

Media Framing of Third Sector Activities in Europe

Setting

Approach & Method

- **Diffusion of ideas** and specific innovations, depends heavily on the **media framing**.
- Framing demonstrates professional perception of what is relevant news & becomes the **premise for political debate**.
- **'Quantitative framing analysis'** of reporting in leading national and regional newspapers

Hypotheses & Results

How are third sector activities and SI framed by European news media?

H1: TS activities framed positively by the press:

Regional media > National media

Media \ Attit.	Positive	Neutral	Negative	Total
National	36%	59%	5%	100%
Regional	57%	40%	3%	100%

H2: Pronunciation of TS activities in press:

SI < other civil society values

Sample keyword	Count
Civil society	2508
Associational life	1351
Non-profit	1795
Voluntarism	2274
Social Innovation	95
Civic Engagement	440

H3: Expectation of press reporting:

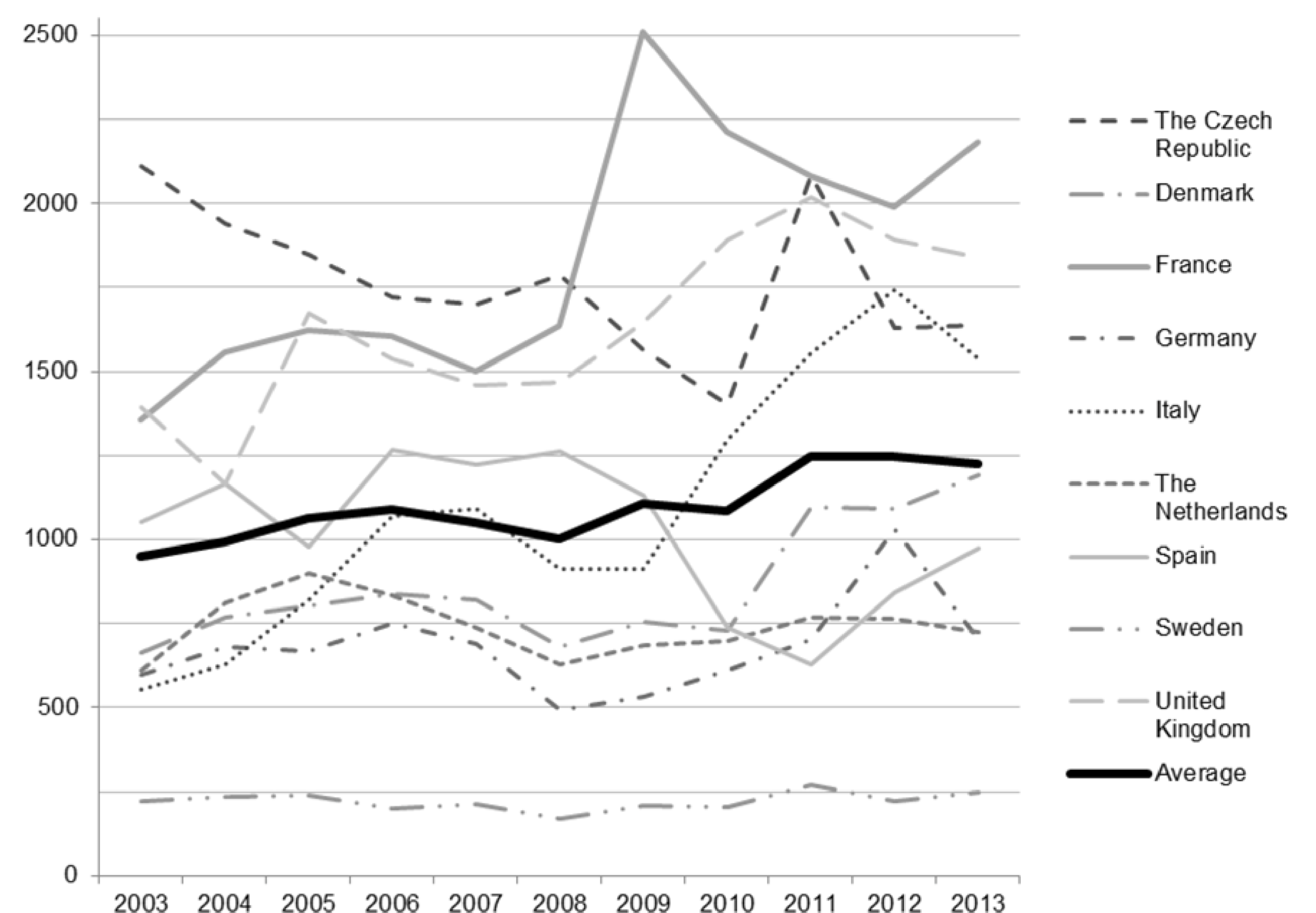
In line with national policy discourse on SI

- Few stories on SI policy.
- After financial crisis: "volunteering" and "civil society" as universal solutions.

