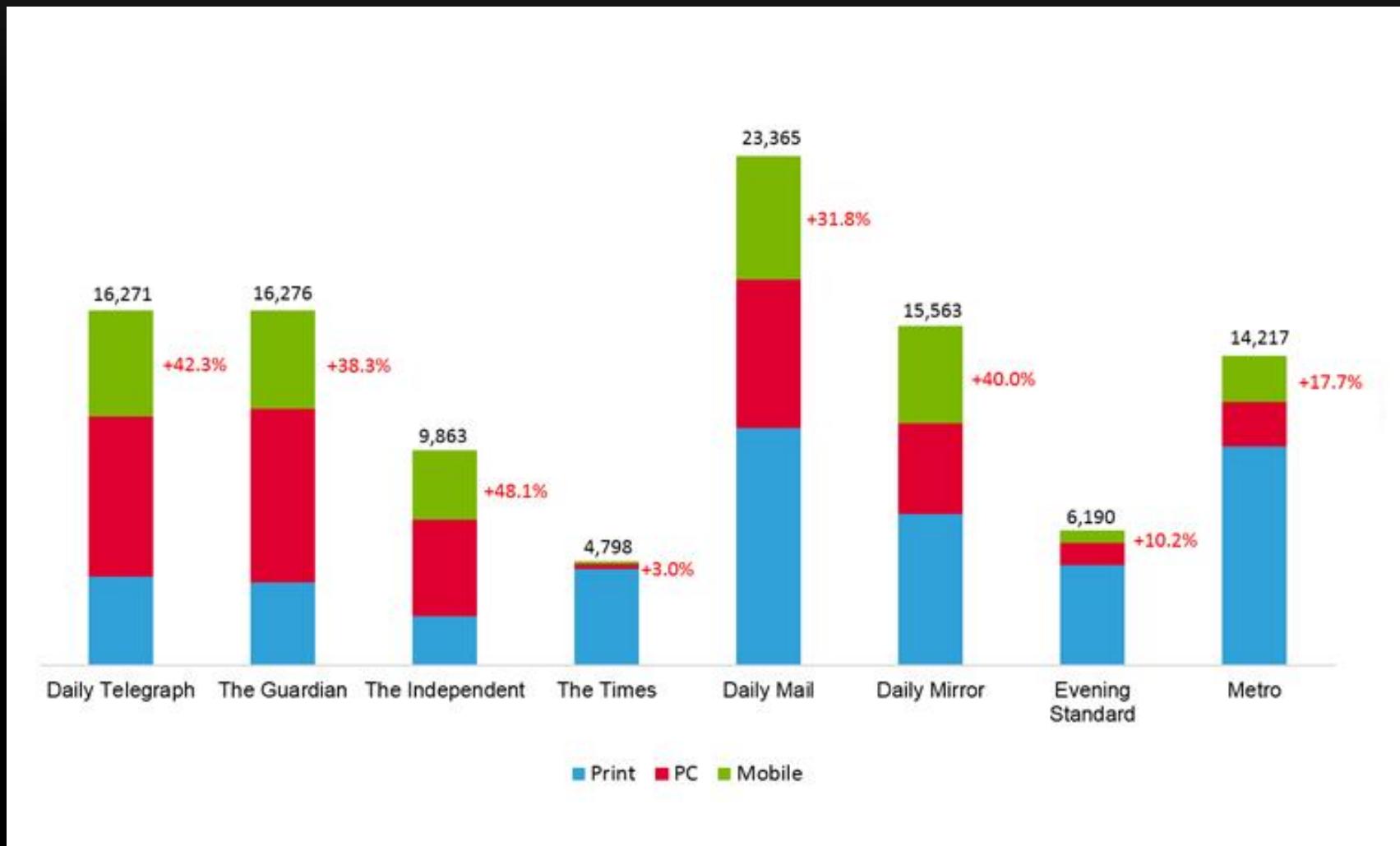
Online reach for the top 20 selected news sites in the UK: March 2013



Source: ComScore, March 2013, 15+. Reach is defined as the proportion of the total online audience aged 15+ who have visited the relevant site at least once in the reporting month.

Note: Figures for the BBC and Yahoo! refer to news-specific sites in their respective reporting categories. Newsquest, Johnston Media and New York Times Digital are aggregate audiences of reporting local titles.

MONTHLY NEWS-BRAND READERSHIP - PRINT, PC AND MOBILE (000'S)



TV NEWS FORMAT -

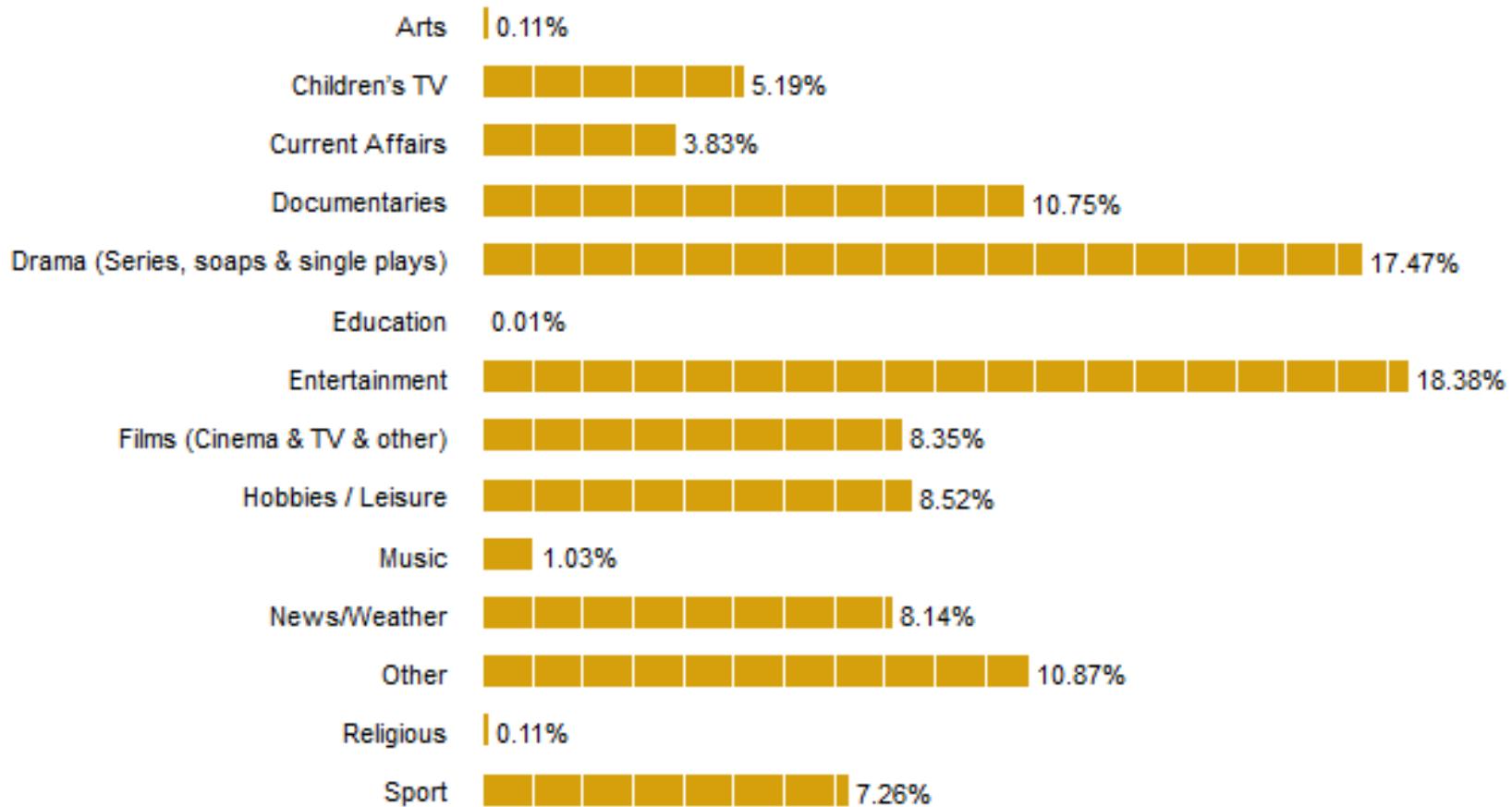
[WWW.YOUTUBE.COM/WATCH?V=AHUN58MZ3VI](https://www.youtube.com/watch?v=AHUN58MZ3VI)

