



Regional Media Diversity

Operationalization and Measurement of Regional Diversity in German Public Service Broadcasting

Freie Universität Berlin

Institute for Media and Communication Studies

Division Media Analysis/Research Methods

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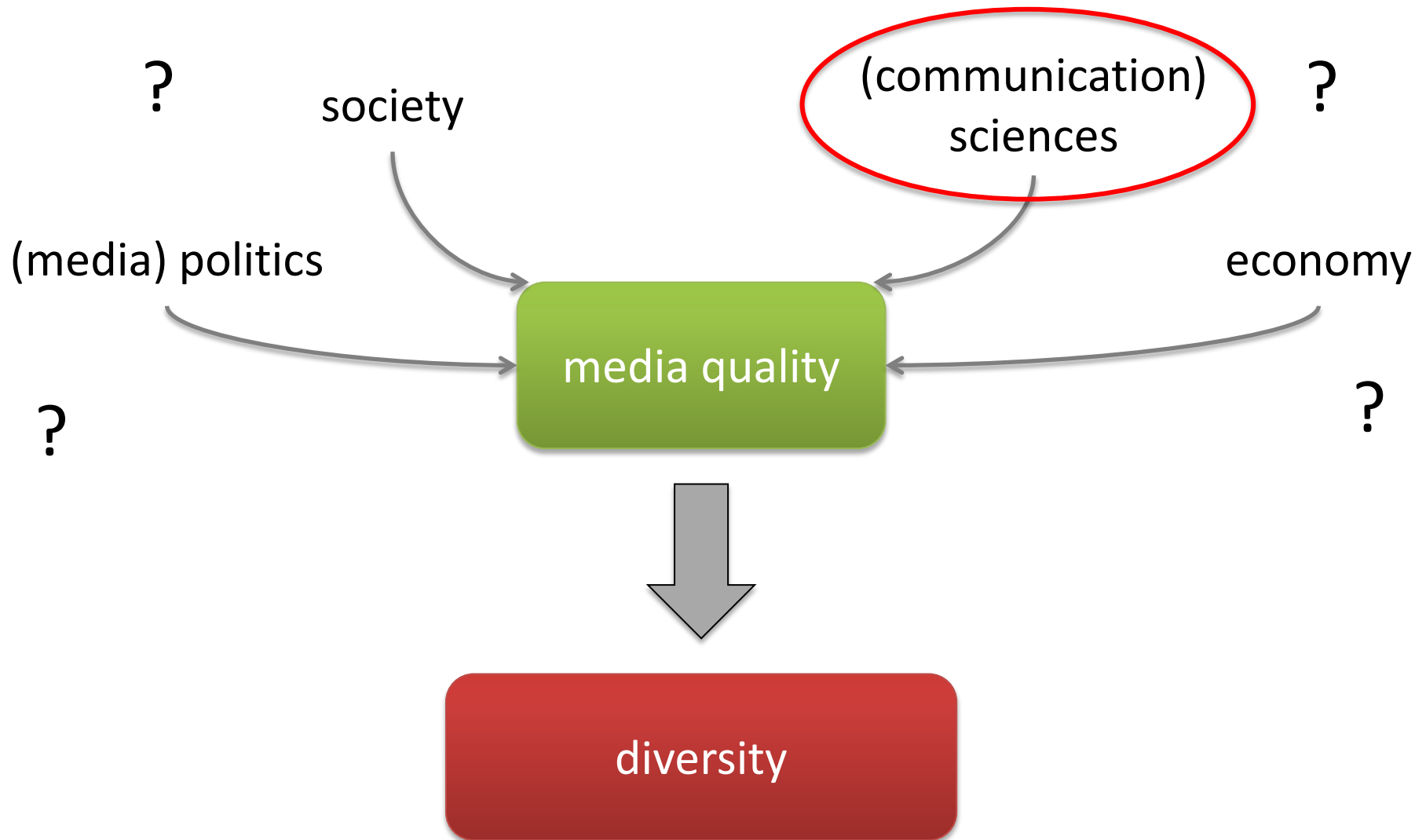
Media Diversity: Concept, Analysis, Policy – Nov 25th-26th 2014, New Delhi

