

Individual Media Effects on Attitudes towards Nuclear Power *before Fukushima*

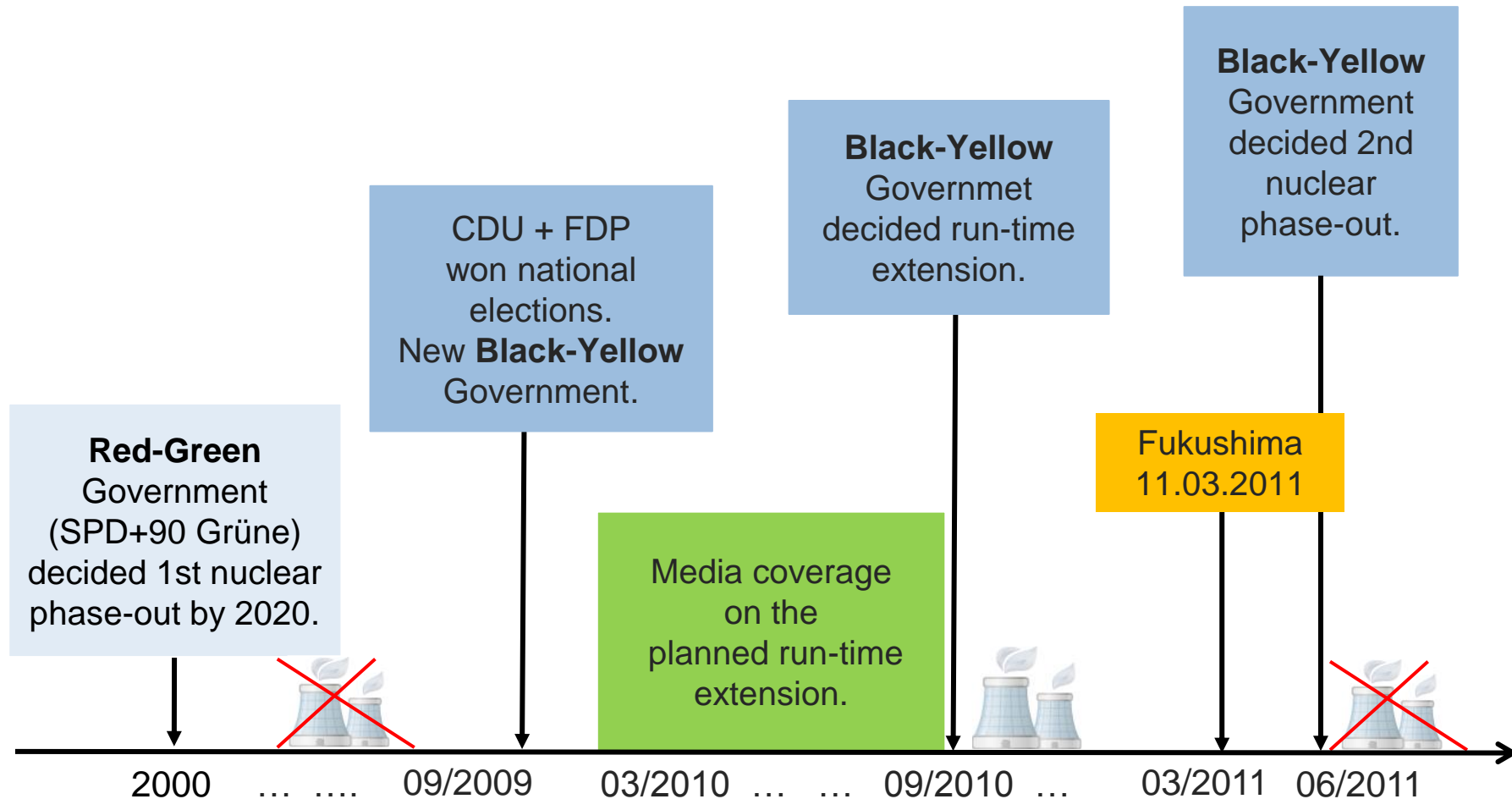
Dorothee Arlt

Institute of Communication and Media Studies

University of Bern

27 June 2013, IAMCR Dublin

Political Background



Research Question

What effect does the
**individual usage of media
coverage on the run-time extension**

