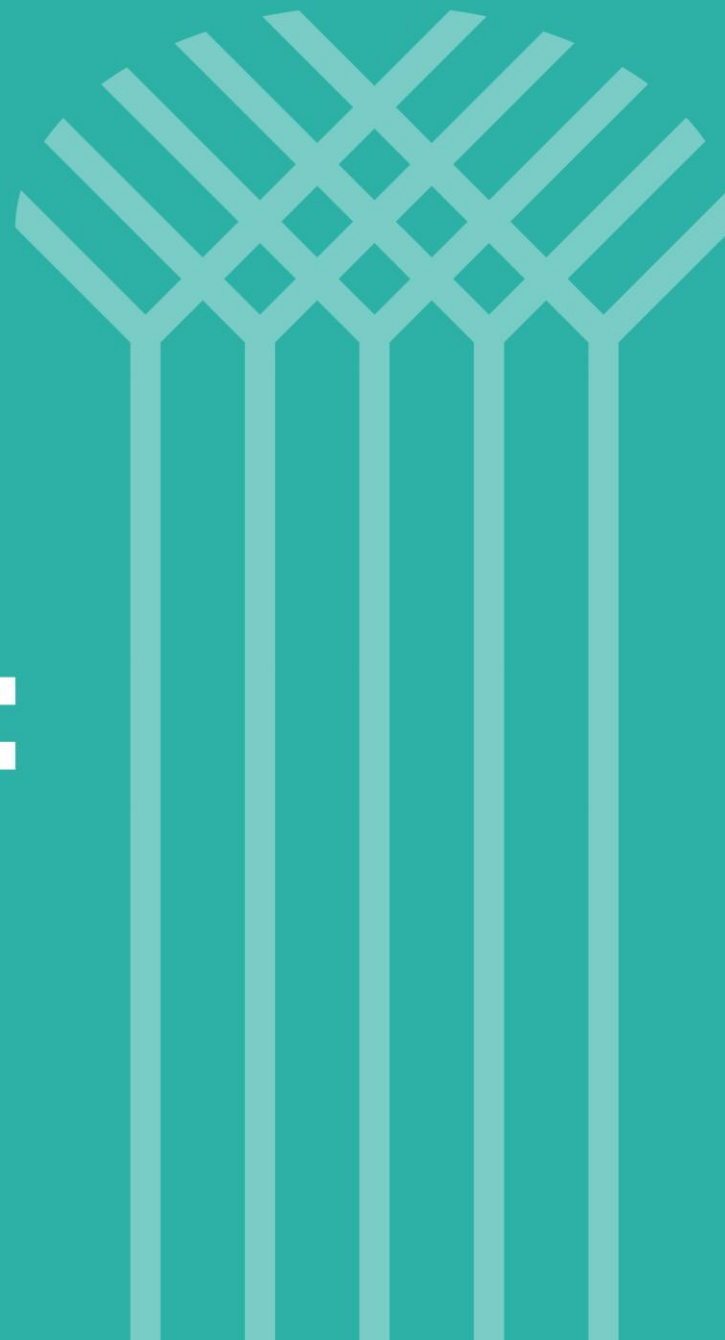


TALKING ABOUT OURSELVES:

New Zealand's changing face
and the role of our media

JANUARY 2014 - DECEMBER 2014



Synopsis of Media Analysis of Race Relations in New Zealand Media 2014 based on our Methodology

Topic

'Migrants' was the largest topic category, with 425 items over the 12-month period (peaking with 84 items in May). This was followed by 'Ethnic & Religious Minorities' (353 items), which generated the most coverage in August. 'Anti-Semitism' had the lowest volume of items (21).

Tone

'Migrants' was the topic category with the highest volume of positive sentiment, with 295 items. 'Maori Issues' had the largest volume of negative sentiment, with 57 items. Proportionally, 'Migrants' also had the largest percentage of positive items, with 92%; 'Maori Issues' had the lowest percentage of positive sentiment, with 52%. The topic category with the largest proportion of negative sentiment was also 'Maori Issues', with 17%.

Items in the 'Race Relations Commissioner' category were predominately positive (70%), with neutral and negative sentiment contributing 16% and 14% respectively. This topic category measured sentiment as either supportive of Dame Susan Devoy in the role (positive), or critical towards her or the role (negative). See appendix pg. 22 for more details.

Source

Taranaki Daily News had the largest volume of items (161) between January and December 2014. *Stuff.co.nz* and the *New Zealand Herald* were the other publications with the highest number of items, with 160 and 158 respectively. *Taranaki Daily News* was the source with the largest proportion of negative sentiment, with 16%. Our analyst notes this was partially driven by 'Maori Issues', which had items disagreeing with New Plymouth Mayor Andrew Judd's support of a Maori ward on the city council. *Stuff.co.nz* had the highest proportion of positive sentiment, with 70%. Notably, this included a series on multiculturalism in Auckland called 'Faces of Auckland', which celebrated diversity and the growing of migrant communities.

