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## A pitch on the approach from the media analysis team in HumMingBird

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# Research Question on occurrences and on public opinion

RQ1 How many times do words occur together in an article with the word “migration” and its synonyms?

=> In 7 media systems (Dutch speaking Belgium, French speaking Belgium, Italy, Spain, Germany, Hungary, Sweden)

=> For instance, the words: “crime” and “racism”

=> Focus on crime is unwelcoming and focus on racism is more welcoming

RQ2 What are the attitudes towards immigrants, refugees and Muslims of people reading newspapers with different left-wing or right-wing opinions?

=> Are the attitudes of the public mirroring left- or right-wing tendencies in the content?

=> We measure correlations between the amount of reading different newspapers and attitudes towards outgroups such as immigrants, refugees, and Muslims in the investigated countries



# General conclusion:

Different media focus on different topics, for instance a focus on crime by migrants or on racism against migrants

Often, although the dynamics are complex, a welcoming tendency in the media content (more prominent in broadsheet newspapers and public service audiovisual media) mirrors positive attitudes against outgroups among media consumers.

The same way around, an unwelcoming tendency in the media content (more prominent in popular newspapers and commercial audiovisual media) often mirrors negative attitudes against outgroups

Migrants are more or less welcome in the host society, depending on the media consumption of the inhabitants of the host country

The reports from WP7 give detailed information on this process.