have on

**the evaluation of the run-time extension
of German nuclear power plants?**

cause

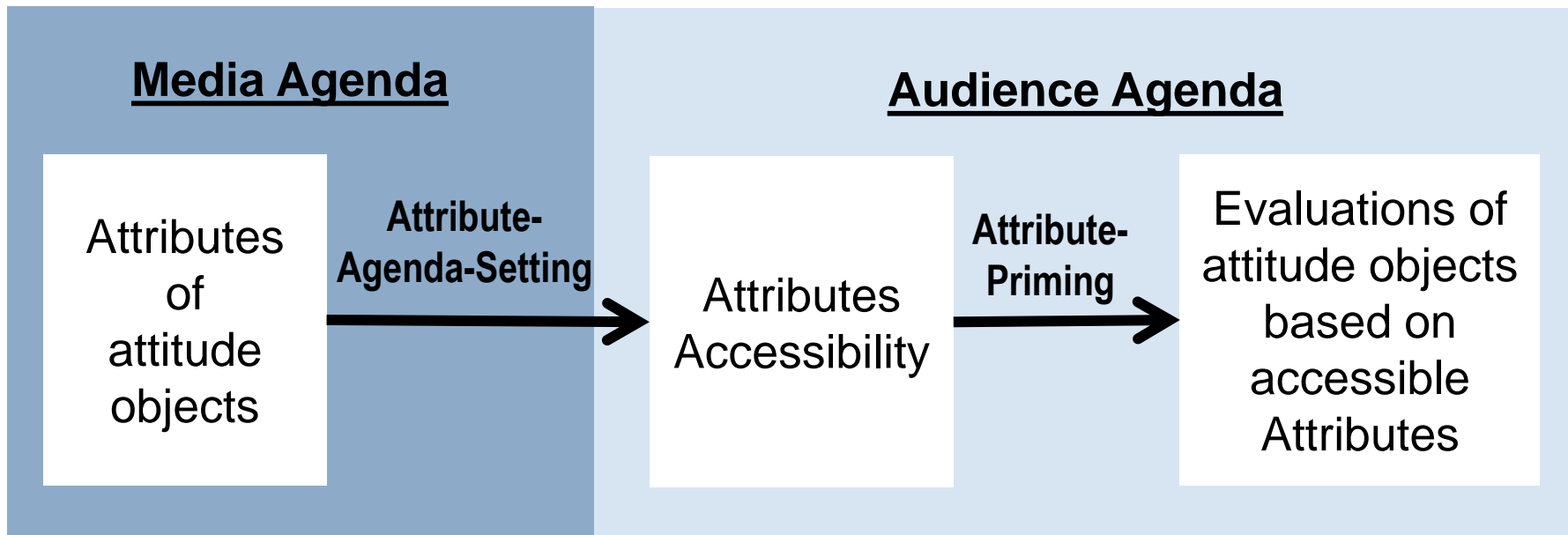


*attitude
effect*

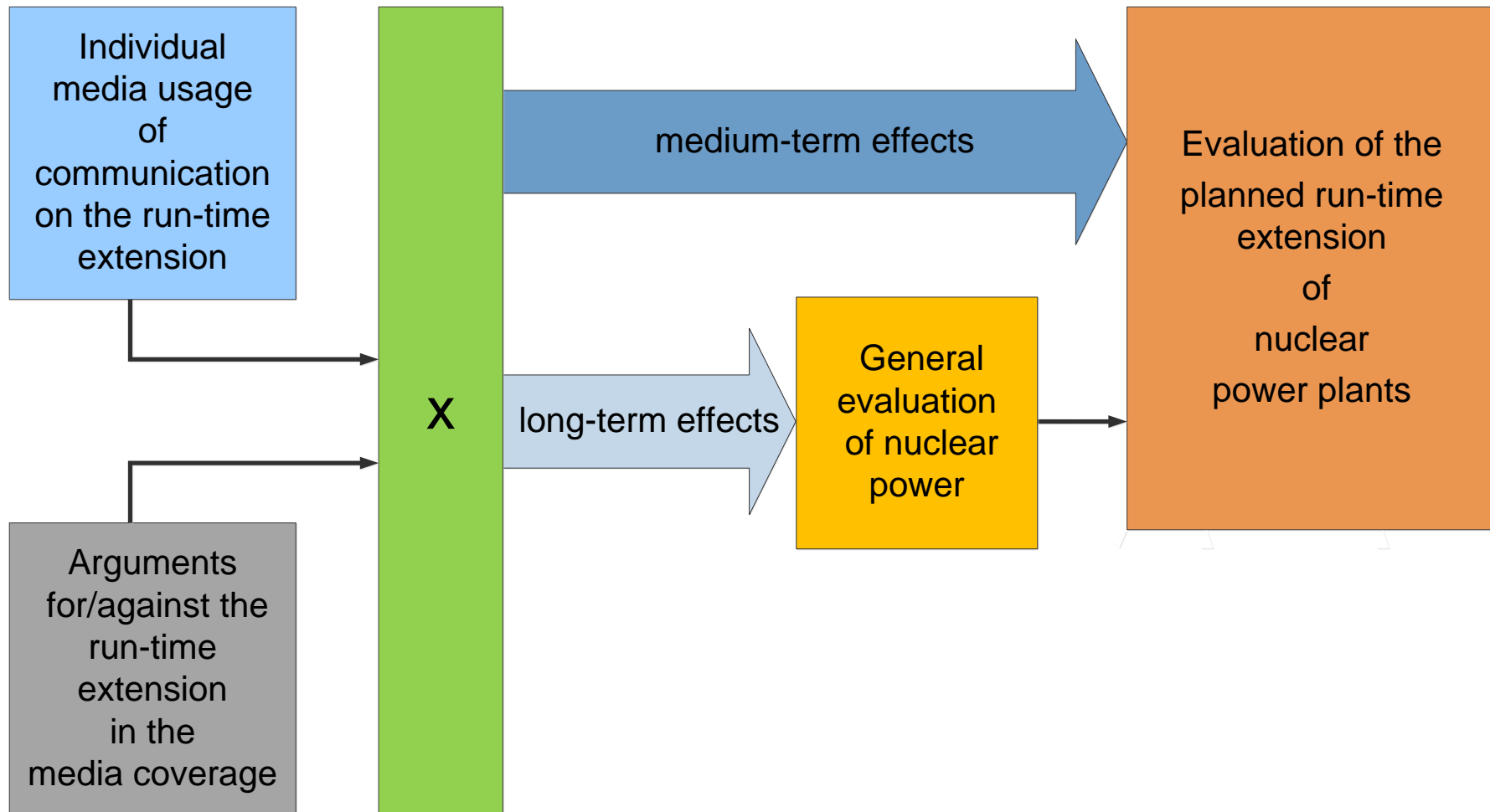
Theoretical Framework

How can media coverage on the run-time extension effect attitudes towards it?

