

# 20 years after 9/11: The media still reduce Muslims to terror and the Afghanistan situation comes as no surprise

While Muslims are now also seen as victims of extremism and terrorism, positive stories are rare.

January 1, 2002 - September 1, 2021



# Terrorism remains a constant part of TV news coverage

New York, September 10, 2021. Twenty years after the September 11 terrorist attacks, TV news audiences continue to receive high levels of reports about terrorism and conflict when it comes to reporting on Muslims. The 2016 election and its aftermath with the “Muslim ban” in the U.S. regarding immigration also amplified this problem.

“Concerns about terrorism remain a constant part of news coverage in the U.S.,” says Roland Schatz, founder and CEO of Media. “Much of this coverage relies on stereotyping, and has not significantly improved in the last two decades. This stereotyping continues, despite statements from the U.S. Department of Justice highlighting domestic terrorism unrelated to Islam as a major threat.”

While some of the media negativity has begun to shift towards Muslims as also being victims of conflict, such as in Afghanistan, there remains little coverage of Muslim culture and practices or of Muslims as part of multicultural communities in the West. “Nobody should be surprised if Muslims in the West feel stereotyped in the most unfair way by the Western media. This undermines the foundation of Western values, a respect for the “Other.” This explains the growing divide and makes it almost impossible for the majority of Muslims to speak up for Western democracies within their own communities and why missions like that to Afghanistan had to fail,” Schatz says.

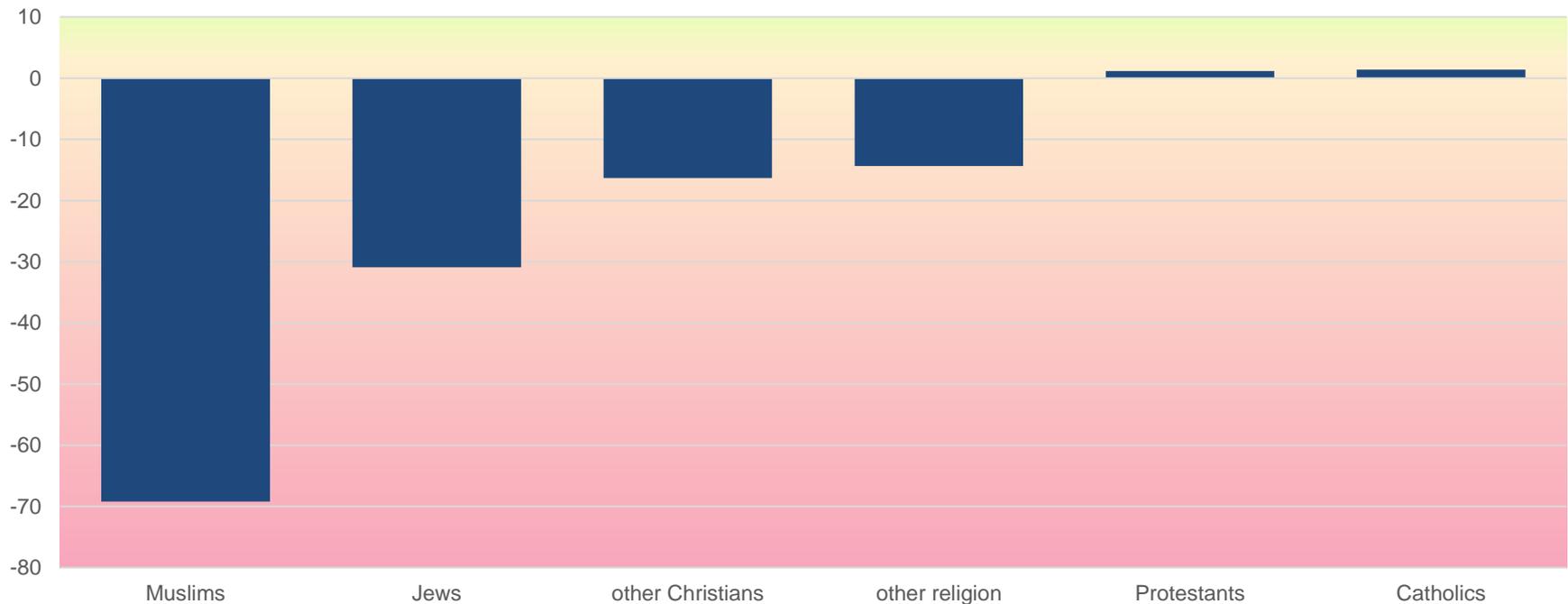
This research examined all 106,694 reports regarding religious protagonists on international TV news programs, January 1, 2001 - September 9, 2021.

