

Chapter 1 : Environment | Android Developers

Given the central role of media in our daily lives and the changing media environment of the past decades, it is timely to assess what hurdles need to be overcome when communicating about research and innovation with the public.

Clicktivism or Real Change? It is using the medium to support environmental campaigns and to connect people locally and cross-nationally on major environmental issues such as climate change. It also provides ordinary people with the ability to track the quality of the air and water around them and then share this data with others. In this post I discuss five essential ways social media has been used to support the environment:

Introduction Our environment is a shared resource, one that has increasingly been threatened by the rapid expansion of extractive activities to keep up with demands driven by consumerism and shaped by industry. Social media has become an important tool for providing a space and means for the public to participate in influencing or disallowing environmental decisions historically made by governments and corporations that affect us all. It has created a way for people to connect local environmental challenges and solutions to larger-scale narratives that will affect us as a global community. Five important areas where social media is affecting the environment include: The ability for organizations to use the "crowd," highly connected through social media, to support and spread environmental messages in a rapid, dynamic format. One of the tensions present in receiving this type of support known as "clicktivism" is that it is difficult to ascertain the long-term involvement and depth of engagement of people who are readily clicking on links to support messages. This is a trend seen in every area of activism, and is not just particular to the environmental sector. Social media has propelled the rise of the independent activist. For instance, during the Deepwater Horizon Oil Spill, Gulf Coast residents used Facebook and Twitter as platforms to share their personal stories and provide independent or alternative news sources and media that was captured by their communities. Social media can be used as a pressure point to prompt and encourage support during specific campaigns. For instance, Greenpeace targeted Shell Oil operations in the Arctic Circle, but used media such as this YouTube video to indirectly influence Shell partners, including Lego. Applying highly visible, public pressure to call for specific environmental changes has increasingly become a tactic of the environmental movement. Hardware sensors and personal wearables have started enabling individuals to track information about themselves and their surroundings in real time. Sensors are becoming more widely applicable, as people can now set up networks that independently monitor environmental concerns such as air and water quality. The ability of citizens, journalists, government and even corporations to use sensors, wearables and apps to monitor the environment is a promising but still emerging field and one in which verification, calibration and access to tools has yet to fully determine the effect it will have on environmental regulation and enforcement. Similar to sensing hardware and app development, geolocation and hashtag on social media platforms such as Instagram and Twitter have created a way for people to share stories about their local environments, connecting them to larger environmental topics. An example of this was people geotagging images in the California drought that were in close geographic proximity, and linking them back to the larger context of long-term effects of the drought using hashtags such as "californiadrought," "drought" or "droughtshaming."

Conclusion Social media and sensors that connect with online networks have the potential to change the way that the environmental sector and all stakeholders involved -- public, corporate and government -- interact, share information and make decisions. Social media furthers the reach of the public, allowing members to influence shifts in the environmental sector on every issue from moving away from fossil fuel dependence to renewable energy or changing the dynamic of current conversations on climate change. This is the type of participation campaigns that rely on social media are encouraging in order to assist the translation of movements from local economies to a larger scale. A challenge users must face in coming years will be making a cooperative effort to build strong communication channels to create the most accessible data landscape possible. When collecting information from people, especially about personal environmental health, it is important to make sure that the media platforms gathering the data have built-in feedback loops so that people receive something in return for contributing data. See the impact of digital media on society. Read all the posts in the series here.

Chapter 2 : Media and the Environment: 1st Edition (Hardback) - Routledge

Most of what we understand about 'the environment', we know through the media, broadly defined, and related communication processes. Indeed, such processes have played a vital role in defining 'the environment' as a crucial concept, and in bringing environmental issues and problems to public.