BBC FOUR

G GUIDANCE: Some strong language

TV NEWS VIEWING FIGURES

% SHARE OF AUDIENCE, SEP 2014



VOICE OF CLIMATE CHANGE

THE “CONSENSUS GAP”

THE PUBLIC THINK...



IN REALITY...



When people don't realize there's a scientific consensus, they're less likely to support climate action. This underscores the importance of closing the consensus gap.

PUBLIC OPINION ON CLIMATE CHANGE

Country	Aware (2007)	Aware (2010)	Serious (2007)	Serious (2010)
World (Av)		61	41	42
UK	97	97	69	57
USA	97	96	63	53
China	62	65	21	21
India	35	37	29	30
Russia	85	83	40	41
Japan	99	98	80	75

PUBLIC OPINION ON CLIMATE CHANGE

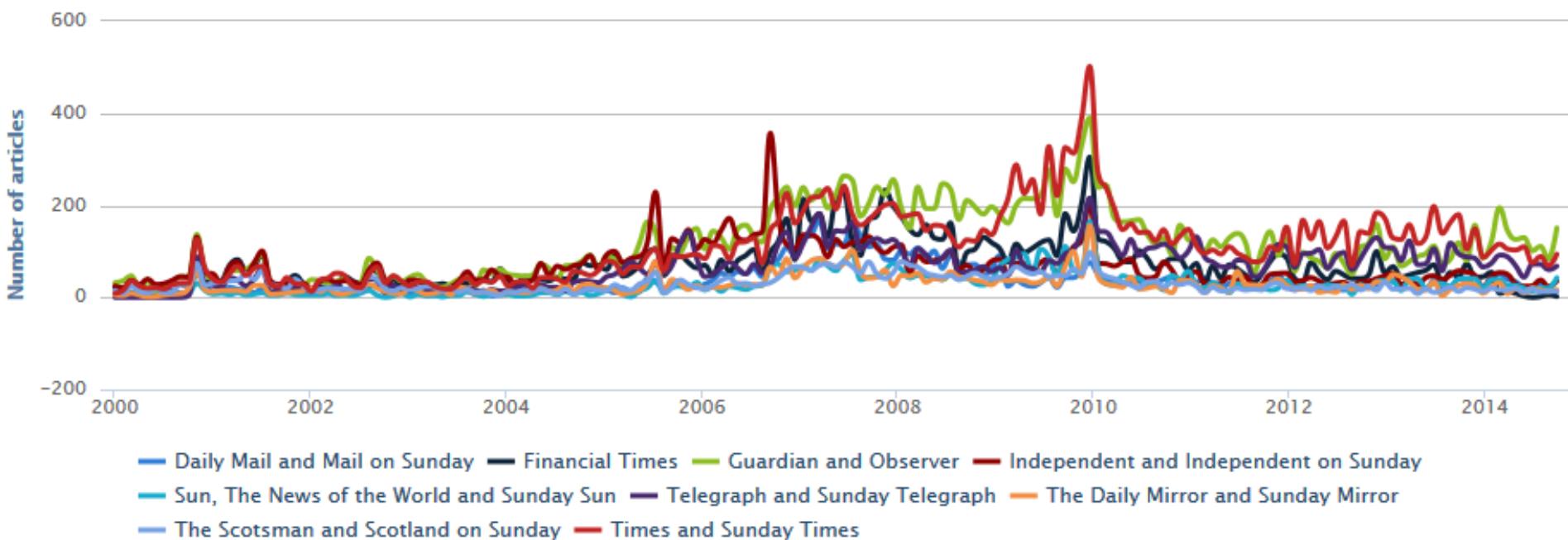
Influences

- Education
- Demographics
- Political Persuasion
- Information
- Semantics

WHEN DOES MEDIA REPORT ON CLIMATE CHANGE

2000–2014 United Kingdom Newspaper Coverage of Climate Change or Global Warming

Click and drag in the plot area to zoom in



WHY HAS IT GONE QUIET ON CLIMATE CHANGE?

- Increased 2007
 - 4th IPCC report
 - An inconvenient truth – Al Gore
- Increased 2009
 - ‘Climategate’
 - UN Climate Change Conference
- Bounced back a little in 2014
 - 5th IPCC Report
 - Weather extremes

ISSUES WITH NEWS MEDIA COVERAGE OF CLIMATE CHANGE

Power

- Mass media potentially influence & inform the public and politics
- Could be considered to opiate / sedate the masses
- Media consolidation - control
- Political allegiance
- Profit

ISSUES WITH NEWS MEDIA COVERAGE OF CLIMATE CHANGE

Factual Misrepresentation



ISSUES WITH NEWS MEDIA COVERAGE OF CLIMATE CHANGE

Impartiality / Balance

- Science & Technology Committee- Communicating climate science (2014)

Government & BBC must improve climate communication



02 April 2014

The Government is failing to clearly and effectively communicate climate science to the public, according to a report by the Science and Technology Committee

The MPs found little evidence of co-ordination amongst Government, government agencies and public bodies on communicating climate science, despite policies at national and regional level to mitigate and adapt to climate change.

