

Measuring Peace in the Media

The Institute for Economics and Peace and Media Tenor have jointly analyzed global TV networks coverage of peace and violence issues using a fact-based approach which compares various measures from the Global Peace Index against Media Tenor's database of global media. The results of the analysis are presented in this report.

INTRODUCTION

The world is changing faster than at any other time in human history. This is true for both humanity and the environment, which is reaching the limits of its capacity and on many fronts. Geo-political shifts are occurring, the most advanced armies are having difficulty winning wars and our business environments are evolving as technology creates unprecedented change.

The media is not immune from these changes as new mediums evolve, such as the web and the consumers usage and sources patterns are changing with it. In many countries, print media readership and television viewers have declined while there is a lack of models to monetise news on the web whether by traditional sources or new arrivals.

But change creates opportunity and opportunity arises from having a different or unique perspective on a system that is evolving. BBC World and CNN created global markets on the back of satellite TV and Al Jazeera rose in response to a market gap created by the global television networks not understanding the aspirations of the citizens of the Middle East.

The web fragments audiences as a diversity of choices become available that can be marketed cheaply and grown through social connectivity. No longer do people go to a trusted source, rather many sources are utilised with the average web site visit lasting just 2 ½ minutes.

This report explores the media coverage, or lack of coverage, of peace and conflict with a special emphasis on news themes that may help to create stable, peaceful societies. It is evident from the research that the structures that create peace are not well covered in the least peaceful countries.

If the public truly desires peace, then covering what will create peace will be of interest to them. If this happens to be new and different from what other media organisations present then there is a unique differentiator which in turn will provide a competitive advantage. It does not matter whether the tone of the news coverage is positive or negative. What is important is that what the media illuminates does cause comment and action throughout society.

All wars are fought under the banner of creating peace, and are highly newsworthy as can be seen from the coverage of Iraq or Afghanistan. The analysis that is contained in this report is a simple attempt to better understand how the media reports on peace and conflict and to offer some comparisons of the normal themes of coverage compared to those themes that are considered essential to building a stable and peaceful society.

But if peace is so interesting, then what do we know about peace?

Key Facts:

- A majority of broadcasters do align their media reports with the actual levels of violence in the countries they cover
- In relatively peaceful countries, exceptional violent events tend to receive the majority of international coverage
- US TV networks broadcast more violence than other countries
- Less peaceful countries have far fewer reports on the structures of peace
- The ten least peaceful countries are reported on far more frequently than the ten most peaceful countries
- Countries where conflict ended or subsided have a dramatic fall in the level of total coverage
- Coverage of the Middle East tends to focus on Violence topics, with a very small proportion of positive stories
- Middle Eastern TV programs are the most likely to report positively on Afghanistan
- Positive peace stories make up just 1.6% of the total number of stories examined in the study

INTRODUCTION (continued)

Peace is one of our most valued concepts because in many ways peace is the pre-condition that is needed to be met before humanity can aspire to achieve the things that really matter such as economic fulfilment, art, happiness or education. All major religious and spiritual movements have peace as a cornerstone of their philosophies simply because being at peace is the basis for profound religious or spiritual experience.

Humanity has arrived at a unique point in its history. We now possess weapons that can destroy civilization as we know it. It is also becoming clear that we will reach the limits of a sustainable planet within our lifetime. Many of the very basic building blocks of life are becoming finite, or altering in ways that we do not understand such as the availability of water and the temperature of the surface of the earth. To compound matters our recent wars, such as Iraq and Afghanistan, are telling us that peace cannot be created with force. The dynamics of our advancement in explosives means that small numbers of individuals can cause great destruction and even the most technically advanced armies seem unable to prevail.

In the past, peace may have been the domain of the altruistic but in the future it is in everyone's self-interest.

To create peace we really need to understand peace and the deeper our knowledge is of peace then the more capable we will be to create it. This is true for any discipline whether it is aerospace or immunology, the deeper our knowledge the more effective our actions become.

If we seriously look at what we know about peace the honest answer is not enough. This is as true for the media coverage of peace as it is for building the appropriate capabilities within a failed state so that it can become a constructive member of the international community.

The study of peace is a relatively new field of endeavour and before the 1950's was virtually non-existent. Since then Peace and Conflict Centres have been formed in many

of the major universities around the world. If we look more deeply into what is studied we will find it is mainly conflict. The study of peace is not germane to the major academic disciplines. If you were to go into the literature departments of any the major universities you will not find a course on the literature of peace yet there are profound works on peace. Similarly if you went into any of the economics departments in any of the major universities around the world, you would not find a chair in peace economics. However most business people believe that peace is good for business.

The Institute for Economics and Peace worked with the UN Global Compact to define a series of questions on what senior executives thought of peace. The results of the survey were startling. It found that 80% of the business leaders polled felt that peace increased the size of their markets while 79% thought that their costs reduced with increasing peacefulness yet only 13% knew of any methods that helped them better understand the peacefulness of the markets in which they operated.

There is a strong inter-relationship between peace and economic advancement because as violence decreases, impediments to the free flow of information, goods and human capital decrease. This is as true for an advanced nation as it is for a nation emerging from conflict. As violence increases in a shopping district then consumers will spend less time shopping. If two nations are hostile towards each other then the friction will reduce inter-state trade, lengthen supply lines and reduce the inter-operability of their labour markets.

The media does not exist in isolation from the economies that it operates within. For global media networks the global economy is of keen interest. In uncertain times if some media organisation can improve the uniqueness of their offerings while creating a focus on the underlying themes that improve the economies in which they operate, such as peace, then this should improve their margins and help support the networks as they evolve towards new media models.

BACKGROUND

Media Tenor and the Institute for Economics and Peace (IEP) have jointly created a unique platform that takes a fact-based approach to analysing the global media coverage on topics related to peace and conflict.

Through the use of statistical analysis we have examined selected television networks and compared the tenor of the coverage to the levels of peacefulness of the countries covered. This has been achieved by comparing data from the Global Peace Index (GPI) and Media Tenor's media database. Data from the 149 countries ranked in the GPI was compared to data from the Media Tenor database which covers 37 television news and current affairs programs from 23 media organizations that are situated on four continents.

The study helps to better understand the texture of the media's coverage of peace and conflict with the aim of highlighting different coverage patterns between the television networks and then to compare the coverage with an independent yardstick that measures peace to determine the accuracy of the coverage. The Global Peace Index was used as this yardstick. What is unique about this approach is that, to the best of our knowledge, it is the first attempt ever to take a fact-based approach to analysing the accuracy of the media.

It must however be pointed out that since this is the first analysis of its type, any conclusions should be treated as preliminary. With further study a much richer and fuller analysis will be developed.

Peace is notoriously difficult to define and measure. The approach that we have taken for this study is to define peace as "the absence of violence". This fits neatly with the definition of peace that was adopted by the GPI.

To better understand what peace or conflict may mean for a television network, a list of "Violence" topics was developed. Examples of the topics are war, violent conflict and crime. However some other categories have been included such as negative coverage of

government policies towards the media's freedom, as this would indicate a society that is moving towards authoritarianism which strongly correlates with violence.

The Media Tenor database was then analysed and stories pertaining to topics on Violence were tallied. They were summarised to give regional and global tallies which could then be compared between different television networks to better understand reporting patterns. Additionally, stories were rated as positive, negative or neutral and tallied to better understand the tone of the coverage.

Since, for measurement purposes, conflict and peace can be seen as the inverse of each other, it follows that the ratio of reports on Violence-related stories can be compared to the overall number of stories thereby giving a measure of the media's view of the peacefulness of a country. The assumption is that the more violent the country, the more stories there will be on violence as a percentage of total stories. To illustrate the point, Iraq is at the bottom of the GPI and this is reflected by its media coverage where the most newsworthy items are violence related. On the other hand, New Zealand was ranked at the top of the Global Peace Index in 2010 and the media coverage is on stories about what a good holiday destination it is or the high position it holds on many developmental tables. Although in New Zealand violent crime is slightly higher than in most developed countries, this issue has little coverage by the international media.

The countries were then ranked by the percentage of Violence related stories to total stories and divided into four bands. The Global Peace Index was also divided into four bands so the two sets of data could be compared, as shown in table 1.

Table 1. Band categories

Global Peace Index (country rank)*		Violence Issues as% of total stories	
Band 1	1 – 30	Band 1	< 20%
Band 2	31 – 75	Band 2	21 – 40%
Band 3	76 – 120	Band 3	41 – 60%
Band 4	121 – 149	Band 4	> 60%

*A lower GPI rank = more peaceful

BACKGROUND (continued)

Media accuracy could then be calculated based on whether the reporting on Violence for a given country was in a similar range as that country's GPI band. For example, media coverage is considered accurate if the country's banding aligns between the Media Tenor band and the GPI band. By contrast, if the media reports on any given country vary by one band either way then the Violence reporting is considered to be either under or over reported. Under reported being if the Media Tenor band is less than the GPI band and over reported if the Media Tenor band is greater than the GPI band.

when looking at the coverage of particular countries. For example, almost all of the coverage by South African TV channels on Australia was focused on Rugby and Cricket.

What is of most interest is to understand why a media network over or under reports violence.

Differences in regional coverage can be highlighted by comparing the aggregate coverage of the television networks from one region to another. This methodology also allows for the tracking of changing trends in coverage over time.

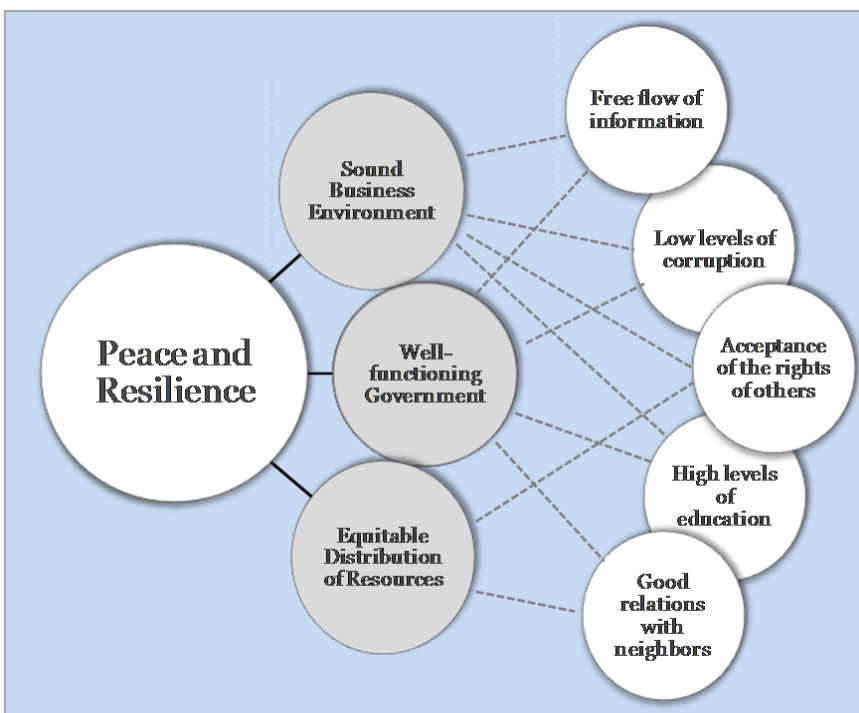
Additionally, the study analysed the media's coverage of the factors and structures that are associated with peaceful societies.

Societies generally act on their knowledge and the media is their major source of information on current affairs. The proposition is that unless the media puts some focus on what creates peace then it will be difficult to create. The factors that create peace are known as the Structures of Peace and will be referred to regularly in this report. They are illustrated in figure 1.

The analysis presented in the next pages is not meant to place any moral judgement on media coverage as it is recognized that the media is driven by a set of market dynamics that include newsworthiness, consumer demand, timeliness and the uniqueness of the event. The media's ability to focus on security issues has in many ways helped to shape a more secure world, but peace is much more than just security. Without societies that can build and keep their own peace, troops can never be brought home and large prison populations become the norm.

The study of peace is relatively new and measuring peace is still in its infancy. Therefore the proposition that the media may be able to shape peace by applying coverage to the Structures of Peace is original. The key is to understand how these themes can be covered in a newsworthy way that appeals to the interests of the audience.

Figure 1. Structures of Peace



This methodology is relatively simple and allows for the identification of whether a TV programs' country coverage aligns with the country's relative measure of peace.

The methodology also allows for highlighting countries that attract the greatest level of over or under reporting compared to their peacefulness. It should be noted that at times over reporting can be valid as certain news stories can create spikes in coverage, which over a longer period of time will not be statistically relevant. Two topics of media coverage, Sports and Natural Disasters, were excluded from the data as both create distortions

PARAMETERS FOR THE ANALYSIS

The Media Tenor data has been divided into two periods, January 2006-December 2007, and January 2008-December 2009. The 2006-2007 data is compared against the 2008 GPI, whilst the 2008-2009 data is compared against the 2010 GPI. This aligns the time periods because the GPI corresponds with the prior year's events.