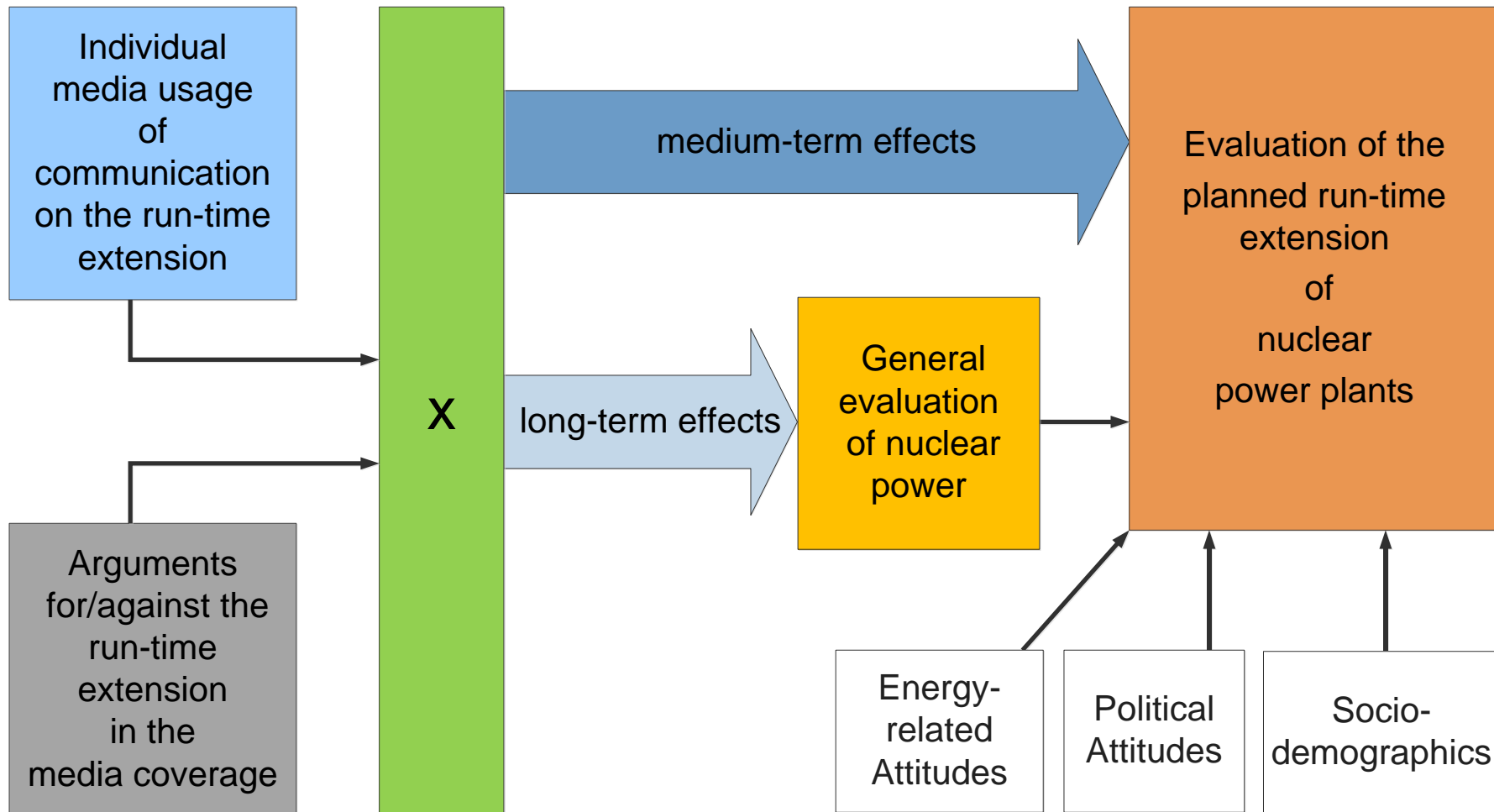
Second-Level Agenda-Setting



Research Model



Research Model



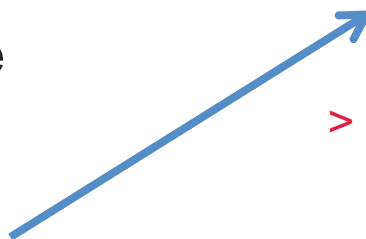
Two-Method Research Design

Telephone Survey

+

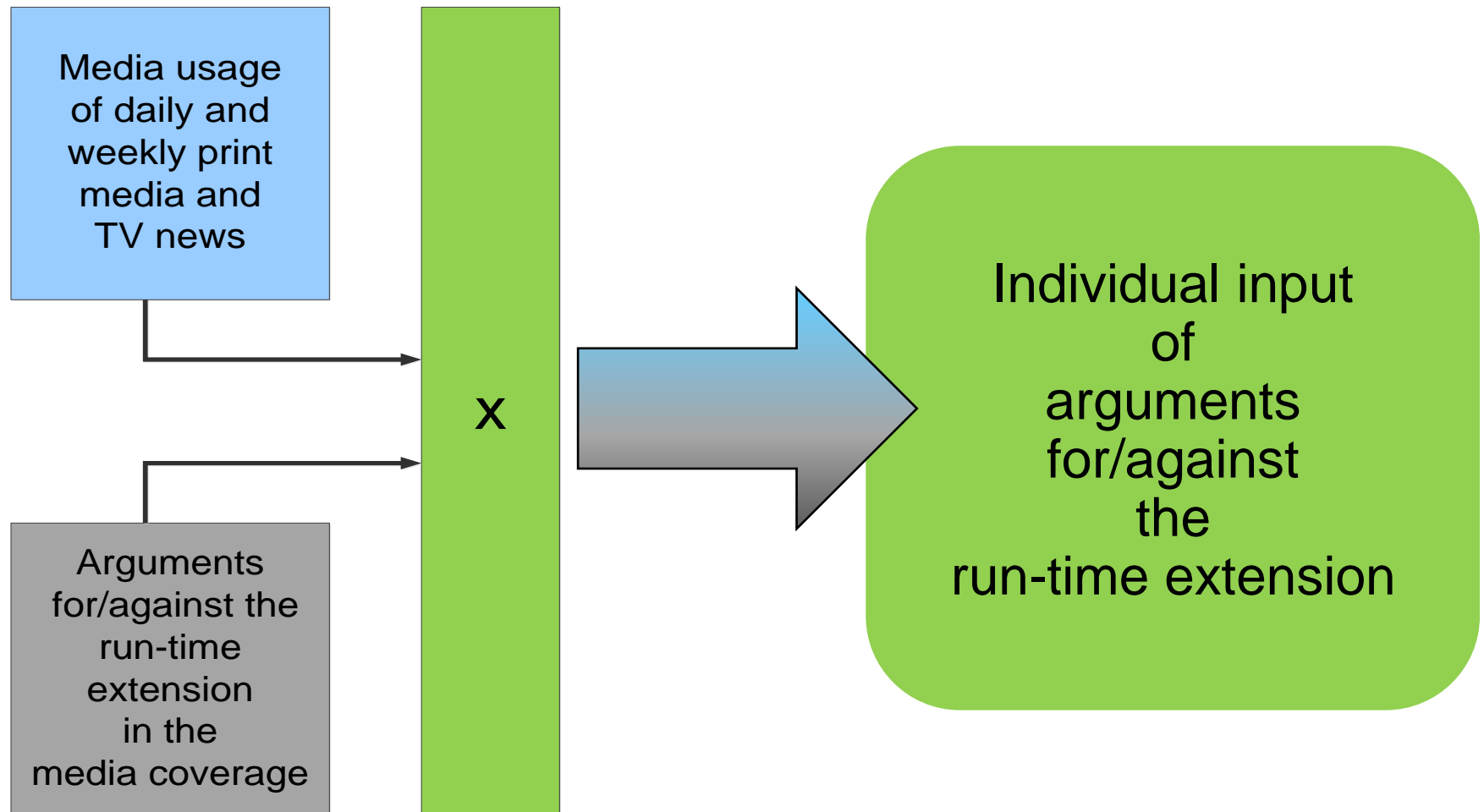
Content Analysis

- > representative sample of N = 551 people
- > two-stage sampling process
- > three weeks before the political decision (16.08- 05.09.2010)
- > data on **media usage**, attitudes towards run-time extension, nuclear power, energy, policy was collected