Spokespeople

The most quoted spokesperson was Dame Susan Devoy, with 111 items. Of these, 108 were coded as positive; this was the largest volume of positive sentiment for any spokesperson. The remaining three articles were coded as neutral. First Union's Paul Watson was spokesperson with the second-largest volume of positive sentiment, with 21 items. Winston Peters was the most widely quoted external spokesperson, with 58 items; all of these were coded as negative.

Dame Susan Devoy was the most widely quoted spokesperson, with coverage in all seven topic categories. The most widely quoted external spokesperson was Winston Peters, appearing in all categories except for 'Muslim and Islamic Issues'.

External Organisations

The external organisation with the largest volume of items was New Zealand First, with 81 items spread over six topic categories. The Labour Party and Act followed, with 67 and 52 items respectively. The organisation with the largest volume of negative sentiment was New Zealand First, with 80 items. Our analyst notes that negative sentiment for Labour (39 items) was largely driven by their anti-Chinese ownership and migration policies during the election cycle. The external organisation with the highest volume of positive sentiment was First Union, with 25 articles, most of which covered the exploitation of migrant workers.

Tone of Media Items by Topic

Tone of Media Items by Topic

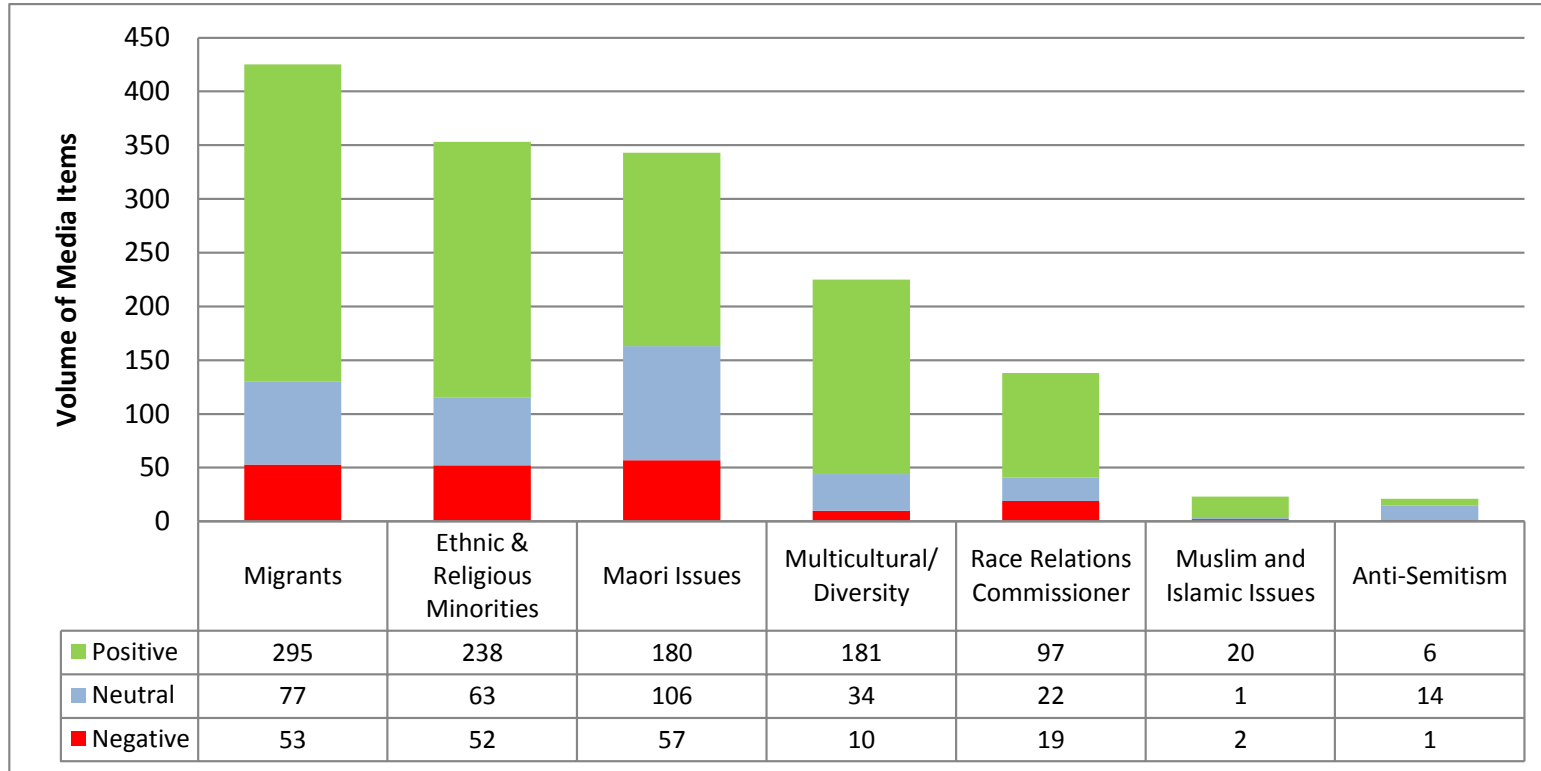


Chart 1: Tone of media items by topic category

Structure of Media Items

Structure of Media Items by Primary Tone

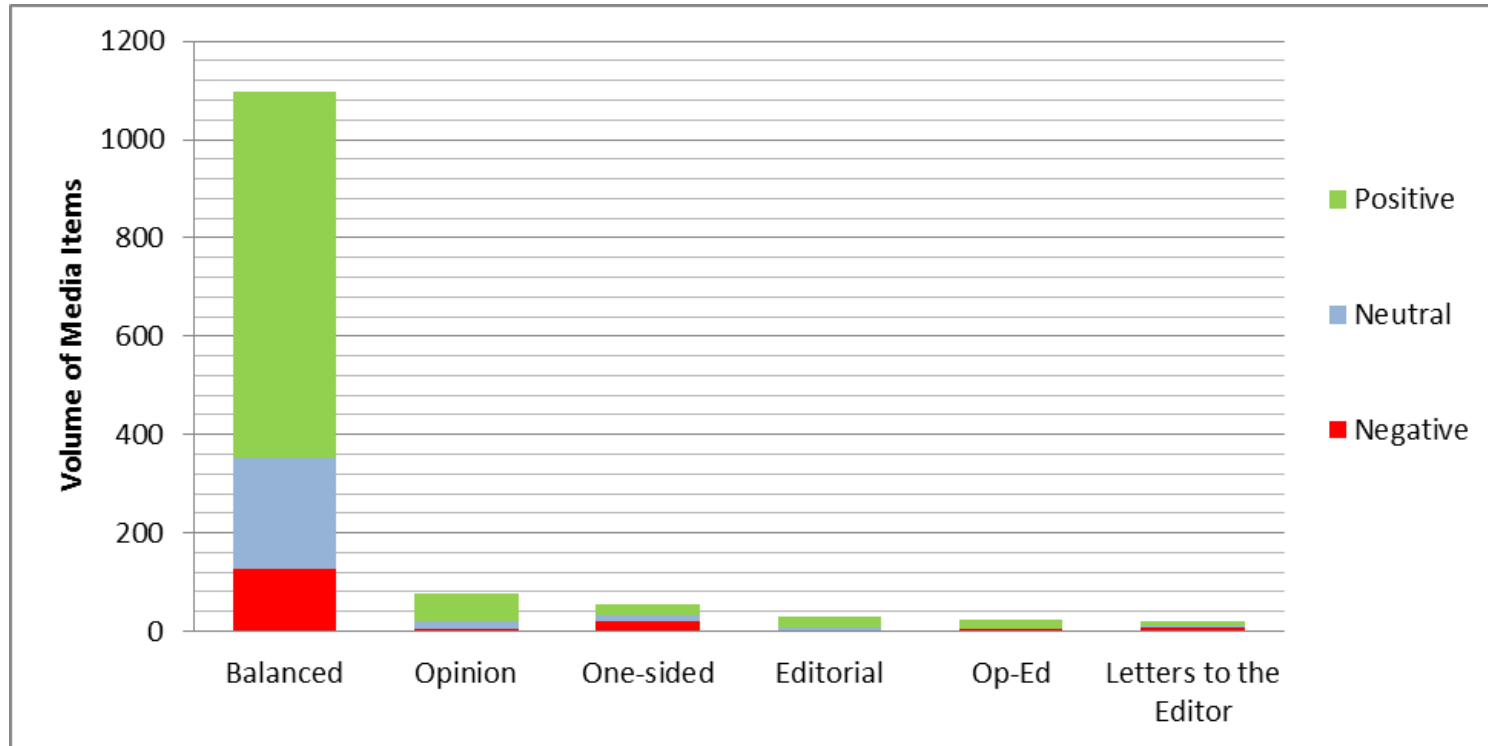


Chart 2: Structure of Media Items by Primary Tone

Structure Definitions

Opinion refers to media items in which an author writes from a position of ‘knowledge’ without validating statements with quoted sources.

Balanced media items report multiple points of view or quote spokespeople from multiple organisations. Does not require contrasting points of view if they are not relevant.

One-sided media items are based off a media release or statement with no evidence of further input, investigation or attempt to obtain varying points of view if they are relevant.

Editorial media items are opinion pieces written by senior editorial staff often reflecting the opinion of the publication.

Op-Ed media items express the opinions of a named author usually not affiliated with the publication.