For over 20 years Media Tenor’s mission has been to contribute to objective, diverse and newsworthy media content by bringing together the diverse parties. Media Tenor’s global research projects include analyses of election campaigns, investor relations, public diplomacy, corporate communications and other topics critical to news makers and news audiences.

For more information, please contact Roland Schatz at [r.schatz@mediatenor.com](mailto:r.schatz@mediatenor.com)

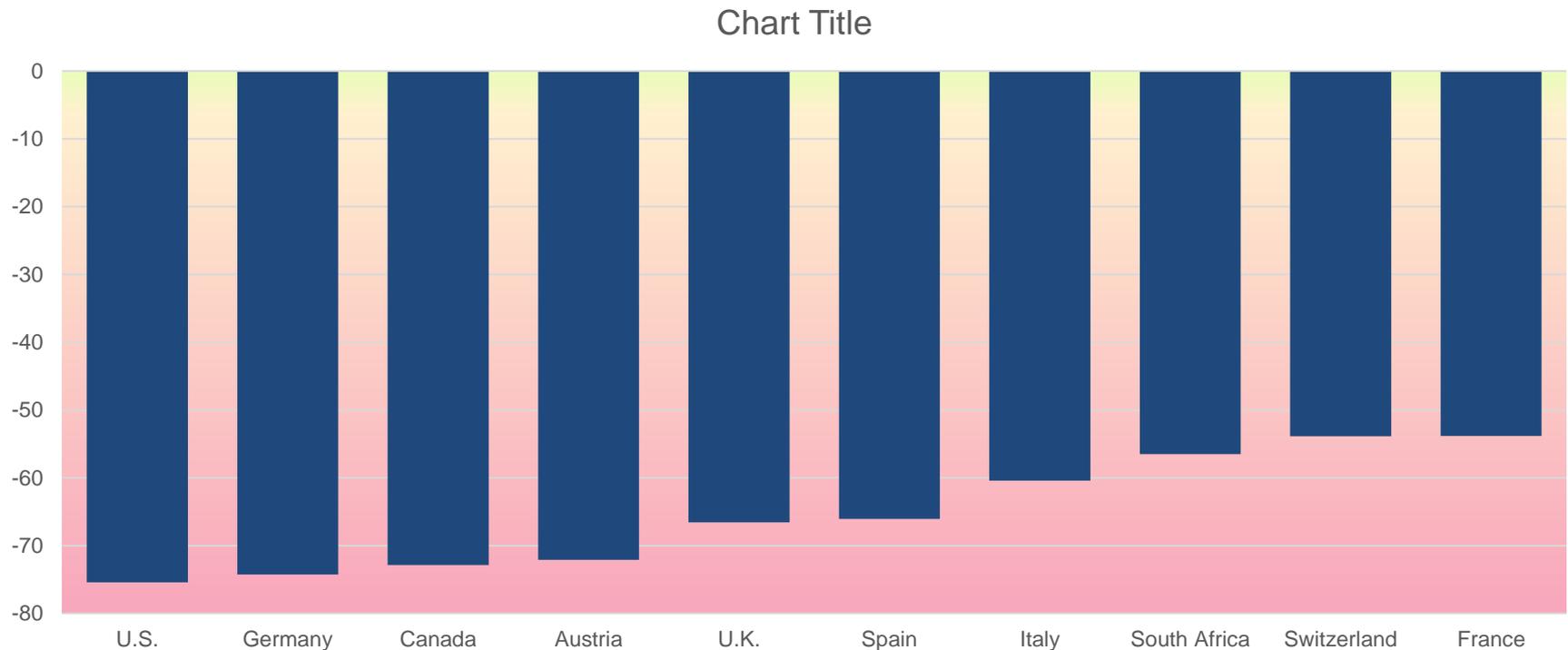
## Image of Muslims is sharply negative compared to other groups