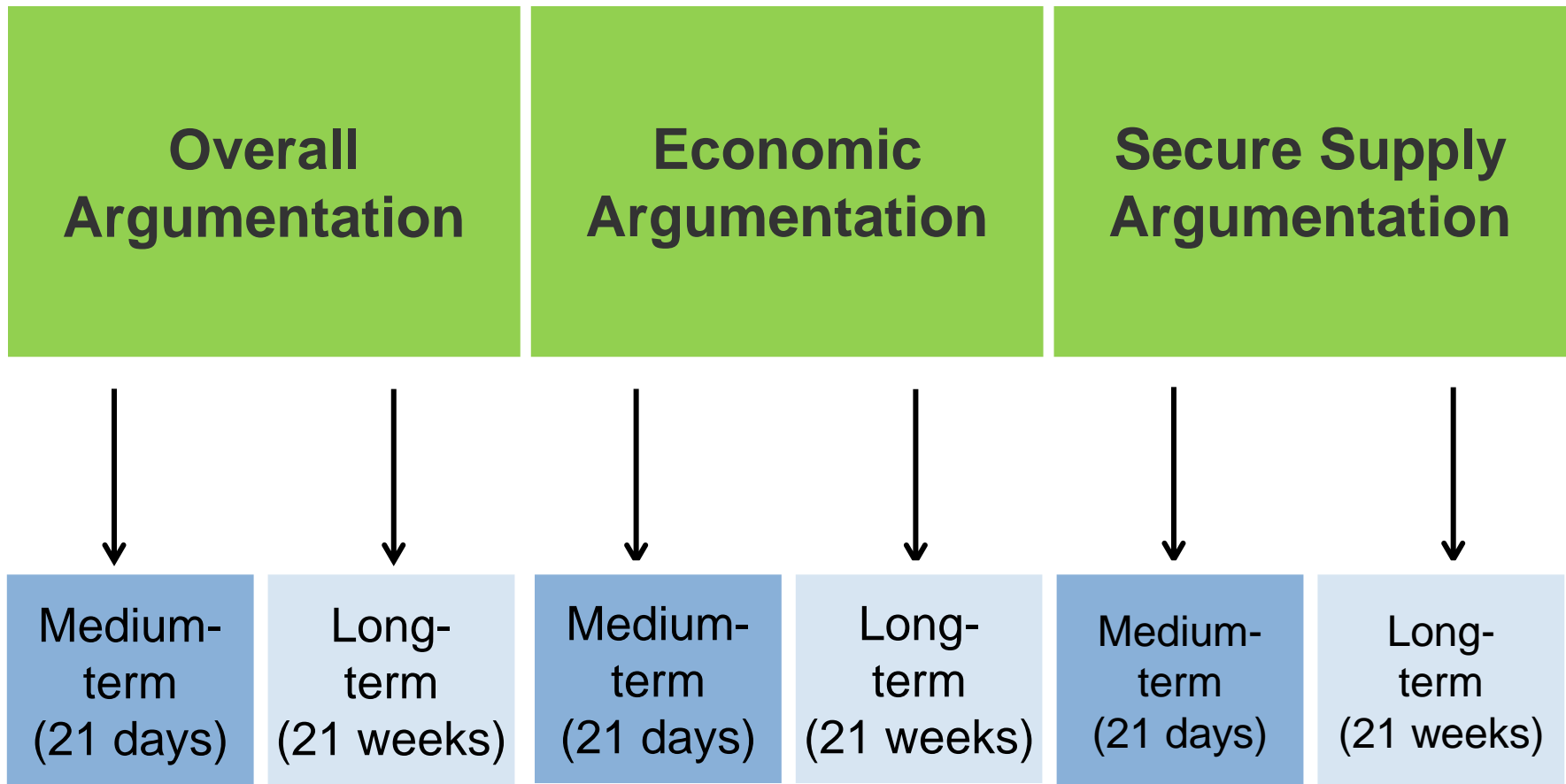


- > analysis of N = 480 articles and news items
- > **media sample** = media actually used by respondents
- > six month before the political decision (08.03.-05.09.2010)
- > coding of arguments for/against the planned run-time extension