Letters to the Editor are media items consisting of letters published about current issues or concerns from a publications reader.

Spokespeople

Spokesperson by Topic

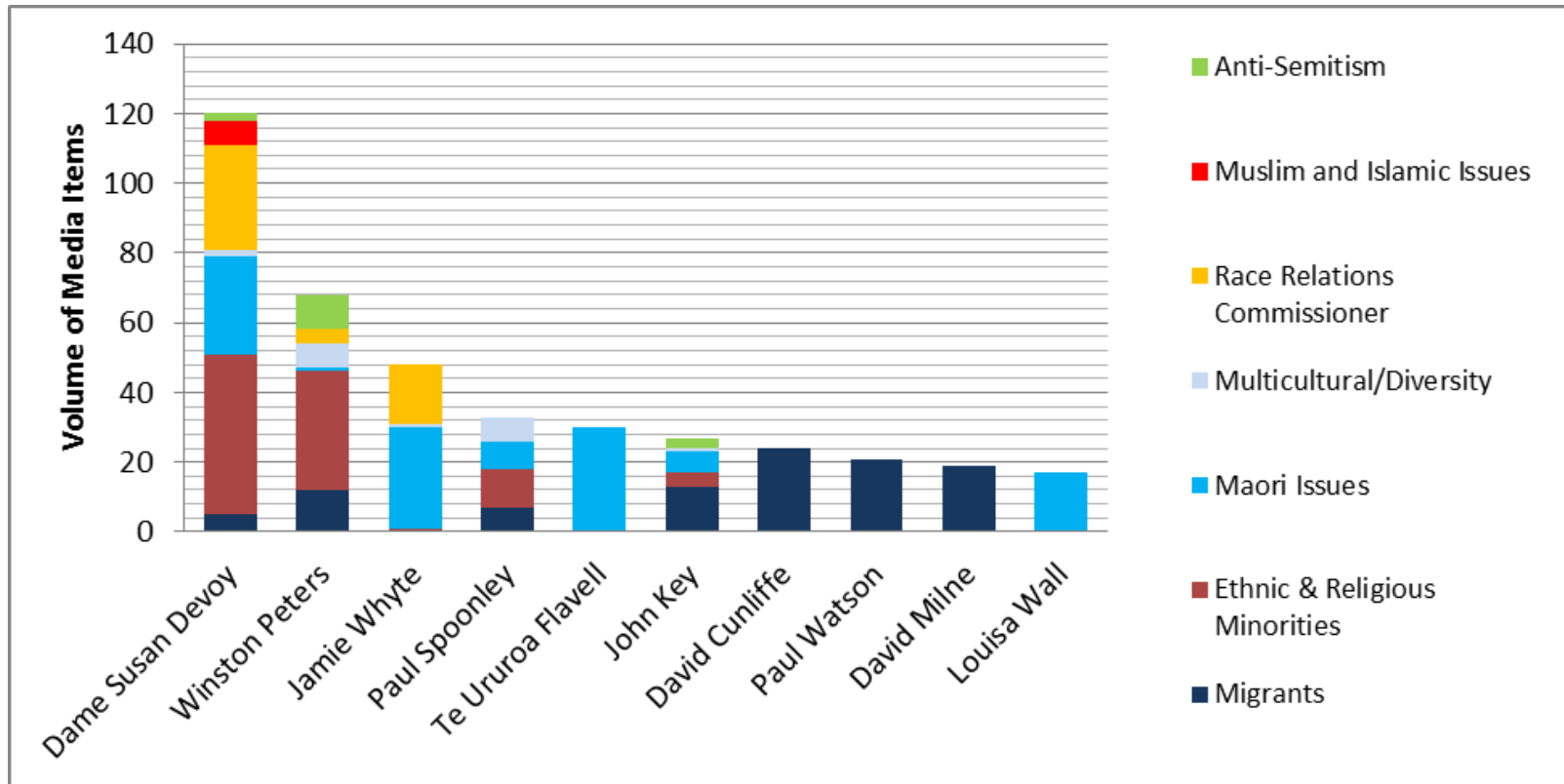


