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Democratic Performance of Branded Media Outlets

Different Democracies, Same Media Power?
Elections and Governance in Europe and the United States,
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Agenda

- Theoretical starting point and research question
- The MBAC model
- Empirically testing the model
- Conclusion

Democratic performance of the media & media brands

Research question:

Under what conditions and arrangements does economically orientated media management perform in a way that serves the needs of democracy?

Media brand reputation approach

- Media brand links quality orientation and market orientation
 - Media brand as a quality promise
 - Media brand identity as a bundle of characteristics (journalistic style, editorial concept, information value, up-to-dateness)
- ➔ The media brand reputation approach clarifies why it is economically rational for some media organizations to report on politics in a quality-orientated manner

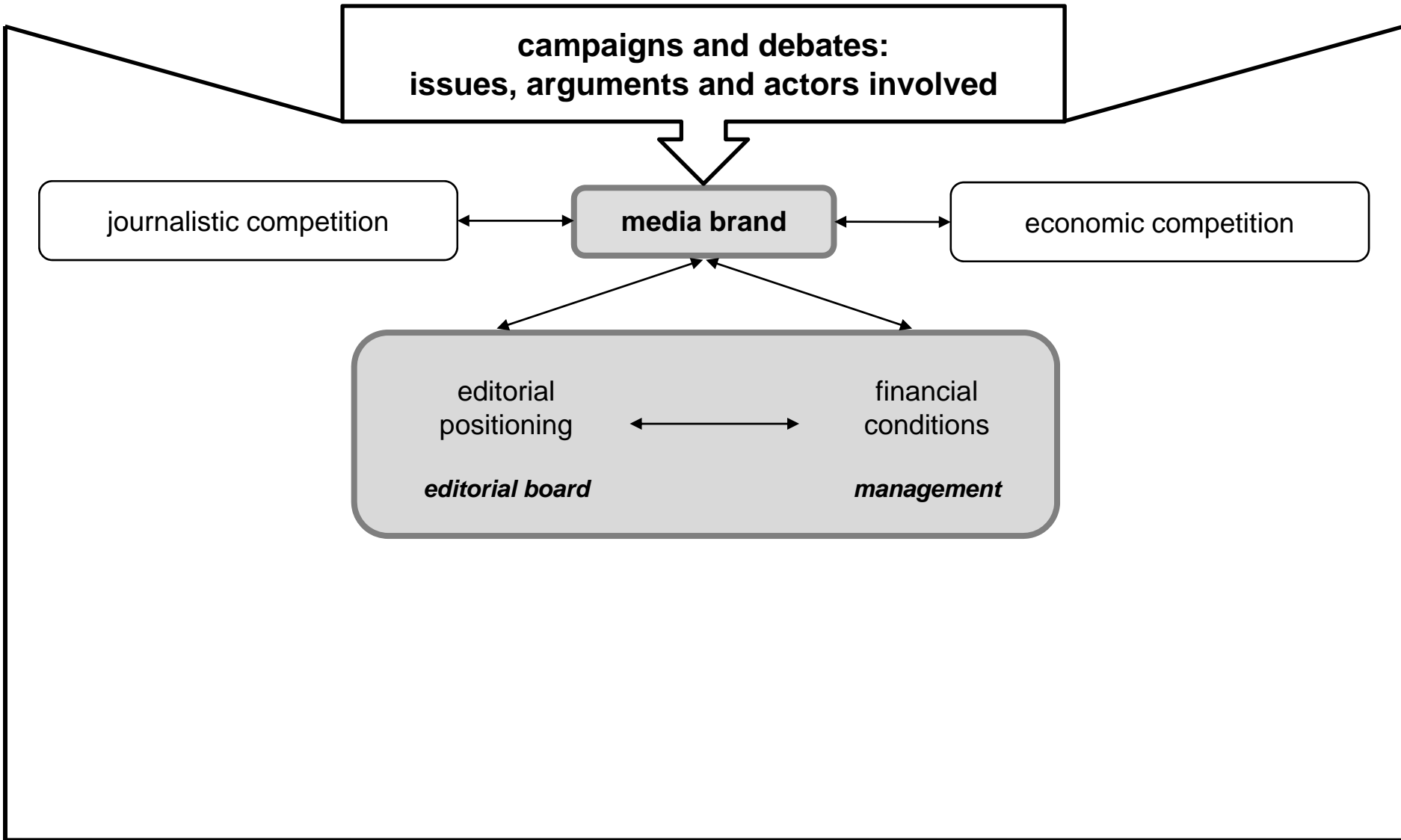
**campaigns and debates:
issues, arguments and actors involved**