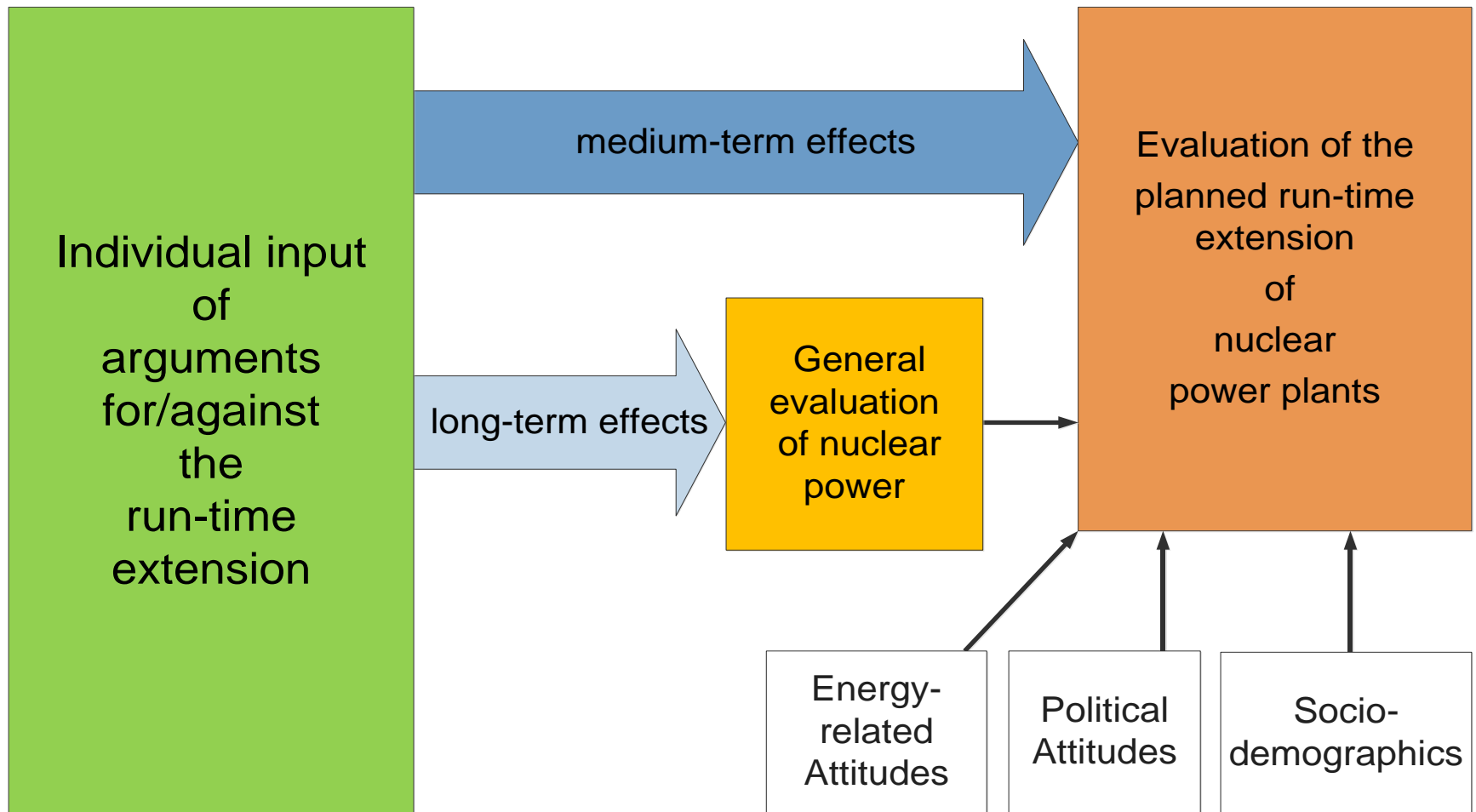
Data Combination on Individual-Level



Individual Input of Arguments

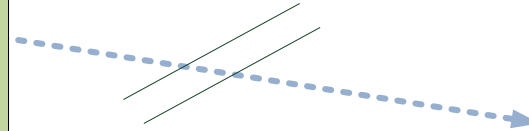


Final Model for testing media effects



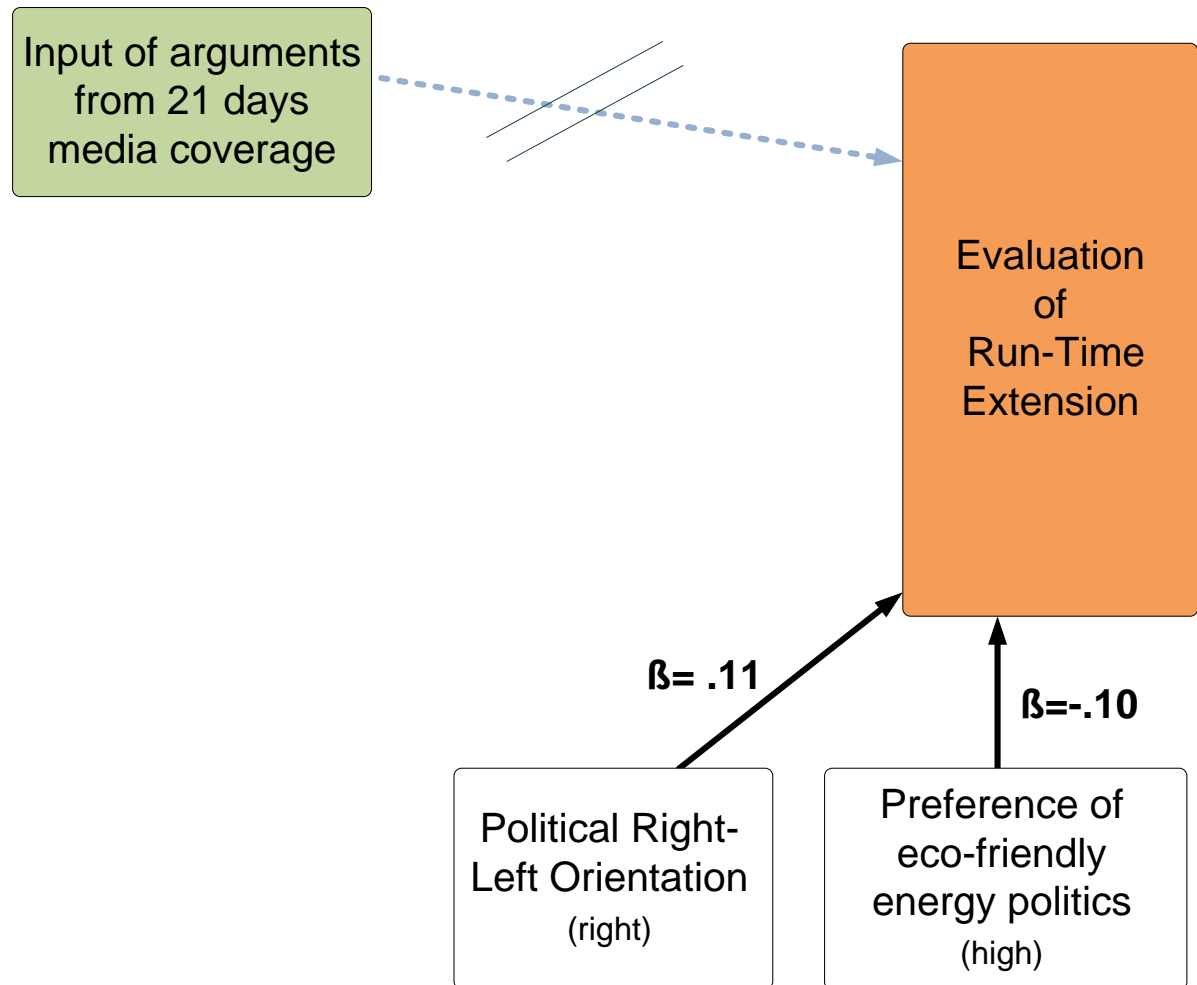
Medium-term Input of Arguments

Input of arguments
from 21 days
media coverage