Media coverage across countries

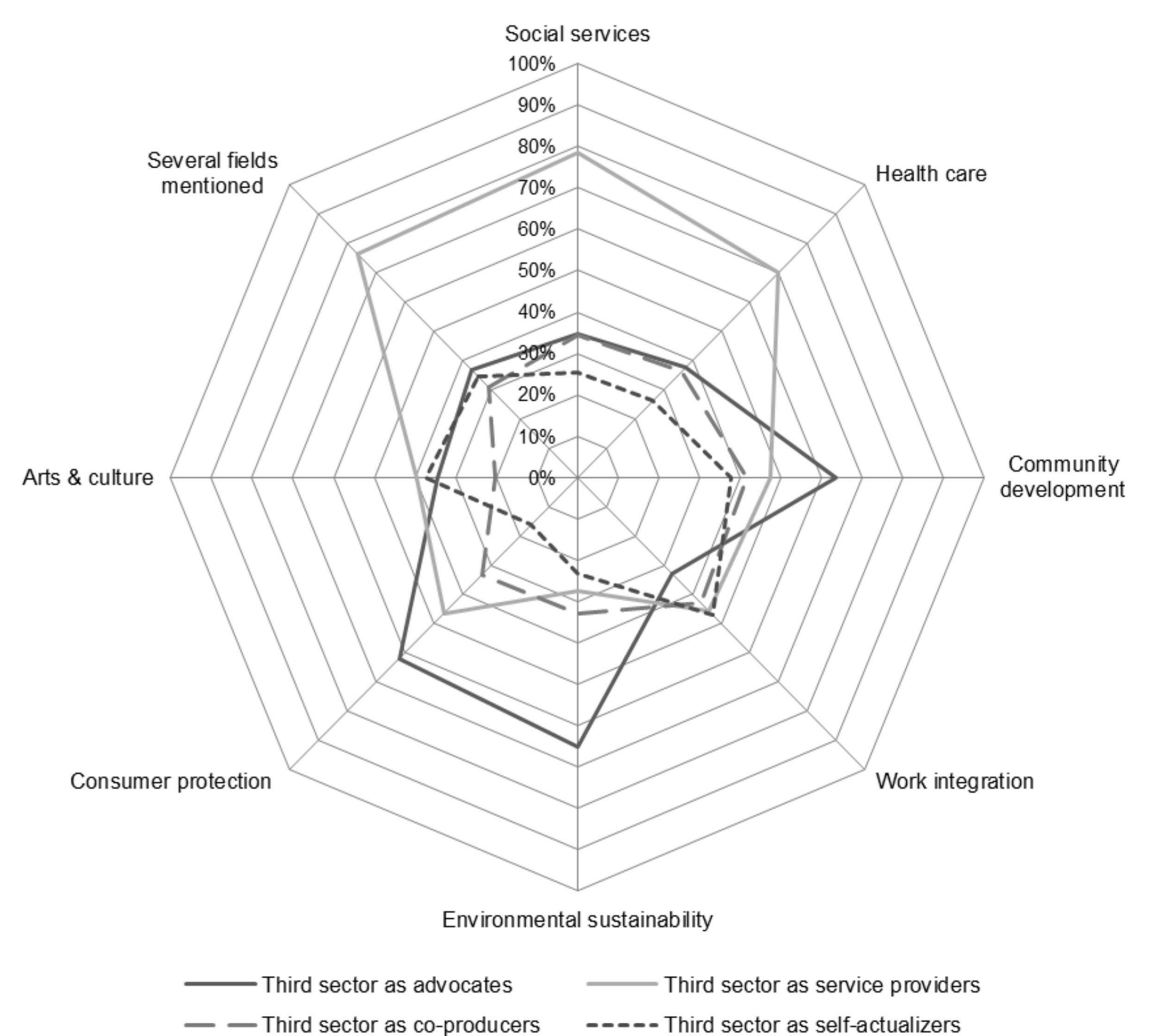
Trends in media coverage of third sector activities 2003-2013

Figure 2.1.: Trends in media coverage of third sector activities 2003-2013



H4: Expectations on main framing dimensions of the press concerning TS actors:

Roles of advocacy & Roles of service prov.



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