



Refugees and Agenda Setting Evidence From Passive Media Measurement

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adMeter Methodology



What we measure

TV
radio
Internet
(phone and PC)
location

How we measure

audiomatching
(TV, radio)
user-centric net
measurement

Sample size

1000 respondents

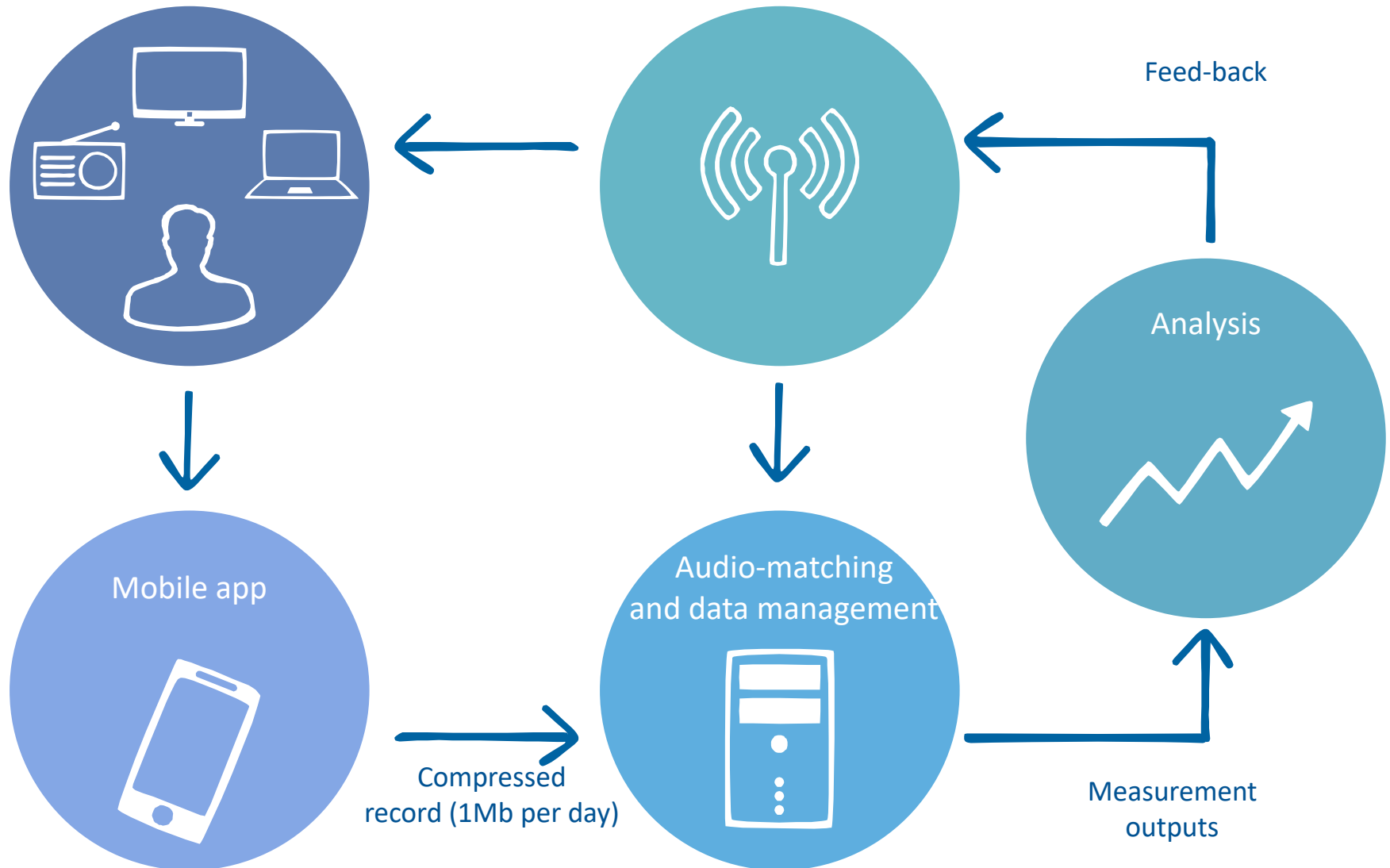
Representativity

Sociodemographic
Media consumption
segments

Outputs

second-by-second
single source data
time-shift

adMeter: Audiomatching Scheme



Types of Analyses

multiscreening

campaign
effectiveness

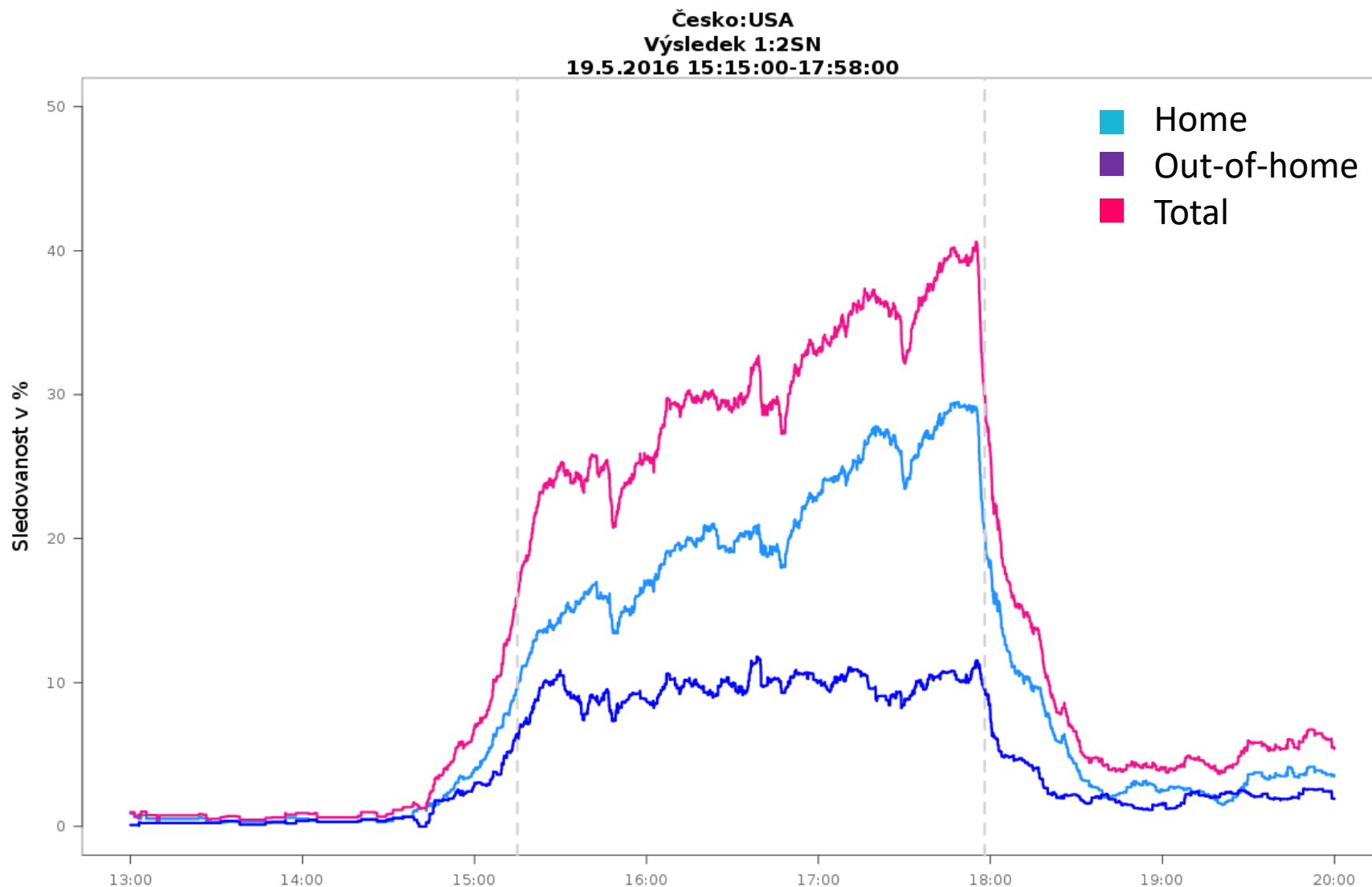