October 25, The Political Environment on Social Media Some users enjoy the opportunities for political debate and engagement that social media facilitates, but many more express resignation, frustration over the tone and content of social platforms By Maeve Duggan and Aaron Smith In a political environment defined by widespread polarization and partisan animosity , even simple conversations can go awry when the subject turns to politics. In their in-person interactions, Americans can and often do attempt to steer clear of those with whom they strongly disagree. But online social media environments present new challenges. In these spaces, users can encounter statements they might consider highly contentious or extremely offensive “ even when they make no effort to actively seek out this material. A new Pew Research Center survey of U. But a larger share expresses annoyance and aggravation at the tone and content of the political interactions they witness on these platforms. Among the key findings of this survey: More than one-third of social media users are worn out by the amount of political content they encounter, and more than half describe their online interactions with those they disagree with politically as stressful and frustrating The roughly two-thirds of American adults who use social media sites express a relatively wide range of opinions on the political interactions they witness and take part in on these platforms. Many feel overloaded by political content and view their social media interactions with those they disagree with as a source of frustration and annoyance. At the same time, a substantial minority of users enjoy the ability to consume political content and engage in discussions with people on the other side of issues: Many users view the tone of political discussions on social media as uniquely angry and disrespectful “ although a sizeable share feels that these discussions simply reflect the broader political climate When asked how they view the tone of the political discussions they see on social media, a substantial share of social media users feel these platforms are uniquely angry and disrespectful venues for engaging in political debate. At the same time, a notable minority feels that the political discussions they see on social media are largely reflective of the political discussions they witness in other areas of their lives: Most users try to ignore political arguments on social media as best they can; when that fails, they take steps to curate their feeds and avoid the most offensive types of content For the most part, social media users try to refrain from engaging with the political arguments that enter their feeds: When ignoring problematic content fails, social media users tend to utilize technological tools to remove troublesome users from their feeds entirely. Despite these annoyances, some users “ especially those with high levels of political engagement “ enjoy talking, debating and posting about political issues on social media Yet for all of the tensions and annoyances that accompany political debates on social media, some users do see a good side to these interactions. This is especially true of those Americans who indicate a high level of interest and involvement in the political process more broadly. These highly engaged social media users express many of the same frustrations about the tone and tenor of political discussions on social media “ but many of them simultaneously view social media platforms as valuable tools for political action and discussion. However, Democrats who use social media are somewhat more likely to view these sites as useful vehicles for bringing new voices into the political arena. Political content is as prevalent on Facebook where users mostly follow people they know personally as it is on Twitter where users tend to follow a wider mix of connections The concerns and frustrations outlined above are occurring in a broader context: Two of the more common social media platforms “ Facebook and Twitter “ are illustrative in this regard. But despite these differences in the social and political composition of their networks, an identical share of Facebook users and Twitter users report that they frequently encounter political posts and engage in political discussions among the people in their networks.

Description Media Studies examines the new and rapidly developing field of media studies to discover what insights it has to offer students and general readers as they negotiate their way through the new - and thoroughly saturated - media environment.

Park Service skewed data on oyster farm – San Francisco Chronicle via sfgate. Abused by Government Agency, According to U. None of the articles, all available online, even provide a link to the actual OIG report that the headline a purportedly referencing. Point Reyes was established in and signed into law by President Kennedy. Soon after the establishment of Point Reyes, the Park Service began the job of acquiring private inholdings. One method the NPS used in acquiring land was to buy title to the land while deeding a Reservation of Use and Occupancy RUO to allow farmers to continue to use the land for agriculture for a limited time. The original RUO was for 40 years and is set to expire in Some areas in PRNS, including the estuary where Johnson Oyster Company was located, were identified as "potential wilderness," areas that, because of temporary incompatibilities like a temporarily deeded oyster farm , do not qualify for wilderness at the moment, but will in the future. These areas were to be managed essentially as wilderness with the goal of eventually removing the impediments to wilderness designation. Lunny renamed the farm to Drakes Bay Oyster Company. In April of last year Kevin Lunny and his wife requested an investigation into various alleged misdeeds by the NPS including acting in bad faith scientifically, planning to close their farm down before the expiration of the RUO, and various smaller charges. This level of complexity seems to be something that the national media is incapable of dealing with. The report arrives at two conclusions: This explains the San Francisco Chronicle and Mercury News headlines; each found that one aspect of the report was worthy of the headline and relegated the other fact to the body of the story. Also, consider this from the Marketwatch article: Park Service officials are accused of engaging in a campaign of intimidation and disinformation to damage the operation of the Drakes Bay Oyster Company. Question based on above quote: They found the opposite. Mixed into the reporting of what the Inspectors General did find is a sentence talking about what Lunny has accused the NPS of despite the simple fact that this report explicitly clears the Park Service officials of exactly those charges. How does this happen? The answer is found by scrolling down to the bottom of the Marketwatch piece: This appears to be a press release by one of the interested parties that was run by a news outlet. Abused by Government Agency After viewing the Drakes Bay website one comes away with the impression they are trying very hard to get the environmental movement behind their efforts to keep the oyster farm open beyond the expiration of the RUO. This intention is brought to light in the OIG report when Lunny tried to convince the Park Service to include the following language into a special use permit he was refusing to sign: Permittee and Permitter acknowledge and recognize that – the Reservation of Use and Occupancy – does allow for issuance of a special use permit for the continued occupancy of the property – beyond the term, at the discretion of the Permitter. This seems unlikely to happen without an act of Congress. Again from the OIG report: The issues at hand goes far beyond Point Reyes or the oyster farm. It appears that Drakes Bay Oyster Company is fighting to remain in business on public land beyond the expiration of the RUO which would require a precedent-setting reversal of wilderness legislation. An editorial by Amy Meyers in the Marin Independent Journal summarizes the importance of the real issues: Lunny is insisting that the Park Service is trying to shut him down, but the fact is that oyster farming had a limited lifespan when he purchased the ROU and it will require a giant leap backwards in the conservation efforts of this country to change this.