Additionally, local coverage on the country where the television network is domiciled has been excluded; for example, Fox News reports on the US, BBC reports on the UK. A total of 37 TV programs which cover news and current affairs were analysed for this report, listed in table 2. These programs came from 23 TV Networks

Table 2. TV Programs included in the analysis

Media Network	TV Program	Country
ABC	ABC World News	USA
Al Arabiya	Al Arabiya News	Saudi Arabia
Al Jazeera	Al Jazeera News	Qatar
Al Manar	Al Manar SAT	Lebanon
ARD	ARD Tagesschau	Germany
ARD	ARD Tagesthemen	Germany
BBC	BBC1 10o'clock	UK
BBC	BBC2 Newsnight	UK
BBC	BBC World The News	UK
CBS	CBS Evening News	USA
CCTV	CCTV1 News Hour	China
CNN	CNN International Desk	USA
Dubai TV	Dubai TV	UAE
FOX	FOX Special Report	USA
ITV	ITV News at Ten	UK
LBC	LBC News	Lebanon
NBC	NBC Nightly News	USA
Nile TV	Nile News Panorama	Egypt
RAI 1	RAI TG1	Italy
RTL	RTL Aktuell	Germany
SAT1	SAT1 18:30	Germany
SF	SF Tagesschau	Switzerland
TF1	TF1 Le Journal	France
TRT1	TRT1 Ana Haber Bülteni	Turkey
TVE	TVE1 Telediario2	Italy
ZDF	ZDF Heute	Germany
ZDF	ZDF Heute Journal	Germany
SABC	SABC News @ One	South Africa
SABC	SABC News @ 10	South Africa
SABC	SABC Afrikaans News	South Africa
SABC	SABC English News	South Africa
SABC	SABC Africa News Update	South Africa
eTV	eTV Prime Time	South Africa
SABC	SABC Zulu/Xhosa	South Africa
SABC	SABC SiSwati/Ndebele	South Africa
SABC	SABC Venda/Tsonga	South Africa
SABC	SABC Sotho	South Africa

ACCURACY OF MEDIA COVERAGE

How aligned is the world’s media reporting on Violence compared to the relative peacefulness of the countries covered?

Actually, it’s more accurately aligned than people would commonly believe.

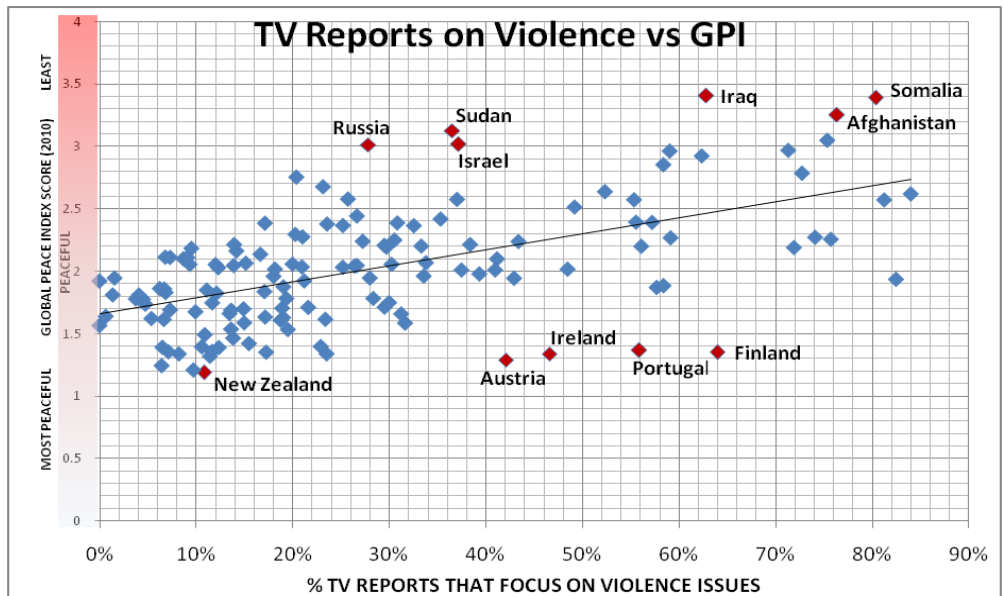
The starting point for the analysis was to determine how closely the global media coverage of violence matched the measured levels of violence within each country. To accomplish this, the percentage of Violence stories was tallied for all television programs by country, other than for the country in which the television network was domiciled.

Each data point represents a country, with those towards the bottom of the vertical axis being the most peaceful, and those to the right of the horizontal axis having the highest proportion of Violence reports.

The trend line indicates the general accuracy of coverage, with the majority of the most peaceful countries being in the bottom left hand corner having less than 25% of their coverage related to Violence. The majority of the least peaceful countries are in the top right hand corner having more than 50% of their reports on Violence.

While the correlation is generally quite strong ($r = 0.56$), there are cases where the media reporting does not match the level of

Chart 1. Level of peacefulness of countries measured against the percentage of TV reports devoted to Violence issues.



It was striking to note how well it aligned, as can be seen from the scatter diagram above (Chart 1) where the percentage of stories pertaining to Violence was compared to the peacefulness of each country. The trend line reflects what would be expected. There are however a number of anomalies, some of which are explained below.

Chart 1 illustrates the strong relationship between the Global Peace Index and total media coverage of Violence. It measures how closely the percentage of Violence related TV reports in a given country are related to that country’s GPI score. The strong correlation indicates that, as would be expected, less peaceful societies do in fact attract a higher level of reports on Violence related issues.

peacefulness of the countries. We have analysed some of these countries in more detail to further explore what caused the deviation. It was observed that exceptional events occurring in some countries triggered a sharp spike in violence related coverage which in turn caused the country to deviate from the norm.

Austria, Ireland, Portugal and Finland are four very peaceful countries that are outliers on this chart. Despite their high levels of peacefulness in 2008-2009, over half of all TV reports on these countries focused on Violence issues. Further analysis of the data shows that for each of them there was a single specific event that generated most of the additional coverage. In the case of Portugal there was a high volume of stories

on kidnapping about the Madeleine McCann disappearance, while Austria attracted high levels of coverage because of the Josef Fritzl case. Finland experienced a spike due to its gun control debate as a result of the Kauhajoki school shooting, and Ireland attracted a large volume of stories relating to the Northern Ireland conflict.

Russia, Israel and Sudan are identified as another set of outliers. These countries are ranked at 143, 144 and 146 (out of 149) respectively on the 2010 Global Peace Index. Yet, less than 40% of TV reports were related to Violence issues.

Israel attracted a large volume of Violence-related reports on topics such as the Palestinian attacks, occupation of Lebanon, suicide bombings, settlements in Palestinian territory and conflict in general. However, these reports were outnumbered by coverage of topics of state visits, peace negotiations and other human interest stories.

TV reporting on Sudan included significant coverage of war crimes, conflict and ethnic cleansing. As with Israel, these reports were outweighed by coverage of humanitarian missions, peace negotiations, diplomacy and the International Criminal Court prosecutions relating to genocide and war crimes in Darfur.

Russia's coverage was far more diverse than either Israel's or Sudan's, with a wide range of Violence-related topics covered. Prominent among the Violence reports was coverage on armament, missile defence systems and nuclear weapons. However, there was a much higher volume of reports on non-Violence topics which included coverage on State visits, the election of Dmitry Medvedev in 2008 and domestic and economic policies.

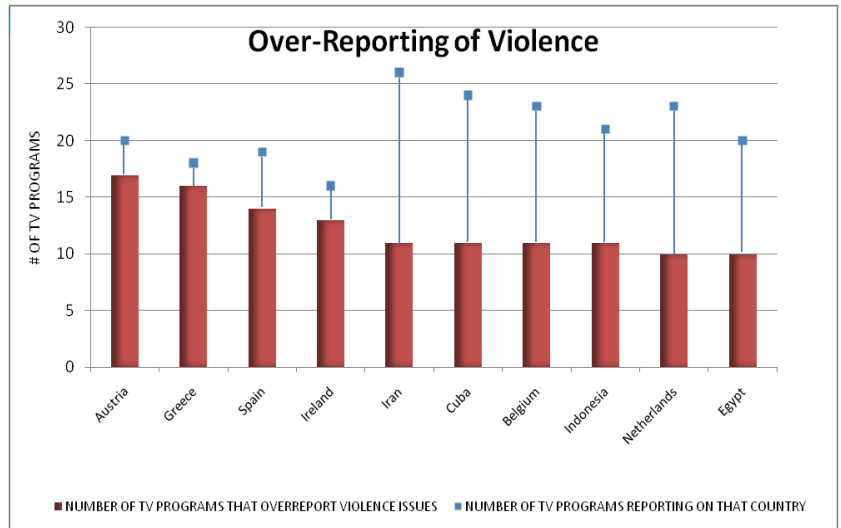
OVER AND UNDER REPORTING OF VIOLENCE

It is insightful to identify countries in which Violence is most frequently over or under reported, relative to their Global Peace Index rank.

Chart 2 compares the number of TV programs that over reported Violence on specific countries with the total number of

TV programs that covered the country. Countries which had a small number of television programs covering them, such as Finland and Portugal, were not included in this chart so that measurement bias would not affect the sample. Only the countries with the 10 highest levels of overreporting were included.

Chart 2. Countries for which Violence issues are most frequently over reported (2008-2009)

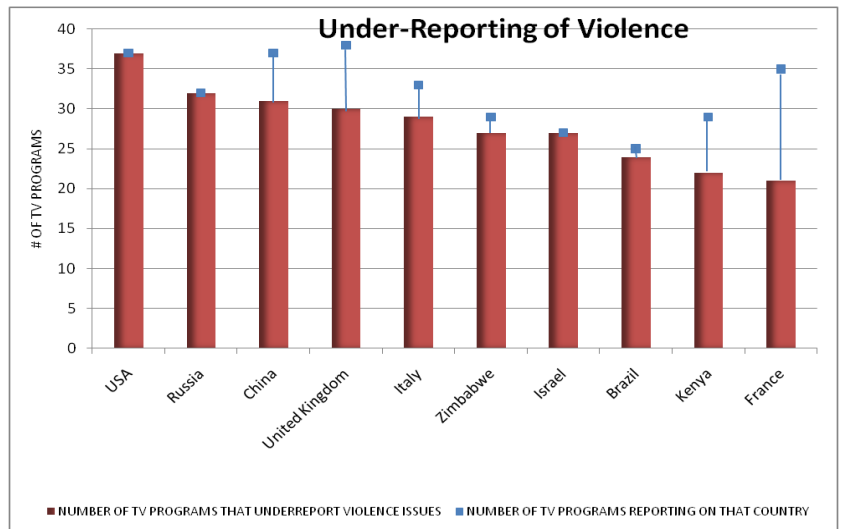


In many cases, single specific events are driving this over reporting, and it might be useful to highlight some of these events.

Greece had 16 of the 18 TV programs covering it over report Violence. The majority of these reports were related to social unrest and demonstrations caused by the country's financial crisis.

Violence in Spain was over reported by 14 of 19 programs, with most of the coverage on the Basque separatist movement.

Chart 3. Countries for which Violence issues are most commonly under reported (2008-2009)



Iran had 11 of the 26 TV programs reporting on the country over report Violence and this was mainly due to coverage of the protests resulting from the Iranian elections in 2009.

11 of the 24 TV programs covering Cuba over reported violence with most reports relating to the torture and interrogation of terror suspects.

Belgium attracted media attention relating to the Dendermonde nursery attack in January 2009 while in Indonesia the Violence topics were related to suicide bombings and terrorism.

Over reporting of violence in the Netherlands was primarily a result of the April 2009 attack on the Dutch Royal Family, while in Egypt the topics were dominated by kidnapping and border control.

It is interesting to note that the number of over reports on Violence by television program as a ratio to the number of programs that cover the country very quickly falls away after the news event. Again this would point to the vast majority of coverage being well aligned with the Global Peace Index.

On the flipside there are some cases of underreporting violence as seen in Chart 3.

TELEVISION PROGRAM ANALYSIS

To further analyse the media’s coverage it is useful to understand the differing patterns of television coverage by TV program. Chart 4 shows media coverage alignment to the Global Peace Index for the 37 TV programs covered in this study.

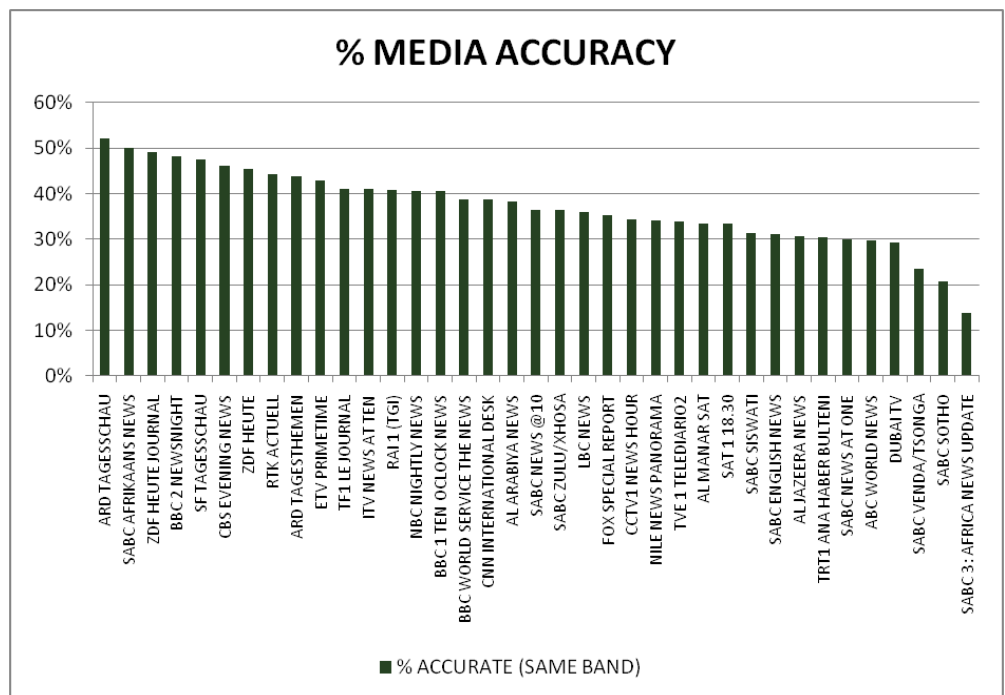
The coverage was considered accurate when the country coverage on Violence from the Media Tenor database was in the same band as the GPI. All of the TV programs included in this graph covered more than 10 countries.

The TV program with the broadest coverage was BBC World The News which covered 67 countries.

ARD Tagesschau and SABC Afrikaans had the highest level of alignment with the GPI. ARD Tagesschau aligned at 52%, while SABC Afrikaans aligned at 50%. A number of other TV programs exceeded 45% in their accuracy, these being ZDF Heute Journal, BBC 2 Newsnight, SF Taggeschau, CBS Evening News and ZDF Heute.

Chart 5 (page 9) ranks the TV programs by their Violence reports as a percentage of total reports, revealing significant variations in reporting patterns.