MPs criticise BBC for 'false balance' in climate change coverage

Science and technology select committee says corporation continues to give opinions and scientific fact the same weight

guardian.co.uk

parliment.uk

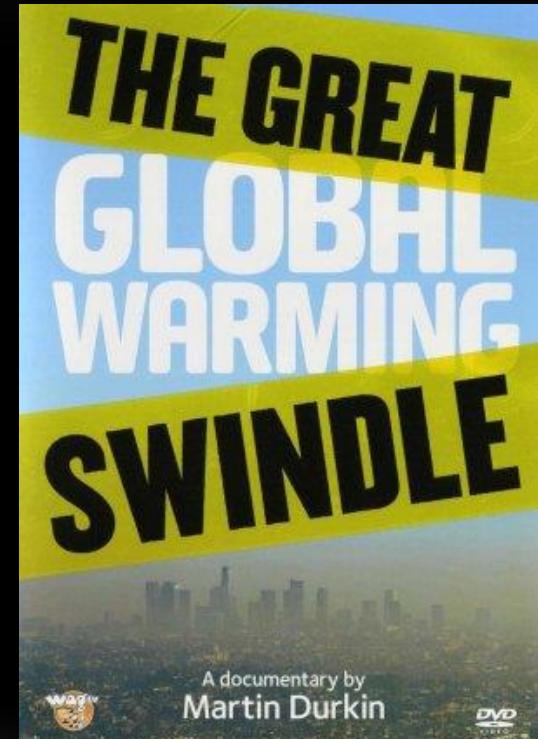
JOHN OLIVER – CLIMATE CHANGE

WWW.YOUTUBE.COM/WATCH?V=CJUGCJJUGSG

ISSUES WITH NEWS MEDIA COVERAGE OF CLIMATE CHANGE

Carnivalesque (Bakhtin)

- Human interest drama vs. intellectual arguments
- Grab audience attention
- Controversy
- Celebrity



ISSUES WITH NEWS MEDIA COVERAGE OF CLIMATE CHANGE

Risk

- Short-termist
- Perception of risk
- Report two types of risk stories
 - The scientifically accurate physical narrative of the event
 - The psychological subtext, how people feel about the risk

ISSUES WITH NEWS MEDIA COVERAGE OF CLIMATE CHANGE

Diverting the issue

- Focus of journalists
- Emphasis
- Distraction

Climate change: will scientists ever agree on global warming?



Carbon dioxide increasing at its fastest rate since 1984, but consensus on climate change remains elusive

LAST UPDATED AT 11:28 ON TUE 9 SEP 2014

MEDIA ATTENTION

- Shouldn't assume direct correlation between increased media and increased adaptation or success
- More media attention could bring up more questions and complexity
- At best media reporting helps name, frame and discuss the issue but does not resolve them.
- “Yet media coverage can open discursive spaces and creative imaginaries that are needed in order to think through complex questions of successful adaptation”- Boykoff (2013)

SO WHAT?

- Do we indulge this naturalisation of media? (Let it be)
- Do we withdraw resist? Avoid the power (Turn elsewhere, create new)
- Should we stand from the outside and pressure those in power in the media? (Making media more responsible, an honest position)
- Or does todays media contain strong enough antagonisms which will prevent its indefinite reproduction? (Social Media)

CHANGE CATALYSTS

- Alternative news
 - Wikinews, alternet.org
- Environment Genre
 - Climate Change TV
 - www.environmentguardian.co.uk
- Social Media
 - Blogs, Twitter
 - As many problems as it does solutions
- Adverts
 - Bedtime stories, 10/10

CHANGE CATALYSTS

- Absurdity / Comedy - www.youtube.com/watch?v=4SL3bQXBKGA
 - The Trews, Newswipe, Brasseye, The Onion, Privateye, Jon Stewart, John Oliver, David Mitchell Soapbox



WHAT CAN WE DO?

- Cancel TV licence / stop buying newspapers until there is change?
 - This does not necessarily mean turn-off
- Promote through social media climate change exposure in other genres
 - Comedy - dissect and scrutinise the power structure
 - Entertainment – explicit awareness in popular outlets
- Lancaster University alternative media
 - Report research and projects to engage the community
 - Analyse climate change news media to challenge the grand narrative

THANKS FOR LISTENING

DISCUSSION

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GARETHREECE@HOTMAIL.COM

APPENDIX



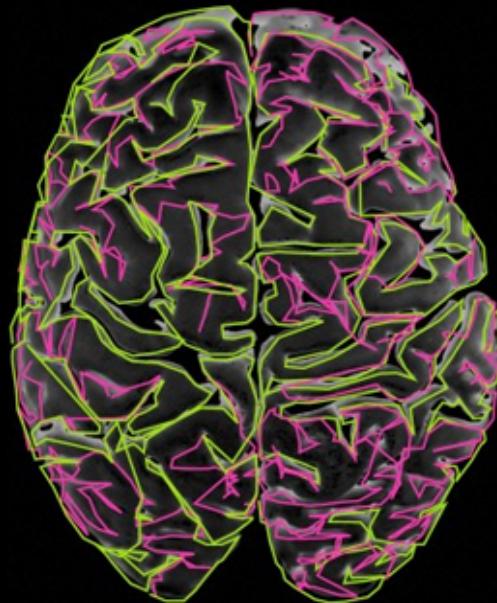
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publications

international smcs

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welcome to the Science Media Centre

an independent press office helping to ensure that the public have access to the best scientific evidence and expertise through the news media when science hits the headlines

[find out more](#)



for journalists

for scientists

for press officers

WHAT INFLUENCE?

- The idea that journalism affects public opinion is among the most contentious debates
- "All you need to know is, without specific reference to climate change issues, this is a topic [about] which there is quite a lusty debate. One camp says there is not an appreciable effect. Another says, yes, there is. A third camp says press coverage affects policy debate thinking more than the public." - Lemann

MOST POPULAR UK NEWSPAPER WEBSITES

Newspaper Website	UK Unique Vistors / Month (000's) Sept 2013
Mail Online	16,908
Telegraph Media Group	13,341
The Guardian	12,105
Mirror Online	7,793
INDEPENDENT.CO.UK	7,497
Newsquest Media Group	6,877
Johnston Press Plc	4,854
The Sun Online	4,189
METRO.CO.UK	3,533
The New York Times Brand	2,793