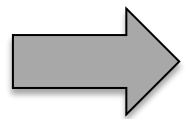
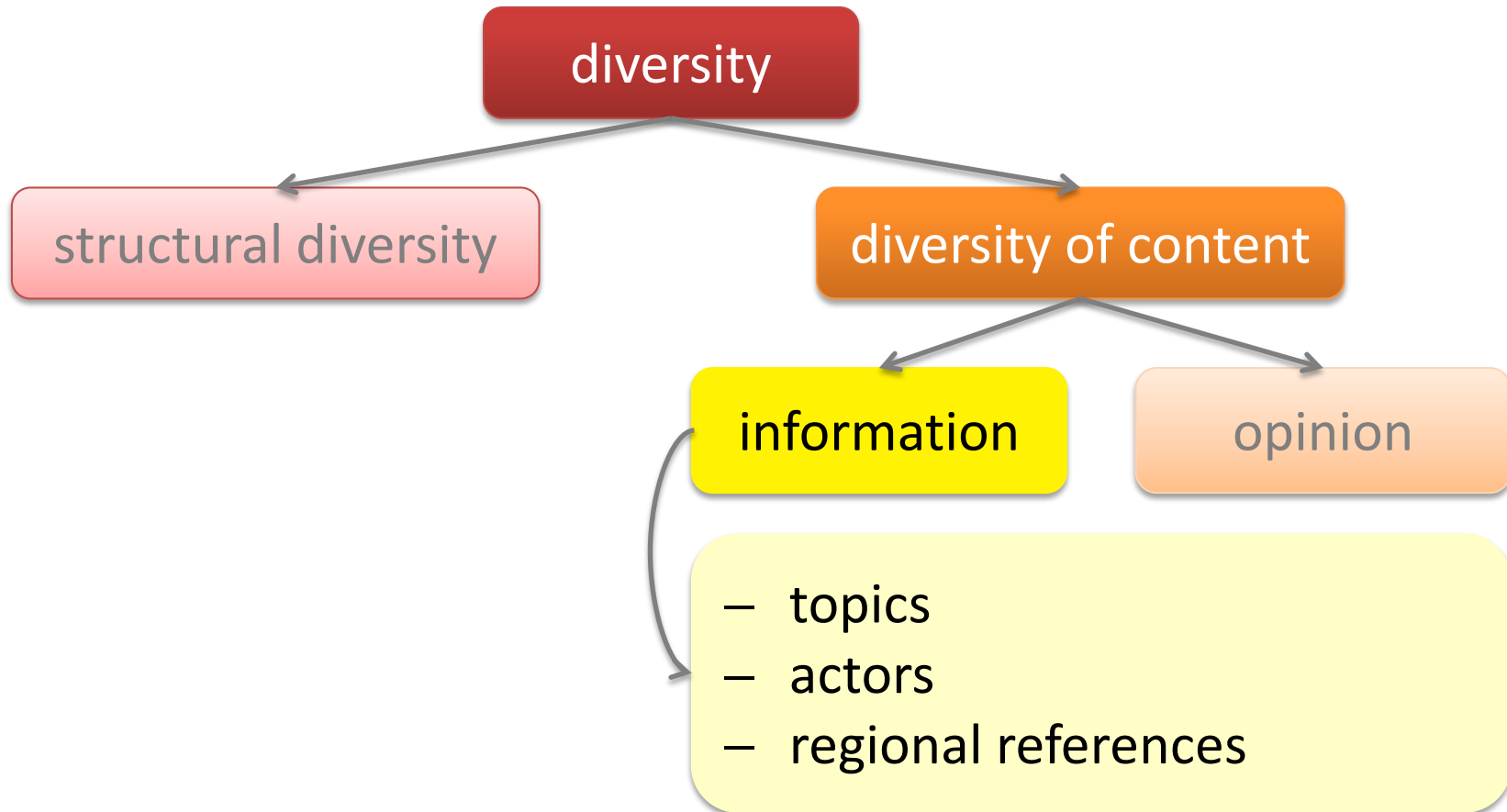


1. The concept of media quality
1. Media diversity...
 - ...and communication sciences
 - ...and (German) media politics
2. Operationalization of regional diversity
3. Results & conclusion



Media quality – media diversity?