Image of different religious protagonists



While there are ongoing issues with the image of Muslims in European media, especially related to concerns around migration, the tone has not been as resolutely negative as it has been in the U.S., where the image has actually worsened since 9/11.

## Muslims face the most criticism in the U.S.



While German media offers similar levels of negativity to the U.S. on Muslims, it is worth noting that German TV tends to be very negative on all of its subjects, which is far less common in the U.S.

## Image of Muslims remains more negative in U.S. media

Image of Muslims in U.S. media

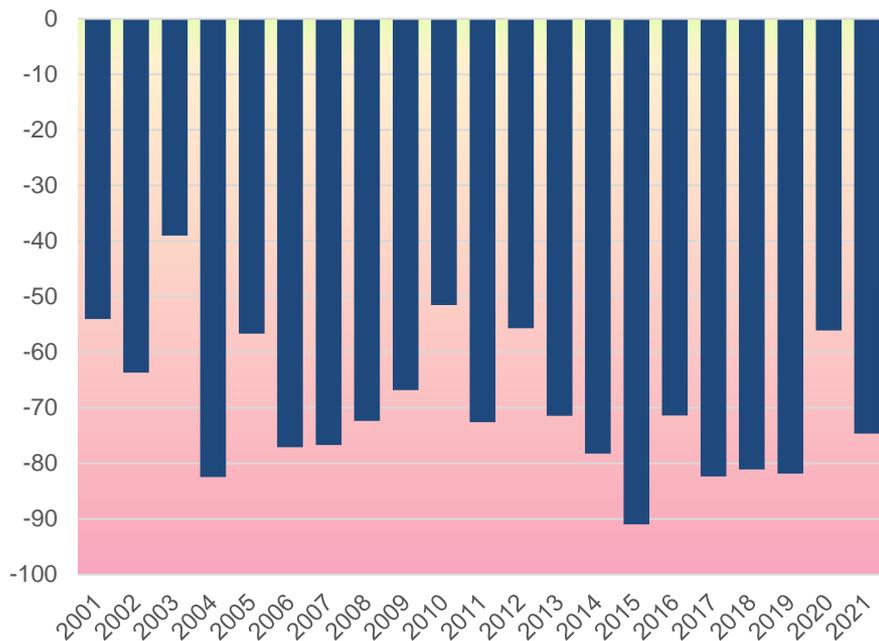
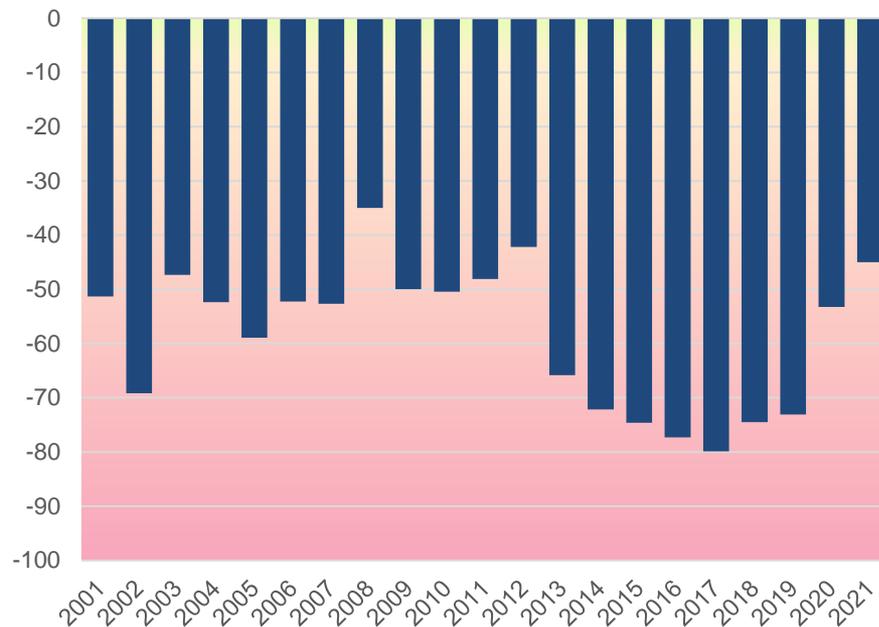
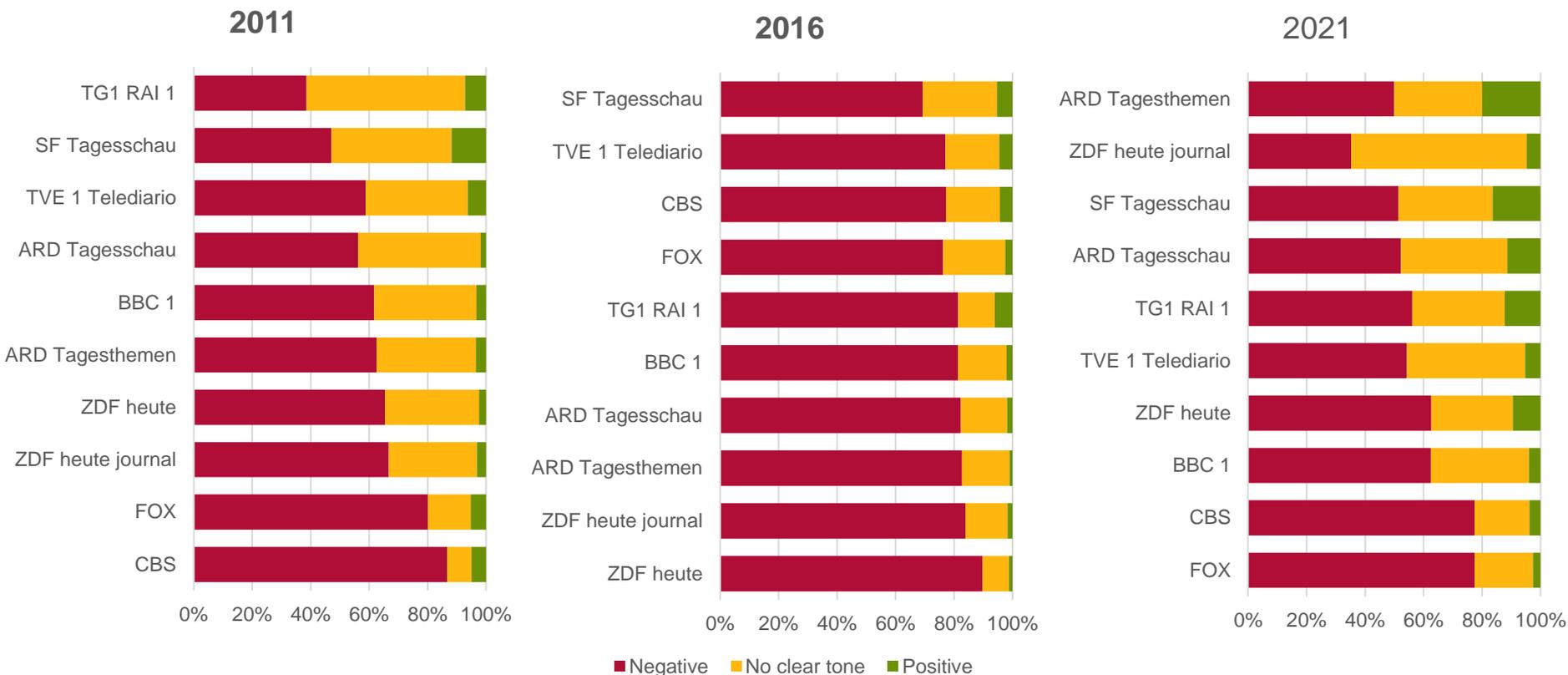