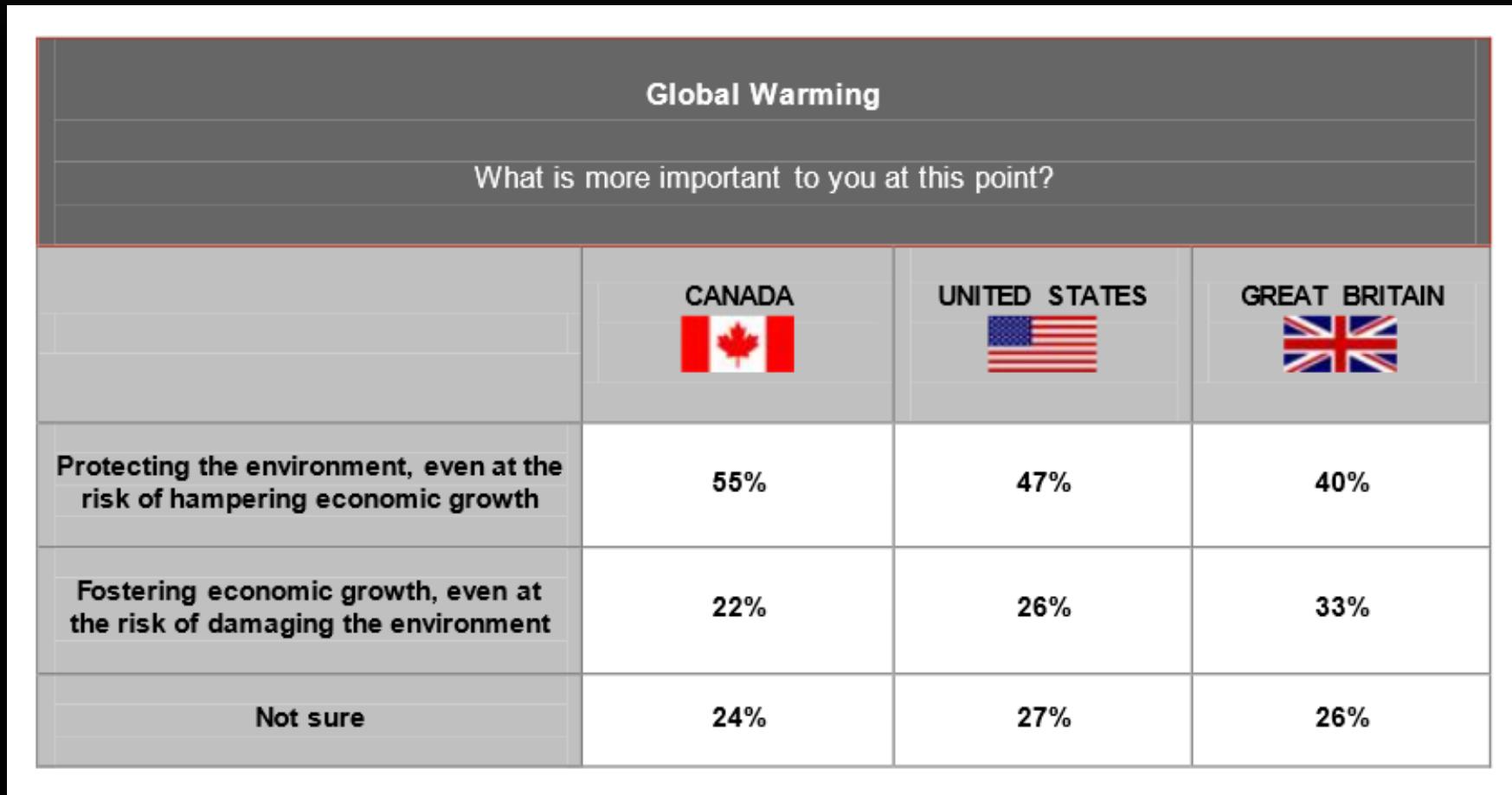
PUBLIC OPINION ON CLIMATE CHANGE

- Angus Reid (2011) - www.angusreidglobal.com

Global Warming			
Which of the following statements comes closest to your view of global warming (or climate change)?			
	CANADA	UNITED STATES	GREAT BRITAIN
Global warming is a fact and is mostly caused by emissions from vehicles and industrial facilities	52%	49%	43%
Global warming is a fact and is mostly caused by natural changes	21%	18%	27%
Global warming is a theory that has not yet been proven	14%	20%	20%
Not sure	13%	12%	10%

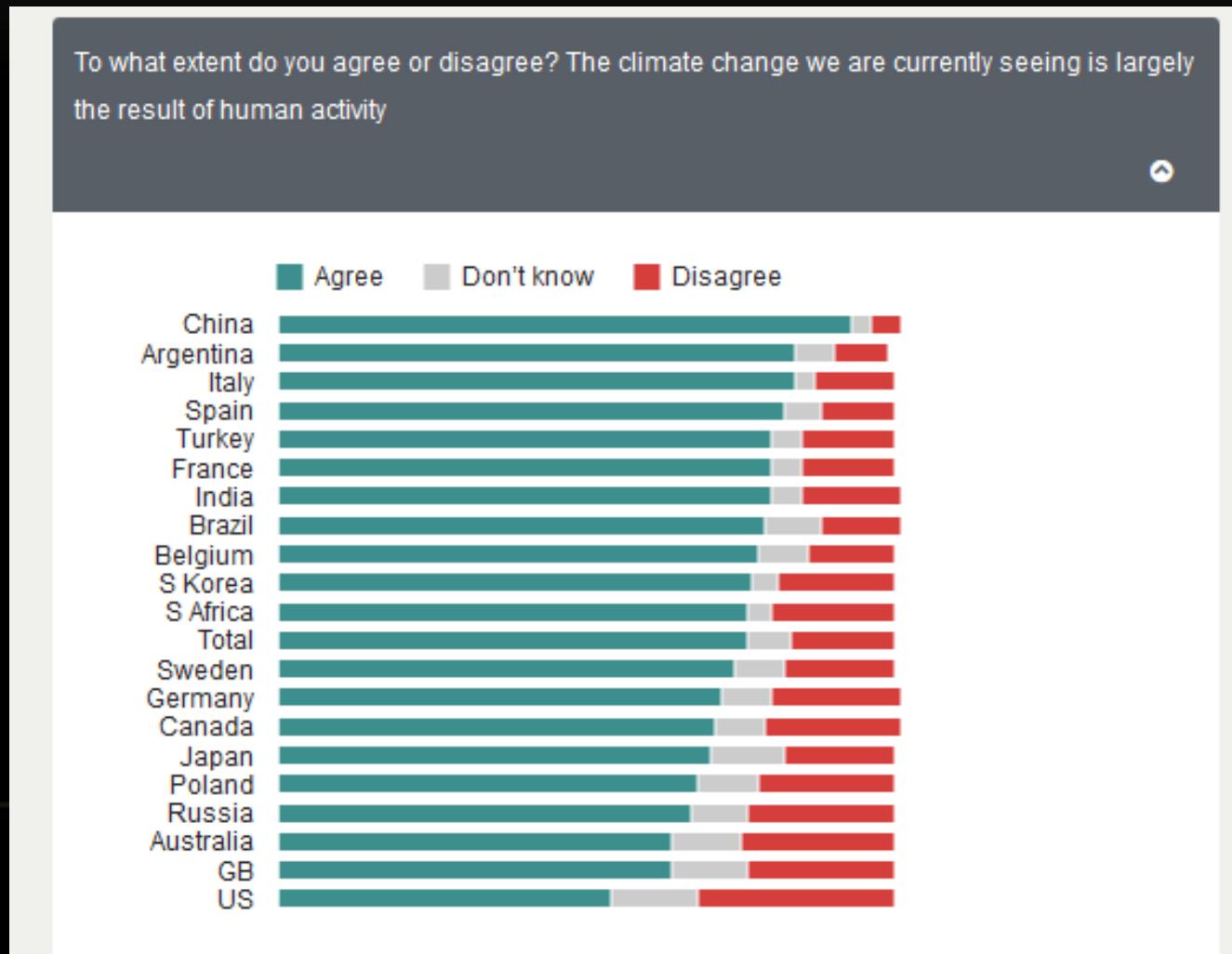
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- Angus Reid (2011) - www.angusreidglobal.com