Chart 3: Spokesperson by topic category

NB: The job titles of spokespersons are included in the appendix on pg. 24

Spokesperson by Tone

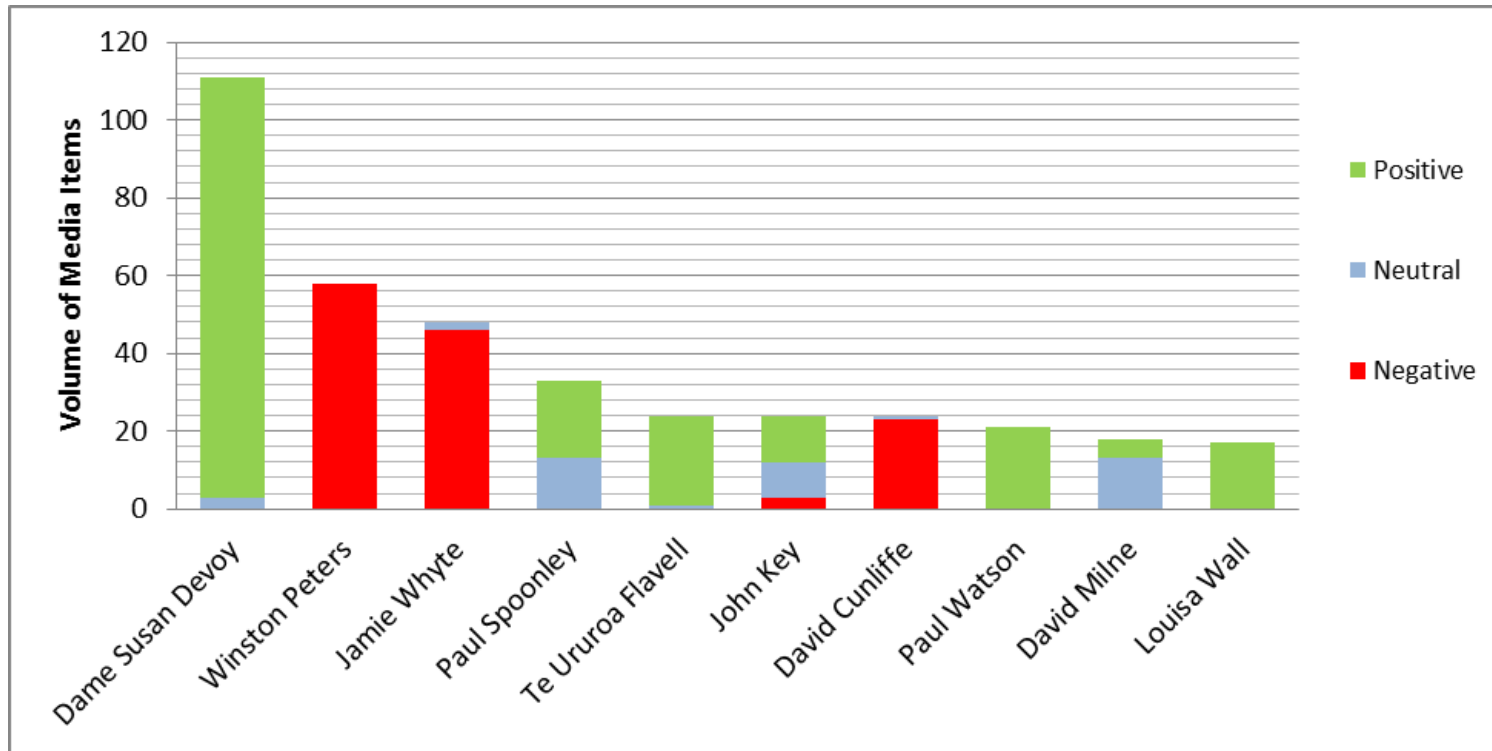