Image of Muslims in non-U.S. media



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# A look at individual broadcasters highlights the problems

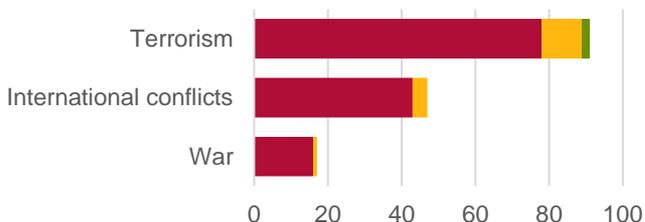


Fox News and CBS in the U.S. were the most negative on Muslims in 2011 and 2021, showing there is little change. The U.S. presidential election in 2016 increase global coverage of anti-Muslim sentiment, but negativity on Muslims also increased in Europe on migration concerns.

# All major TV media are ignorant of normal daily Islamic life

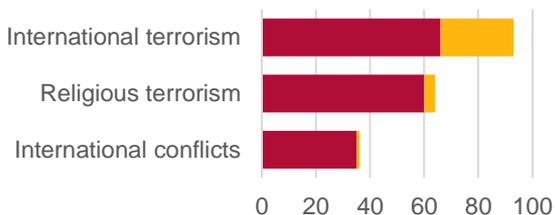
2011

Fox News