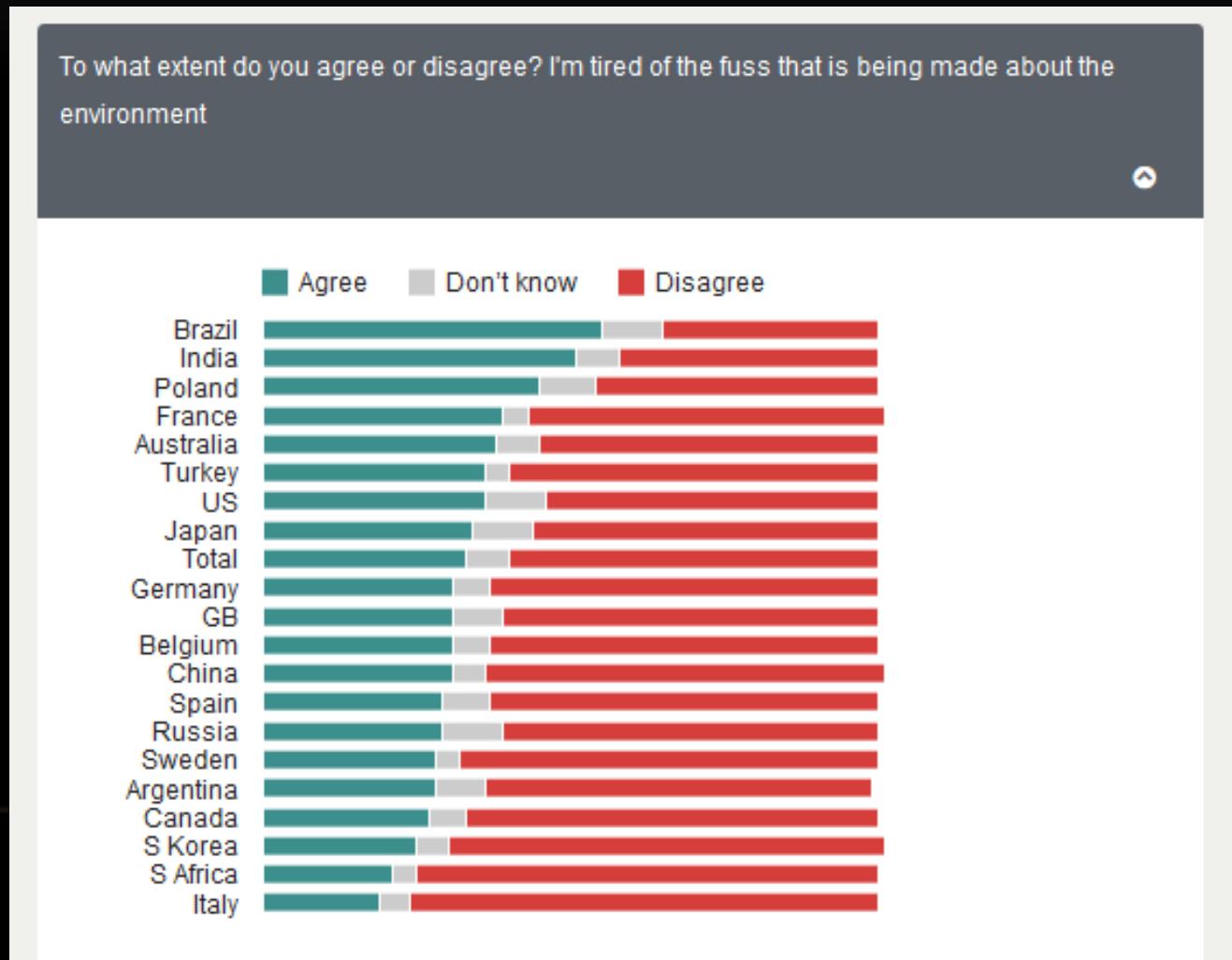
PUBLIC OPINION ON CLIMATE CHANGE

- IPSOS- www.ipsosglobaltrends.com



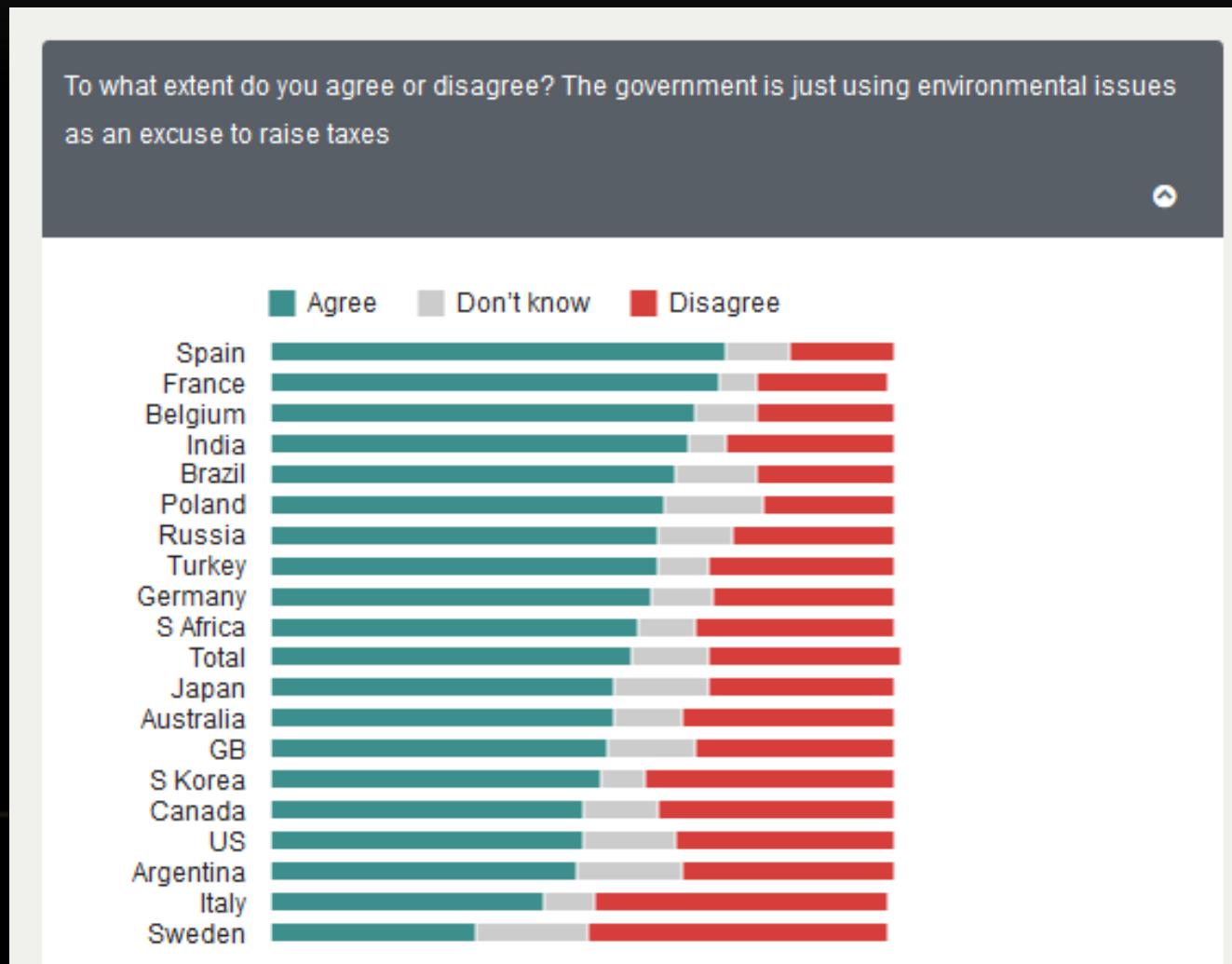
PUBLIC OPINION ON CLIMATE CHANGE

- IPSOS- www.ipsosglobaltrends.com



PUBLIC OPINION ON CLIMATE CHANGE

- IPSOS- www.ipsosglobaltrends.com



WHY THE DIFFERENCE BETWEEN SCIENTIST AND PUBLIC

- John Oliver – Climate Change Debate