Chart 4: Spokesperson by tone

NB: The job titles of spokespeople are included in the appendix on pg. 24

Organisations

Organisation by tone

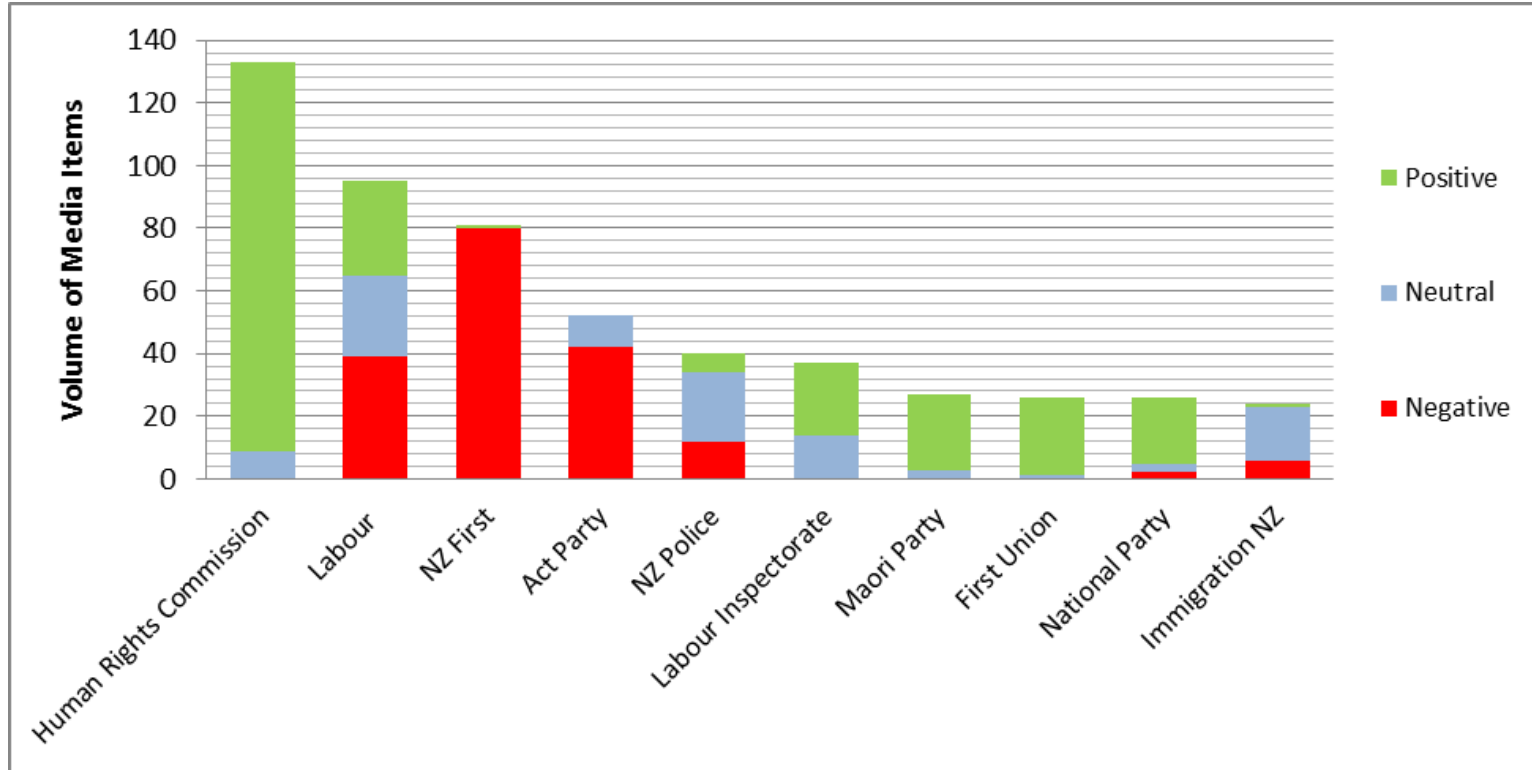