Chart 4. Percentage of accuracy (alignment with GPI band) of TV reporting



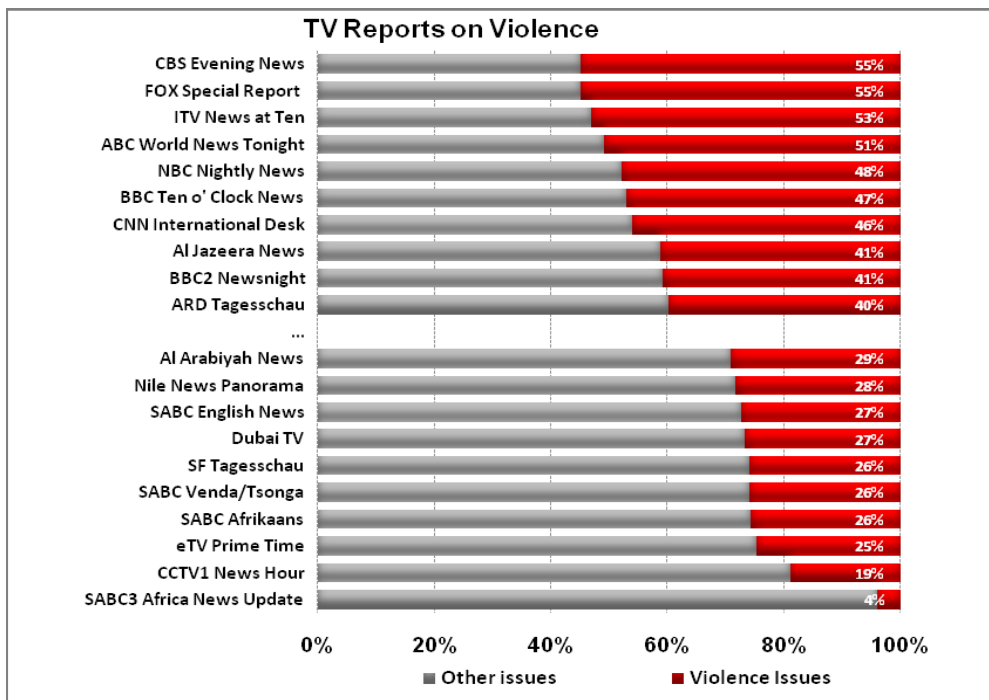


Chart 5. Percentage of TV reports on Violence, by TV program, 2008-2009

POSSIBLE DIRECTIONS FOR PEACE REPORTING - THE STRUCTURES OF PEACE

The majority of TV programs reported on Violence less than 40% of the time. However there are four programs that devote more than 50% of their time to topics of Violence. These are CBS Evening News, Fox Special Report, ITV News at 10 and ABC World News. All of these TV programs are aired in either US or UK.

Conversely, some organizations spend far more time focusing on other issues, with the South African TV program SABC3 African News Update having the least coverage of Violence at only 4%. This is surprising given most its coverage is on the African continent, which according to the GPI is the least peaceful region of the world. One explanation is that the TV network is owned by the South African government and may have an intentional policy applied to its international coverage.

Of the 10 TV programs with the highest level of Violence coverage, 8 are from the United States or the United Kingdom. Their relatively high level of Violence reporting is possibly due to their coverage of the Middle East where they are actively engaged in war. Interestingly there is no US or UK

based TV program amongst the group of Programs which had the lowest levels of reporting on Violence.

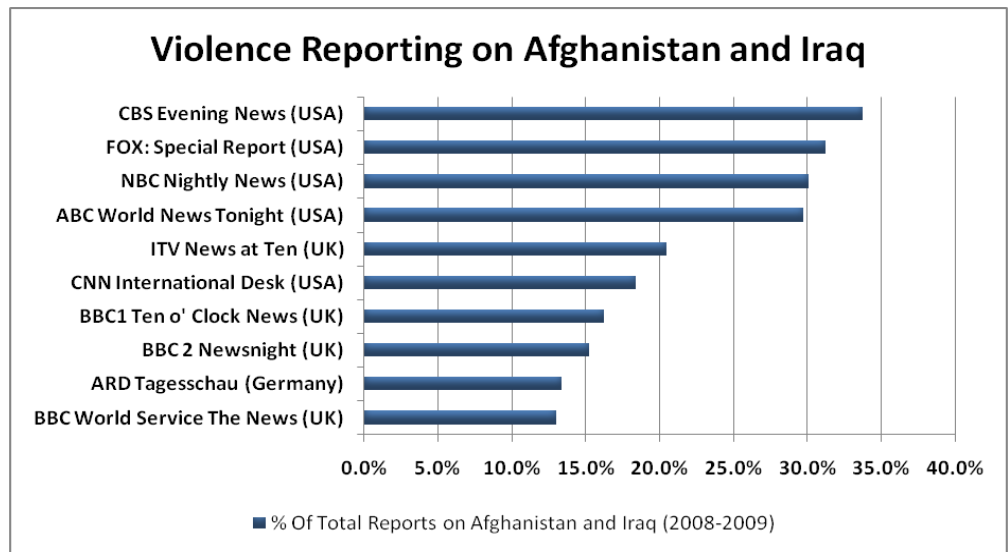
Of the 10 TV programs that report the most Violence, five dedicate on average 48% of their total reports to Violence. This compares to the 10 programs with the least coverage of Violence which average 24% of their stories on Violence.

The group of TV programs with the lowest percentage of Violence reports comprises mostly South African and Middle Eastern TV programs. Chart 6 (page 10) lists the 10 TV programs with the highest level of coverage of Iraq and Afghanistan when compared to their total reports during the period 2008 to 2009.

Prominent in the chart are the four US TV programs of CBS Evening News, Fox Special Report, NBC Nightly News and ABC World News Tonight. For each of these TV programs more than 30% of their total international reports are on Afghanistan and Iraq. The UK-based TV programs also devote a large proportion of their total coverage to Afghanistan and Iraq.

It seems that there is a high level of coverage of Violence when the television network doing the coverage is domiciled in a country that is at war.

Chart 6. Combined coverage on Afghanistan and Iraq as a % of total TV reports, 2008-2009.



MEDIA AND PEACE REPORTING

The analysis presented so far has focused on the media's coverage of Violence and has explored its alignment to the Global Peace Index which has been used as a yardstick to

tease out how well the coverage matches the peacefulness of the countries covered. The inverse of violence is peace and the next section of the analysis will explore the depth of coverage of topics that are related to peace.

Table 3: Structures of Peace vs. Media Tenor Categories

STRUCTURE OF PEACE	MEDIA TENOR TOPIC
EDUCATION	Education
FUNCTIONING OF GOVERNMENT	Administrative restructuring
	Elections
	Justice policy
	Leadership changes
	Parliamentary work
	Party politics
	Political relationships
	Social policy & services
	Spending
	Strikes/ Protests
BUSINESS ENVIRONMENT	Budget policy
	Business associations
	Business issues
	Economic policy
	Economic situation
FLOW OF INFORMATION	International trade
	Relationship to business
	Media/ Media policy
TREATMENT OF THE RIGHTS OF OTHERS	Relationship to the media
	Public opinions
	Values/ Ideologies/ Rights
	Minorities & migration
RELATIONSHIPS WITH NEIGHBOURS	Religion
	Gender/family
	Foreign affairs
DISTRIBUTION OF RESOURCES	Intra-government relations
	Salaries/ Wages
LEVEL OF CORRUPTION	Any stories that specifically mention inequality
	Crime (corruption stories)

The Global Peace Index has taken a fact-based approach to uncovering the structures that create peace. These factors (referred to as the Structures of Peace) are intuitive and provide a balanced view on what is important in creating a peaceful society. It follows that if a media organization covers them then it is more likely to focus public opinion on what is important in creating peace.

Topic headings recorded by Media Tenor that correspond with the Structures of Peace are listed in Table 3, and have been divided into the eight categories.

By categorising topics according to the Structures that build peace it is now possible to further analyse media coverage of these crucial areas. In order to help facilitate an increase in peacefulness, coverage of these topics is essential as it would encourage a more informed global debate.

Chart 7 has been developed to compare the total television network coverage of topics on Violence to the total television network coverage of topics on the Structures of Peace for 2008 and 2009. This chart will be used further in the report to tease out the patterns of reporting on groups of countries with different levels of peace. coverage were 'education' and 'corruption', with approximately 800 stories each.

It is encouraging to find that there are 20% more stories covering topics related to the Structures of Peace than stories that focused on conflict. The analysis was not concerned with whether the reports were positive or negative; rather the emphasis is on the subject matter as that is what will create awareness.

Due to the chart using a logarithmic scale care should be taken when reviewing the numbers. Violence topics ranged from approximately 4,000 stories on military defence to 25,000 stories on crime. However three topics on Peace had higher coverage than any of the topics on Violence. Both 'Well-functioning government' and 'business environment' had approximately 50,000 stories, while 'relations with neighbouring countries' had approximately 30,000 stories.

A deeper analysis of Peace stories highlights that the largest number of stories was in the "business environment" category with the global financial crisis receiving the most coverage, while the largest number of stories on "well-functioning government" focused on the US elections. Again, whether the coverage was positive or negative is not as important as the public attention that it created.

Chart 7. Worldwide TV reports on the Structures of Peace, Jan 2006 – Dec 2009

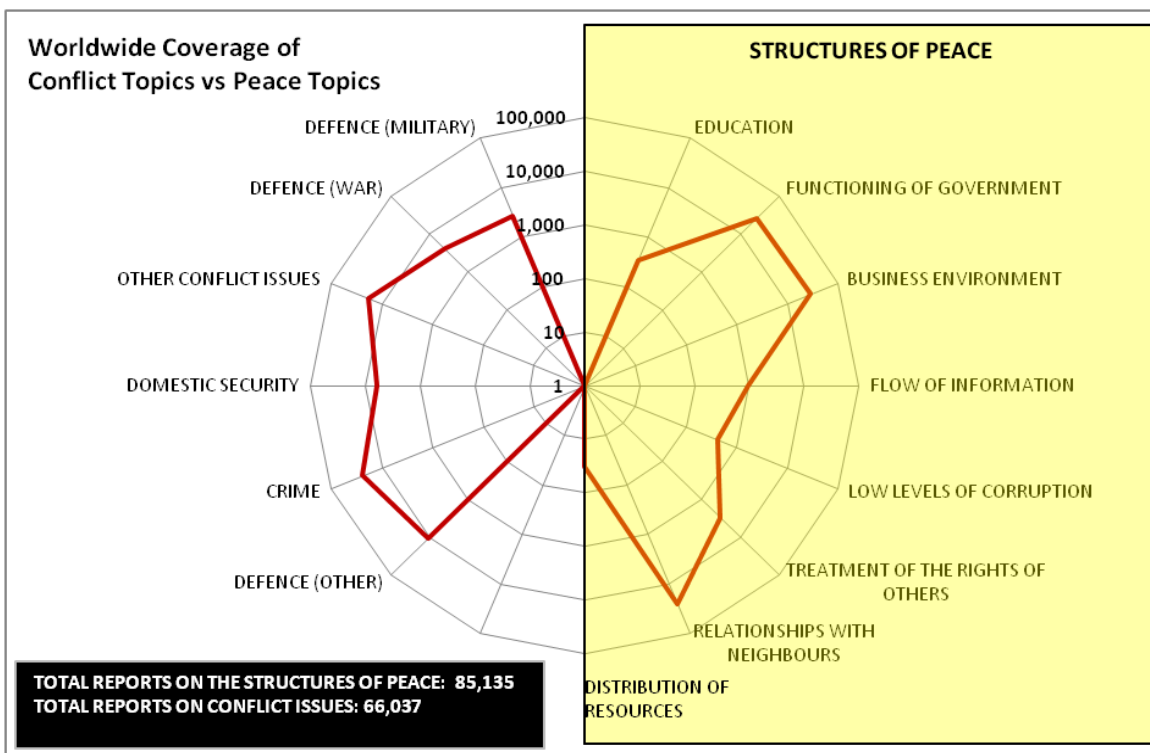


Chart 8 analyses the 10 least peaceful countries to create a comparison between these nations and the global media coverage.

When we turn our attention to the least peaceful countries, we see a different picture. Chart 8 displays the number of reports on the ten least peaceful countries in the 2010 Global Peace Index which are listed in table 3.