<https://www.youtube.com/watch?v=cjuGCJJUGsq>

- Armstrong & Miller -Weather and Climate

<https://www.youtube.com/watch?v=TQlHaGhYoF0>

- Sky Weather – Reporting on Climate Change

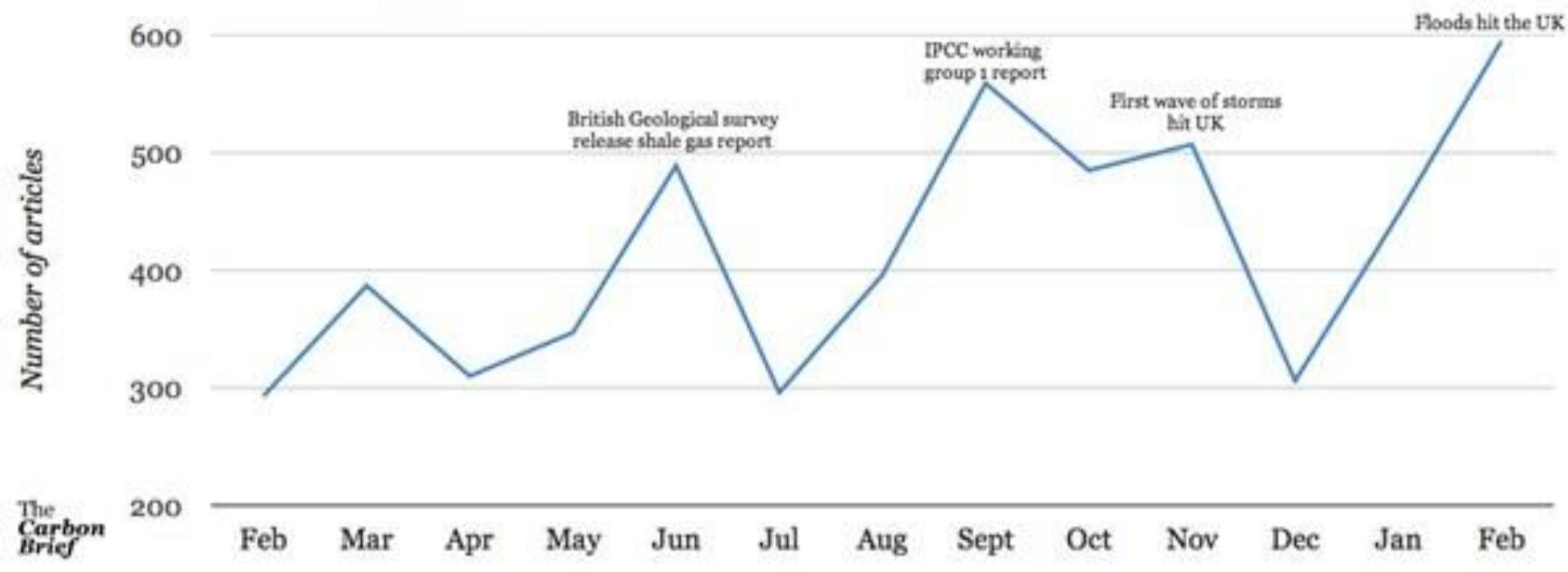
<https://www.youtube.com/watch?v=MfdV5pWsZo4>

WHEN DO NEWS REPORTS ABOUT CLIMATE CHANGE HAPPEN

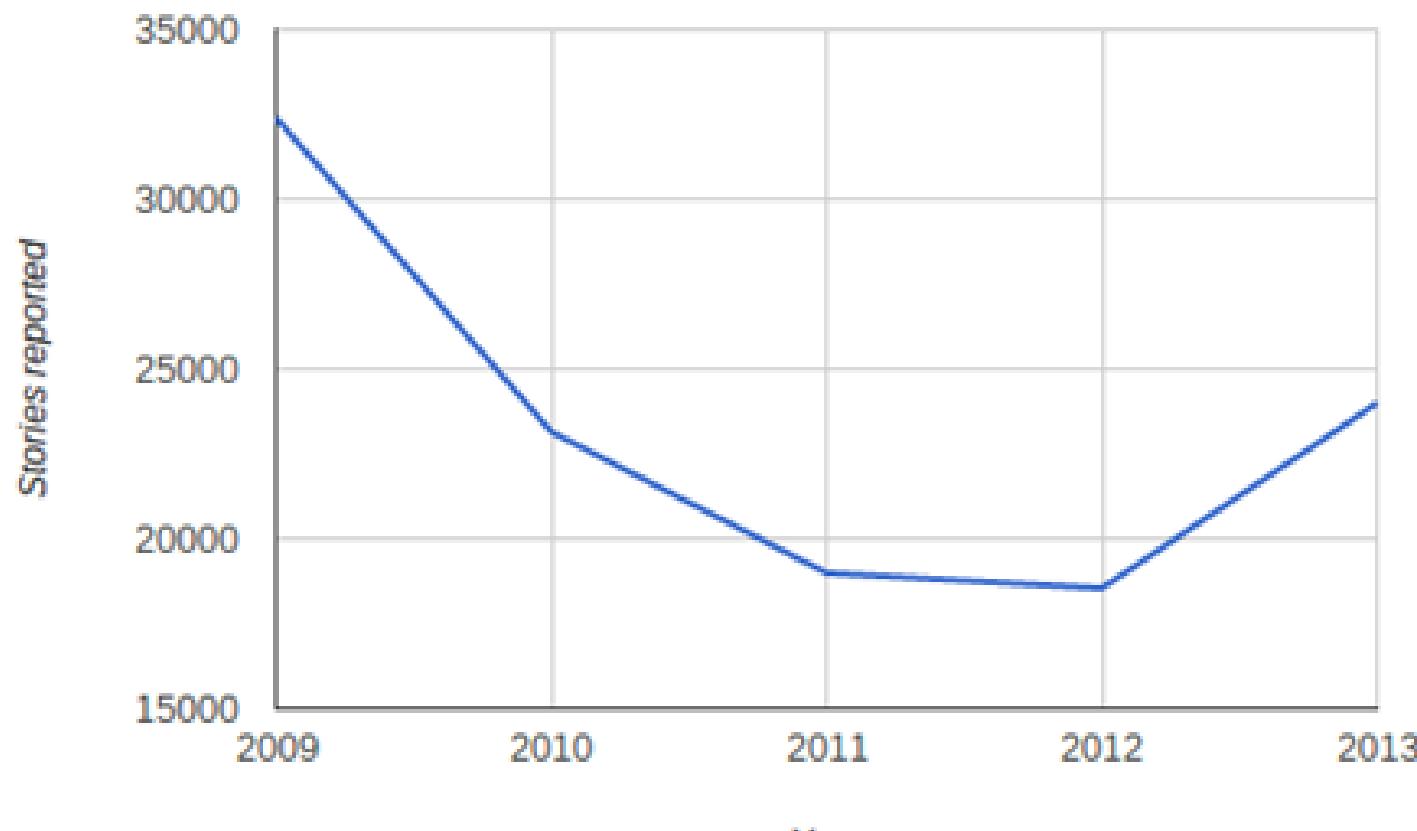
- Newsnight special on flooding and climate change