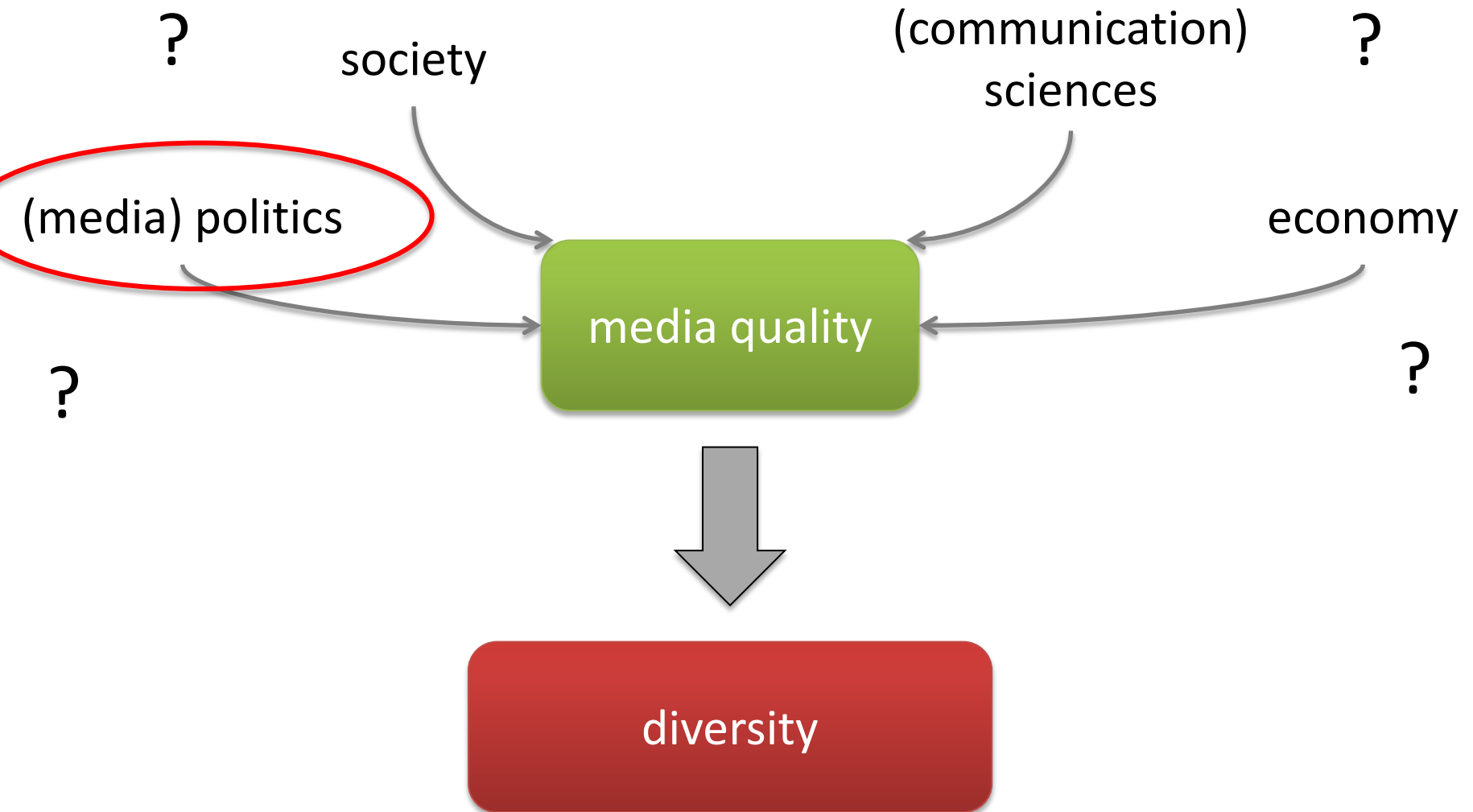




influential operationalization approach (Schatz/Schulz 1992)