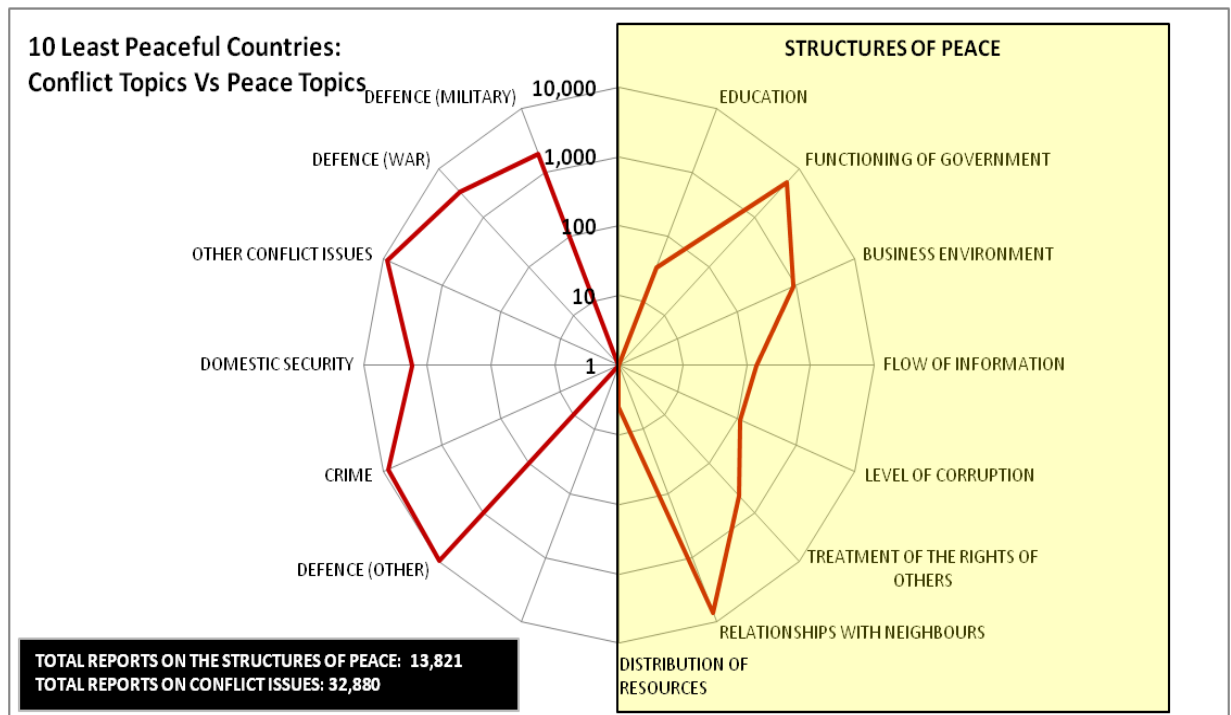
As would be expected there is a higher percentage of reporting on Violence related topics, at 75%. Defence (Other) and Crime had by far the largest levels of coverage with both recording approximately 10,000 stories. The distribution of stories across the Violence topics was well spread while the distribution of stories across the Peace topics had a wide variance.

high levels of corruption. Without an adequate focus on this topic, building a well-functioning government becomes difficult. Similarly appropriate focus on education is vital to building the right social structures because the citizens of many of the least peaceful countries do not have the knowledge to know what is needed.

Chart 9 (page 13) analyses the coverage of Peace topics by thirteen TV programs. It only tallies stories where the coverage was positive and not those with a negative or neutral tone. The full list of peace topics includes topics such as peace negotiations, arms control and human rights.

These results demonstrate that the media perceives positive peaceful events as lacking newsworthiness.

Chart 8. Ten Least peaceful countries: TV reports on the Structures of Peace, Jan 2006 – Dec 2009



For the 10 least peaceful countries, reports on topics relating to the Structures of Peace are roughly a third of the reports on conflict. ‘Functioning of government’ and ‘relationships with neighbouring states’ appear to be adequately covered but there is a relative paucity of reports on ‘education’, ‘equitable distribution of resources’, the ‘flow of information’ and ‘corruption’.

There is in fact a very low level of coverage of positive peace stories with just 1.6% of the total number of media stories in this study being on positive peace. This may be partly related to what is considered newsworthy with dramatic, high impact events being considered the best. Peace stories generally are not high impact events.

Other than Israel, all the countries in the group of the 10 least peaceful countries have

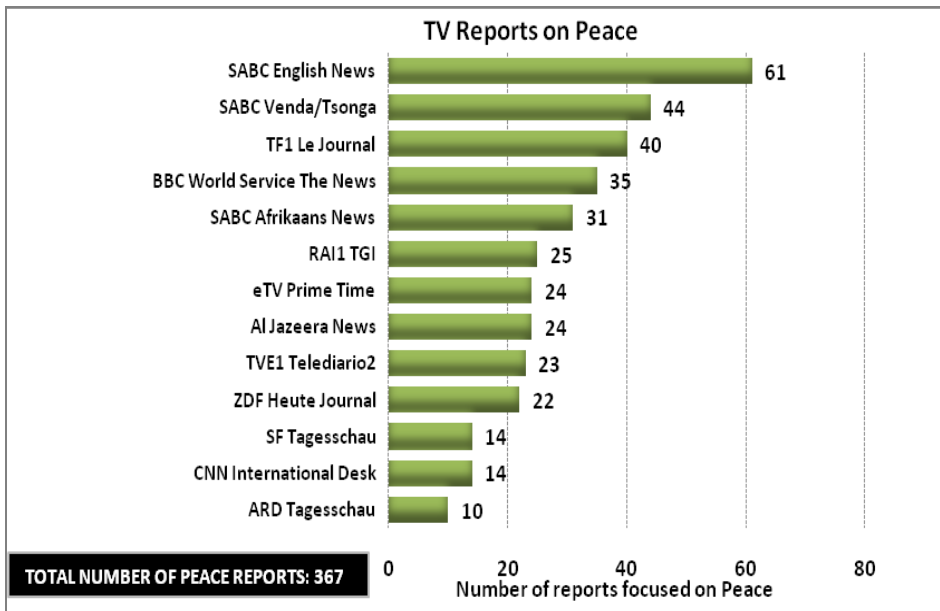


Chart 9. Number of TV reports focused on peace by TV program, 2008-2009.

MEDIA COVERAGE OF THE MOST AND LEAST PEACEFUL COUNTRIES

Chart 10 compares the total number of TV reports on the 10 least peaceful countries with the 10 most peaceful countries (table 4, page 14) and compares the total number of reports with the number of reports on Violence. As would be expected, reports relating to the least peaceful countries far exceed reports on the most peaceful countries. The ratio is almost **4 to 1** for reports on the least peaceful countries compared to the most peaceful.

There is approximately a **1 to 5 ratio** of violence to total stories for the 10 most peaceful countries, compared to a **2 to 3 ratio** for the 10 least peaceful countries. Of the 24,000 stories that focused on the 10 most and least peaceful countries, only 23% referred to the 10 most peaceful nations while the remaining 77% referred to 10 least peaceful nations. The two sets of countries vary greatly, not only on their levels of peacefulness, but also in terms of their population and economic output.

The 2008 population figures from the World Population Prospects report show that the least peaceful countries have a much larger population coupled with a far smaller GDP. Their combined population amounts to over 500 million, while the most peaceful countries have approximately one third of this with approximately 170 million people.

The combined GDP of the 10 least peaceful countries amounts is \$US2.2 trillion compared to \$US7.3 trillion for the 10 most peaceful countries. The 10 most peaceful countries have a per capita income of 10 times the least peaceful countries. This point underscores the economic value of peace.

Not surprisingly, the total TV coverage for the less peaceful countries is higher than for those countries that are relatively at peace. This can be explained by the fact that countries with lower levels of peace tend to have more dramatic newsworthy events, such as Zimbabwe or Somalia compared to say,

Chart 10. TV reports comparison: focus on most peaceful vs. least peaceful countries, 2008/09

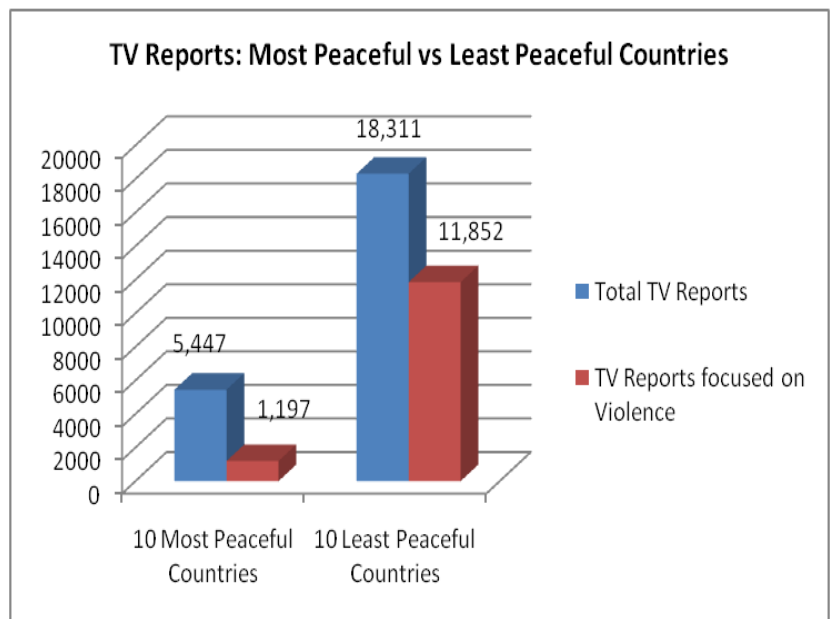


Table 4. Global Peace Index 2010: 10 most and least peaceful countries.

Rank	Country
1	New Zealand
2	Iceland
3	Japan
4	Austria
5	Norway
6	Ireland
7	Denmark
7	Luxembourg
9	Finland
10	Sweden

New Zealand and Norway. In addition, some of the less peaceful countries happen to be very large economies, such as the USA, China or Russia, where their geopolitical influences create a large number of newsworthy topics. This is reinforced by the under reporting of countries that have medium levels of peacefulness and are geopolitically significant such as France, Italy and the UK.

Chart 11 shows the total number of reports for the 10 most peaceful countries, including the proportion of reports dedicated to Violence topics.

Once again we encounter Austria and Ireland as having unusually high reports on Violence. With the exception of these two countries, the most peaceful countries on average receive a very low volume of Violence reports.

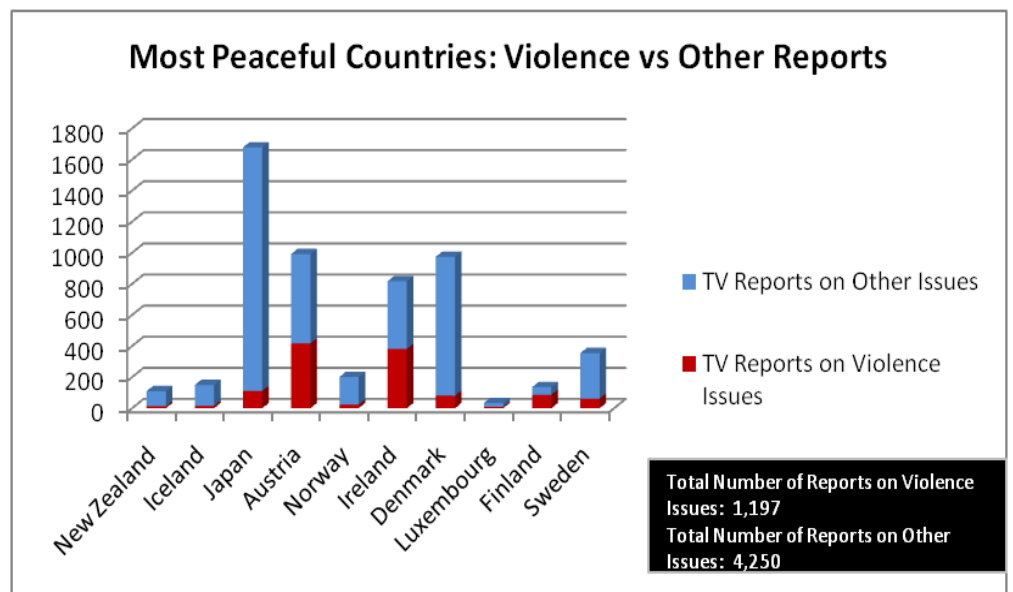
Rank	Country
140	DR Congo
141	Chad
142	Georgia
143	Russia
144	Israel
145	Pakistan
146	Sudan
147	Afghanistan
148	Somalia
149	Iraq

Japan receives by far the greatest level of coverage, which would be expected given the size of the economy and its geopolitical significance. However this is still well below the 7,000 reports that were done on Afghanistan.

Chart 12 (page 15) highlights the media coverage of the 10 least peaceful countries with a breakdown of the number of stories by country.

As mentioned earlier this highlights how the least peaceful nations get more coverage than the most peaceful nations with greater than one third of the coverage being on Violence in Afghanistan. What is more interesting is the influence of the Afghanistan war, with over 50% of the coverage in this chart being for just two countries Afghanistan and Pakistan.

Chart 11. TV reports – 10 most peaceful countries, 2008-2009.



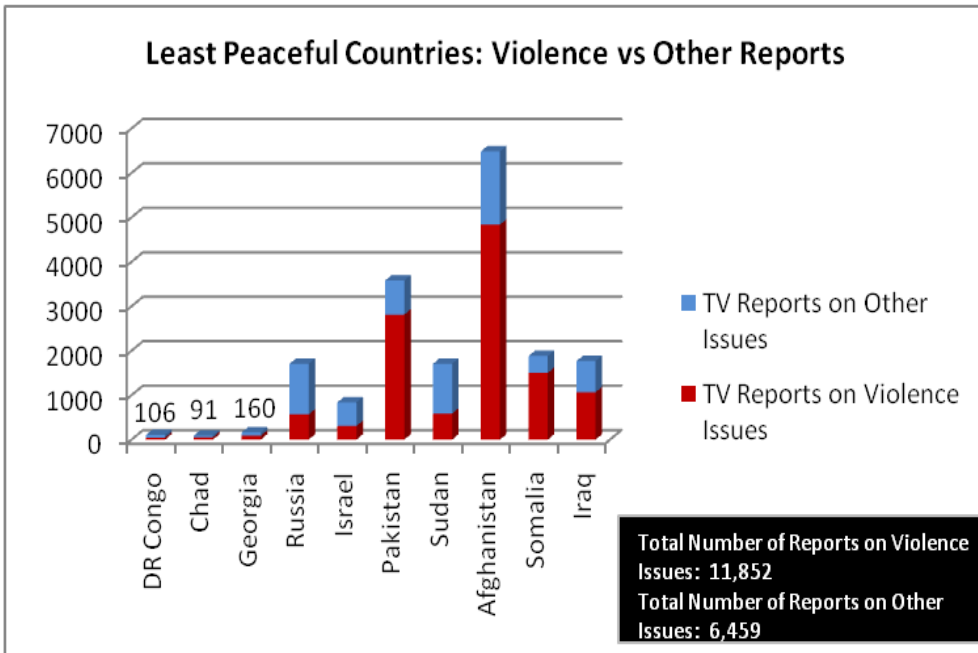


Chart 12. TV reports – 10 least peaceful countries, reports for 2008-2009

The two graphs in Chart 13 depict whether the coverage on each of the countries had a positive, negative or neutral angle/tone.

What is intriguing about this set of graphs is that the ratio of positive to negative stories did not vary greatly between the 10 most peaceful countries and the 10 least peaceful countries, with 35% of all stories being negative for the 10 most peaceful nations and 42% being negative for the 10 least peaceful nations.