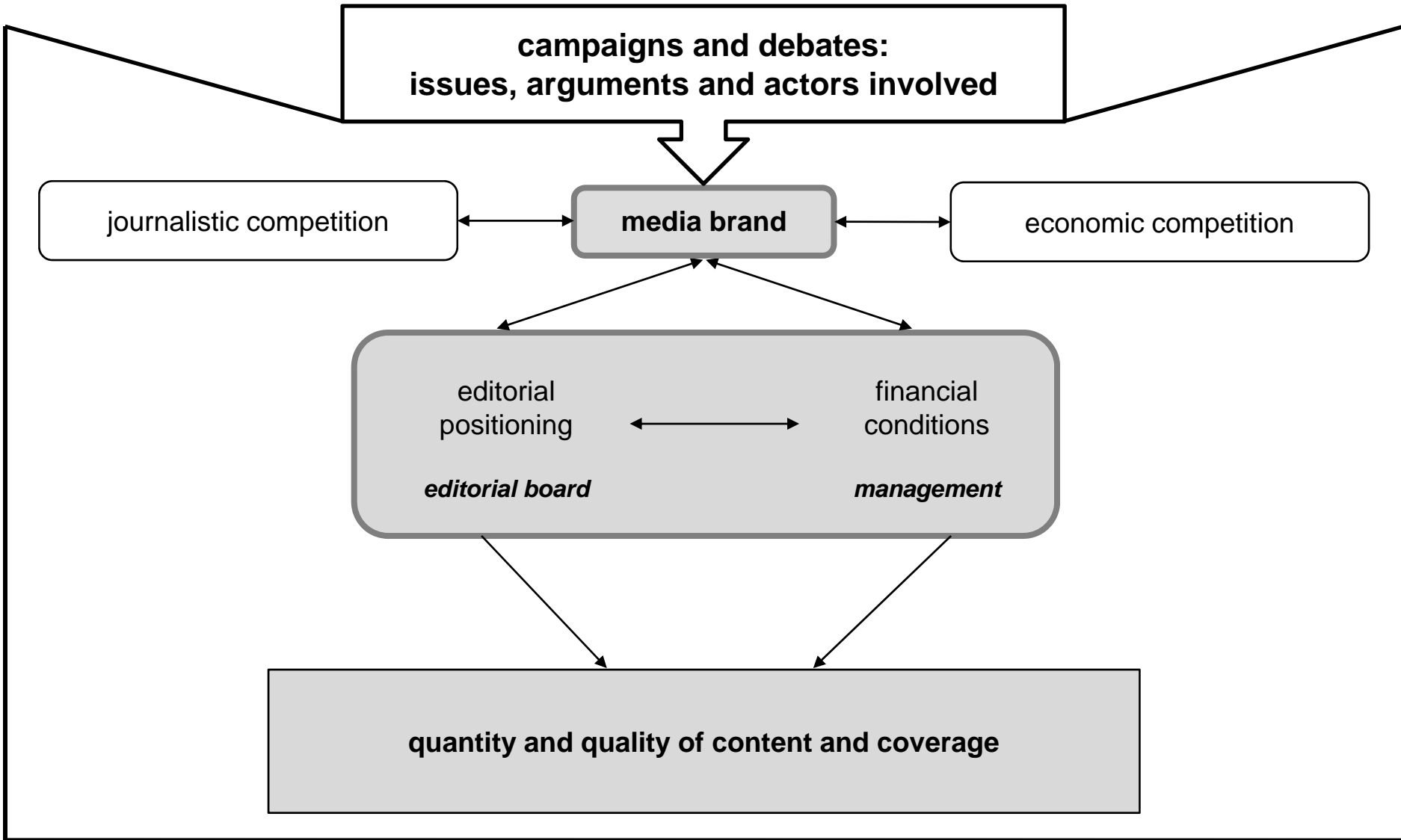
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