



INFORMING CONFLICT PREVENTION,  
RESPONSE AND RESOLUTION:  
THE ROLE OF MEDIA  
IN VIOLENT CONFLICT

## **WP 3 – MEDIA AND PUBLICS**

### **WP 3 leaders:**

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(Conflict leader for Macedonia and Kosovo)

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(Conflict leader for DR Congo and Burundi)





## WP3 Research Focus

INFOCORE's overall objective is to provide a **thorough understanding** of: (1) the **social processes** underlying the **production of conflict news**, and (2) the **inherent dynamics of conflict news contents**.

WP3 contributes dominantly in studying the first part of the communication process – *production of conflict news*.

### WP 3 Research Focus:

**To identify the role of lay publics in the (conflict) news production process...** by investigating the interaction between lay publics and (a) different types of media in (b) different types of conflicts and (c) at different stages of conflict.



## Audiences and Lay Publics

**Audiences** are perceived as '*category of individuals*' that are imagined as a category *from an external focal point* ... and which *does not have a sense of belonging* to a particular group.

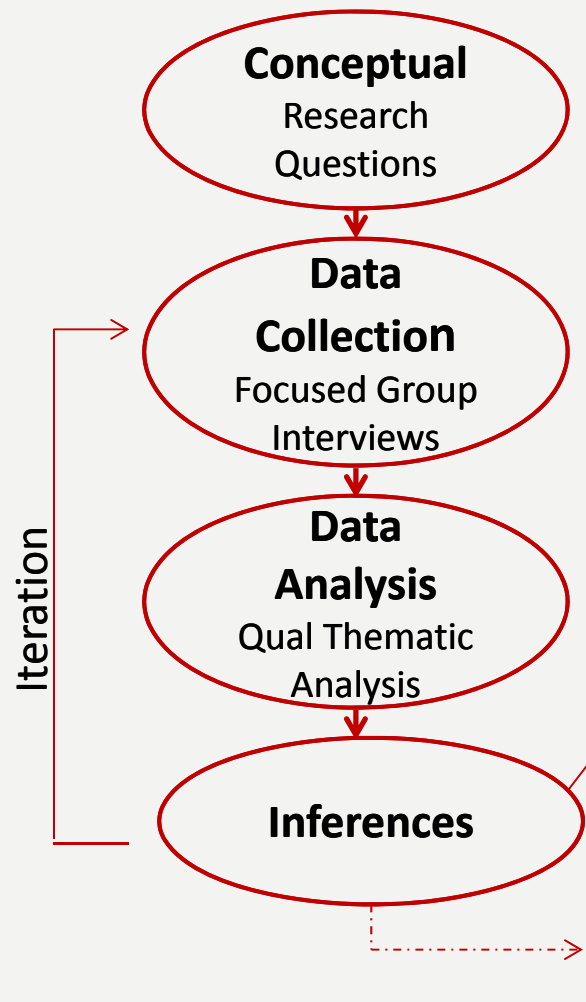
**Lay Publics** are those segments of the audience that perceive and *imagine themselves* as members of a particular *value or issue specific group*, that are *oriented towards the other* in terms of 'sociation', that are *founded in society*, and that build an *emerging agenda for action*.

The segment of the Lay Publics that *repeatedly engages in content production through variety of media platforms* will be regarded as the **Media Active Lay Publics**.