out-of-home
analysis

timeshift
ratings

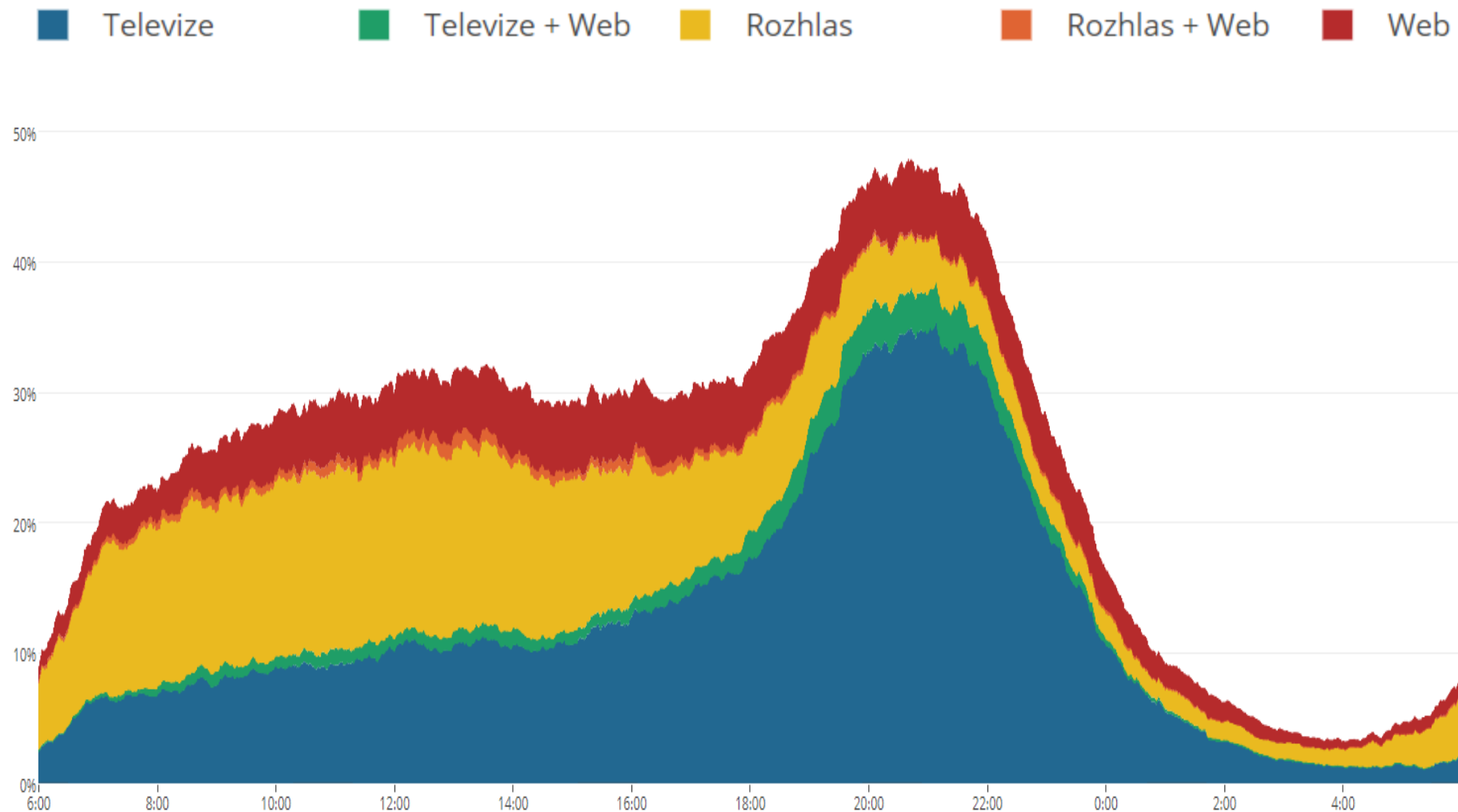
incremental
reach



Out-of-home Ratings – Ice Hockey Match



Multiscreening



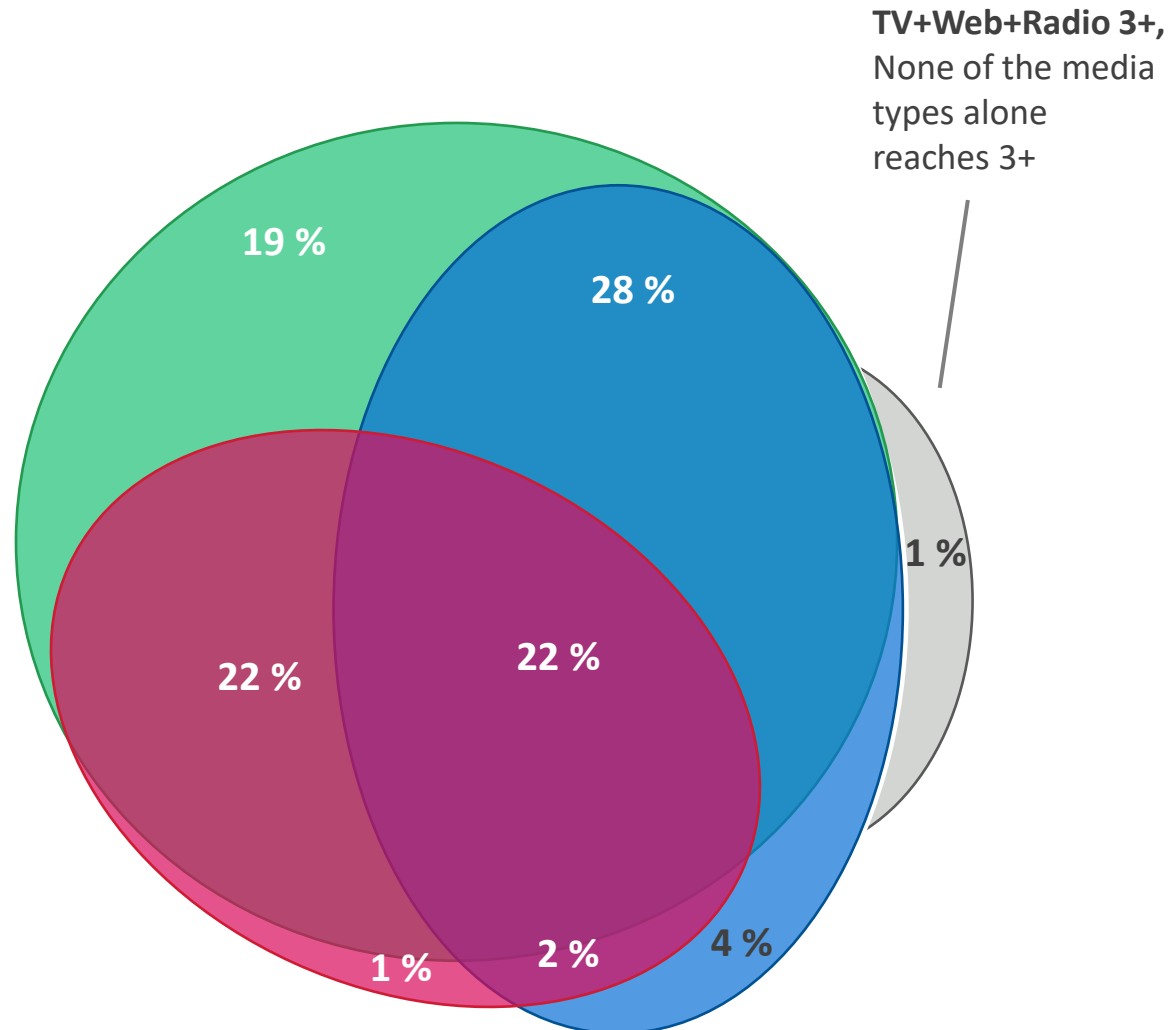
Campaign Crossmedia Reach

■ TV 3+ (91 %)

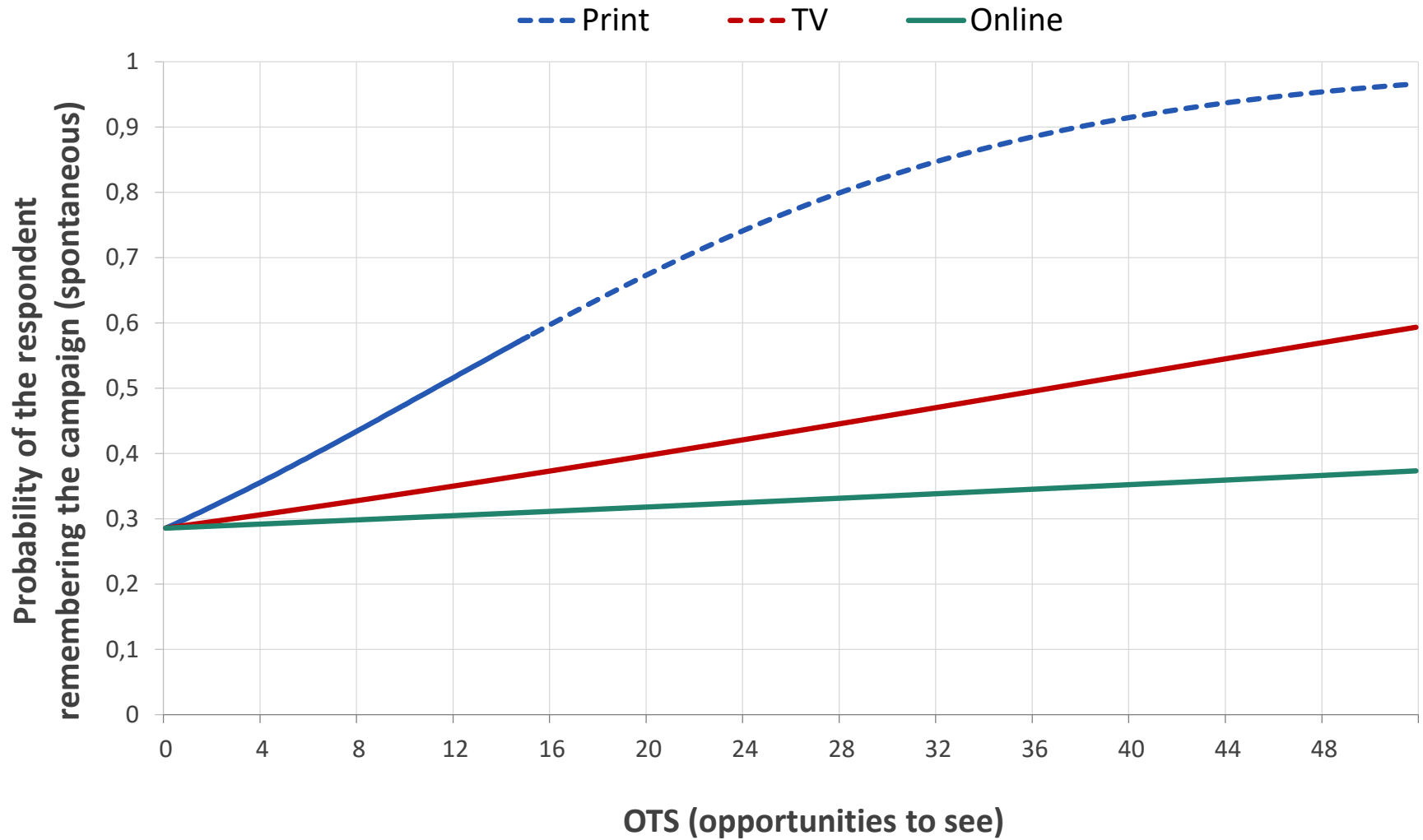
■ Internet 3+ (56 %)