Chart 5: Organisation by tone

Organisation by Topic

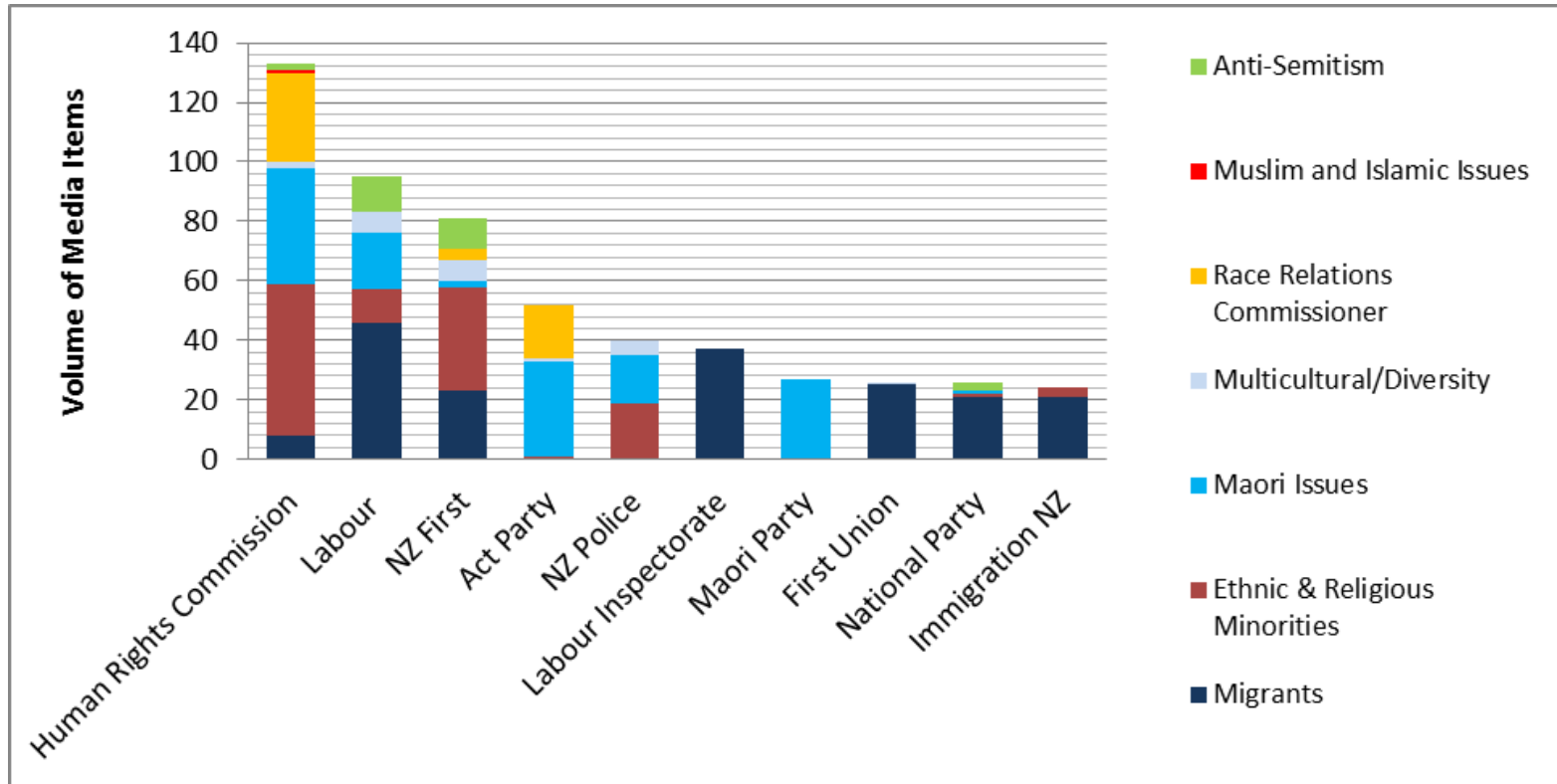


Chart 6: Organisation by topic category

Source of Media Items

Source of Media Items by Topic