www.youtube.com/watch?v=nh3TyUrFJk0

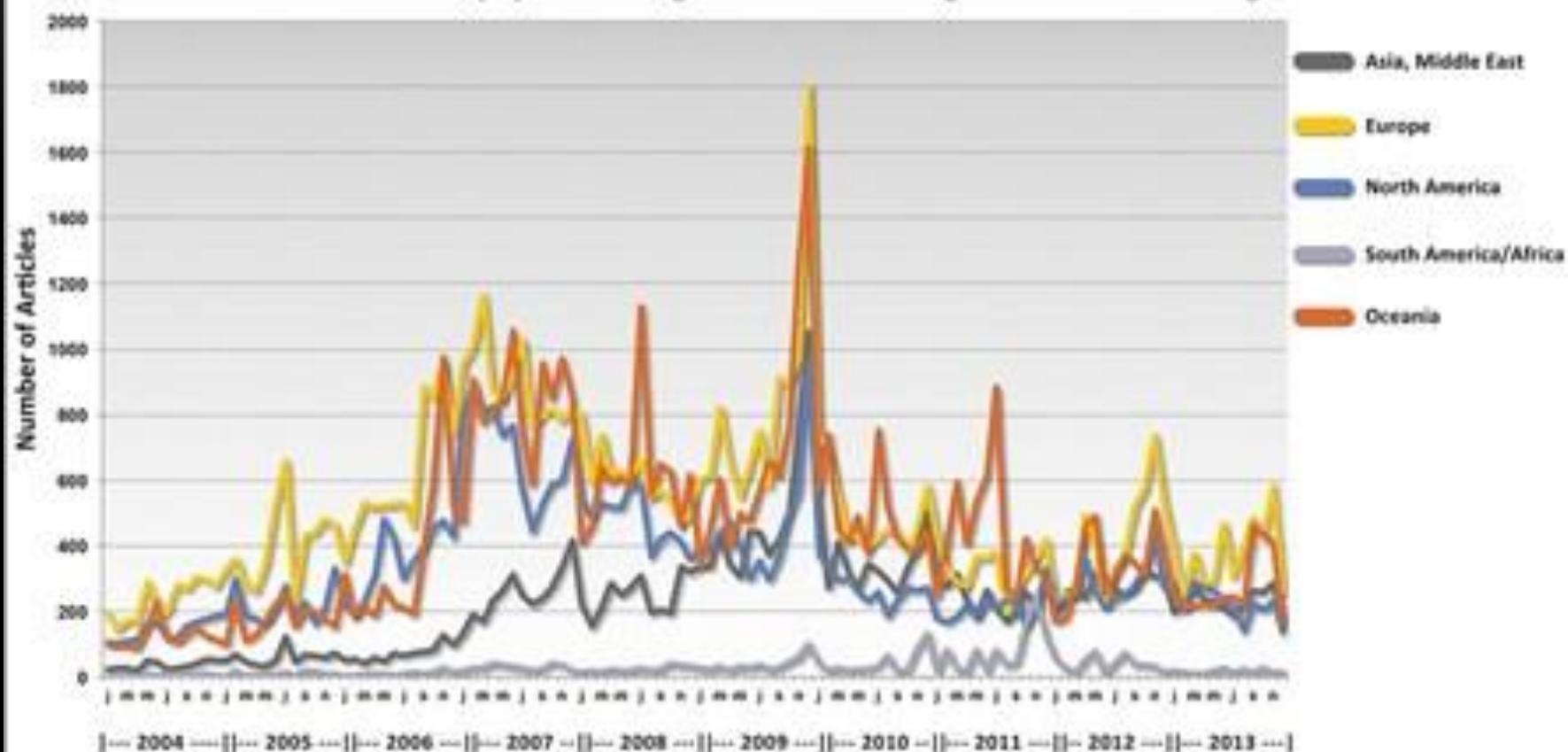
Total UK newspaper articles on climate change



The Daily Climate, stories reported, by year



2004-2013 World Newspaper Coverage of Climate Change or Global Warming



© 2013 Boykoff, Maxwell T., and Nuccio-Schmidt, Ami, Cooperative Institute for Research in Environmental Sciences (CIRES),
Center for Science and Technology Policy Research (CSTPR), University of Colorado

updated through
December 2013

TREWS?

Russell Brand – Analyse and dissect media to create a new frequency of true news Trews

SUPERCUT?

www.youtube.com/watch?v=NZ9ImXIKZIQ

www.grist.org/list/its-friday-enjoy-this-supercut-of-the-funniest-climate-change-videos/

<https://www.youtube.com/watch?v=8z4OMKQHhM4>

<https://www.youtube.com/watch?v=TQlHaGhYoF0>

[https://www.youtube.com/watch?v=cjuGCJJUGsg \(john oliver\)](https://www.youtube.com/watch?v=cjuGCJJUGsg)

[https://www.youtube.com/watch?v=MfdV5pWsZo4 \(weather report – linking to climate change\)](https://www.youtube.com/watch?v=MfdV5pWsZo4)

[https://www.youtube.com/watch?v=JWEOdIDJU30 \(two people agreeing on climate change on a news report\)](https://www.youtube.com/watch?v=JWEOdIDJU30)

[https://www.youtube.com/watch?v=nh3TyUrFJk0 \(newsnight two people agreeing on climate change\)](https://www.youtube.com/watch?v=nh3TyUrFJk0)

[https://www.youtube.com/watch?v=nh3TyUrFJk0 \(russell brand on the greens and news media in general\)](https://www.youtube.com/watch?v=nh3TyUrFJk0)

[https://www.youtube.com/watch?v=evRycN-waxE \(John Thomson 1989\)](https://www.youtube.com/watch?v=evRycN-waxE)

[https://www.youtube.com/watch?v=9h74DTdTICk \(pigfaceboy middle climate change denier\)](https://www.youtube.com/watch?v=9h74DTdTICk)

MOST POPULAR UK NEWS WEBSITES

News Websites	UK Unique Vistors / Month (000's) Sept 2011
BBC news	9,992
Mail Online	6,645
The Guardian	4,622
Telegraph	4,394
Yahoo! News Websites	7793
The Sun	4,097
Newsquest Media Group	2,877
Trinity Mirror Nationals	2,427
MSN News & Weather	2,093
The Independent	1,693
Sky News	1,530

BBC staff told to stop inviting cranks on to science programmes

BBC Trust says 200 senior managers trained not to insert 'false balance' into stories when issues were non-contentious



The BBC's central London HQ at Portland Place. Photo: ALAMY



By Sarah Knapton, Science Correspondent

7:46AM BST 04 Jul 2014

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BBC journalists are being sent on courses to stop them inviting so many cranks onto programmes to air 'marginal views'

GLOBAL WARMING THE DEBATE

SCIENTIFIC EVIDENCE

Are scientists convinced?