Chapter 4 : Glossary: Environmental media

The Media and the Environment FAIR Beyond a doubt, the state of the environmentâ€”from local toxic dumps to global ozone layer depletionâ€”is a subject of urgency and complexity, with ramifications for our planet's future as far-reaching as nuclear war.

About fifty percent of the members in a given sample are susceptible to the third-person effect , underestimating their degree of influence. Information is stored in this model as nodes, clustered with related nodes by associated pathways. If one node is activated, nearby nodes are also activated. This is known as spreading activation. Priming occurs when a node is activated, causing related nodes to stand by for possible activation. Both the intensity and amount of elapsed time from the moment of activation determine the strength and duration of the priming effect. Most media violence research , a popular area of discussion in media effects studies, theorizes that exposure to violent acts may prime an individual to behave more aggressively while the activation lingers. Children and adolescents, considered vulnerable media consumers, are often the target of these studies. Most studies of media violence surround the media categories of television and video games. The rise of the motion picture industry, coupled with advances in social sciences, spurred the famous Payne Fund studies and others. Though the quality of the research has been called into question, one of the findings suggested a direct role between movies depicting delinquent adolescents and delinquent behaviors in adolescents. Wertham later suggested that comic books influenced children into delinquent behaviors, provided false worldviews and lowered literacy in his book *Seduction of the Innocent*. This research was too informal to reach a clear verdict, and a recent study suggests information was misrepresented and even falsified, yet it led to public outcry resulting in many discontinued comic magazines. Since then, studies have hypothesized a number of effects. Behavioral effects include disinhibition, imitation and desensitization. Disinhibition , a theory that exposure to violent media may legitimize the use of violence, has found support in many carefully controlled experiments. Men exposed to violent pornography behave more aggressively towards women in certain circumstances. Studies have covered both television and video game violence. It is very easy for a movie to become caught up in making its films look artistic that they begin to make their audiences indifferent to the true horror that is taking place on screen. Cultivation[edit] Not all media effects are instantaneous or short-term. Gerbner created cultivation theory , arguing that the media cultivates a "collective consciousness about elements of existence. Press coverage sends signals to audiences about the importance of mentioned issues, while framing the news induces the unsuspecting viewer into a particular response. Additionally, news that is not given press coverage often dissipates, not only because it lacks a vehicle of mass communication, but because individuals may not express their concerns for fear of ostracization; this further creates the spiral of silence effect. Framing[edit] News outlets can influence public opinion by controlling variables in news presentation. News gatherers curate facts to underscore a certain angle. Presentation methodâ€”such as time of broadcast, extent of coverage and choice of news mediumâ€”can also frame the message; this can create, replace or reinforce a certain viewpoint in an audience. Entman describes framing as "the process of culling a few elements of perceived reality and assembling a narrative that highlights connections among them to promote a particular interpretation. It can reinforce capitalism , patriarchy , heterosexism , individualism , consumerism , and white privilege. With a never-ending, near-limitless amount of information, filtering will occur by default. Subcultures within news organizations determine the type of published content, while editors and other news organization individuals filter messages to curate content for their target audience. In addition to more gates, there are also more gatekeepers. In fact, users on social media can act as a check to the media, calling attention to bias or inaccurate facts. There is also a symbiotic relationship between social media users and the press: The multiplicity of outlets combined with downsizing in the aftermath of the recession makes reportage more hectic than ever. One study found that journalists write about 4. Public relations agencies play a growing role in news creation: As applies to media effects studies, some individuals may silence their opinions if the media does not validate their importance or viewpoint. This spiral of silence can also apply to individuals in the

