



The impact of attitudes on gathering and selecting of the information



Outline



What are attitudes in journalism?



Framing theory



Impacts of news frames



Hierarchy of influences model

Attitudes in journalism

Attitudes can impact the information that is gathered and selected

Information gathering and selecting is a crucial step in the process of news production. Attitudes of journalists and news outlets can significantly impact the information that is gathered and selected for publishing.

Attitudes are defined as the “mental states that organize and guide individuals’ responses to people, objects, and situations” (Eagly & Chaiken, 1993). In journalism, attitudes can refer to the beliefs, values, and biases of journalists and news outlets.



Theories analyzing impact of the information gathering and selecting



FRAMING THEORY



HIERARCHY OF INFLUENCES

Framing theory

Framing theory highlights how news media can shape public understanding and perceptions of issues. According to Entman (1993), framing is "to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation" (p. 52).



The power of framing theory

Framing theory has become a powerful tool for understanding how news media can influence public opinion and shape social and political outcomes.

Framing is no longer just an intellectual exercise or a mere heuristic for understanding news texts; it has become a politically and socially consequential aspect of media reality.



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Impact of news frames

Gamson and Modigliani (1989) found that news frames can significantly impact public opinion. Participants who read articles framing a protest movement as a threat to public order were more likely to oppose the movement. Those who read articles framing it as a legitimate expression of grievances were more likely to support it.



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Impact of news frames

Wide range of issues

Scholars have explored how framing can shape public perceptions of a wide range of issues, from climate change to immigration to terrorism. Journalists play a crucial role in shaping public discourse, as their decisions about which stories to cover and how to frame them can have a profound impact on how people understand and respond to complex issues.



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Impact of news frames

Impact on accuracy and objectivity

Framing can impact the accuracy and objectivity of news. Journalists who frame a story in a way that supports their views or agenda may present a biased or incomplete view of the issue. This can lead to a lack of context and information that could help the audience understand the issue more fully.



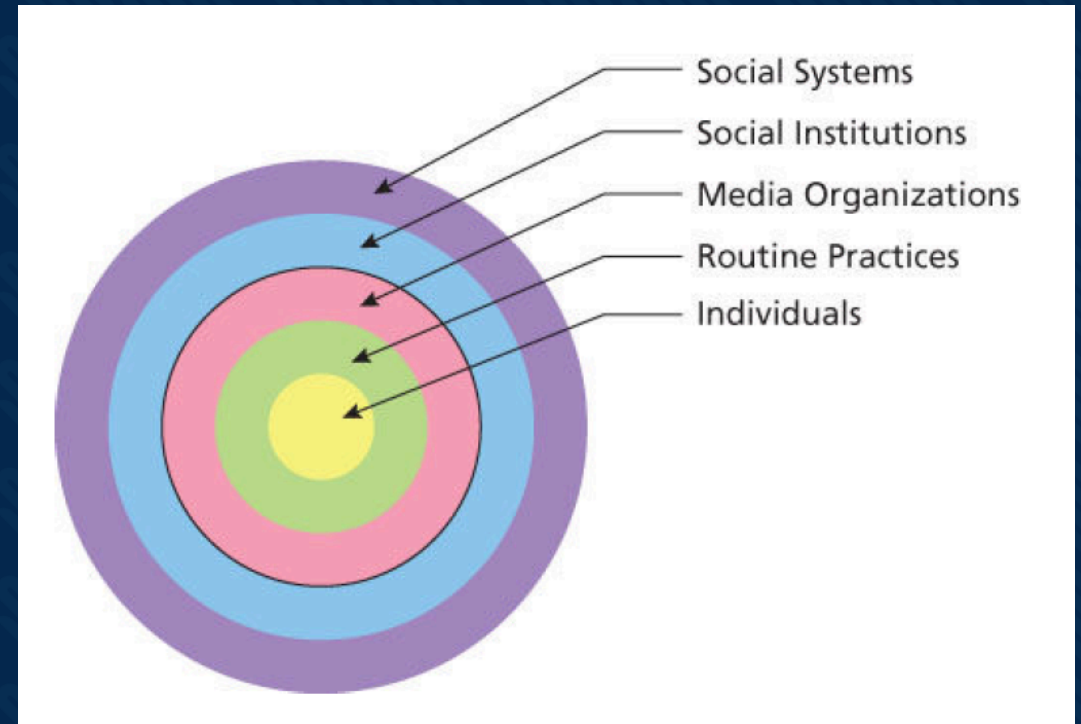
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Hierarchy of influences model

The Hierarchy of Influences Model was developed by Pamela Shoemaker and Stephen Reese, two prominent communication scholars. The model identifies five levels of influence from micro to macro: individual, routine, organizational, social-institutional, and social systems.

The model is presented as a series of concentric circles →



Hierarchy of influences model

Individual level

- This level refers to biographical, psychological, and sociological characteristics of an individual social actor.
- Personal background, experiences, beliefs, values, and attitudes can significantly influence the news journalists produce.
- Age, gender, sexual orientation, race, ethnicity, and class status can all impact the news that the journalists produces.
- Personal values and beliefs, as well as role orientations, will impact how a journalist will seek to cover an issue.



Hierarchy of influences model

Routine level

- The routine level refers to patterned, repeated practices, forms, and rules that journalists use to do their jobs.
- Journalists work within a set of established norms, routines, and practices that shape their news products.
- News values, such as impact, timeliness, proximity, conflict, and prominence, can impact what journalists cover.
- The routine level also includes the preference for certain styles of presenting information to audiences, such as the inverted pyramid style of writing.



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Hierarchy of influences model

Organizational level

- The organizational level refers to policies, unwritten rules, and economic imperatives within journalistic organizations or the entity a journalistic actor works for.
- This level recognizes that media outlets must balance commercial concerns with professional ones.
- Media ownership, primary medium associated with a journalistic outlet, and geographic location where that organization is based can impact how they present information.



Hierarchy of influences model

Social-institutional level

- The social-institutional level refers to norms, individuals, and organizations that operate outside a given journalistic organization.
- Journalistic outlets are not isolated from the wider social world and are influenced by other actors in that world.
- Information sources, other journalistic organizations, advertisers, and media policy can all shape the news produced by media outlets.



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Hierarchy of influences model

Social system level

- The social system level deals with societal norms, values, and beliefs.
- This level reflects the dominant ideas within a society.
- This level influences how society as a whole perceives and addresses social issues.
- It is the most macro level of influence in the hierarchy of influences model.



Impact of the Hierarchy of influences model

- Each level of influence can impact journalists' work and individuals' media consumption choices and the way that they interpret media content
- Different individuals may be more or less influenced by different levels of influence, depending on their personal characteristics and experiences



**Thanks for learning about the impact
of attitudes on gathering and
selecting the information!**



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