Caring about Solutions

Economist Dennis Snower turns 70

Media portray Snower as a thinker focused on the mutual benefits of global trade if social and economic aims are balanced

High share of coverage dedicated to future

Media tend to underreport the mid- and long-term future

Picture: Tobias Koch / Global Solutions Initiative

Basis:
Basis: 1,134,476 reports in 19 opinion-leading German media
199 citations of Dennis Snower

Roland Schatz
r.schatz@mediatenor.com
++41 55 284 5109

Summary: An important voice on the future turns 70

October 13, 2020. Zurich – Dennis Snower turns 70 – an important voice on future issues in the media
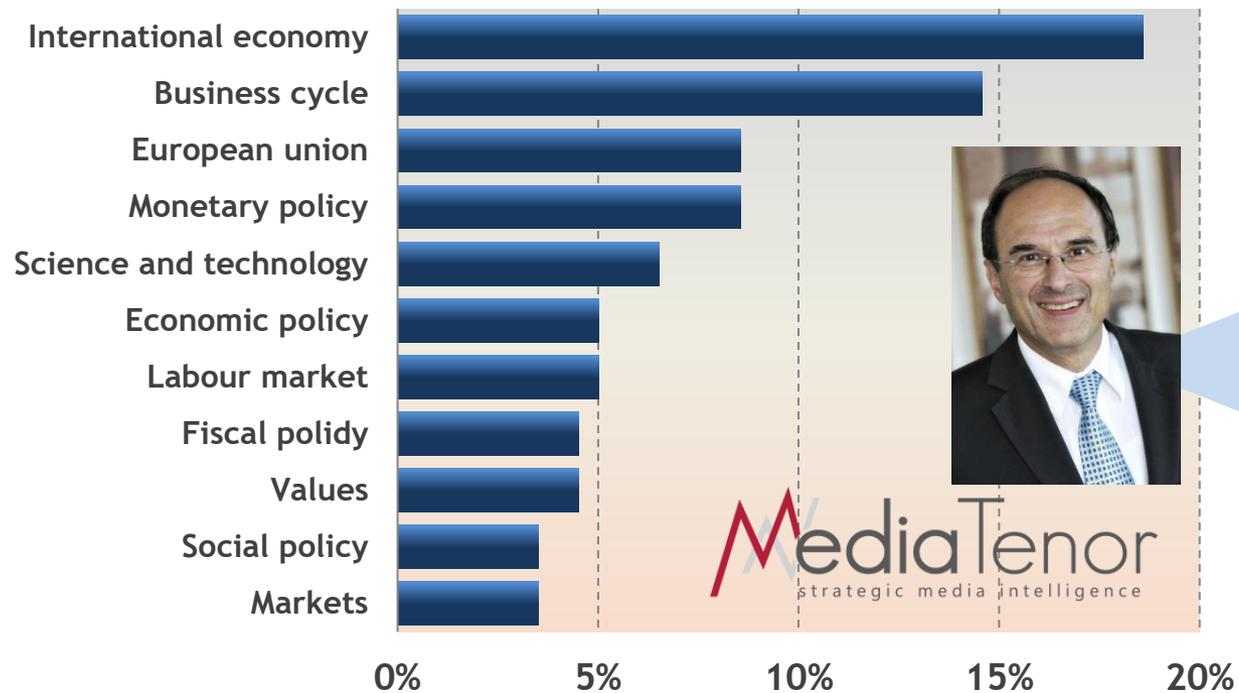
Years ago Media Tenor created the FAZ ranking of the most impactful economists, which makes it a special pleasure to say happy birth day to one off the most inspiring. One day after the Nobel Committee announced their preferred choice, Dennis Snower represents one of the rare scientists who, amongst all economists, is not only concerned about challenges and problems but who also goes the extra mile in trying to find and test solutions.

