NEWS MEDIA CREDIBILITY

Presented by Brooklynn Gray
The Significance of Crisis Reporting
ISIS // ISIL // ISLAMIC STATE // DAIISH:
A brief background

ISIS Activity and Attacks through March 2016

Paris 2015 Attacks
Establishing a Baseline for Credibility

- What is considered credible news?

- Why does credible news matter?

- How does crisis reporting help establish an understanding of credible news?
Conducting an Analysis with:

- The New York Times (NYT)
- British Broadcast Corporation (BBC)
- National Public Radio (NPR)

- Establishing context
  - References to France v. Foreign Countries
- Timeliness
  - Publication Date
  - Updates
- Authority
  - Authorship
  - Attributions
  - Graphics
- Negative Language in Relation to ISIS
- Damages
  - Death Toll
  - Affects to Infrastructure
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Pay Attention to the Audience

• Tended to follow a target audience
  o Related the events to Foreign countries and other similar events

• The main subject was not always the Paris attacks

• Mentions of Paris/ France and other nations were presence in all of the sampled articles

Photo by Outside Lands’ Facebook page
**Observations:**

- NPR was the only organization to attribute to other news outlets and its own, on-site reporters

- There was only one article without attributions (an op-ed) within BBC

- Common non-specific official attributions were
  - officials
  - authorities
  - police
  - reports

- Number of attributions was not an indication of how much time had passed since the event
Breaking Down Attributions by Publication

NPR

BBC

NYT
Talking About ISIS . . . Or not

- Infrequent use of language talking about ISIS
- Articles often used the terms “terrorists” or “attackers” but with seemingly general implications
- When “ISIS” appeared in text, it was often through a quoted source, not the article itself
Where does all of this information leave us?

What is credibility?
cred·i·bil·i·ty
/kredəˈbilətē/
noun
the quality of being trusted and believed in.
"the government's loss of credibility"
synonyms: trustworthiness, reliability, dependability, integrity; More
  • the quality of being convincing or believable.
    "the book's anecdotes have scant regard for credibility"
    synonyms: plausibility, believability, tenability, probability, feasibility, likelihood, credence; More
  • another term for street credibility.
IT'S ALL IMPORTANT:

Applying Perspective
Questions?