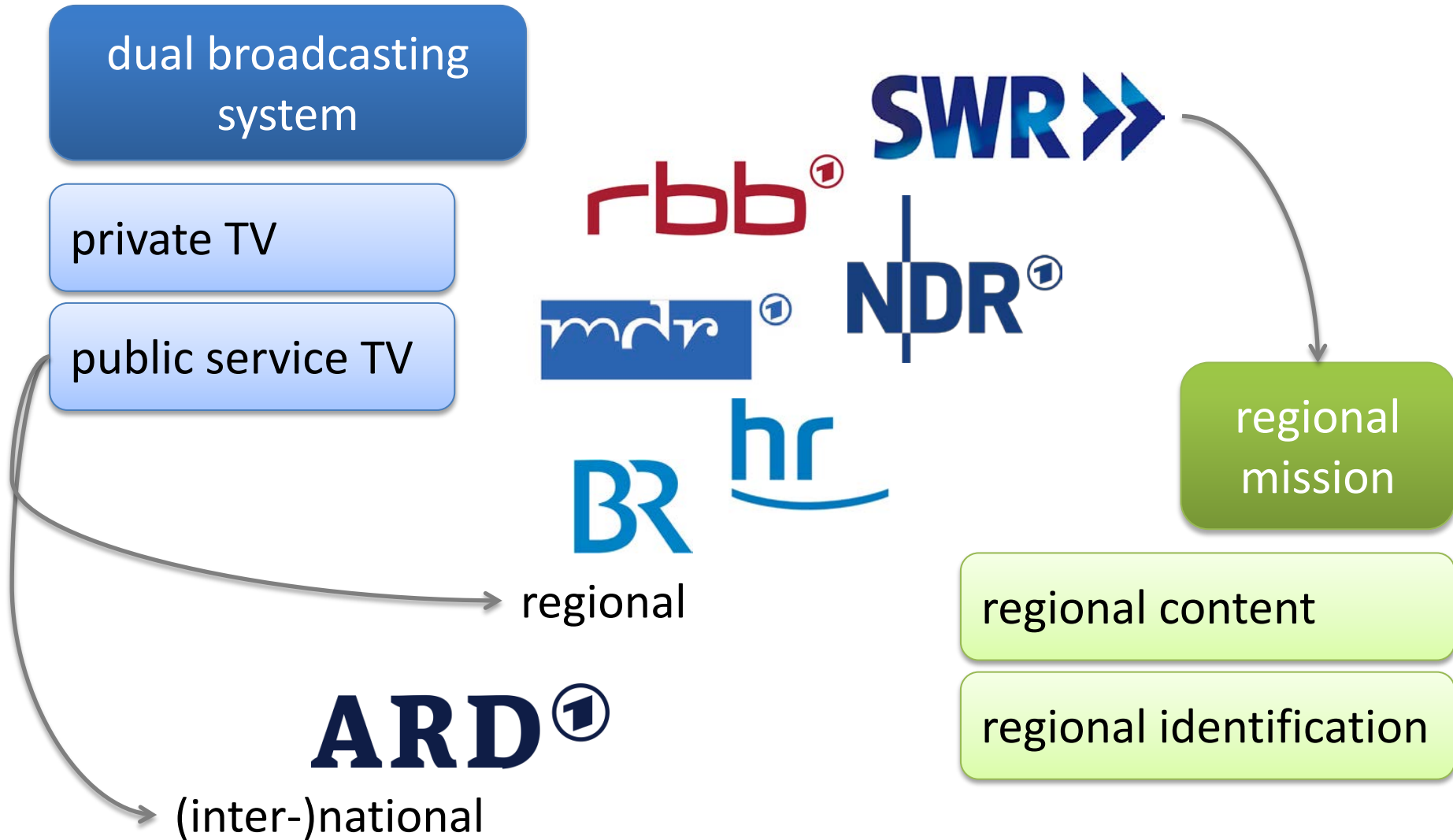


Media quality – media diversity?





Diversity & (German) media politics





Importance of regional media content

Potential

- Regional public spheres
- Participation on regional level

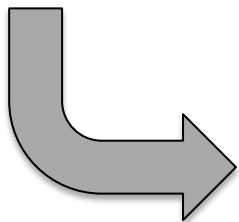
Success

- TV market shares

vs.

German media system

- media convergence & decreased external diversity
- Recipients' need for regional information not satisfied



Our study
mandated by the State Regulatory Media Authority



- Continuous TV programming research since 1998
- quantitative content analysis, 2 samples per year

2012

innovation: regional focus

- Sample: 1 week in October 2012 (15th – 21st)
- Reliability: 0,95 (Holsti coefficient)
- TV channels:



Southwest
Broadcasting



North German
Broadcasting



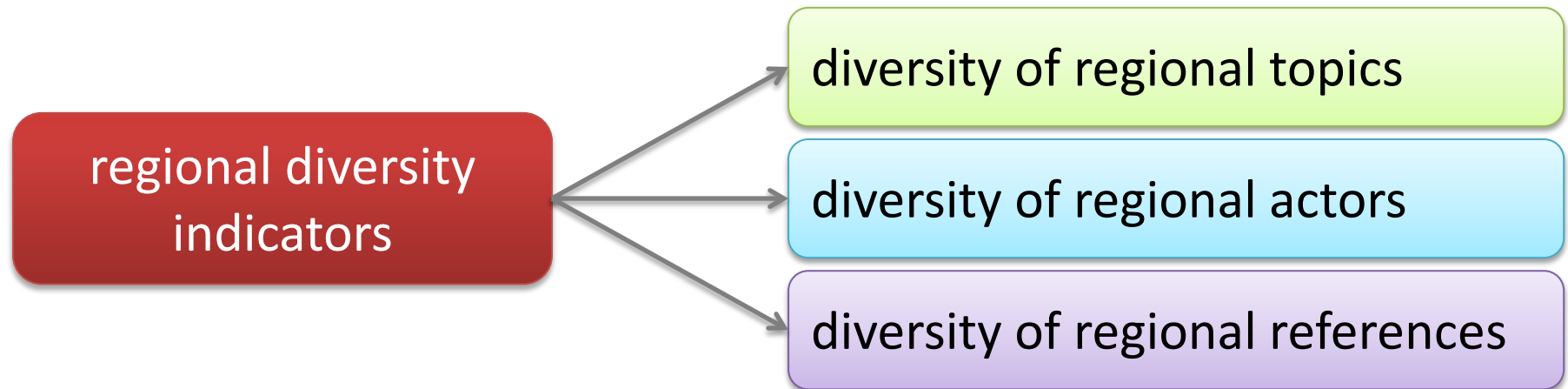
1. Combination of regional references and content

MUNICIPALITIES IN SOUTHWESTERN GERMANY

Aach
Abentheuer
Abtweiler
Acht
...

20000	APPENZELL INNERRHODEN (AI)
20001	geografische, kulturelle Subregion
20101	Appenzell
20102	Gonten
20103	Rüte
20104	Schlatt-Haslen
20105	Schwende
20106	Oberegg