■ Radio 3+ (47 %)

$\Sigma = 99\%$



Campaign Effect



Researching Agenda Setting

2 time series

Media content
×
Public attitudes

Inconclusive

Medium

Declared media
consumption
×

Topic perception

Inconclusive

Our design

Media content

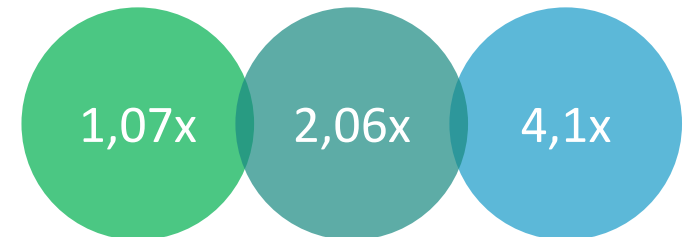
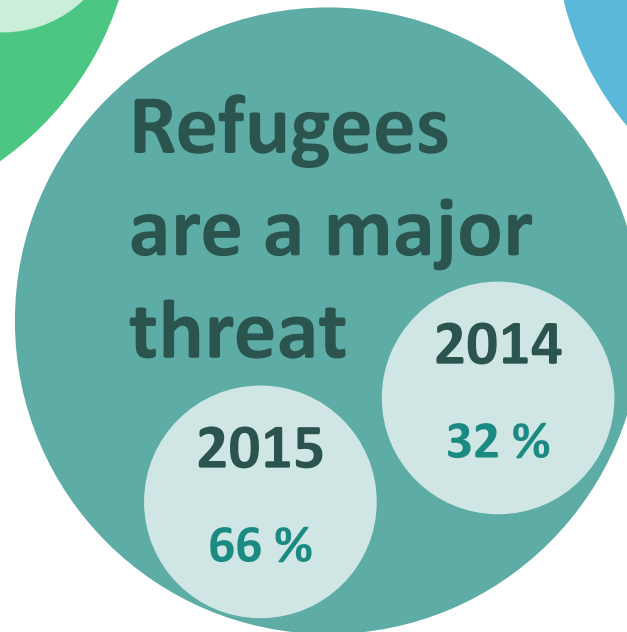
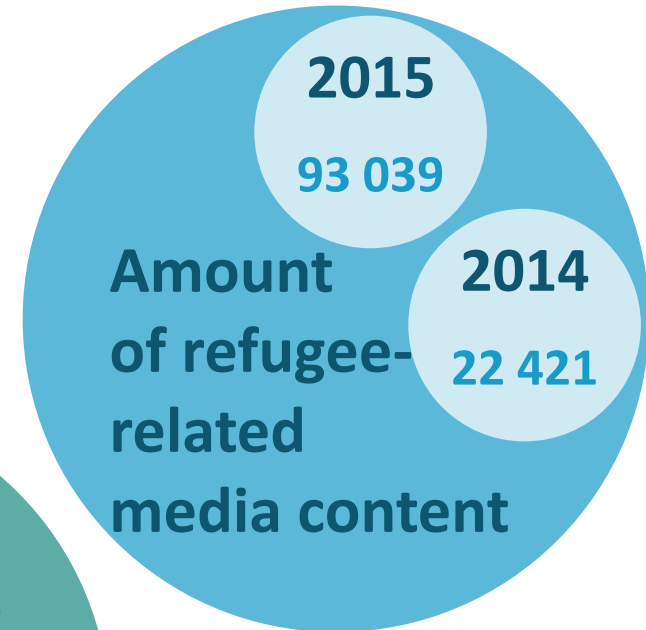
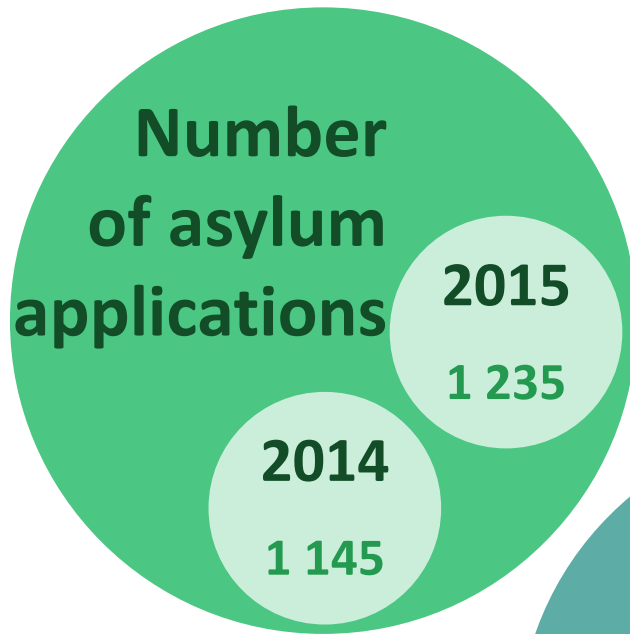
×

Viewers' exposure to
particular content (TV
reportages)

×

What they think

2014 & 2015 – Asylum Seekers, Attitudes and Numbers



Defining and Measuring Refugee Content

uprchlický utečenec
přistěhovalec
migrant přistěhovalec
utečenecký uprchlík
běženecký imigrační
migracemigrační
imigrant imigrace
běženec