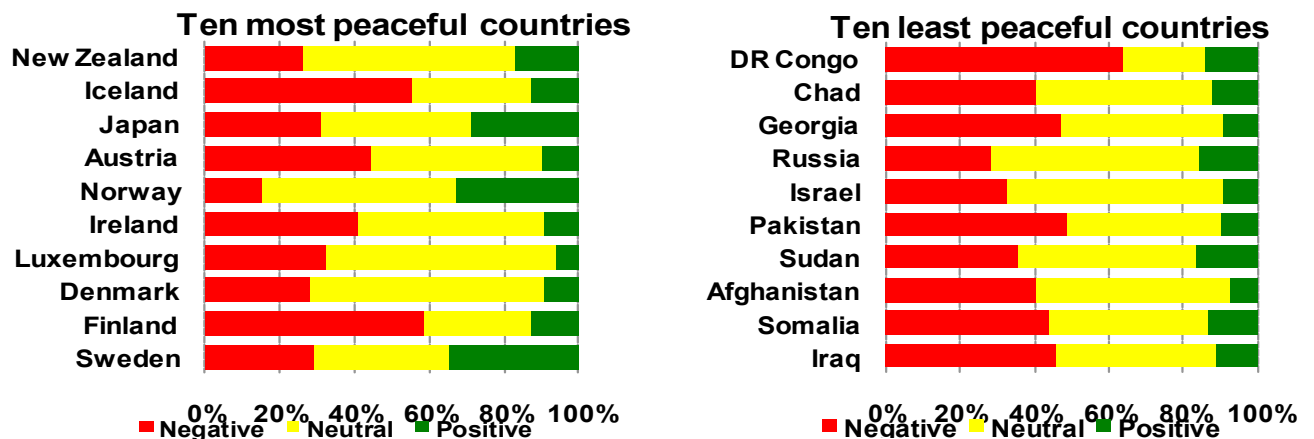
What varies greatly is the percentage of Violence related stories between the two groups. This would indicate that the tone of the TV reporting remains fairly constant

regardless of the country that is being covered in the stories.

It is particularly interesting to note that Finland received almost the same amount of negative coverage as the Democratic Republic of the Congo (DRC), which had the highest level of negative coverage of the 10 least peaceful countries. As discussed earlier, Finland’s coverage can be traced to its gun control debate.

Sweden and Norway received the highest level of positive coverage of the 10 most peaceful countries.

Chart 13. Comparison of positive, negative and neutral coverage: most peaceful vs. least peaceful countries, media coverage over the 2 years 2008- 2009.



CHANGING PATTERNS IN REPORTING

Chart 14 tracks the level of television reporting that has been devoted to covering the 10 countries with the *most improved* peacefulness on the GPI and the 10 countries whose peacefulness *most declined*. It shows that media attention is overwhelmingly focused on countries that are becoming less peaceful.

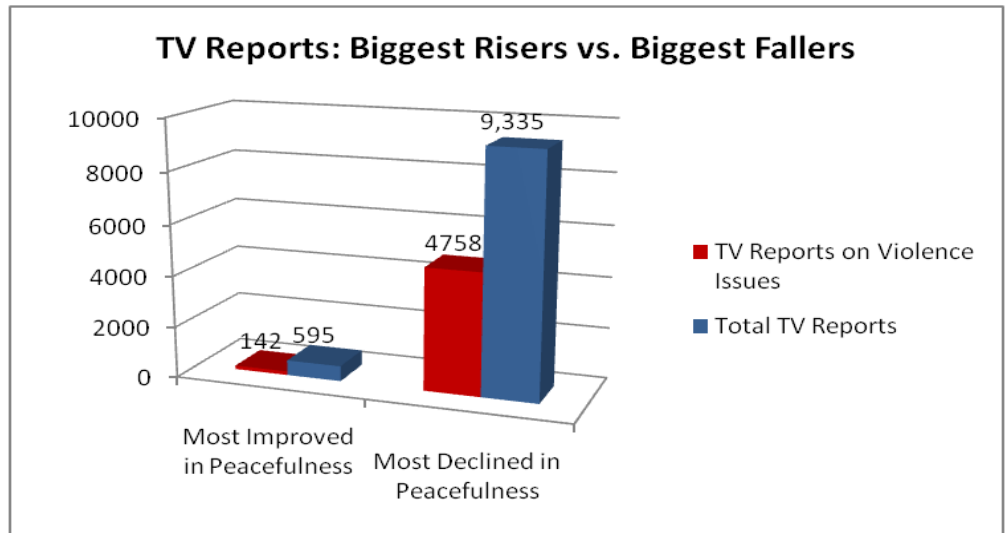
Less than 12% of the total reports for the 20 countries are devoted to the 10 biggest improvers in peacefulness with 88% of the coverage going to the 10 countries that have had the biggest falls in peacefulness. Angola is the most improved of all the countries on the Global Peace Index because of reductions in the number of conflicts fought, low likelihood of violent demonstra-

the most – the biggest fallers. It also shows the 2010 Global Peace Index rank for each country. It is interesting to note that with the exception of Qatar and Croatia, all the “biggest movers” are ranked in the bottom half of the GPI.

Madagascar’s fall on the Global Peace Index was driven by rising levels of internal conflict, political instability and homicide. All of these issues were extensively covered by a broad spectrum of media organisations.

Countries that have large falls in the level of their peacefulness have frequent dramatic events occurring such as riots, organised conflict or terrorism, whereas improving levels of peace have fewer dramatic events, other than events such as successful peace negotiations.

Chart 14. TV reports comparison: countries which have seen the biggest increase/decrease in their peacefulness levels, TV reports for 2008-2009.



tions, low military expenditure as a percentage of GDP and number of armed services personnel. Yet there were very few reports by the media on these improvements.

Chart 15 highlights the number of reports on violence as compared to other stories for the nations that had the greatest improvement on the GPI between 2008 and 2010.

Table 5 lists the countries which have most improved their overall levels of peacefulness – the biggest risers – between 2008 and 2010, along with the countries whose overall levels of peacefulness have deteriorated

With the exception of Congo (Brazzaville), chart 15 shows that most reports on these countries are not about Violence issues. However, the reports are not related to the GPI indicators which have improved over

Table 5. Global Peace Index, most improved in peacefulness and most declined in peacefulness: 2008 vs. 2010.

Biggest Risers	2010 GPI rank	Biggest Fallers	2010 GPI rank
Angola	86	Pakistan	145
Qatar	15	Madagascar	77
Congo (Brazzaville)	102	Syria	115
Uganda	100	Yemen	129
Croatia	41	Zimbabwe	135

the time period. The violence-related coverage on Congo (Brazzaville) is almost entirely related to conflict and war crimes while Uganda's Violence reports cover many more topics such as protests, social unrest, murder and kidnapping.

By contrast, the countries which have had the greatest deterioration in their GPI scores since 2008 are shown on chart 16. The chart shows the number of TV reports on Violence as compared to other stories for Syria, Zimbabwe, Madagascar, Yemen and Pakistan.

Pakistan clearly dominates chart 16 and the nation's instability has been a magnet for the international media. The stories on

Pakistan alone outnumber the total number of stories on all of the 10 most peaceful countries.

The minimal amount of media attention that was paid to the fall in peacefulness of Syria, Madagascar & Yemen is also worthy of note.

Although Zimbabwe's level of peacefulness has deteriorated dramatically during the period, there are more positive than negative stories on the country. The period of reporting coincided with the new government being established and the power sharing arrangements between Morgan Tsvangirai of the Movement for Democratic Change and Robert Mugabe of ZANU-PF, which

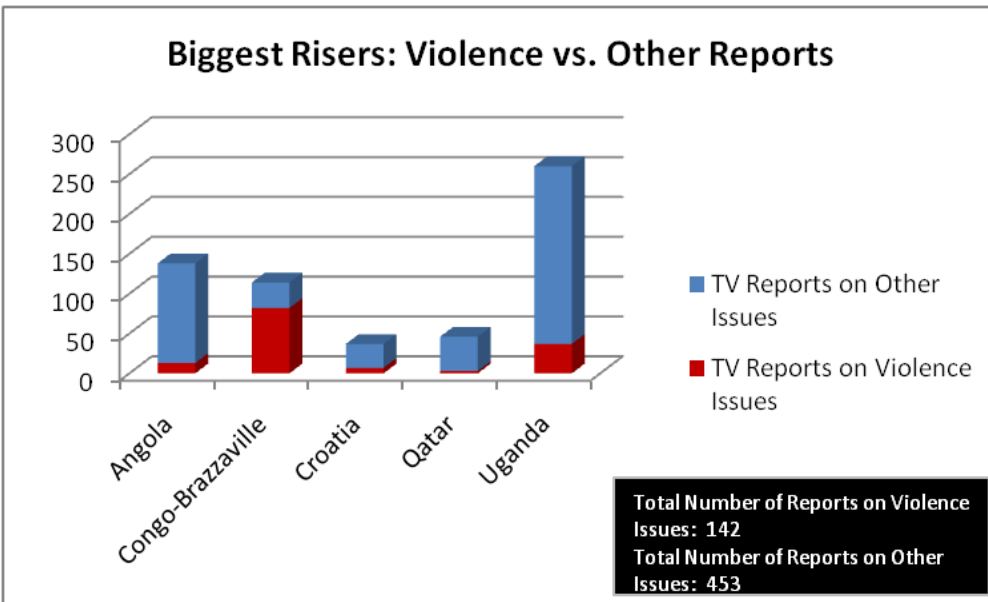


Chart 15. TV reports – countries that have most improved their peacefulness 2008 vs. 2010.

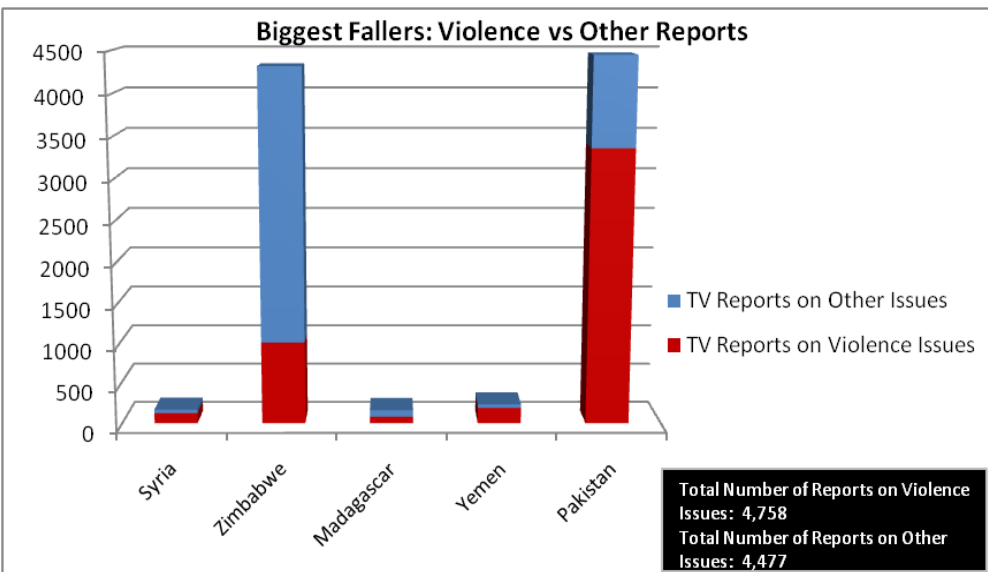


Chart 16. TV reports – countries that have had their peacefulness deteriorate the most 2008 vs. 2010.

received a lot of positive coverage in the international media.

Over 80% of the reports dedicated to Yemen were covering Violence topics, mainly related to terrorism, kidnapping and air strikes. This corresponds with the factors which drove its GPI score higher, namely increased perceptions of criminality in society, greater likelihood of violent demonstrations, a higher level of violent crime, decreased respect for human rights, and higher number of deaths from organised internal conflict.

Analysis of the tone of the coverage (positive, negative and neutral) of the most improved and most deteriorated nations shows that on average, the countries becoming more peaceful attract a much larger proportion of positive reports than those with declining levels of peacefulness. Still, the reporting is not evenly distributed as Congo (Brazzaville) and Uganda received high levels of negative coverage as shown

in chart 16, which is much more characteristic of a country becoming less peaceful.

Interestingly, each of the biggest fallers received a higher level of *positive* coverage than Qatar, the country that has most improved its peacefulness and is currently ranked at 15 on the Global Peace Index.

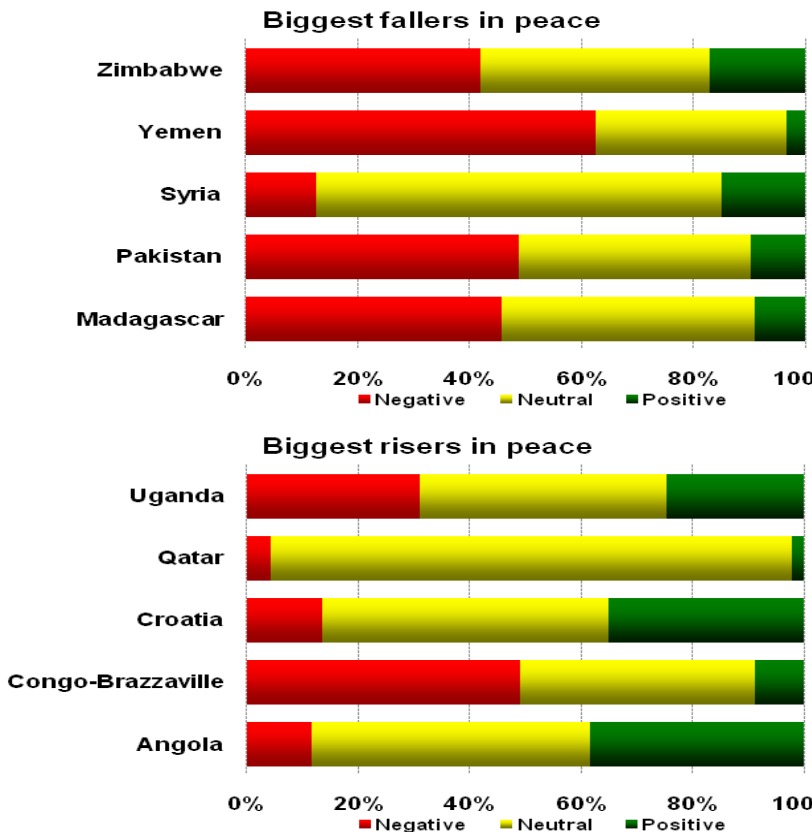
Another way to view trends in media coverage is to look at which countries are receiving the most media attention in a given year.