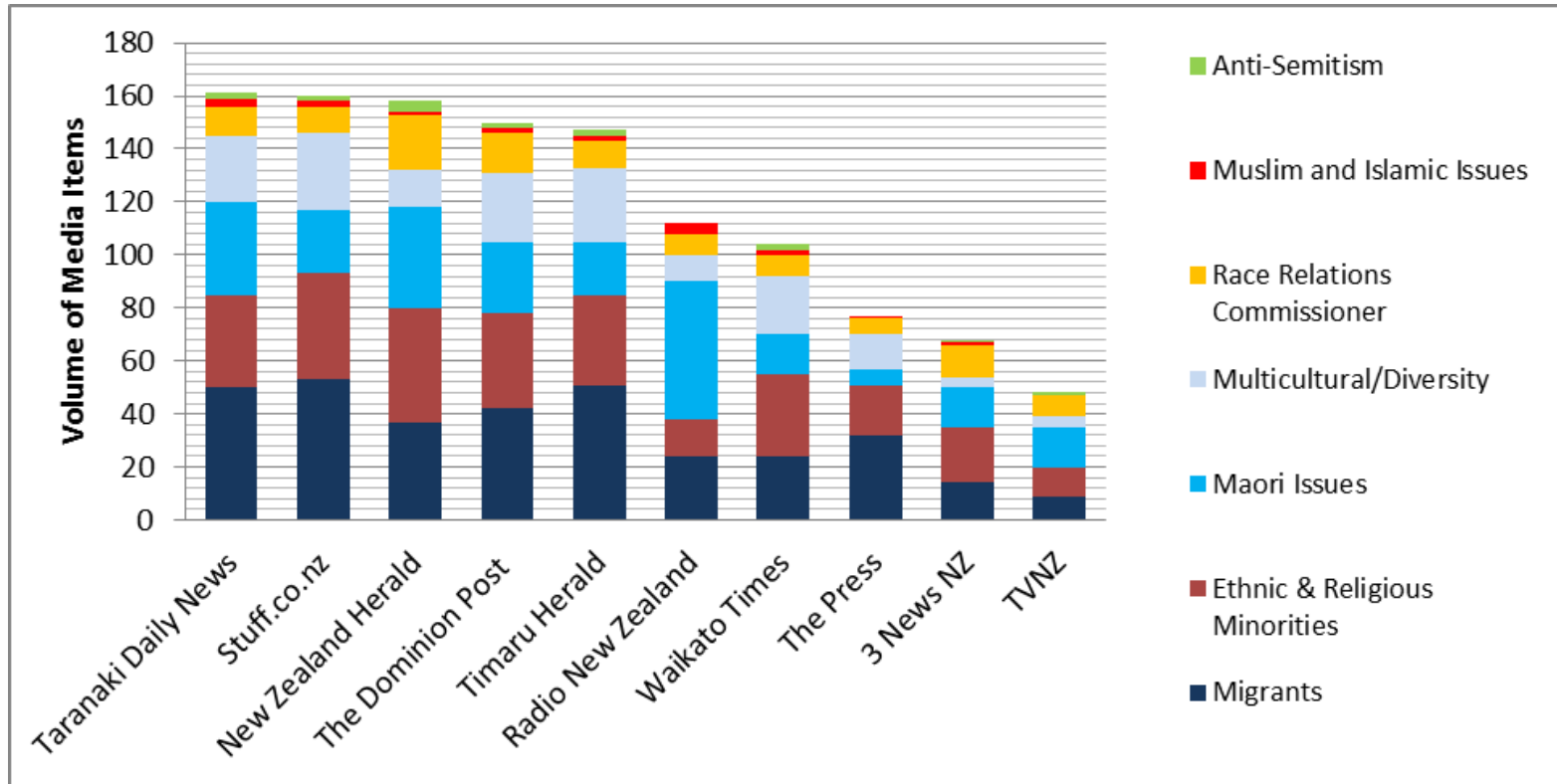


Chart 7: Volume of media items by source and topic

Source of Media Items by Tone

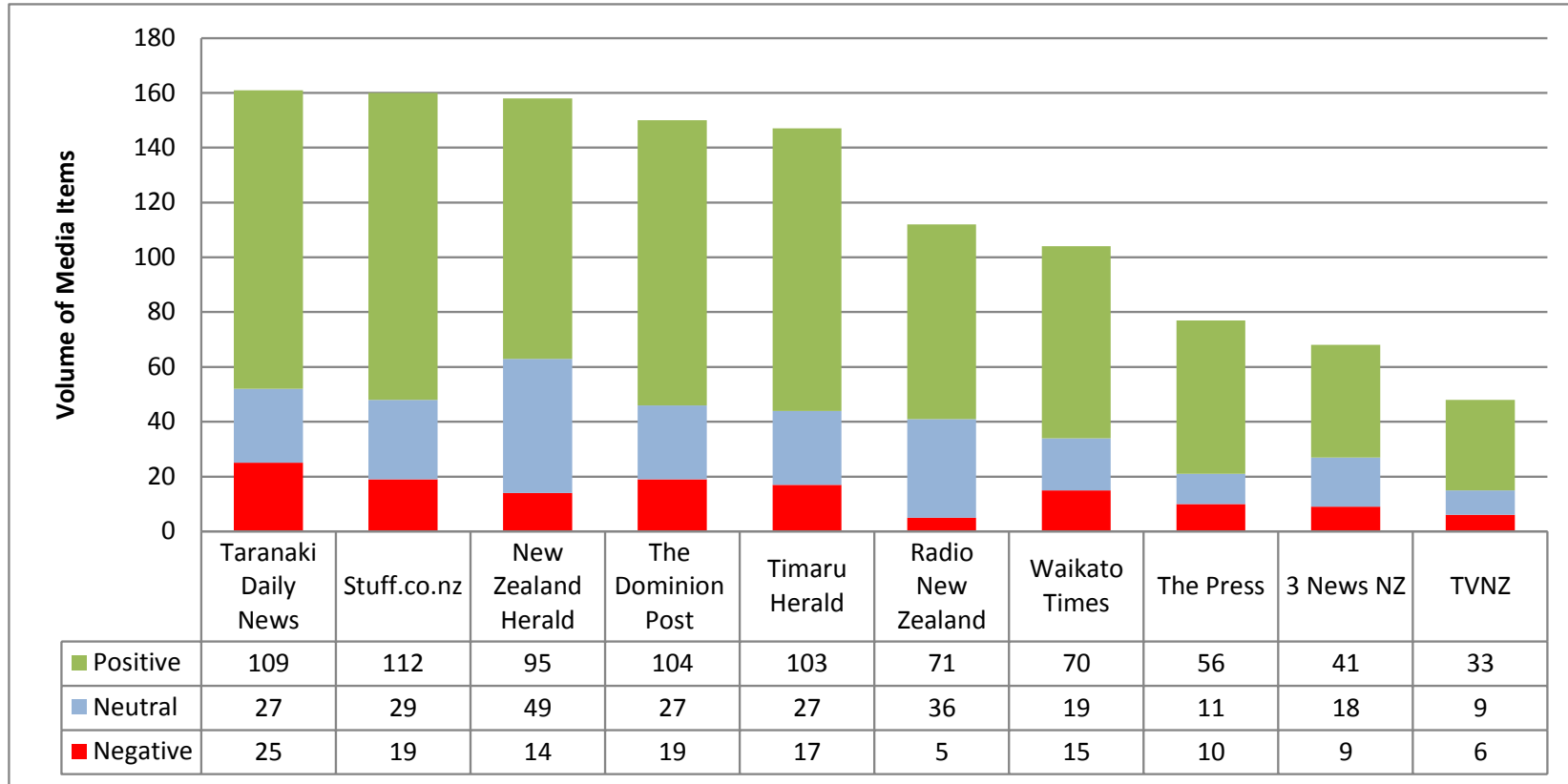


Chart 8: Volume of media items by source and tone