While president of the Kiel Institute for the World Economy, Professor Snower had to build, empower, and lead amazing teams of experts in almost all areas of economic research. Professor Snower created with the T20 Initiative, a unique network of think tanks from all of the G20 countries with the objective of supporting each G20 and G8 summit with feasible suggestions on how specific challenges can be met. Over the years, Professor Snower and the team around Dr. Markus Engels grew into the role of orchestrating scientific excellence from all sectors of science.

Walking his talk, Professor Snower engaged with the media on a global scale in a way that, unlike most scientists, always quoted or shared his research with an amazingly high percentage of future-related thought. Slide 4 illustrates this competence in this area.

For over 25 years Media Tenor's mission has been to contribute to objective, diverse, and newsworthy media content. 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 r.schatz@mediatenor.com or +41 55 284 5109

Snower stresses importance of trade linked with values

International economy
Business cycle
European union
Monetary policy
Science and technology
Economic policy
Labour market
Fiscal polidy
Values
Social policy
Markets

0%   5%   10%   15%   20%

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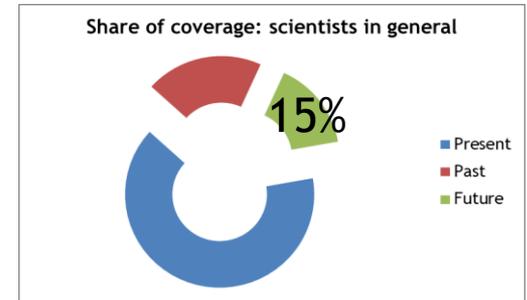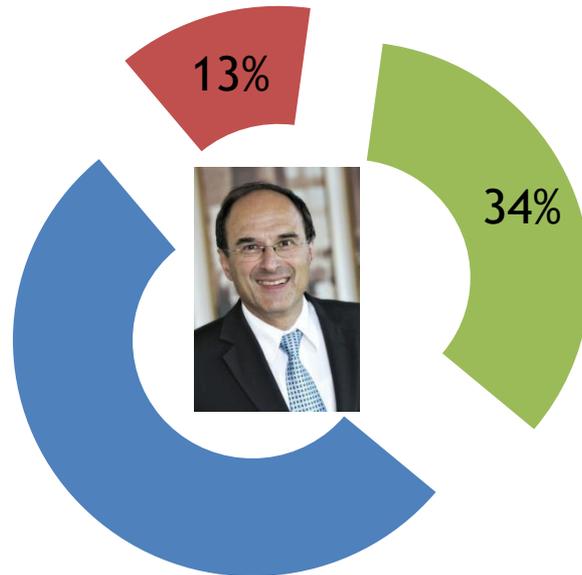strategic media intelligence

Only if social cohesion, empowerment and environmental and climate protection as basic human needs are included in the concept of prosperity and if it is possible to link social and material prosperity can the economy and society together become crisis-proof.
White Book Information Quality 2020

Picture: IfW/Christina Kloodt

Dennis Snower has not constantly searched for the media spotlight. Rather, has he been talking to decision makers. However, when he has addressed opinion-leading media, he has again and again emphasized the relation between trade, prosperity, and values.