Chart 18 (page 19) lists countries whose media coverage either increased or decreased between 2006 and 2009.

Denmark had the largest increase in coverage and was covered by 23 more TV programs in 2008-2009 than in the previous biennium. Lebanon, however, received less coverage from 12 TV programs. Coverage of sporting events and natural disasters has not been included in the numbers as it is considered that it would distort the analysis.

In the case of Denmark, much of the growth in coverage was due to the 2009 climate change conference in Copenhagen and the associated demonstrations and protests. For Georgia it was conflict, national elections and demonstrations, while Mexico attracted more coverage due to the H1N1 influenza, border control and drug-related crime.

Chart 17. Comparison of positive, negative and neutral coverage: countries which have seen the biggest increase/decrease in their peacefulness level, 2008 vs. 2010



REGIONAL ANALYSIS

Examining TV coverage at the country level allows us to compare and contrast specific TV programs. Extending this analysis to the regional level gives us insight into whether any patterns exist across regions, or whether there are clear demarcations between the tenor and tone of coverage across different continents. As the largest amount of data was available for American, European, and Middle Eastern television networks, these three regions were chosen for the analysis. This coverage looks only at how regional media coverage portrays other regions, and excludes coverage of countries within their own region. All data is taken from the period January 2008 to December 2009.

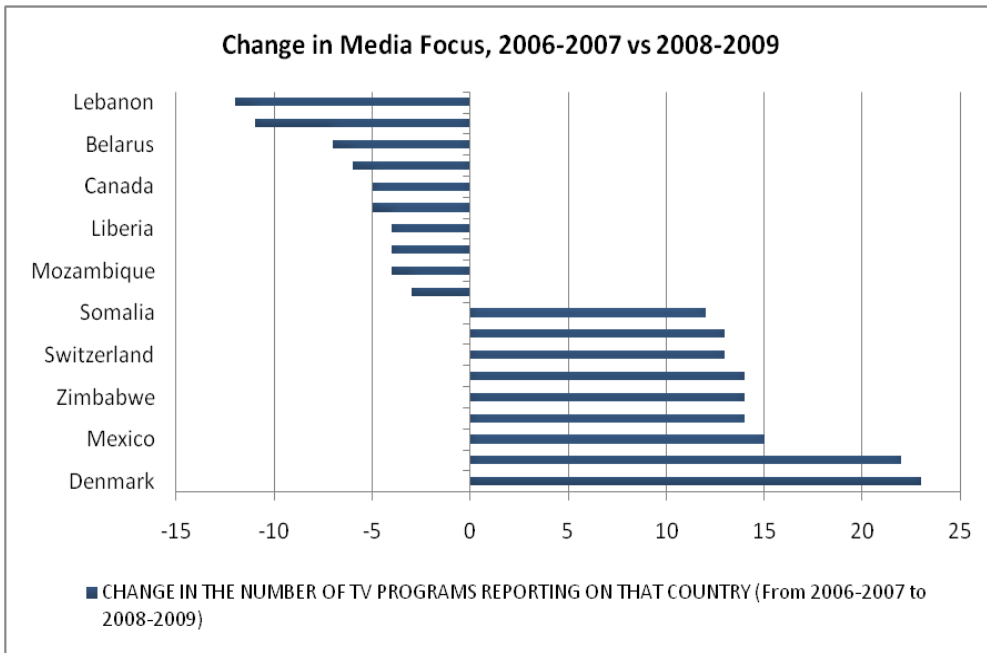


Chart 18. Countries for which media focus has changed the most: 2006-2007 vs. 2008-2009

Chart 19 illustrates the focus of the various regional media, by showing what percentage of total TV reports focus on different regions.

Of special interest is how the three regions cover each other. European TV has a fairly even split between coverage of the Middle East (27%) and North America (29%), whilst American TV programs are much more concerned with events in the Middle East (40%) compared to Europe (24%), perhaps a reflection of American involvement in the conflicts in Iraq and Afghanistan.

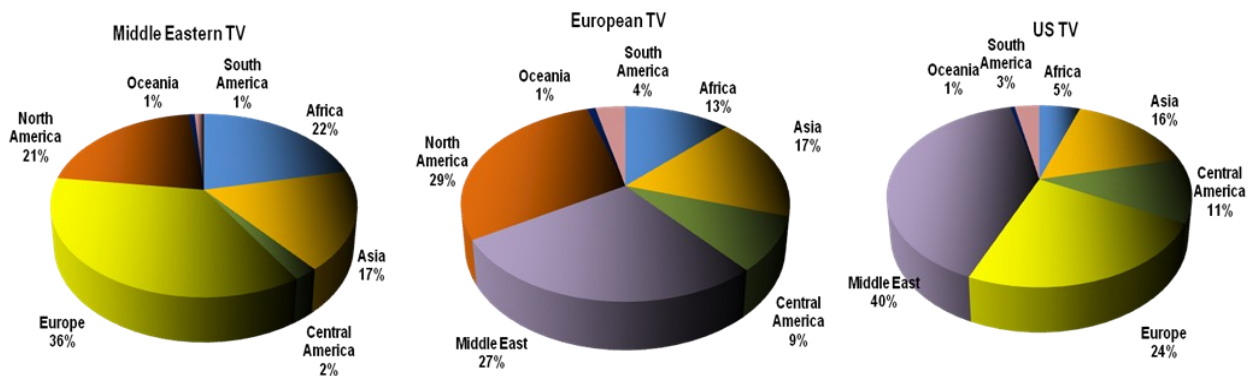
Somewhat surprisingly, Middle Eastern coverage suggests a much stronger interest in European affairs (36%) than events occurring in North America (21%) despite the 2008 US Presidential Election.

REGIONAL MEDIA ANALYSIS: WHAT IS THE FOCUS OF REGIONAL REPORTING?

Both the US and European TV programs devote more than 60% of their coverage of the Middle East to Violence. This high level of coverage is mainly of Afghanistan and Iraq. Coverage of these two countries may therefore skew public perceptions of the level of violence across the Middle East.

American TV programs, on average, report a slightly higher level of violence in the Middle East than European TV programs. Coverage of Europe by American and Middle Eastern TV programs is similar with both devoting around 20% of their reports to violence.

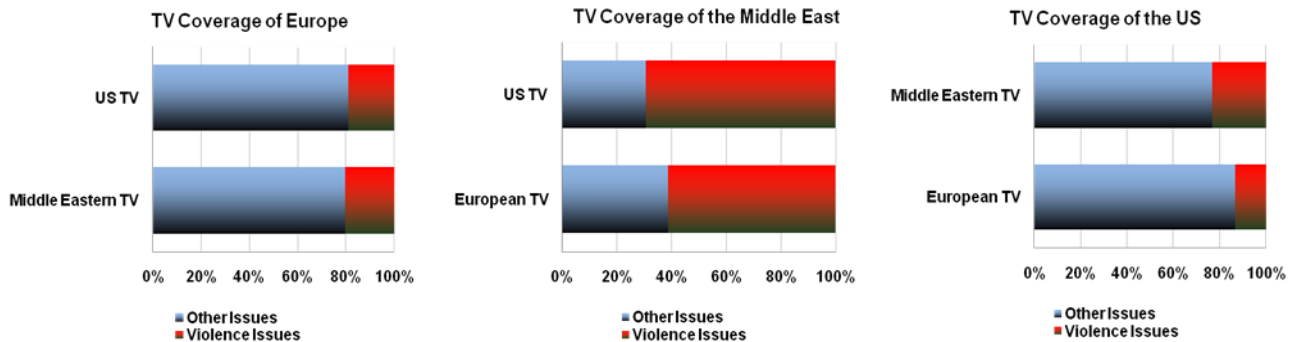
Chart 19. Regional coverage as percentage of total TV reports: Middle Eastern, European, & US TV



Coverage of the US by European and Middle Eastern programs is also quite similar, with European TV programs focusing on violence approximately 15% of the time and the Middle East focusing on violence 22% of the time.

The level of coverage of Violence for the US is well below what would be expected given its GPI score. What is remarkable about this chart is how uniform the coverage patterns are, with the exception of the Middle East which receives a much higher level of reporting on Violence.

Chart 20. Focus on Violence Issues by Region: European, Middle Eastern, and US TV Programs



European TV reports were most likely to be positive when focused on North America. American TV reports displayed a similar pattern, with high levels of negative coverage of Asia, Africa and the Middle East. However American television also had a high level of positive coverage of Africa and South America.

Both European and Middle Eastern TV programs were more likely to report positively on North America than other regions, which mirror their low levels of coverage of Violence issues in the US.

REGIONAL MEDIA ANALYSIS: WHAT IS THE TONE OF REGIONAL REPORTING?

To understand the tone of reporting, the stories have been broken up into positive, negative and neutral. Chart 21 (page 21) shows the level of positive, neutral, and negative coverage as a percentage of total coverage, for all regions.

Of the three regions, American TV Programs are the least likely to be of a positive nature, whilst coverage by Middle Eastern programs is more likely to be positive, and also the least likely to be negative.

Middle Eastern TV programs were most likely to be negative when reporting on Africa or Central America and more likely to be focused on positive events in Oceania and North America. It is intriguing that although there was a high level of negative reporting on Africa, it did also receive a higher level of positive coverage from the Middle East compared to Europe or the US.

European TV programs were more negative than their Middle Eastern counterparts, particularly with regards to Asia and Oceania.

By contrast, coverage of the Middle East, by both European and American TV programs, had both a high level of Violence reporting and a high level of negative coverage.

Chart 22 (page 21) shows which countries receive the greatest breadth of coverage during the period 2008-2009. Breadth of coverage is determined by the total number of different different topics that have been covered for a given country. Of the top 10 countries, the US is ranked first, and 5 of the remaining 9 countries are European.

Other than Zimbabwe and Afghanistan all the countries with the broadest coverage are the leading economies of the world. This would point to a wider level of global reporting for countries that have geopolitical influence. Coverage may be affected by the demands of the audiences as they would have a much more nuanced understanding of the more influential nations such as the US, UK, Russia, China, than of nations such as Turkey or the Congo. Zimbabwe is an exception and its inclusion can be explained by the extensive coverage it received from the South African TV programs.

Chart 21: Tone of Coverage by Region: European, Middle Eastern, US TV Programs

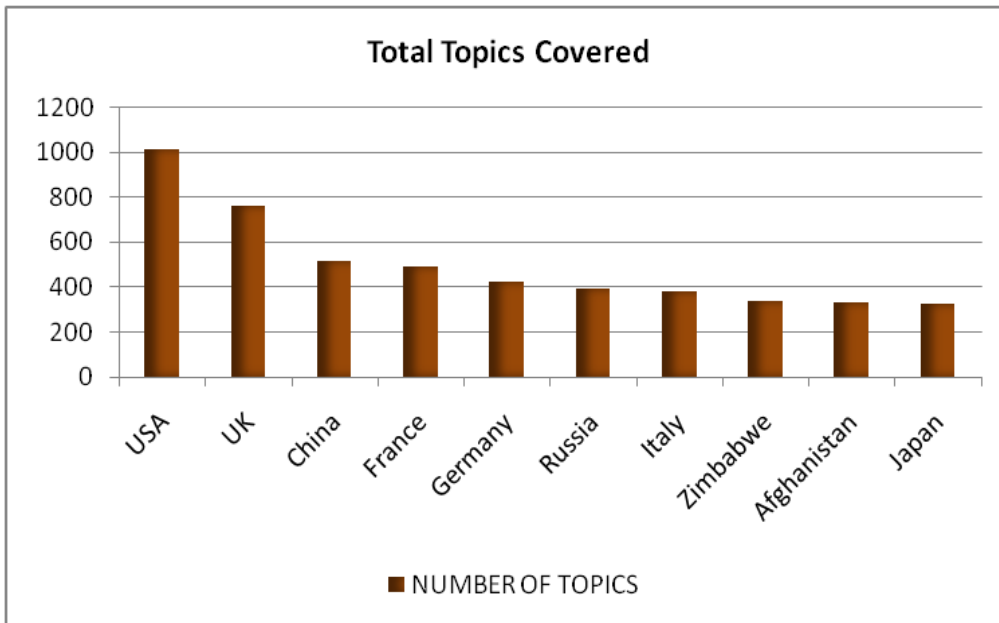
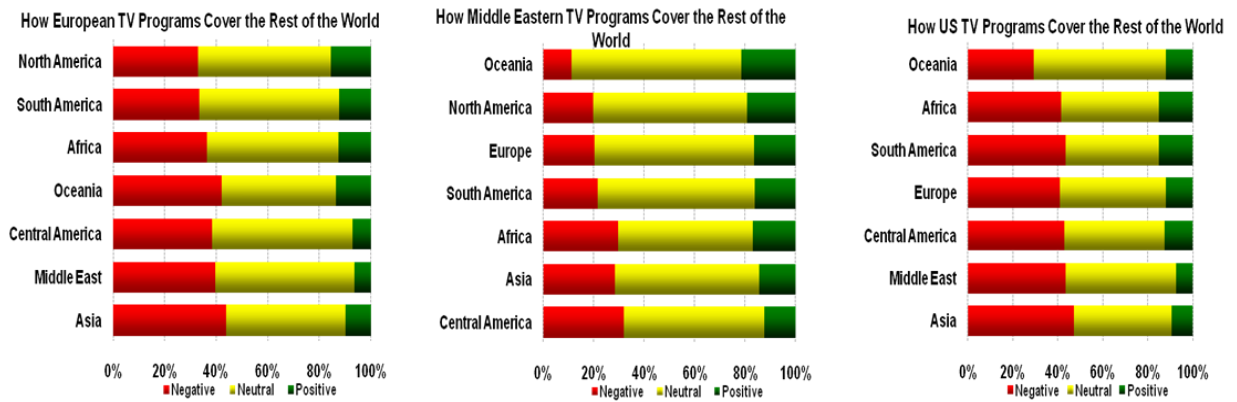


Chart 22. Breadth of Coverage – Top 10 Countries (2008-2009)

CASE STUDY: AFGHANISTAN

One of the greatest freedoms that humanity can aspire to is to have a free press, because a free press provides the clearest lens through which society can view the events that shape its destiny. The clarity of the media’s lens is critical as this creates transparency. Transparency is what allows for the best possible choices by society, whether it’s the pricing of a financial instrument or the decision to go to war.