media, who may refrain from publishing controversial media content. Media effects studies also are more diverse and specified. Researchers had noticed the selectivity of media use decades ago, and considered it as a key factor limiting media effects. Later, two theoretical perspectives, uses-and-gratifications Katz et al. Generally, these theories put media user in the center of the media effect process, and conceptualize media use as a mediator between antecedents and consequences of media effects. In other words, users with intention or not, develop their own media use effects. Media properties as predictors[edit] The inherent properties of media themselves are considered as predictors in media effects. Media formats have been evolving ever since the very beginning, whether the modality is text, auditory, visual or audiovisual is assumed to be affecting the selection and cognition of the users when they are engaging in media use. Known for his aphorism of "The medium is the message," Marshall McLuhan is one of the best-known scholars who believe it is the modality rather than the content of media that is affecting individuals and society. The majority of media effects studies still focus on the impact of content e. Besides of modality and content, structural properties such as special effects, pace, visual surprises also play important roles in affecting audiences. By triggering the orienting reflex to media, these properties may initiate selective exposure Knobloch-Westerwick An indirect effect indicates that an independent variable e. The conceptualization of indirect media effects urges us to pay attention to those intervening variables to better explain how and why media effects occur. Many media effects theories hypothesize conditional media effects, including uses-and-gratifications theory Rubin, [37] reinforcing spiral model Slater, [53] the conditional model of political communication effects McLeod et al. Media effects are transactional[edit] Many theories assume reciprocal causal relationships between different variables, including characteristics of media users, factors in environment, and outcomes of media Bandura Transactional media effects theories are the most complex among the five features. There are three basic assumptions. First, communication technologies e. They engage in transactions through these technologies Bauer They influence each other. Producers can be influenced by receivers because they learn from what the audience needs and prefer Webster However, these features are only limited within micro-level media effects studies, which are mostly focused on short-term, immediate, individual effects. We look forward to more syntheses on macro-level research. Audiences learn and conduct their political sights of view from reading, listening to the political analysis and evaluation. The mass media are powerful guardians of proper political behavior because audience tends to trust the press who should inform them about government wrongdoing and providing proper suggestions. All of the mass media are politically important because of their potential to reach large groups of audiences. However, the influence of each media varies depending on their characteristics, ease of access and the quantity of the audience reached. Electronic media especially television broadcasts provide a greater sense of reality which sometimes provide more credibility than others and stronger influence to the audiences. Moreover, large segments of the U. Politics is no exception, the relationship between organization and public opinion has been influenced by new media. New media includes online newspaper, blogs, social media and so on. More and more people prefer new media than traditional media because of the less limitation of new media, such as time limitation and space limitation. Most people have a cell phone or a computer. They can catch the news anytime in anyplace. As a result, new media has a greater impact on people. Politicians also notice new media is a more effective way to convey their message, and they use it to attract supporters. Public opinion also affect politics through the new media. New media provides a two-way communication, which achieves an interactive role. People can directly send message to government and politicians can comment online. When those comments gather together, it will draw public opinion to focus on the wrongdoings of government. Since new media has a large user base, the political activity is followed by more people than before. New media lets people can better supervise government behavior. Also, governments can know public opinion through new media as reference for decision making. Although new media has both positive and negative effect on politics, it narrows the relationship between the public and politics. Public is not only an information receiver anymore. People also can give their advice and opinion to the government. Government also have a chance to get to know the thought of citizens. Without mass media, openness and accountability are very tough to reach in contemporary democracies. The media can inform the public of how effectively the current government or candidates have performed in the past and help