Data

July and August
2015

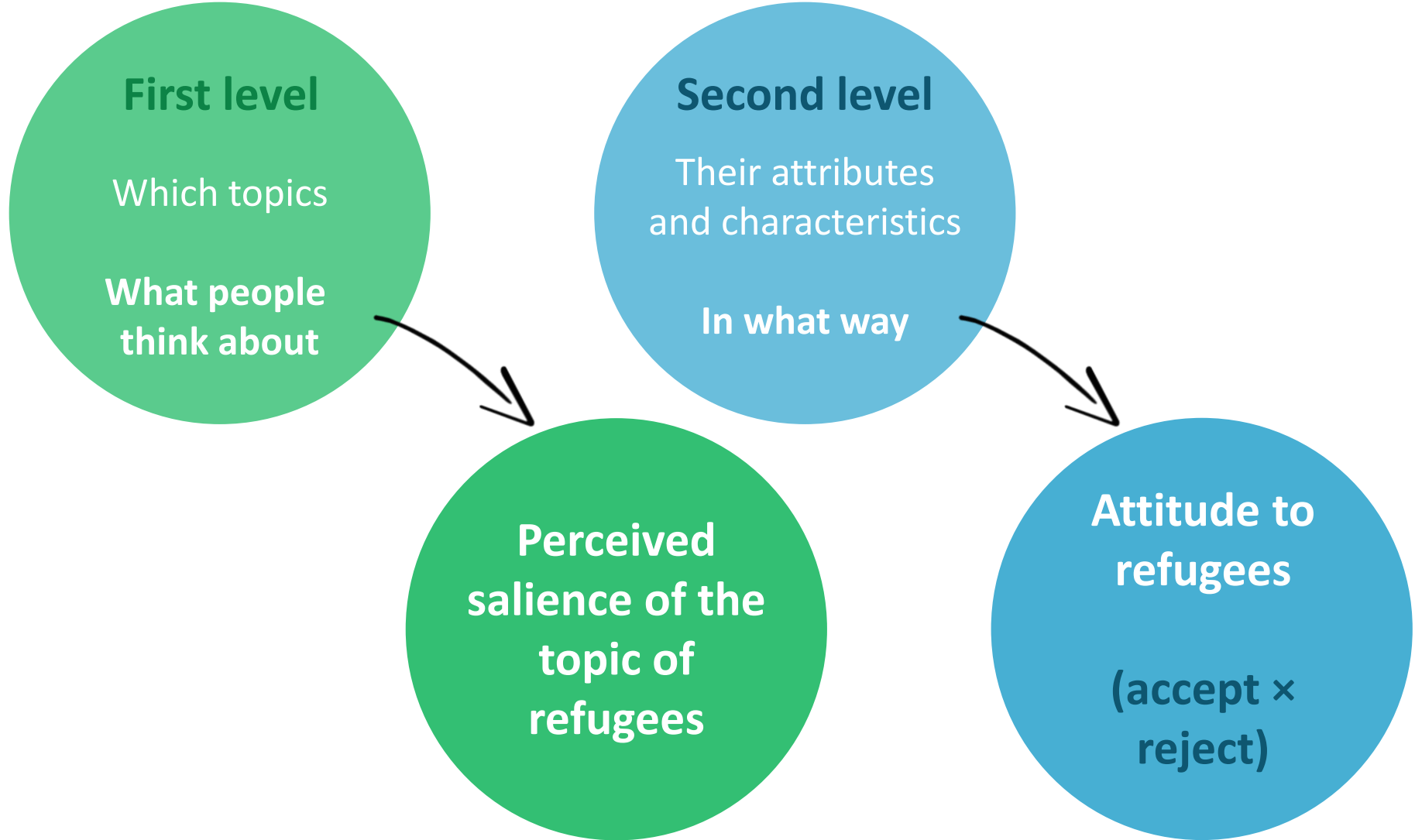
N = 249
respondents

NEWTON
MediaSearch
790 pcs of
TV content

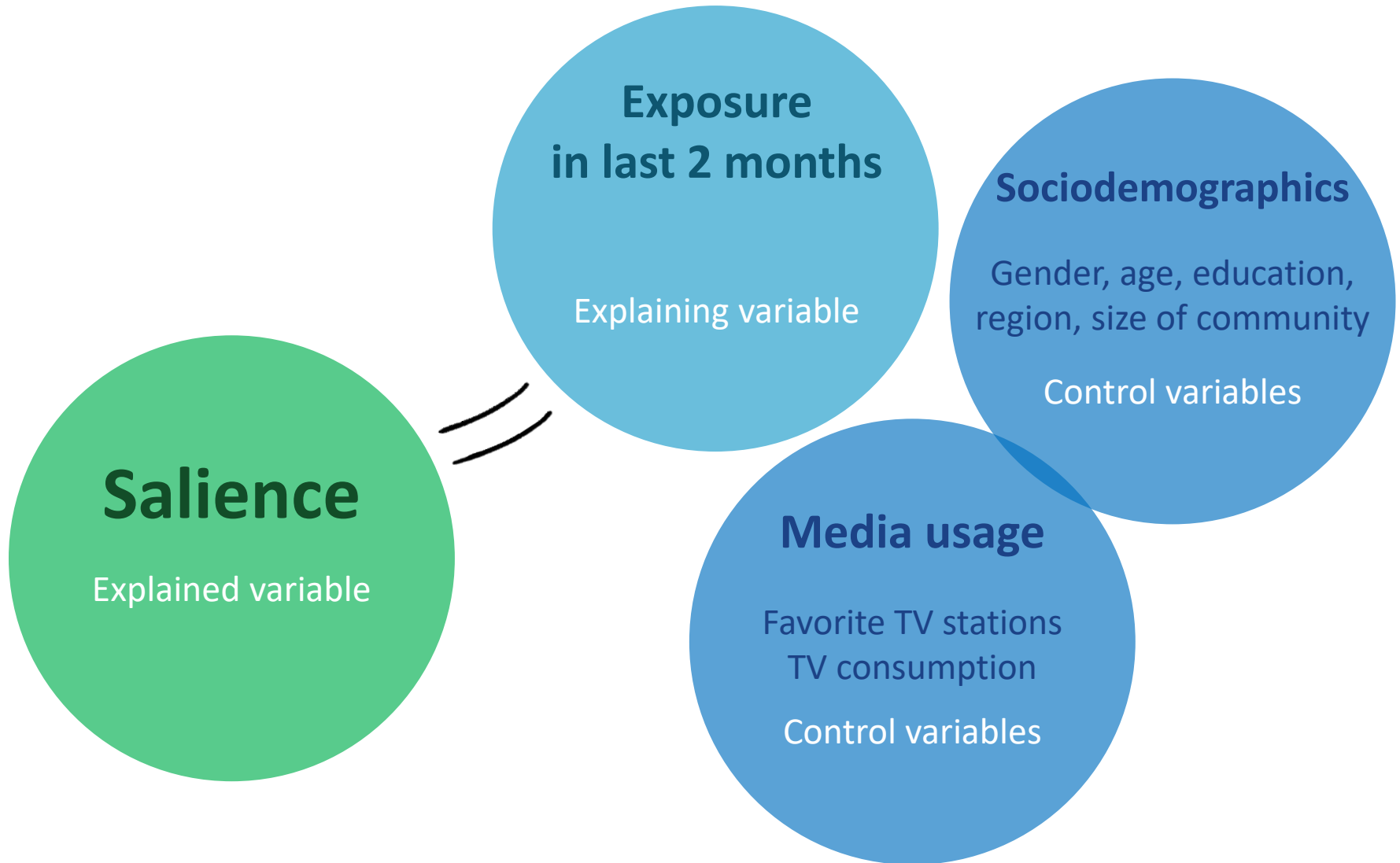
Jezová Balková
Bělá pod Bezdězem
Vyšní Lhoty
Drahonice

either at least 2 occurrences of any of the words from the list (even the same twice), or at least one occurrence if used in conjunction with any of the four locations of Czech refugee centers