Snower emphasizes future issues

Time reference of reports on Dennis Snower 2012-2020

13%

34%

Share of coverage: scientists in general
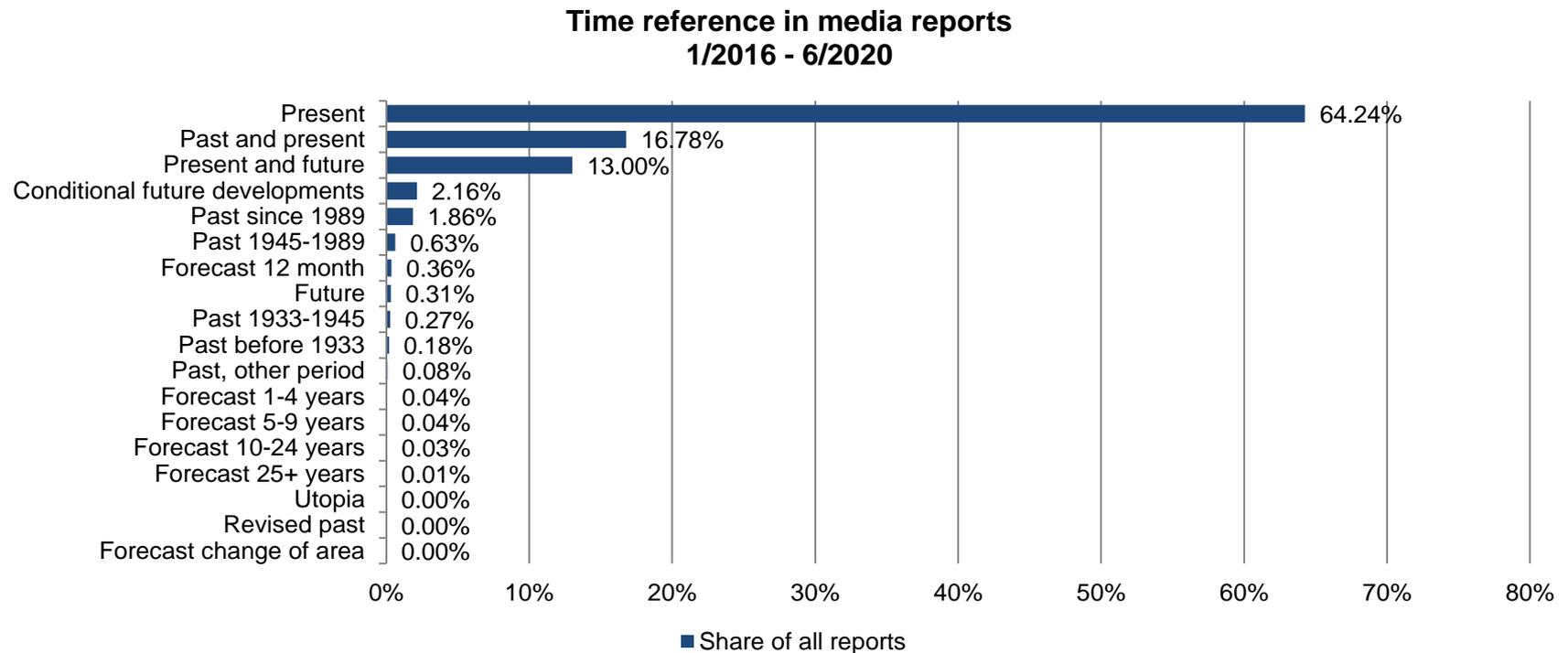
15%

- Present
- Past
- Future

- Present
- Past
- Future

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Most often, economists are cited in the media to explain the past and present or to provide survey results. Dennis Snower's, however, has focused on future developments in his public statements, underpinning the necessity of searching for solutions.

Long-term issues fail to attract significant attention

**Time reference in media reports
1/2016 - 6/2020**

Category	Share of all reports
Present	64.24%
Past and present	16.78%
Present and future	13.00%
Conditional future developments	2.16%
Past since 1989	1.86%
Past 1945-1989	0.63%
Forecast 12 month	0.36%
Future	0.31%
Past 1933-1945	0.27%
Past before 1933	0.18%
Past, other period	0.08%
Forecast 1-4 years	0.04%
Forecast 5-9 years	0.04%
Forecast 10-24 years	0.03%
Forecast 25+ years	0.01%
Utopia	0.00%
Revised past	0.00%
Forecast change of area	0.00%

■ Share of all reports

Many of the large issues that are challenging societies need a long-term perspective to find meaningful steps for today. The analysis of 1.1 million news reports displays, however, that long-term issues barely make it onto the media agenda.

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)

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%)

Media Tenor's Solution

Combines technology and human intelligence:

- Search strings check completeness of analysis material and identify stories on social media

- Trained human analysts code content based on scientific codebooks (validity/reliability>85%)

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