them to account. Nevertheless, mass media can also hinder political transparency as well as help it. Politicians and political operatives can simulate the political virtues of transparency through rhetorical and media manipulation. There are three major societal functions that mass media perform to the political decisions raised by the political scientist Harold Lasswell: The mass media regularly present politically crucial information on huge audiences and it also represents the reaction from the audience rapidly through the mass media. The government or the political decision-makers have the chance to have a better understanding of the real reaction from the public of those decisions they have made.

Chapter 5 : Americans, Politics and Social Media

The changing media environment. The process of communicating in marketing is far more challenging in today's environment due to the complexity of media choices and the interaction between consumers and the resultant effect on consumer shopping behavior.

And since such fare spreads like wildfire on Facebook, the social network is under fire for not curbing the crap. A BuzzFeed analysis found that the 20 top-performing bogus election stories did better on Facebook than the 20 top-performing stories from such legitimate sites as the New York Times, Washington Post, NBC and Huffington Post. The legit stuff drew 7,, shares, reactions and comments, while the fictional material drew 8,, shares, reactions and comments. Two of the biggest false hits were a story claiming Clinton sold weapons to ISIS and a hoax claiming the pope endorsed Trump, which the site removed after publication of this article. Facebook, while using a broader measurement than BuzzFeed, admits it has a problem. And after Google announced this week that it would try to purge such material, Facebook began banning such sites from using its advertising network, trying to starve them financially by removing the profit motive. Even President Obama got into the act yesterday, offering a 7-minute exposition at a news conference in Berlin on the dangers of fake news: They just keep passing stuff around. I think Trump is in the White House because of me. At the same time, this trend is clearly a cancer on the news business. When this garbage pops up in Facebook feeds, people click, and often believe what they see. The New York Times recently featured other examples: Their opinions on Hillary Clinton may have soured even further after reading a Denver Guardian article that also spread widely on Facebook, which reported days before the election that an F. Only a very small amount is fake news and hoaxes. The hoaxes that do exist are not limited to one partisan view, or even to politics. Overall, this makes it extremely unlikely hoaxes changed the outcome of this election in one direction or the other. Our goal is to show people the content they will find most meaningful, and people want accurate news. Who does Zuckerberg appoint to cleanse his site of fake news? What about stories that are 60 percent false, or 40 percent false? What about those that just make unprovable claims for partisan purposes? Remember that Zuckerberg had a problem with his trending topics list, which was eliminating conservative stories because of a biased staff. So the Facebook CEO met with a group of leading conservatives and fired the staff, removing a key layer of human oversight. Zuckerberg has always maintained the fiction that Facebook is a platform, not a media company, even though it has grown more powerful than most news organizations in distributing journalism around the globe. He is the author "[Media Madness: Click here for more information on Howard Kurtz](#)."

Chapter 6 : Media and Reporting Environmental Issues

The environmental sector has embraced social media rapidly and wholeheartedly. It is using the medium to support environmental campaigns and to connect people locally and cross-nationally on major.