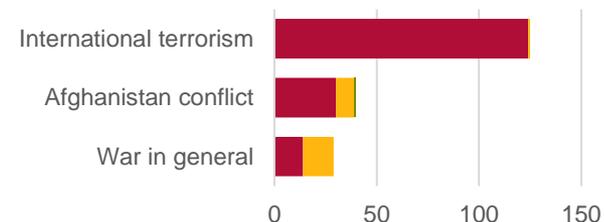
2016

Fox News

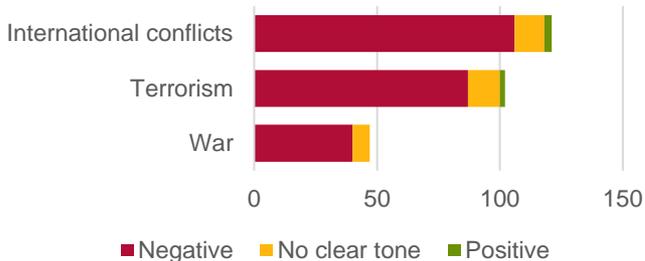


2021

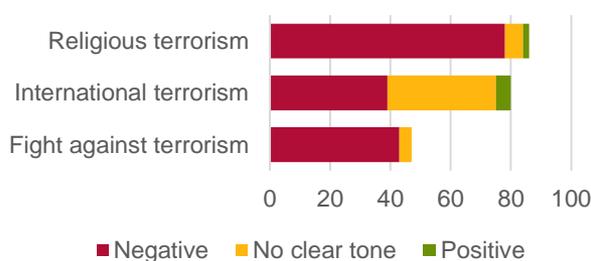
Fox News



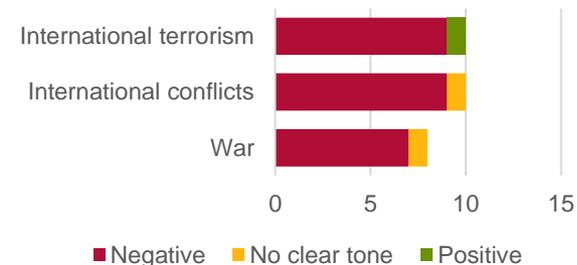
Other U.S. Media



Other U.S. Media



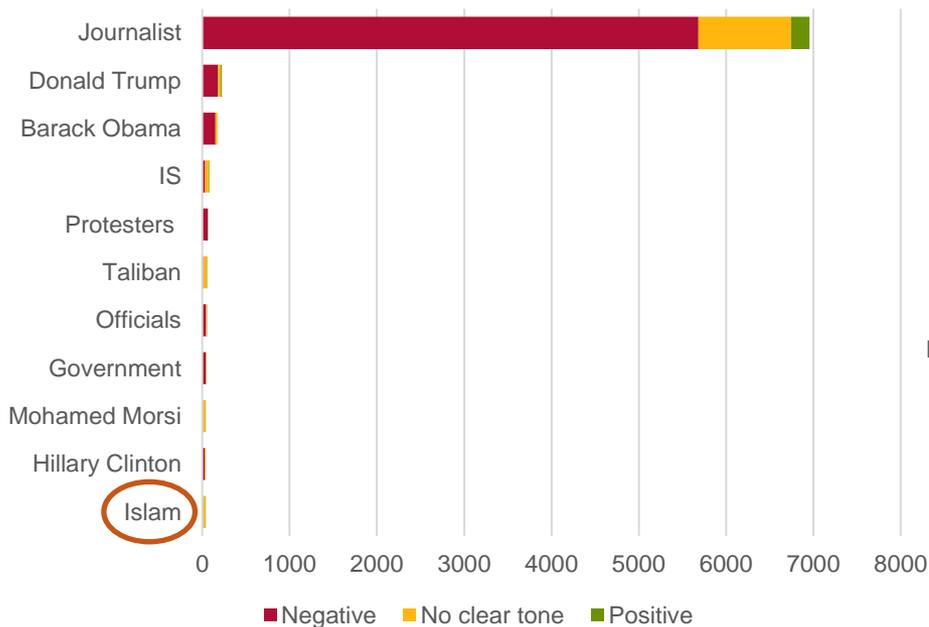
Other U.S. Media



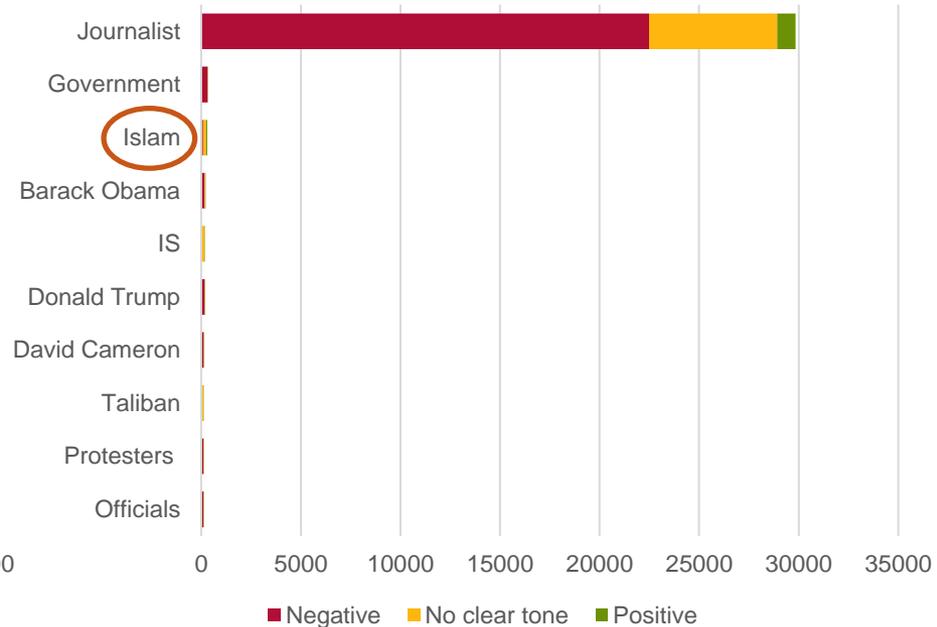
The overall picture on Muslims in U.S. media is negative and focused on war and terrorism. This does not change significantly when media coverage on Fox News is separated from other programs. However, non-Fox media are slightly more likely to show some few positives.