Agenda Setting



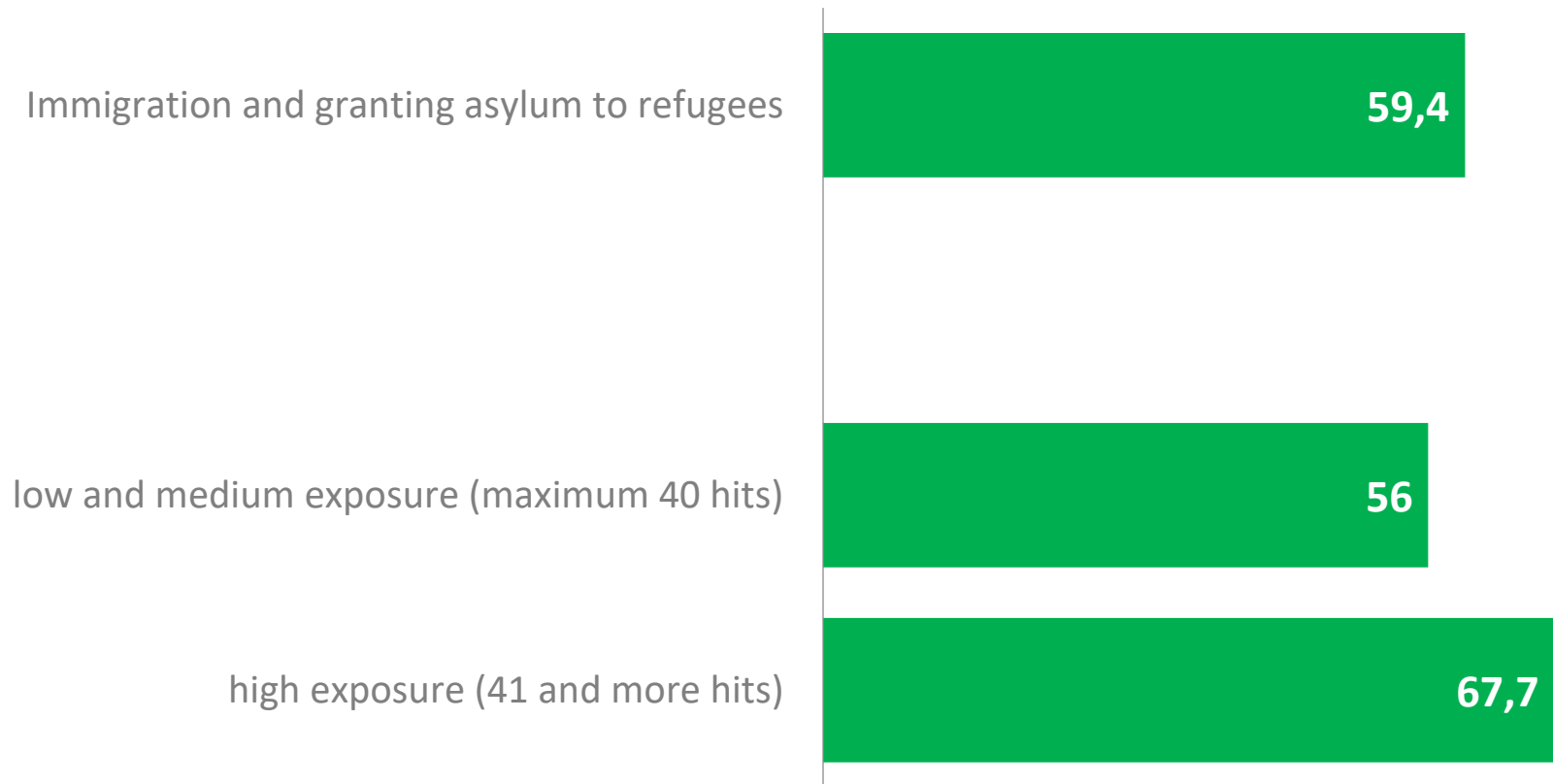
First-level Agenda Setting



Importance of Topics



Importance of Immigration and Refugee Topic



Effect on Perceived Salience - Logistic Model

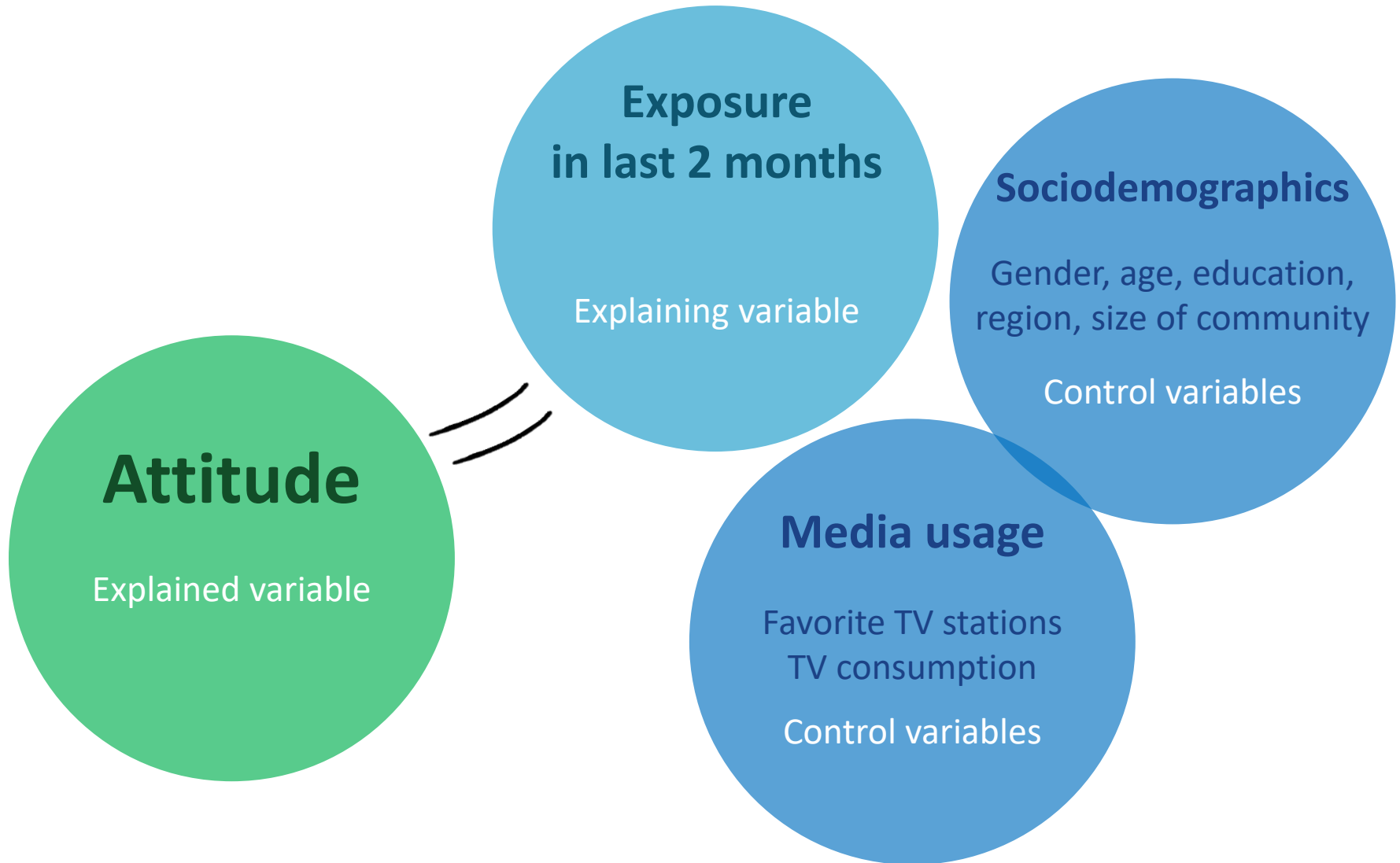
Variable	value	Exp(B)
Size of community	Up to 5 000 inhabitants	*
	5 001 to 20 000 inhabitants	0,362**
	20 001 – 50 000 inhabitants	0,556
	50 001 – 100 000 inhabitants	1,162