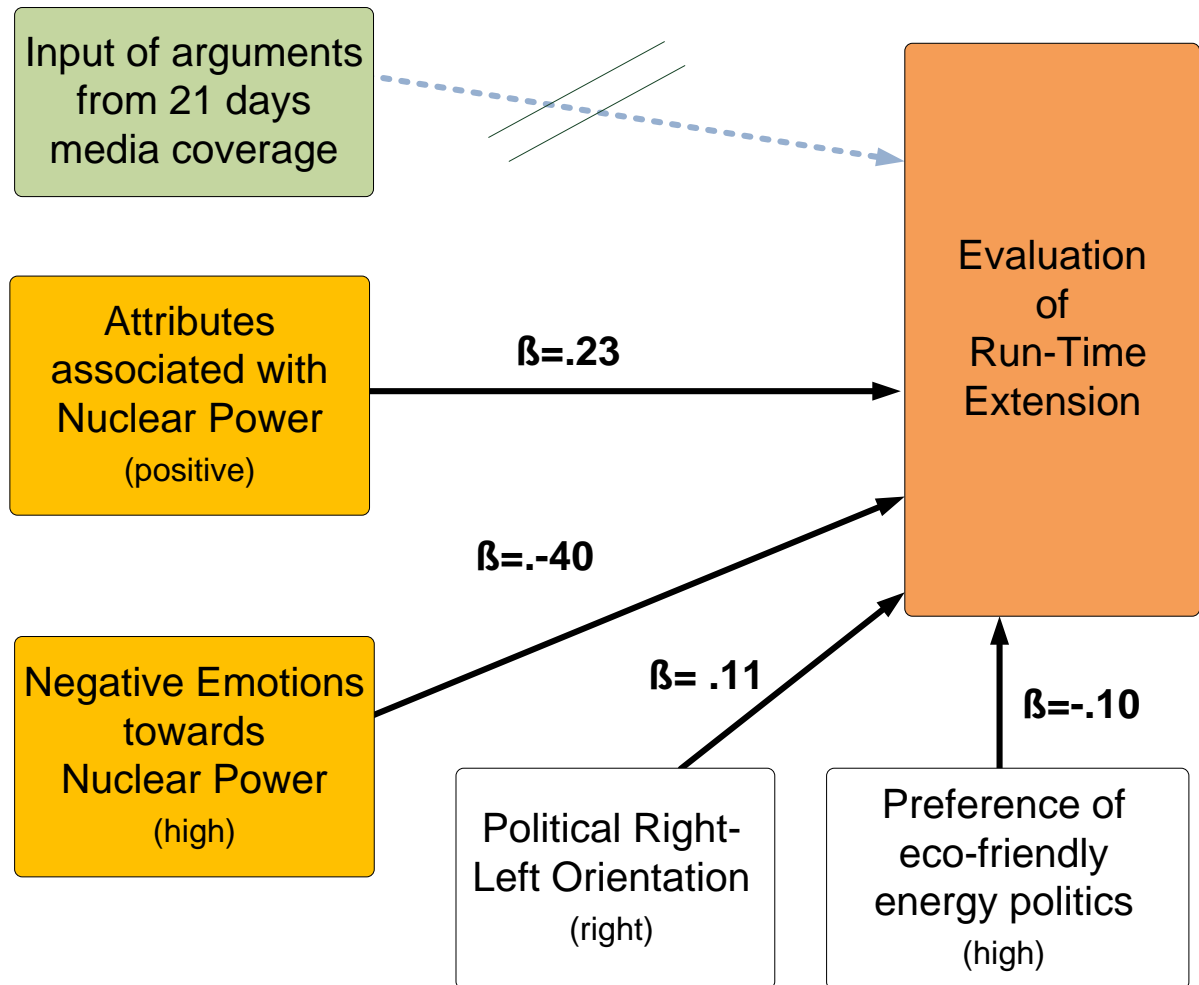


Evaluation
of
Run-Time
Extension

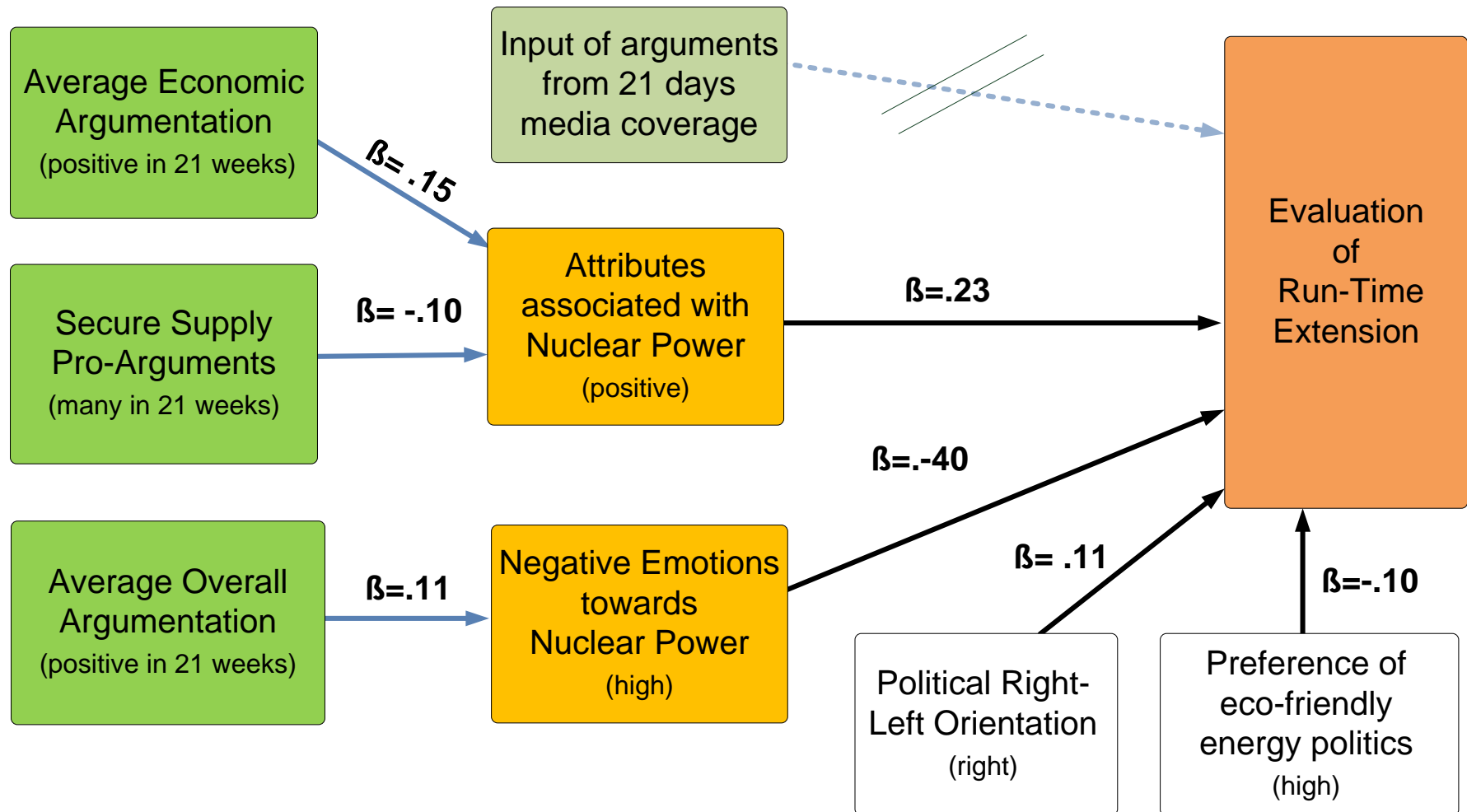
Political Attitudes



General Nuclear Power Attitudes



Long-term Input of Arguments



Summary

Media effects on evaluation of the run-time extension ...

- in spite of strong effects of other attitudes.
- can be positive as well as negative.
- differ with regard to content of argumentation.
- differ with regard to the length of media coverage.
- not directly in a medium-term, but indirectly in a long-term.

Thank you for your attention.

Dorothee Arlt

Institute of Communication and Media Studies

University of Bern

Email: dorothee.arlt@ikmb.unibe.ch