Mercury Hg - Heavy metal that can accumulate in the environment and is highly toxic if breathed or swallowed. Half the numbers or values are above the midpoint, and half are below it. Granular Activated Carbon is used to remove chemicals that are dissolved in the used water. Statistical term that relates to or constitutes the middle value in a distribution. Pigment-producing cell in the skin, hair and eye that determines their color. A device or meter that continuously measures and calculates adds total flows in gallons, or million cubic A diagnostic label for people who suffer multi- system illnesses as a result of contact with, or proximity to, a variety of airborne agent s and other substances. Very common in rocky intertidals. These removed particles include turbidity and biological contaminants such as Giardia and Cryptosporidium. Verily, in this is indeed a sign for people who think Quran Transport mechanisms move contaminant s from the source to points where human exposure can occur. All the factors that contribute to a species increasing its number. Reproduction, migration, adaptation etc. PNs are based on information provided by State radiation control program staff. Named for Henry Darcy of Dijon, who formulated it in from extensive work on the flow of water through sand filter beds. As formulated by Darcy the law is: This responsibility has less to do with questions of right or wrong than with the question of survival. The natural world is our home. It is not necessarily sacred or holy. Carry on, help our planet! Air is harmful to both the filtration and backwash processes. Examples are microphones, accelerometers, and loudspeakers. Sounds or a frequency higher than 20, hertz. An oscillatory motion of solid bodies described by displacement, velocity, or acceleration with respect to a given reference point. A cogeneration plant is often referred to as a combined heat and power plant. The movement of a volume of air in a given period of time; if a house has one air change per hour, it means that the air in the house will be replaced in a one-hour period. In exposure assessment the concentration of a substance in a defined control area, during a fixed period of time before, during, or after a data-gathering operation.. Often manufactured from a natural aluminum based mineral called gibbsite. When used in a filter or contactor, it needs periodic regeneration like a water softener. It tells how much of a substance is needed to kill half of a group of experimental organisms in a given time. Current ice, compared to , is multiple inches thinner. In fact, some of us have already made recycling a way of life. There are four areas of linkage: A mixture of chemical and other, non- pesticide , methods to control pests.

Chapter 7 : Making Today's Media Environment Work for the Professions and You

Surveying environmental communication research of the past four decades, the article delineates some of the key trends and approaches in research which has sought to address the role played by media and communication processes in the public and political definition, elaboration and contestation of.

Some have taken this desire a step further and have reached out to the media print or on-air in their communities to discuss topics they care deeply about. So what are reporters interested in hearing about? In past columns, I provided advice on how to take these popular national news hooks and adapt them to local communities. But as news is increasingly delivered online and reporters seek to have their stories shared more broadly in this way there are also new opportunities outside of the traditional mold, often via a human-interest route. Many online debates garnering the most reaction launched with the most ordinary of origins. More recently, and directly relevant to the professions, was The Dress 2. Leader Live provided this roundup of Yanny vs. Laurel media coverage that included the perspectives of CSD experts with additional stories appearing worldwide well beyond the date of the Leader Live post. Granted, these are lighthearted stories, but they still provide an opportunity to showcase the expertise of audiologists, speech-language pathologists, academics and researchers on a topic a great number of people discussed and read about. But on occasion, this can be turned into something positive. While loud noise is a problem across society and in various public settings, restaurants seem especially irritating given the fact that many people frequent them to talk and connect as much as to eat. The publicity on this shared nuisance can may effect some positive societal change when it comes to hearing-loss prevention and also promote the expertise of audiologists. And occasionally this intersects with CSD topics. Just about everything is up for online and in-person! Potty training, sleep training, breastfeeding versus formula the list goes on. Mainstream news outlets, such as The New York Times, cover the use of sippy cups and the ever-popular food pouches. Parenting websites and blogs thrive in the current media environment, as parents increasingly go online for advice in meeting day-to-day challenges. Members can often successfully reach out to these websites and blogs, as they often look for credible sources. Some tips to consider when reaching out to the media: Capitalize on popular stories: Do you have a perspective to offer on a topic generating media or social media attention? Reporters find sources in various ways. Put yourself on their radar by commenting on a story they post on social media. Write and share with them a blog or LinkedIn post, noting your willingness to be interviewed. Strike the right tone: Laurel, remember to keep your comments professional. Reporters often want to add some expert gravitas to such stories a role ASHA members can fill while keeping in mind the lighthearted nature. Stay true to your expertise but also remember your audience. For instance, in the New York Times article on food pouches, the members quoted all offer useful advice while remaining realistic to modern parenting trends. A draconian approach never use food pouches can alienate the audience. When commenting or participating in a media story, remember these stories might stay online forever. They could come up if a client or employer searches online for your name even years from now. Build on media success: If a reporter quotes you, spread the word! Share on your social media accounts, with your employer and ASHA , and consider other ways to further disseminate. Media stories often build on one another. For instance, if you get quoted or write an opinion piece in your local newspaper, the local NPR station or TV station may follow up.

Chapter 8 : Changing Media Environment | Atomium

EMA Is The Reason Why Eco-friendly Products and Green Lifestyle Choices Are Ubiquitous. Our messaging has encouraged millions of kids, families, and individuals to change their buying and lifestyle habits to help the planet.