2. Diversity of regional content





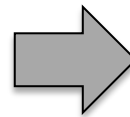
Regional diversity indicator: topics

Content that references
the region

thematic category

singular topic

regional topic

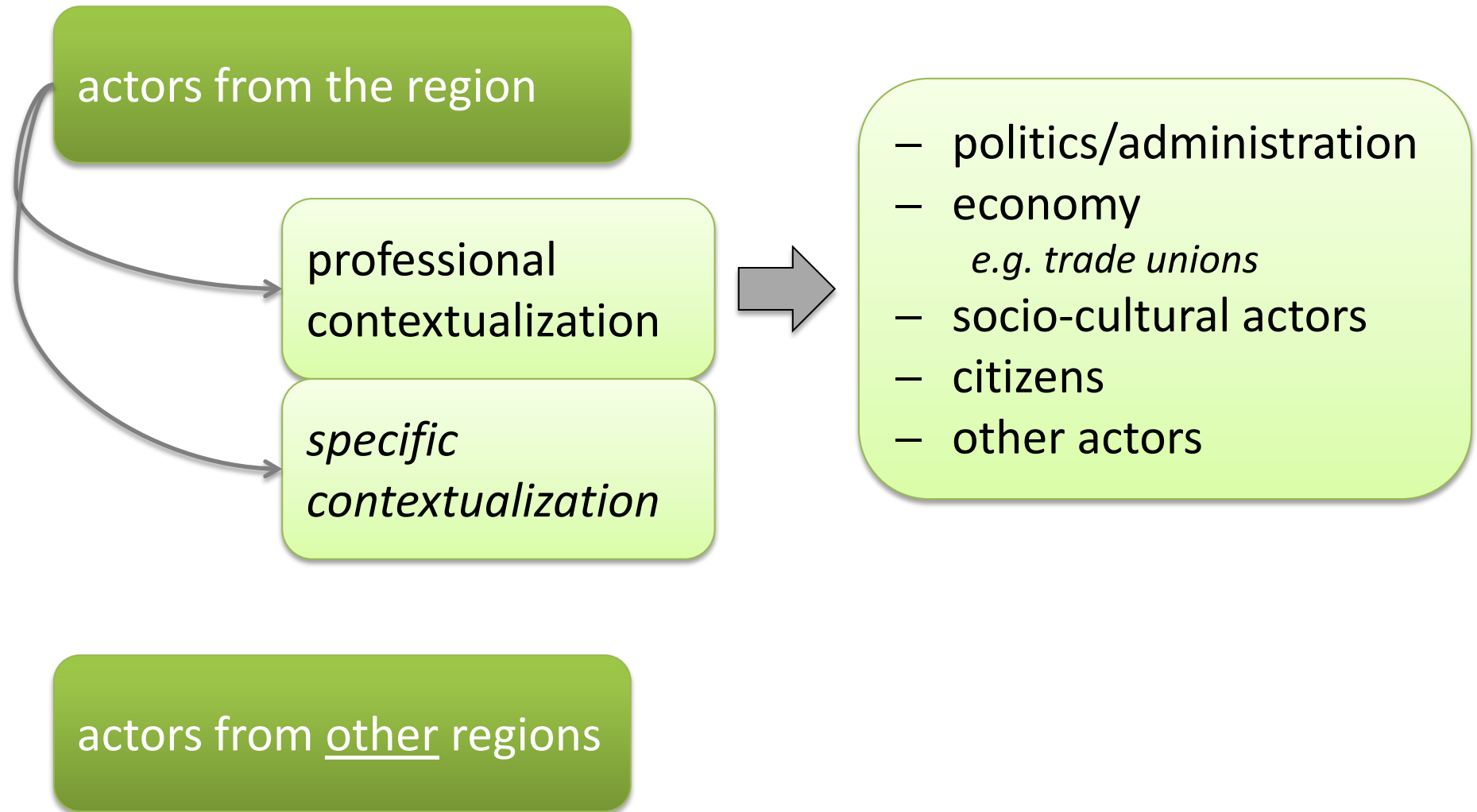


Content that references
other regions

- politics/administration
- economy
- societal interactions
- traditions
- factual issues & advice
- sports



Regional diversity indicator: actors



Regional diversity indicator: regional references



Content that references
the region

regional
topic

regional
contextualization

regional
actor

regional
event

Content that references
other regions



Results: Sample I

(in hh:mm per day)¹

	SWR	NDR
information content	17:44	17:21
information content that references resp. region	4:16	2:43
other information content	12:27	13:47
thematically non classifiable content ²	1:01	0:51
other content	6:16	6:39
total	24:00	24:00

¹ calculation base: 24 hours per day (3am-3pm); 15th-21st October 2012.

² such as initial segment overviews, movie clips, sketches, contests and votings.



Results: topics – regional topics (in percent)¹

	SWR	NDR
information content that references resp. region	17,8	11,3
regional topic	9,4	3,6
<i>politics/administration</i>	2,3	2,0
<i>economy</i>	1,6	0,3
<i>societal interactions</i>	0,0	0,1
<i>traditions</i>	2,8	0,1
<i>factual issues + advice</i>	2,4	0,8
<i>sports</i>	0,3	0,3
non-regional topic	8,4	7,7
other information content	51,8	57,5
thematically non classifiable content²	4,2	3,5
other content	26,2	27,7
total	100,0	100,0

¹ percentage calculation: 24 hours per day (3am-3pm); 15th-21st October 2012.

² such as initial segment overviews, movie clips, sketches, contests and votings.



Results: actors – professional context (in percent)¹

	SWR	NDR
information content that references resp. region	17,8	11,3
regional actors	17,0	10,3
<i>politics/administration</i>	3,9	5,0
<i>economy</i>	8,8	5,4
<i>socio-cultural groups</i>	6,8	3,7
<i>citizens</i>	10,7	6,0
<i>other regional actors</i>	2,0	0,6
non-regional actors	0,8	1,0
other information content	51,8	57,5
thematically non classifiable content²	4,2	3,5
other content	26,2	27,7

¹ percentage calculation: 24 hours per day (3am-3pm); 15th-21st October 2012.

² such as initial segment overviews, movie clips, sketches, contests and votings.



Results: regional references (in percent)¹

	SWR	NDR
content that references the region	17,8	11,3
regional topic	9,4	3,6
contextualization of (inter-)national topic for the respective region	2,1	1,8
regional actor	17,0	10,3
regional event	5,9	6,3
other information content	51,8	57,5
thematically non classifiable content²	4,2	3,5
other content	26,2	27,7

¹ percentage calculation: 24 hours per day (3am-3pm); 15th-21st October 2012.

² such as initial segment overviews, movie clips, sketches, contests and votings.



- High amount of non-regional content
- Regional content mainly in prime time
- Both TV stations ensure regional diversity regarding different dimensions

→ large contribution to regional diversity in Germany by broadcasting a **multiplicity** as well as a **variety** of regional content



Thank you! 😊

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