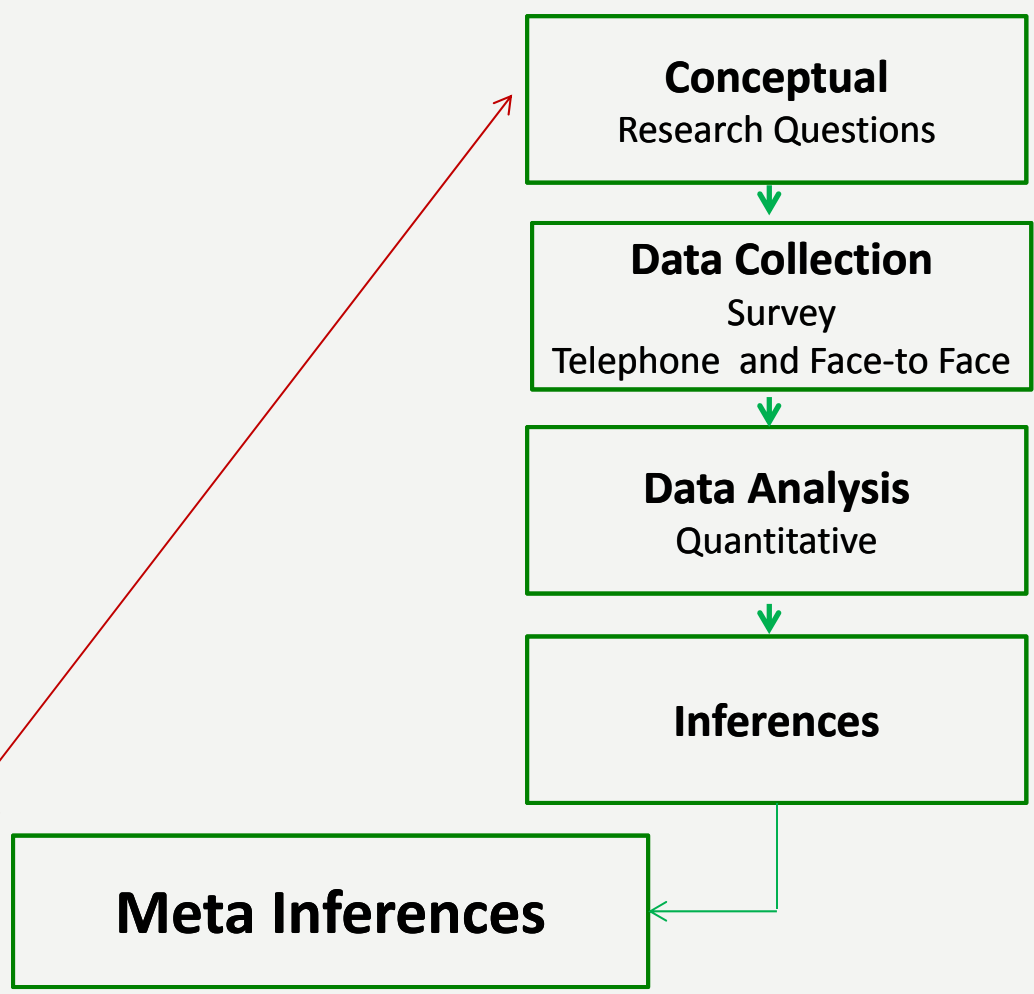
## WP3 Research Objectives

- QUAL**
- (1) to understand how lay publics *use* and *interpret* conflict related news... and *what interpretative frames emerge* through the process of meaning creation
  - (2) to apprehend which ideas for social action emerge - *emerging agendas for action* - during the processes of collective interpretation of conflict related news
  - (3) to examine the *types of inter(action)* between lay publics and (different types of) media (in different stages of conflict)
- Quan**
- (4) to examine the *perceptions and beliefs* of the general audiences about the conflict related coverage and to identify *which audience segments have been inter(active) with the media* in relation to key conflict issues and significant events

## Phase I – QUAL



## Phase II - Quan





## WP 3 Data Collection Methods

### QUAL Stage

Three waves of **focused group interviews** will precede the quantitative stage - the first and second wave in 2015, the third wave in 2016 (in Macedonia all three waves in 2015).

(Macedonia, Kosovo, DRC Congo and Burundi)

### Quan Stage

**Telephone survey** (Syria, Israel and Macedonia)

**Face-to-face survey** (Palestine)



## General Research Questions - **QUAL Stage**

- (1) How the lay publics **use** and **interpret** conflict related news?
- (2) **What interpretative frames emerge** through the process of meaning creation?
- (3) What are the **emerging agendas for action** that the lay publics create during the interpretation of conflict related news?
- (4) What **types of inter(action) with the media follow** from the collectively consutructed emerging agendas for action with regard to different conflict issues and events?



## General Research Questions - Quan Stage

- (1) What are the *patterns of media use* among different audience segments?
- (2) What are the *perceptions, beliefs and attitudes* of the general audiences about the specific conflict related coverage?
- (3) What *types of interaction* do different audience segments practice *with different types of media*?
- (4) Which *audience segments have been inter(active) with the media* in relation to the key conflict issues and significant events?

TO BE REVIEWED IN THE END OF THE QUAL STAGE!





### Content related WPs

- we will isolate divergent interpretations of the media coverage of specific events/issues and we will juxtapose those interpretations to the *interpretative frames* embedded in the specific media ‘discourse’
- we will analyse the group dynamics (argumentative and complementary interaction) that brings about an *emerging agenda for actions* and we will compare them with the ‘circulating’ *agendas for actions*

### Interviewing related WPs

- we will identify types and content of the engagement with media to promote the *emerging agenda for action* and we will compare it with the journalists’ practices and routines in story ideation
- we will try to make comparisons between the types of engagement of the lay publics with those of other relevant actors



## QUAL Stage

- Prior consent will be required in written from each individual participant.
- Clear written description on the nature, significance, implications and risks from participation
- Free and voluntary decision to participate or to stop participating at any time for any reason
- Anonymity and confidentiality of all replies will be guaranteed

## Quant Stage

- Consent will be required verbally from each individual participant.
- Clear verbal description on the nature, significance, implications and risks from participation
- Free and voluntary decision to participate or to stop participating at any time for any reason
- Personal data will not be collected. Phone numbers or household addresses chosen randomly. Anonymity and confidentiality guaranteed.
- Subcontracting agencies will be obliged to comply with the requirements on anonymity and confidentiality stipulated in the contract.

## Data Protection and Safety

- All gathered data will be safely stored on a secured facility. Only researchers will have access.
- Detailed plan for data storage and data protection.
- Potential safety risks will be continuously monitored and minimized.