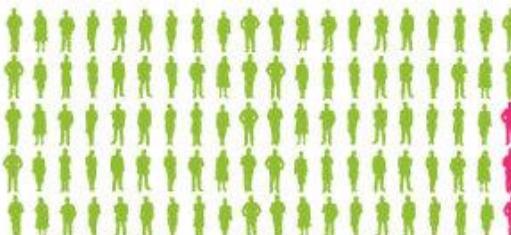
**YES
97%**

of climate scientists
think global warming
is significantly due
to human activity

**NO
3%**

of climate scientists
do not think
global warming is
significantly due to
human activity

Surveys have found that over 97% of actively publishing climate scientists attribute human caused global warming to significantly changing global temperatures (Gloss 2009). Not only is there a vast difference in the number of convinced versus unconvinced scientists, there is also a considerable gap in expertise between the two groups (Anderegg 2013).



There's a consensus of scientists
because there's a consensus of evidence

MEDIA COVERAGE

Does reporting reflect the consensus?

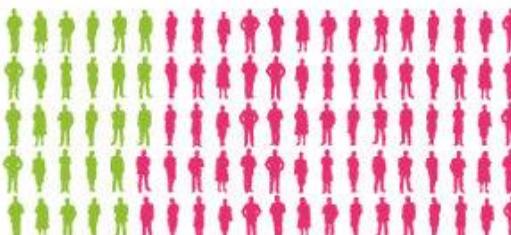
**YES
28%**

of news coverage
depicts human
contribution
to warming as
significant

**NO
72%**

of news coverage
includes a skeptical
viewpoint or denies
man-made warming

Because of the internationalization of global warming reporting, United States television news coverage has maintained an international bias by significantly diverging from the consensus view in climate science that humans contribute to global warming (Blaylock 2008).



Media coverage misrepresents scientific
understanding of man-made global warming

PUBLIC PERCEPTION

Are the public convinced?

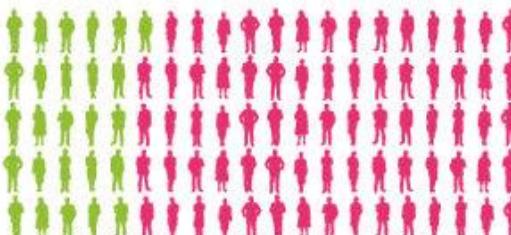
**YES
26%**

of people believe
global warming
is happening
and humans
are causing it

**NO
74%**

of people are not
convinced or deny
humans are causing
global warming

A recent poll by the BBC / Populus suggests that since the 'climategate' coverage in the media there has been an increase in the amount of people sceptical about man-made global warming. However, the scientific consensus has not changed over this period (BBC News).



Media coverage of global warming is not 'balanced'
and is affecting public opinion throughout the world

Study: Climate change 'undeniable'

By Fiona Harvey | FT.com
July 26, 2013 | Last updated: 10:00 GMT (03:00 EDT)

PRINT | PDF | TWEET



A version of 'Les Glaciers des glaces' islands on a piece of ice off the coast of Denmark on June 22, 2012.

STORY HIGHLIGHTS

- First major since 'Climategate' says climate change is "undeniable"
- Based on new data not available for the UN's IPCC report of 2007
- Seven scientists behind the study are a mixture of the same people who climate skeptics

RELATED TOPICS

Global Climate Change

GHT3 -- International scientists have injected fresh evidence into the debate over global warming, saying that climate change is "undeniable" and shows clear signs of "human fingerprints" in the first major piece of research since the "Climategate" controversy.

The research, headed by the US National Oceanic and Atmospheric Administration, is based on new data not available for the UN's Intergovernmental Panel on Climate Change report of 2007, the target of attack by skeptics in recent years.

The NOAA study drew on 17 different indicators of climate, and found that each one pointed to a world that was warming owing to the addition of greenhouse gases, said Peter Stott, head of climate monitoring at the UK's Met Office, one of the agencies participating.

Seven indicators were rising, he said. These were: air temperature over land, sea-surface temperature, mean air temperature, sea level, ocean heat, humidity, and tropospheric temperature in the "active-weather" layer of the atmosphere closest to the earth's surface. Four indicators were declining: Arctic sea ice, glaciers, spring snow cover in the northern hemisphere, and stratospheric temperatures.

Mr Stott said: "The whole of the climate system is acting in a way consistent with the effects of greenhouse gases." "The fingerprints are clear," he said. "The glibly obvious explanation for this is warming from greenhouse gases."

Seven scientists behind the study are a mixture of the same people who climate skeptics during the "Climategate" saga. These included involved accusations — some since proven correct — of flaws in the IPCC's landmark 2007 report, and the release of hundreds of emails from climate scientists that appeared to show them distorting certain data.

"This confirms that while all of the (Climategate) was going on, the earth was continuing to warm. It shows that Climategate was a distraction, because it took the focus off what the science actually says," said Bob Ward, policy director of the Grantham Institute at the London School of Economics.

But the report nonetheless remained the target of scorn for skeptics.

Myron Ebell, of the Competitive Enterprise Institute in the US, said the new report would not change people's minds. "It's clear that the scientific case for global warming is not in doubt. The scientific case for (many of) the claims is uncertain and we are finding out all the time how uncertain it is."

Pet Michaels, a prominent climate skeptic, ex-professor of environmental sciences and fellow of the Cato Institute in the US, said the NOAA study and other evidence suggested that the computerised climate models had overestimated the sensitivity of the earth's temperature to carbon dioxide. This would mean that the earth could warm a little under the influence of greenhouse gases, but not by as much as the IPCC and others have predicted.

"I think it is the lack of frankness about this that emerged with Climategate, and the desire to continue (that) makes people doubt the findings," he said.

Steve Goddard, a blogger, said the conclusion that the first half of 2010 showed a record high temperature was "based on increased, fabricated data" because the researchers involved did not have access to much information on Arctic temperatures.

Dave Hern, a financer, who follows climate science as a hobby, said NOAA also "lacks credibility".

"But Jones Lubchenco, the administrator of NOAA, used the study to say that the average temperature in the world had increased by 0.99 C (1.7 F) over the past 90 years. This may seem small, but it has already altered our planet ... Glaciers and sea ice are melting, heavy rainfall is intensifying, and heat waves are more common."

Mainstream media reports continue to mislead in the name of "balance".

Space devoted to "Climategate" and contrarian views.

Space devoted to the contents of the report or warming.

How UK newspapers reported the UN's big report on the impacts of climate change



Climate change to bring more floods

T

Extreme weather is getting worse, say UN experts



UN warning over world's food supplies



Climate change threat to British food prices



Climate change could wipe out wildlife and is 'major risk' to UK forests



'We must help wildlife survive climate change'



T

UN issues call for action over 'catastrophe of climate change'

Climate change may wipe out bees, UN scientists warn



Biofuels do more harm than good, UN warns



'Lifestyle to blame for our climate catastrophe'



T

Climate change will cost more than we thought, experts say

M

Britain's secret bid to 'fix' UN climate report: Impact on economy is ramped up



Climate change: the official prophecy of doom



We must act now to stop the devastating effects of climate change