Opinion Current Problems in the Media The burgeoning problems with the media have been documented in great detail by researchers, academicians and journalists themselves: High levels of inaccuracies Public confidence in the media, already low, continues to slip. According to an in-depth study by the American Society of Newspaper Editors in , 23 percent of the public find factual errors in the news stories of their daily paper at least once a week while more than a third of the public - 35 percent - see spelling or grammar mistakes in their newspaper more than once a week. The study also found that 73 percent of adults in America have become more skeptical about the accuracy of their news. The level of inaccuracy noticed is even higher when the public has first-hand knowledge of a news story. Almost 50 percent of the public reports having had first-hand knowledge of a news event at some time even though they were not personally part of the story. Of that group, only 51 percent said the facts in the story were reported accurately, with the remainder finding errors ranging from misinterpretations to actual errors. The Columbia Journalism Review and the nonprofit, nonpartisan research firm Public Agenda polled senior journalists nationwide in on various questions.

Sensationalism There is tendency for the press to play up and dwell on stories that are sensational - murders, car crashes, kidnappings, sex scandals and the like. In a study by the American Society of Newspaper Editors, eighty percent of the American public said they believe "journalists chase sensational stories because they think it will sell papers, not because they think it is important news. Mistakes regularly left uncorrected A poll by the Columbia Journalism Review and the nonprofit research firm Public Agenda of senior journalists nationwide found: Fully 70 percent of the respondents felt that most news organizations do a "poor" 20 percent or "fair" 50 percent job of informing the public about errors in their reporting. Barely a quarter called it "good. Almost four in ten of those people interviewed feel sure many factual errors are never corrected because reporters and editors are eager to hide their mistakes. More than half think most news organizations lack proper internal guidelines for making corrections. A majority 52 percent thinks the media needs to give corrections more prominent display. Over 40 percent said their news organization does not even have a person designated to review and assess requests for corrections. Poor coverage of important issues While the media is busy covering sensationalist stories, issues that affect our lives and the whole world receive little attention.

The Environment A study by the Center for Media and Public Affairs found the number of stories about the environment on the network news went from in and in to only in and in At the same time, the number of stories about entertainment soared from in and 95 in , to stories in , and in Meanwhile, getting environmental stories into print, or on the air, has never been more difficult. What difference does it make? The only countries to reach that target have been the Scandinavian countries. The US ranks at the very bottom with a pathetic 0. A sizeable amount of our aid is political in nature and does not go toward benefiting people in need. Even when private donations are included in the mix, our country still ranks at the bottom in total giving per capita. According to the World Health Organization about 28, people who die every day around the world could be saved easily with basic care. In all, last year 8. When Americans are asked what percentage of the GDP for international aid would be reasonable, the answers range from 1 percent to 5 percent. Similarly, when asked what percentage of the federal budget should go to foreign aid, Americans on average said 14 percent, and that in fact, they thought 20 percent was currently being allocated. The actual amount of our budget allocated is 1 percent. Yet the press rarely reports on any of the above "that we give so little, that we are avoiding what we agreed to, that Americans think giving at a higher level would be reasonable, that we think we are giving far more than we are, and that a huge number of deaths every day eight times the number that died in the attacks , are a direct result of not receiving basic care. When the press does report on foreign aid, the media often perpetuates the myth that we give substantially and in proportion to our means.

Education Large numbers of Americans give low ratings to the media for school coverage. Educators and journalists agreed. Nonprofit media organizations rate far higher on educating the public than for-profit entities A