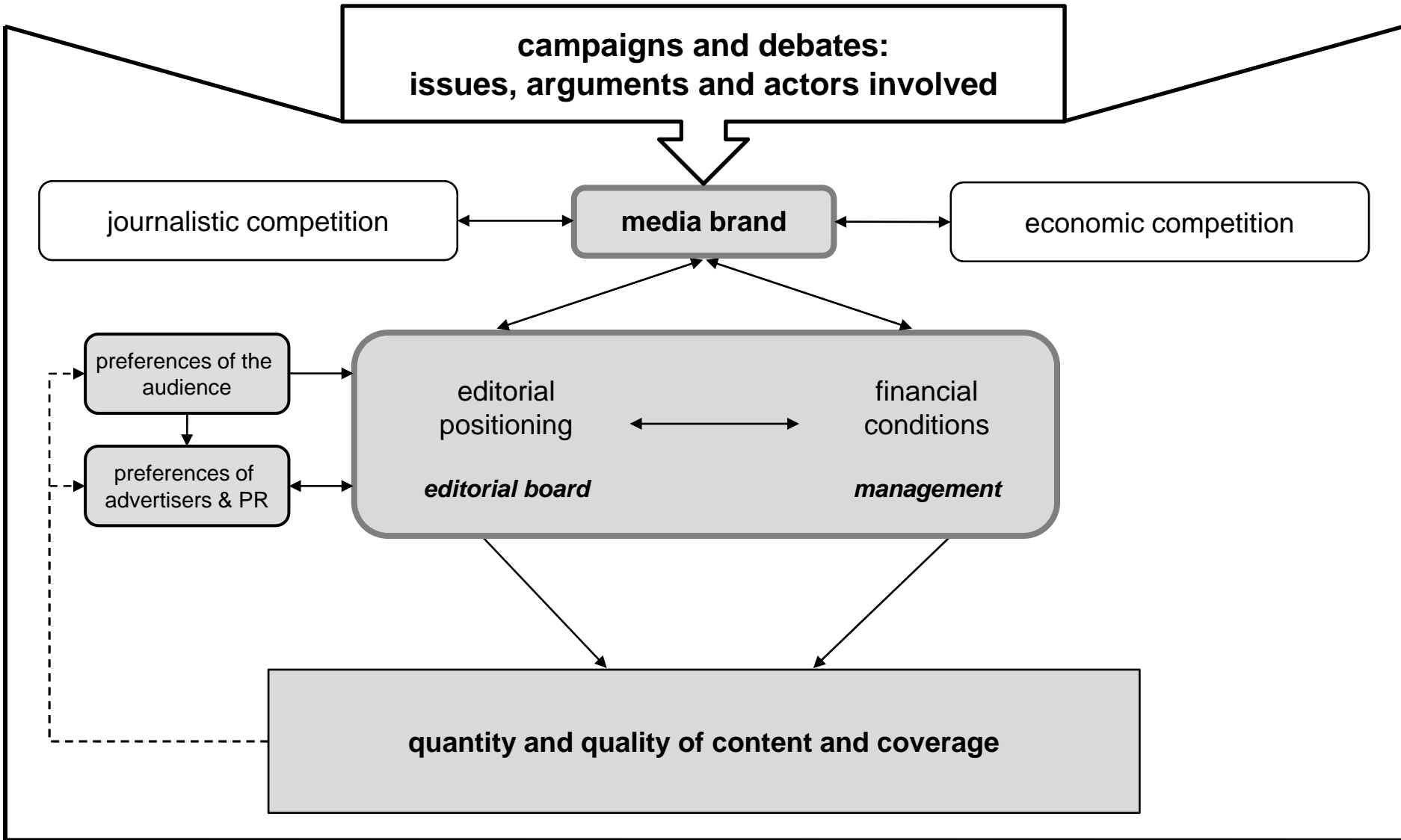
journalistic competition