	Over 100 001 inhabitants	0,676
Most frequently watched TV station	Czech TV Group (Public)	
	Major commercial stations (Nova, Prima, Barrandov)	1,286
	Minor commercial sts. (Nova Cinema, Prima Cool)	2,239
Rate of exposure	High exposure (top tercile, 41+)	1,898**

62,5 % Predicted correctly (59,4 % in zero model), Nagelkerke R-Sq 0,077

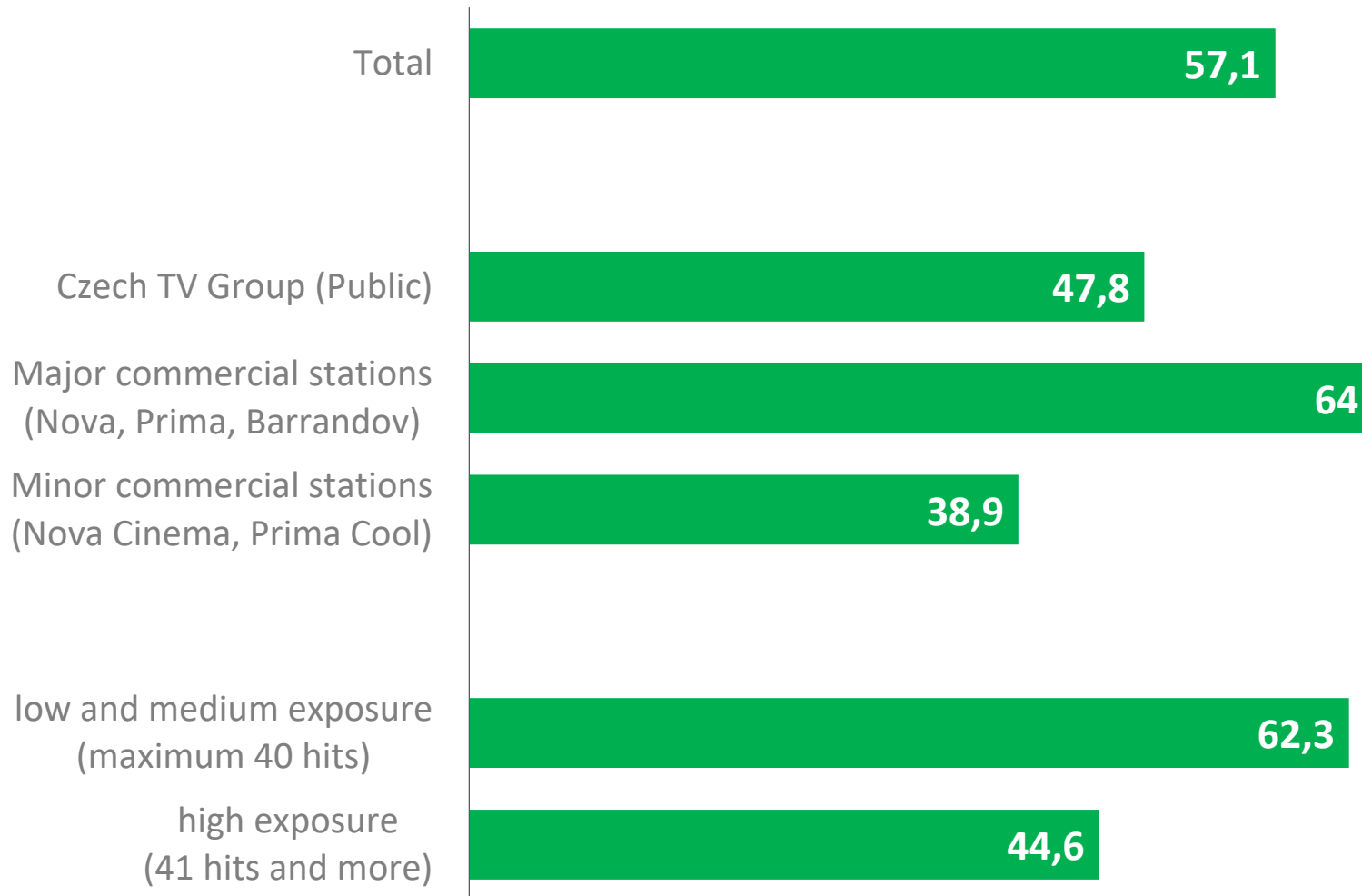
Modelling: mandatory media variables + backward stepwise