# All major TV media are ignorant of normal daily Islamic life

Sources on Muslims in U.S. media



Sources on Muslims in non-U.S. media



When Muslims were a source of information in an article (rarely), they were more likely to be extremists like IS or the Taliban. The mainstream religion was hardly mentioned as a source, but news outside the U.S. was somewhat better about this.

# Methodology: Scientific content analysis

## Human or Machine?

Computer based language processing currently is used in the following fields:

Automated customer hotlines | Language recognition | Automatic mail answering systems

Classification of text with similar patterns (e.g., medicine, law, stock markets)

but

Automated analysis of media stories by computers at present doesn't meet the requirements for reputation risk management with regard to:

- Identification of relevant passages and themes
- Relationships between protagonists
- Correct identification of tonality/sentiment (MIT: < 60%)

The coding solution from Media Tenor

Combines technology and human intelligence:

- Ongoing opinion-leading media analysis
- Search strings check completeness of analysis material and identify stories on social media
- Trained human analysts code content based on scientific codebooks (validity/reliability between 85% and 95%)

# Scientific media analysis (example)

Markup  No Cited Media / Economist  Coded from Fundstellen Check?

Medium Name: 1 Welt Mt-Archive: -

Date: 19 / 10 / 2013 Article date far in the past; Backlog? Article URL: -

Headline: Die beste Wahl beim MBA

Page Number: 15

Article Number: 1 Article Length: 132 1/3-Page, broad

Style: 3 Bericht (mehr als 20 Spaltenze) Section: 12 Wirtschaftsteil, übrige Seiten

Source/Journalist: 10 74826002 Luebke, Friederike Add More

Cited: Add More

Cited Branch: Add More

Cited Topic: Add More

Project: Add More

No FSC Finish Cancel

Select coding form 309 Combined Article

Combined Article	Analyst Coding	Political Coding	Trace	MunichRE	Cited Media	Linde	Wacker	BundesBank	Otto	MTU
Protagonist	2	10003364	Hoffmann, Heidrun							
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Source	2	10003364	Hoffmann, Heidrun							
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Explicit Rating	0	Neutral(0)	Positive(1)	More Positive(2)	Ambivalent(3)	More Negative(4)	Negative(5)			
Implicit Rating	0	Neutral(0)	Agree(1)	Agree More(2)	Ambivalent(3)	More Reject(4)	Reject(5)			
Me / Others	1	Über den Akteur								
Topic	5502	Klienten/Zielgruppe	Add Topic							
Additional Source			Add Source							
Remark	CTRL-D to enter additional sources; press enter twice to add new protagonist.									

Add Protagonist Cancel

Welt, 19/10/2013, page 15, No. 1

SAMSTAG, 19. OKTOBER 2013

## Die beste Wahl beim MBA

Die Trends zum Wintersemester 2013

REDAKTIONSDIENST

Die besten Wahl beim MBA... Die besten Wahl beim MBA... Die besten Wahl beim MBA...



Die besten Wahl beim MBA... Die besten Wahl beim MBA...

WIE FINDE ICH DAS RICHTIGE MBA PROGRAMM?

MBA-Abwechslung... Die besten Wahl beim MBA... Die besten Wahl beim MBA...

oder naturwissenschaftlichen Studienschichten im Management wechseln... Die besten Wahl beim MBA... Die besten Wahl beim MBA...

“We stress the fact that the share of foreign students in our MBA programs reaches 50 percent,” says Heidrun Hoffmann, Senior Program Manager at the WHU.

The following variables are analyzed: Media, date, page number, style of presentation, author, length, section, cited economists, cited media, protagonists (e.g., WHU), time reference, source of opinion, explicit and contextual tone of coverage, main topic, and other topics.