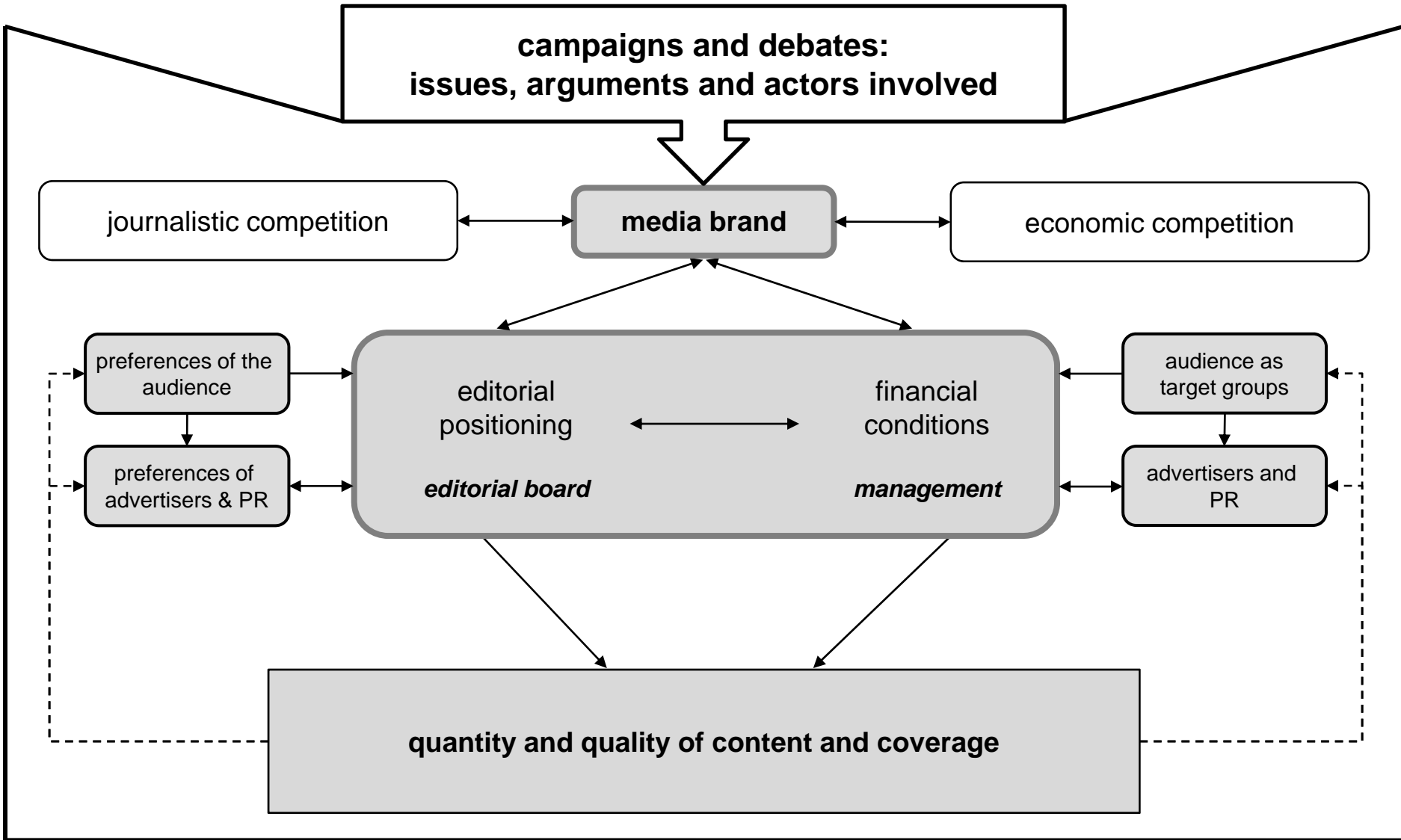
media brand

economic competition



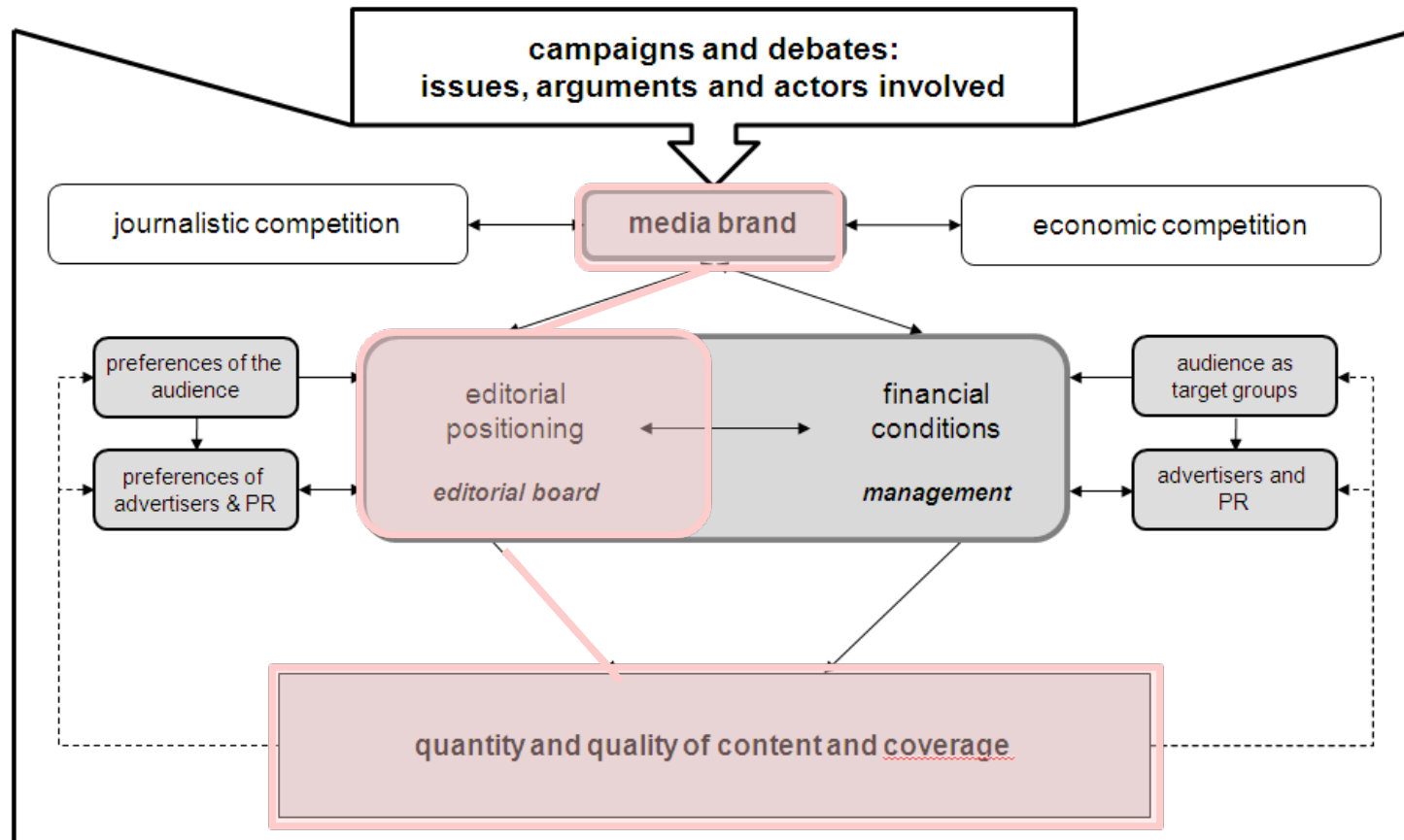






Testing the model

The more strongly a media brand is affected by a campaign issue, the higher is the amount of coverage.



Results I

‘effect of campaign issue on media brand’ ⇔ ‘amount of coverage’

- Weak correlation when referring to chief editors and financial heads assessments (Spearman-Rho 0.29; $p=0,08$).
- Moderate correlation when referring to chief editors assessments (Spearman-Rho 0.38; $p=0.04$)

‘importance of departments’ ⇔ ‘dimensions of media brand identity’
(national, International, Regional, Local, Business, Culture/Features, Sport, People, Miscellaneous)

1. ‘Regional + Local’ dimension
2. ‘Quality’ dimension
3. ‘Soft News’ dimension

Results II

Articles of different media brand identity dimension groups per issue

MEAN	‘Quality’ (n A1 = 5) (n A2 = 6)	‘Regional + Local’ (n A1 = 7) (n A2 = 7)	‘Soft News’ (n A1 = 5) (n A2 = 6)	F
Vote “Asylum” (without letters to editor)	0.86	0.49	0.37	n.s.
Vote “Corporate Tax Reform” (without letters to editor)	0.43 ^a	0.41 ^a	0.13 ^b	5.90

MEANs with different code letters vary significantly according to the Duncan Test for MEAN differences with independent samples; n.s. = not significant; $p = 0.05$

Interpretation & Conclusion

- Correlation between ‚effect of campaign issue on media brand‘ ↔ ‚amount of coverage‘ when referring to chief editors assessments
- Importance of three media brand identity dimensions: ‚Regional + Local‘ - ‚Quality‘ - ‚Soft News‘
- Importance of character of the voting issue

- The MBAC model tries to explain how political news coverage of high or at least reasonable quantity and quality is possible under commercialized conditions
- Political news coverage of a high or at least reasonable amount in Switzerland

Thank you for your attention !



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