seven-month series of polls by the Center for Policy Attitudes and Center for International and Security Studies at the University of Maryland found that Americans receiving their news from nonprofit organizations were far more likely to have accurate perceptions related to American foreign policy than those receiving their information from for-profit entities. The study also found the variations could not be explained as a result of differences in the demographic characteristics of each audience, because the variations were also found when comparing the demographic subgroups of each audience. For example, in three areas of information related to Iraq whether weapons of mass destruction had been found, if clear evidence had been found linking Iraq and al-Qaeda and if worldwide public opinion supported the war in Iraq , only 23 percent of those who received their information from PBS and NPR had an inaccurate perception, while 55 percent of those who received their information from CNN or NBC had an inaccurate perception, 61 percent for ABC, 71 percent for CBS and 80 percent for Fox. Similarly, on the specific question of whether the majority of the people in the world favored the U. Those receiving information from the other networks fell into a similar pattern as demonstrated in the example above: Fox at 69 percent, NBC at 56 percent and CNN at 54 percent - all with rates of misperception twice as high as the nonprofit media organizations. When the percentages of people misperceiving in each area were averaged, it was found that those receiving information from for-profit broadcast media outlets were nearly three times as likely to misperceive as those receiving from the nonprofit media organizations. Those receiving their information from Fox News showed the highest average rate of misperceptions -- 45 percent -- while those receiving their information from PBS and NPR showed the lowest - 11 percent. The study found similar patterns also existed within demographic groups, and that differences in demographics could not explain the variations in levels of misperception. For example, the average rate for all Republicans for the three key misperceptions was 43 percent. This same pattern occurred in polled Democrats and Independents. This pattern was observed at other educational levels as well. Here is an example from research done by Laura Haniford of the University of Michigan. She found that from to , The Ann Arbor News published 11 articles on the achievement gap in local schools; then suddenly, in , 92 achievement-gap articles appeared; then, gap coverage virtually disappeared again, plummeting to two articles in . What amazed her was that during that entire period the achievement gap remained substantial and virtually unchanged. The media does not cover itself. Of the roughly 1, daily newspapers in the U. What critical reporting exists, though at times is refreshingly good, it is for the most part timid and superficial. Every journalist surely also knows that the old-time standards Most of us in the business, however, stand by as mere observers. If this were happening in any other profession or power center in American life, the media would be all over the story, holding the offending institution up to a probing light. When law firms breach ethical canons, Wall Street brokerages cheat clients or managed-care companies deny crucial care to patients, we journalists consider it news and frequently put it on the front page. But when our own profession is the offender, we go soft. By failing to cover ourselves, we have made ourselves complacent, virtually assured that because we are not likely to be scrutinized by our peers, we are safe in our careless or abusive practices. In October, , for example, Gannett Co. In the same month, the E. As a loyal American, trained as a journalist some 45 years ago, I am convinced that journalists in the U. Do enough people care? Meanwhile, the push for corporate profit margins much higher than those of average American businesses goes on -- with 40 to percent in the electronic media and 12 to 45 percent in the print media common during . Gordon, a professor of news media and public policy at the Evans School of Public Affairs at the University of Washington and formerly the dean of the school, in a Seattle Times column August 08, The American public agrees with Overholser and Gordon. In an in-depth by the American Society of Newspaper Editors, 59 percent of Americans said newspapers are concerned mainly with making profits rather than serving the public interest. Media outlets are investing less in the quality of what they do. According to the Project for Excellence in Journalism, there are 2, fewer reporters employed by newspapers in than there were in . The number of jobs lost is believed to have continued falling in . The Project for Excellence in Journalism said Internet news also experienced cutbacks: Our data suggest that news organizations have imposed more cutbacks in their Internet operations than in their old media, and where the investment has come is in technology for processing information, not people to gather it. Only 17 percent gave the correct answer: Despite wide knowledge of the above polls and others similar to them, the media did little

to correct the misperceptions and in fact, may have continued feeding them. In all, almost 50 percent of registered voters were able to recognize none or only one of the twelve candidate positions. Only 10 percent knew more than half of the policy positions about which they were asked. Those days are gone however. The gut decision that journalists have to make is whether they want to be regarded as professionals with honor or merely as pickup teams of scribblers and windbags. Since , two-thirds of independent newspaper owners and one-third of independent television owners have disappeared. The three largest newspaper publishers control 25 percent of daily newspaper circulation worldwide. While the Internet has become a valuable new source of information, the vast majority of Americans continue to rely on television, newspaper, and radio as their primary sources of news information.

Chapter 9 : * Media (Environment) - Definition,meaning - Online Encyclopedia

The Political Environment on Social Media. Some users enjoy the opportunities for political debate and engagement that social media facilitates, but many more express resignation, frustration over the tone and content of social platforms.