In September 2010, the Afghan President Hamid Karzai made headlines around the world, when he announced plans to create a High Peace Council to pursue peace talks with the Taliban. What is important about this is not whether the announcement was

reported positively or negatively in the world’s media or that commentators agreed or disagreed with the idea. The key fact is that by merely covering the announcement, the media focused the world’s attention on an issue previously not known.

Implicit in this observation is the media’s ability to facilitate change. It is not important whether talking to the Taliban about peace is appropriate or inappropriate, but simply by bringing attention to certain issues and events the media can help shape the nature of public discourse.

In this section we analyse the TV coverage of Afghanistan between 2006 and 2010 with the aim of exploring its texture. We have placed a special emphasis on investigating the media’s coverage of the structures that

create a peaceful society as defined by the Institute for Economics and Peace. These factors are referred to as The Structures of Peace.

To enable a better debate on how to cover peace we explore two propositions. Firstly, we argue that it is difficult to create peace unless there is adequate attention paid to the appropriate structures that create it. Secondly, as these structures are under-reported in countries that tend to experience higher levels of violence relative to others, we make the case that there is an opportunity for television networks to differentiate themselves from other networks by focusing on these aspects.

It is nine years since the invasion of Afghanistan and the Afghan conflict is still receiving more media attention than any other conflict in the world. As such it provides an excellent case study to examine what are the main topics of focus by the media and to then compare the coverage of these topics to the factors that would help build an internally sustainable and peaceful society.

The media's attention on Afghanistan has intensified in recent years. Chart 23 shows the number of TV reports per month for Afghanistan from all of the 37 TV programs monitored by Media Tenor. The chart compares the number of reports on Violence related topics too all other issues. The period

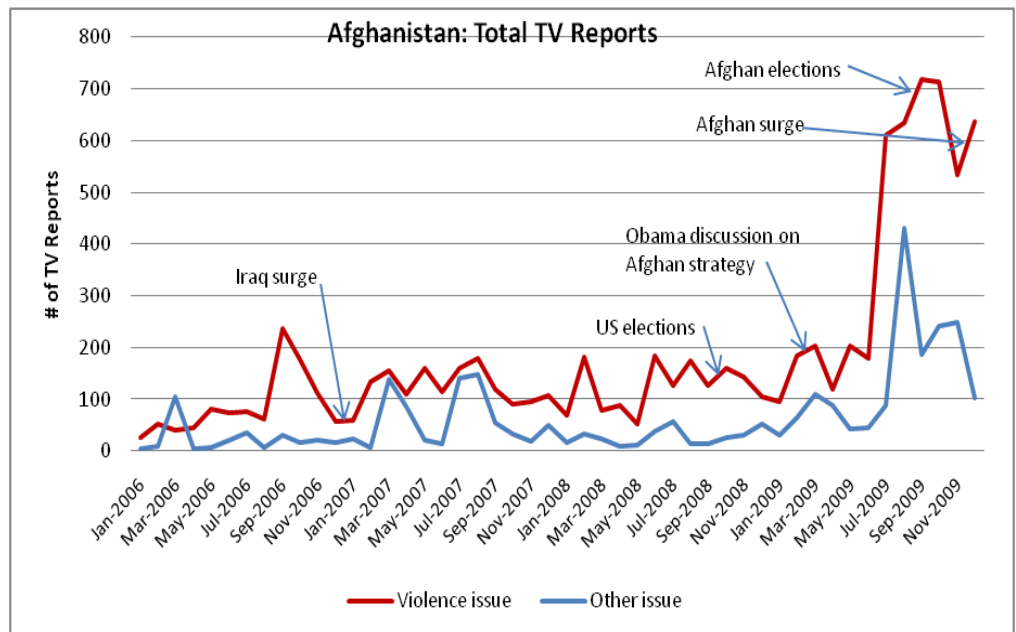
of coverage is between January 2006 and December 2009.

As can be seen on chart 23, there has been a large increase in the total number of reports on Afghanistan since May 2009, with topics of Violence being the major theme of these reports. The peak of the coverage corresponded with the Presidential elections in Afghanistan during August 2009 and was followed by a secondary spike which corresponded with the announcement of Obama's troop surge. Other events have been highlighted on chart 23 to show their impact on the television coverage. It appears that the Iraq troop surge in early 2007 diverted media attention from Afghanistan, while there is a noticeable, though smaller, spike in mid-2009 when President Obama considered his strategic options concerning the conflict.

It is also interesting to compare the total level of coverage of Afghanistan with the coverage of Iraq. Chart 24 (page 23) compares the total number of TV reports on Afghanistan and Iraq for the period January 2006 to December 2009.

As illustrated by chart 24, the focus of media attention turned away from Iraq and moved towards Afghanistan as the Afghani conflict intensified. This corresponded with a decrease in violence in Iraq. There was a slight dip in the volume of TV reports following the spike generated by the Afghani Presidential elections in August 2009. This

Chart 23. Number of TV Reports on Afghanistan (January 2006-December 2009)



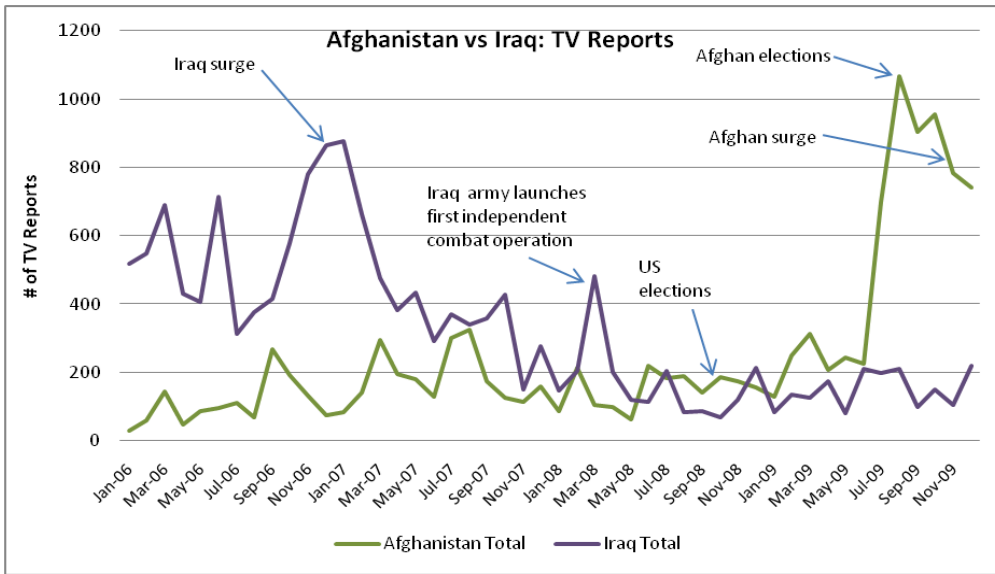


Chart 24. Number of TV Reports on Afghanistan vs. Number of TV Reports on Iraq (January 2006-December 2009)

was followed soon after by another spike in Violence reporting, see chart 23, due to the coverage of Obama’s troop surge. Also evident in this comparison are prominent spikes in the coverage of Iraq which correspond with the troop surge in early 2007 and the initial success of the first independent combat operations by the Iraq military in March 2008.

Although Iraq is still a highly dangerous country, its level of peacefulness between 2008 and 2010 has improved but not to a level proportionate to the fall off in media coverage. The changes in the peacefulness of Afghanistan and Iraq as calculated by the Global Peace Index are presented in tables 6 and 7.

Combined coverage of Iraq and Afghanistan was at its lowest during the US election period in the second half of 2008.

Iraq remained the least peaceful nation in the world in 2010, being ranked at the bottom of the Global Peace Index which covers 149 countries. However, Afghanistan has deteriorated, as demonstrated by its score change.

AFGHANISTAN, IRAQ AND THE GLOBAL PEACE INDEX

It is clear that Afghanistan’s peacefulness between 2008 and 2010 deteriorated markedly. This can be determined both by its lower ranking in peacefulness as scored by the Global Peace Index and confirmed by the level of media coverage.

The figures in table 6 indicate that the increase in the reporting of Violence on Afghanistan was to be expected, if the trends in media reporting were associated with shifts in its peacefulness.

At the same time, it is interesting to note that political stability in the country did im-

GPI – Afghanistan	2008	2010	Change
OVERALL SCORE	3.13	3.25	+0.12
OVERALL RANK	137/140	147/149	10 [†]
Military expenditure as a percentage of GDP	1.5	5	3.5
Level of violent crime	3	5	2
Number of deaths from organised conflict (internal)	3	5	2
Likelihood of violent demonstrations	3	4	1
Political instability	4.25	3.75	-0.50
Relations with neighbouring countries	4	3	-1

Table 6. Changes in Afghanistan’s GPI indicators (2008 vs. 2010)

Table 7. Changes in Iraq's GPI indicators (2008 vs. 2010)

GPI – Iraq	2008	2010	Change
OVERALL SCORE	3.51	3.41	-0.10
OVERALL RANK	140/140	149/149	9 [†]
Military expenditure as a percentage of GDP	1.5	1	-0.5
Level of violent crime	5	5	0
Number of deaths from organised conflict (internal)	5	5	0
Likelihood of violent demonstrations	5	5	0
Political instability	4.75	4.0	-0.75
Relations with neighbouring countries	4.00	3	-1.00
Number of external and internal conflicts fought	4	1.5	-2.5

prove slightly, while relations with neighbouring states showed a marked improvement. This was caused by a stronger regional engagement which may help to contain the conflict from spreading to Afghanistan's neighbours in the future.

Political stability did increase on the back of successful elections, however with a rating of four out of five for political instability. This is still high and would point to many of the political challenges that lie ahead. Like Afghanistan, its relations with neighbouring states did improve as neighbours rallied in support of the new Iraq government to stop the instability spreading.

Chart 25, shows how reporting of Violence in Afghanistan changed over time. Although most TV programs increased their Violence coverage as a percentage of total reporting, a few programs decreased their level of cov-

erage of Violence. Further analysis of the changing patterns of the topics and the countries covered may reveal the reasons behind the decrease.

In general, the coverage of Afghanistan has been accurate, reflecting the level of peacefulness as per Afghanistan's Global Peace Index score. However, the increase in the volume of reports was greater than the increase in violence. This highlights the perceived newsworthiness of war.

Listed in table 8 (page 25) are the TV programs that under reported Violence in the period 2008 - 2009.

Of the thirty-four TV programs which had a significant number of reports on Afghanistan for the period 2008-2009, only seven under reported Violence topics. The methodology to measure under reporting and over reporting is explained in the backgrou-

Chart 25: Changes in TV Reporting of Violence issues on Afghanistan (2006-2007 vs. 2008-2009) as a percentage of total reports

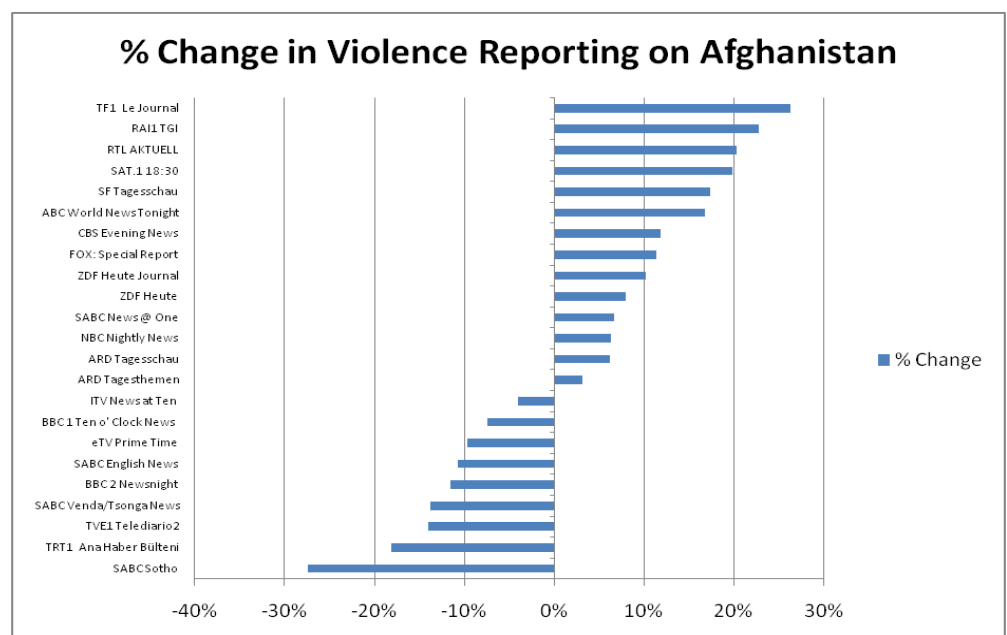


Table 8: TV Programs that underreported Violence issues in Afghanistan, 2008-2009

2008-09
AL ARABIYA
AL JAZEERA
DUBAI TV
NILE NEWS PANORAMA
CCTV1 NEWS HOUR
SABC SOTHO
SABC VENDATSONGA

nd of this report but can be described as being where the media coverage of Violence is in a band higher or lower than we would expect based on that country's level of peacefulness as measured by the GPI.