** p<0,05, * p<0,1

Second-level Agenda Setting



Czech Republic Definitely Should Not Accept Refugees



Effect on Refugee Rejection - Logistic Model 1

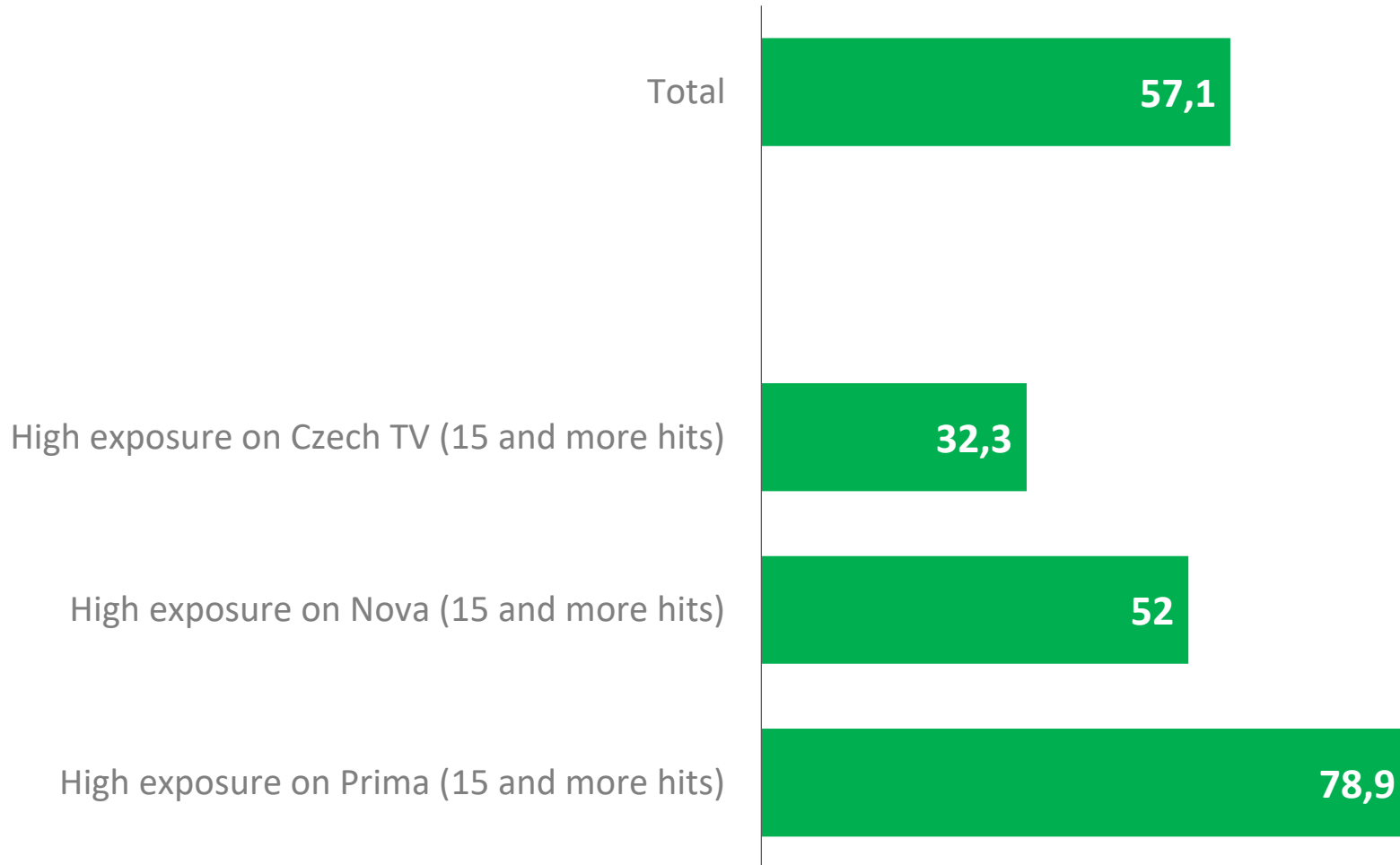
Variable	value	Exp(B)
Gender	Female	2,023**
Education	Primary	**
	Lower secondary	0,418
	Upper secondary	0,302*
	University	0,148**
Most frequently watched TV station	Czech TV Group (Public)	**
	Major commercial stations (Nova, Prima, Barrandov)	1,673
	Minor commercial sts. (Nova Cinema, Prima Cool)	0,357*
Rate of exposure	High exposure (top tercile, 41+)	0,434**

68,3% Predicted correctly (57 % in zero model), Nagelkerke R-Sq 0,16

Modelling: mandatory media variable + backward stepwise

** p<0,05, * p<0,1

Czech Republic Definitely Should Not Accept Refugees



Effect on Refugee Rejection - Logistic Model 2

Variable	value	Exp(B)
Gender	Female	1,735*
Education	Primary	
	Lower secondary	0,498
	Upper secondary	0,369
	University	0,256*
Czech TV - type	Non-watcher	**
	Watcher – low exposure on Czech TV	1,082
	Watcher – high exposure on Czech TV	0,245**
Prima TV - type	Non-watcher	**
	Watcher – low exposure on Prima	2,009*
	Watcher – high exposure on Prima	2,936**

66,5% Predicted correctly (57 % in zero model), Nagelkerke R-Sq 0,19

Modelling: media enter + backward stepwise ** p<0,05, * p<0,1

Summary

Electronic Media Measurement

Actual exposure to
content

**Higher exposure
to content →
topics perceived
to be salient**

Causal effects?

Controlling for
sociodemographic
and TV-usage patterns
eliminates other
causal hypotheses

**Exposure on
Czech TV -> lower
refugee rejection,
Exposure on
Prima -> higher
refugee rejection**

Limitations

Small sample
No pretest – posttest
Not controlling for
news-broadcast-
consumption



Thank you for your Attention!

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