Four of the seven TV programs that under reported on Violence topics for the period 2008-2009 are from TV outlets based in the Middle East. This suggests that not only might specific TV programs be attempting to present different perspectives of Afghanistan, but that regional patterns in reporting might be detectable.

Chart 26 shows media reporting on Afghanistan by region based on the country of domicile for each TV program, to determine whether there are differing patterns of coverage when stories are categorised as positive, negative or neutral.

Obviously this does need to be balanced with fact and what the viewing audience

does see as newsworthy but the difference in regional media coverage is noteworthy.

The patterns are remarkably similar except for the Middle East which shows a higher level of positive coverage and a slightly lower level of negative coverage. The positive coverage is almost twice as high as that of the US and the UK and nearly five times as high as that of Europe.

This suggests that not only the choice of topics covered, but also the tone may differ from country to country and region to region. This may be associated with the audience's general knowledge of the country as the Middle East shares a common set of cultural values and has a closer proximity to Afghanistan.

Some increase in the level of positive coverage of Afghanistan may help improve its image in the world, which may in turn lead to an increased desire by the general public to support future peace building efforts.

In analysing media reporting the assumption has been made that media coverage does in fact shape what society sees as being important. The study and measurement of peace is new. Therefore, if media coverage was to focus on the structures that have been identified as being necessary to create peaceful societies, then there would be a better chance of achieving the aims of building a safer and more peaceful Afghanistan. This is regardless of whether the tone of the cov-

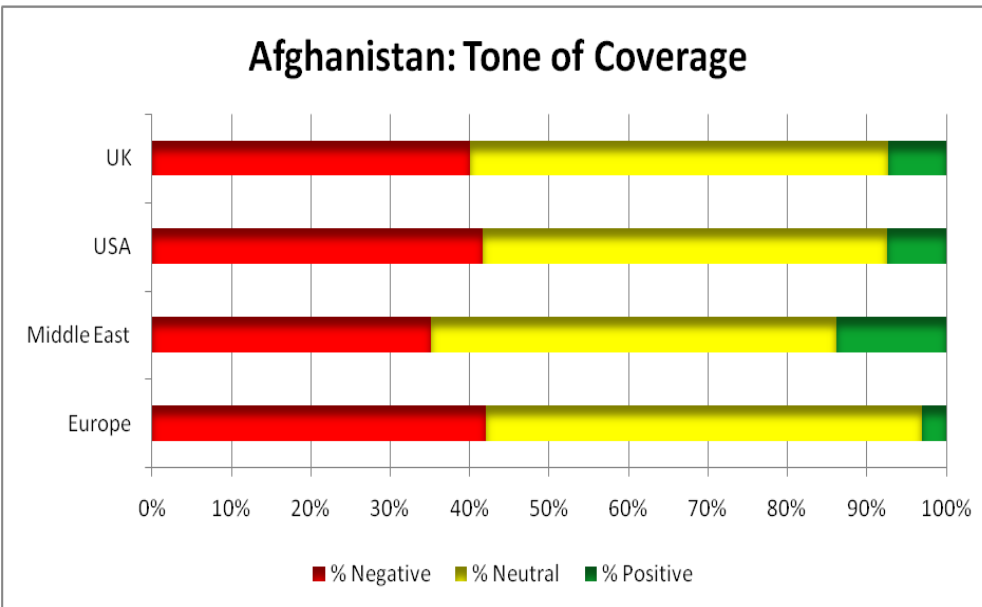


Chart 26: TV Reporting on Afghanistan by Region, % positive, negative, and neutral, 2008-2009.

erage was positive or negative. This is simply because world attention would be brought to important areas of nation building that have not been covered in the past; thereby increasing the focus on what is important for nation building.

What is challenging is to determine how to reframe the news coverage so it is appealing to the audience but still includes the structures of peace. If a TV network succeeded in achieving this, it would create a unique differentiation from other networks that should result in an increased market share.

UNDERREPORTING VIOLENCE

To try and determine whether TV programs are covering topics that create peace as well as reporting on Violence we have examined three TV programs in detail: Al Jazeera English, BBC World The News and CNN International Desk. All three of these TV programs have an international focus, and all did a significant number of TV reports on Afghanistan in the period 2008-2009. Chart 27 shows not only the number of reports, but also the scope of the topics that were covered by these three TV programs.

All three TV programs have a similar number of reports on the topics that received the most total coverage. These were warfare, elections, crime and international politics. Other than the nine topics covered by all 3

programs, there were marked differences in the reporting patterns between the networks. Al Jazeera English had the broadest coverage with 22 topics covered out of a possible 33 listed. This was 4 topics greater than BBC World The News and CNN International Desk, which covered 18 topics each.

Aside from the first 4 topics which were covered by all programs, Al Jazeera had the largest number of reports on most other topics. This was particularly notable for domestic security and domestic policies. Al Jazeera was also the only program to have reports focused on topics of education, protests, tourism, human interest and justice policy.

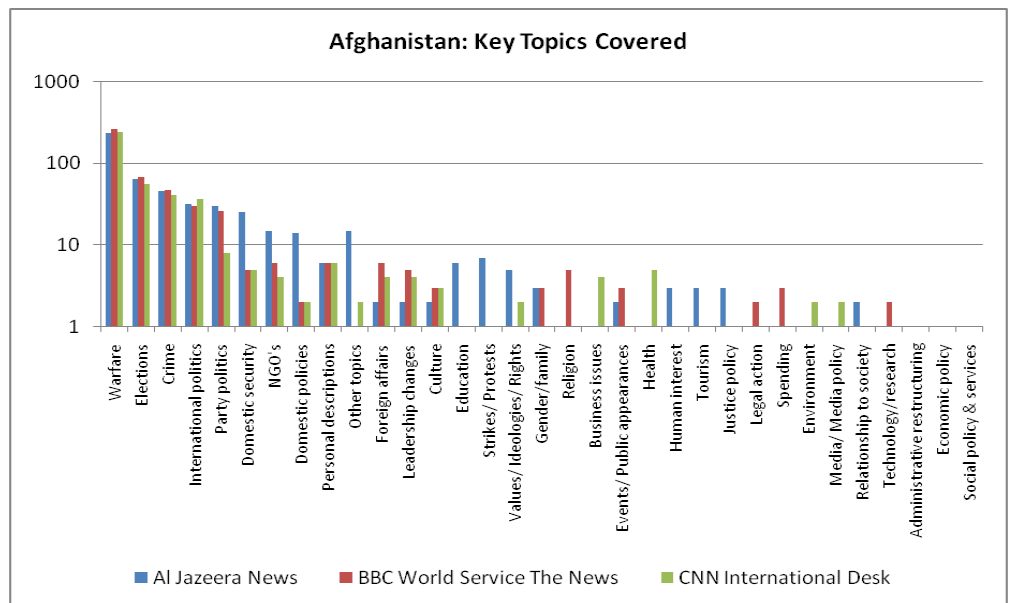
On the other hand, BBC World The News covered religion, legal action, spending and research, whilst Al Jazeera and CNN International Desk did not cover these topics.

Contrary to the other two programs, CNN International Desk covered business, health, environment and media relations.

These three networks basically have very similar patterns of reporting, with a different mix for the minor topics covered.

Whilst Chart 27 shows the breadth of coverage provided by the three TV programs, it doesn't give a sense of whether the tone of the coverage was positive or negative. Chart 28 displays reporting by the same three TV

Chart 27: TV Reporting on Afghanistan by Topic: CNN International Desk, BBC World The News, Al Jazeera News (2008-2009)



programs but only includes the reports that had a positive tone.

Not only does Al Jazeera cover a far broader range of topics, it also has the highest number of positive stories.

The reason why Al-Jazeera has a richer coverage on Afghanistan may lie in its audience's proximity to Afghanistan and the cultural similarities of its viewers compared to Europe or the US. It can be assumed that its audience has a better grasp of the challenges facing Afghanistan and desires a more nuanced coverage. Regardless of the reasons, Al-Jazeera's coverage certainly does bring a greater focus on the structures that create peace. As stated earlier in this report, whether that coverage is positive or negative is not as important as the fact that it is reporting on the issues that will drive long-term peace.

The actual effectiveness of media programs in influencing attitudes is well known. Therefore it is reasonable to assume that focusing on peace will influence future outcomes. Informing the public on what will build long term peace and stability, regardless of whether the tone of the coverage is positive or negative, is highly beneficial and in the best traditions of a free press.

AFGHANISTAN - THE STRUCTURES OF PEACE

The Global Peace Index has taken a fact-based approach to uncovering the structures that create peace. These structures are not counter-intuitive and provide a balanced view on what is important in creating a peaceful society.

Earlier in this report, we analysed the volume of reports dedicated to the Structures of Peace as compared with reports on topics of conflict. In order to promote peace, or at least to help facilitate an increase in peacefulness, coverage would need to be given to these structures. This in turn would encourage an informed global debate on the very issues that will help build a stable peaceful society.

It is interesting to apply the same analysis to the Afghanistan case study to see what proportion of reports are focused on topics that would help the country build a sustainable peace.

The spider diagram in Chart 29 (page 28) highlights the level of TV coverage in 2008-2009 on Afghanistan that focused on Violence related topics compared to coverage on the aspects that create peace.

Chart 29 contains the sum of all the television stories from the 37 TV programs covered in this analysis for Afghanistan. The

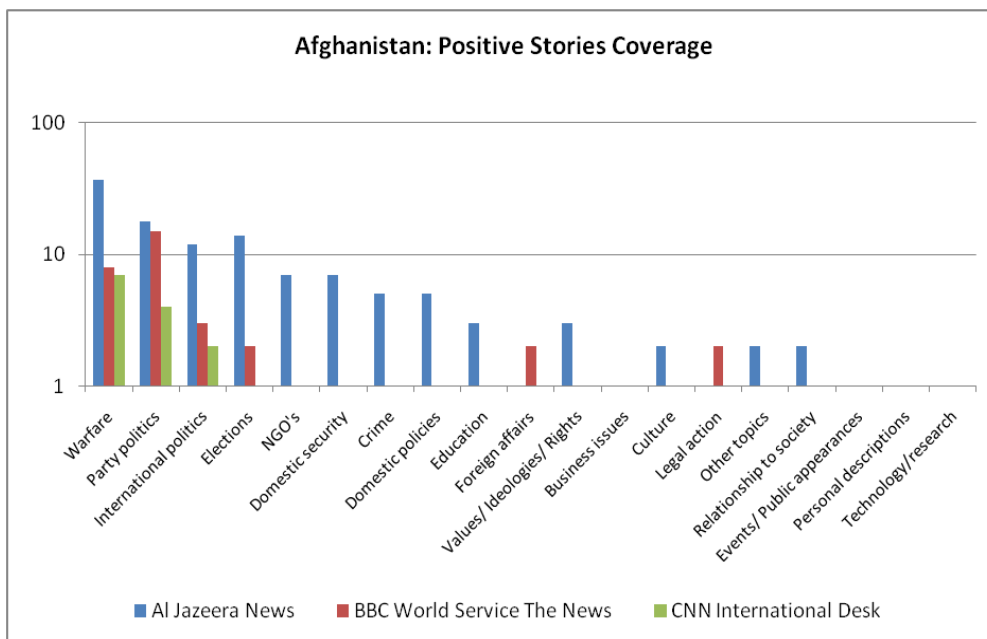


Chart 28: Reporting on Afghanistan by Topic, Positive Stories (2008-2009)

Institute for Economics and Peace

The Institute for Economics and Peace is an independent not-for-profit research institute dedicated to developing the inter-relationships between business, peace and economic development.

It conducts research and education, generates dialogue, and publicizes the output of its activities with a view to impacting the public agenda. It works in partnership with other stakeholders interested in creating peace including academic institutions, business, governments, NGOs and research institutes. The Institute founded and publishes the Global Peace Index which is the world's leading measure of national peacefulness.

Media Tenor

Media Tenor is one of the world's leading monitors of global media coverage. Using proprietary methods, it provides analysis to help organisations leverage the media.

The Institute for Economics and Peace is grateful to Media Tenor for providing all the media-related data used for the analysis presented in this report.

Head Office:
PO Box 42
St Leonards NSW, 1590
Sydney, Australia
Phone: +61 2 9901 8500
Fax: +61 2 9439 4843
Email: info@economicsandpeace.org

US Office:
Washington, DC
Phone: +1 202 822 2047 x116

Authors of the:



www.economicsandpeace.org

left hand side of the diagram shows the number of stories for the six topics on conflict that have received the most coverage. The right hand side contains the stories that pertain to the Structures of Peace.

It is not surprising that there are a large number of stories on Violence related stories. However, the only topic related to the Structures of Peace that obtained the same high level of coverage was "Well-Functioning Government". The shortcomings of the Afghanistan government have been adequately covered by the media and because of this coverage the general public is relatively literate on how the Afghan government is performing. However, other important aspects of peace such as education or the business environment receive very little coverage.

There has been some focus on education especially in relation to the education of girls. This would be represented in the above diagram under the "Acceptance of the Rights of Others" and while equality of opportunity for education between the sexes is very important, there are many other aspects to education which are important and go unreported. Similarly, building a robust business environment is key to building a self-sustaining economy.

However there is little coverage of the Afghan business environment, and without a vibrant business environment peace will be difficult to achieve.

Contrasting this diagram with chart 7 on page 11 which shows the same diagram except that the totals are for all the TV reports for all countries, provides a clear understanding of just how little coverage is given to the structures of peace for Afghanistan.

A FINAL WORD

It is hoped that this analysis will help to create a discussion around the newsworthiness of peace. The concept of peace news coverage is new and with the correct slant may provide a unique differentiator for a television network thereby increasing its audience numbers. It does not matter whether the coverage is positive or negative what really matters is which topics are covered.

Chart 29: TV programs coverage of Afghanistan, 2008-2009.

