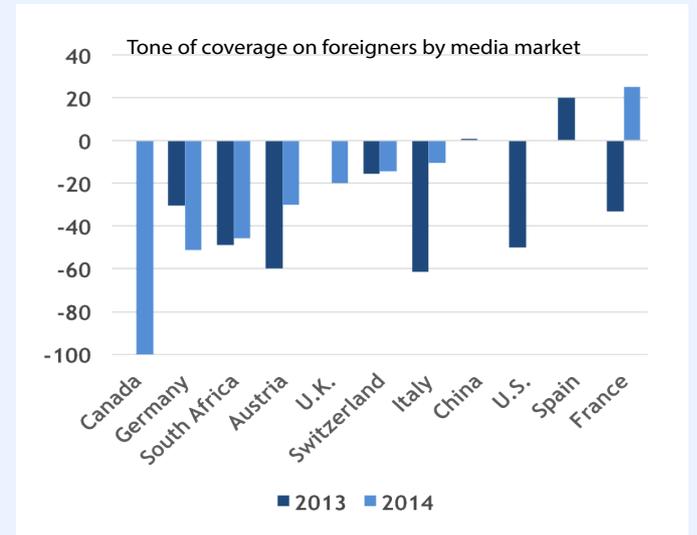
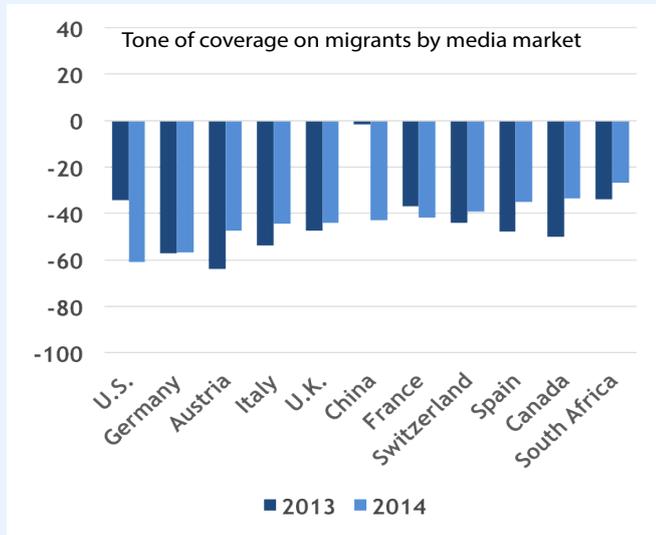


# Unlearning intolerance

What the media teaches us about individuals around the world impacts how we see and treat them

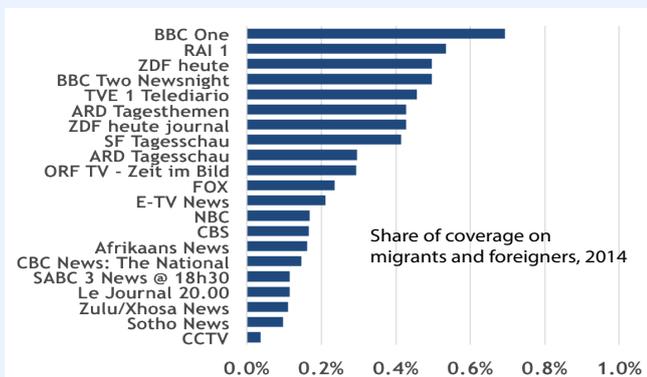
## THE IMAGE OF MIGRANTS AND FOREIGNERS ON INTERNATIONAL TV NEWS



Migrants have a negative reputation on TV news around the world. In some countries, like the U.S., the image has gotten worse with media focus on immigration regulation, but in other countries, such as Austria, France, Spain, Canada, and South

Africa, the image has improved slightly. Foreigners also face negativity, but coverage is more erratic and based on what these foreigners are receiving coverage regarding. Migrants are criticized specifically because they are migrants.

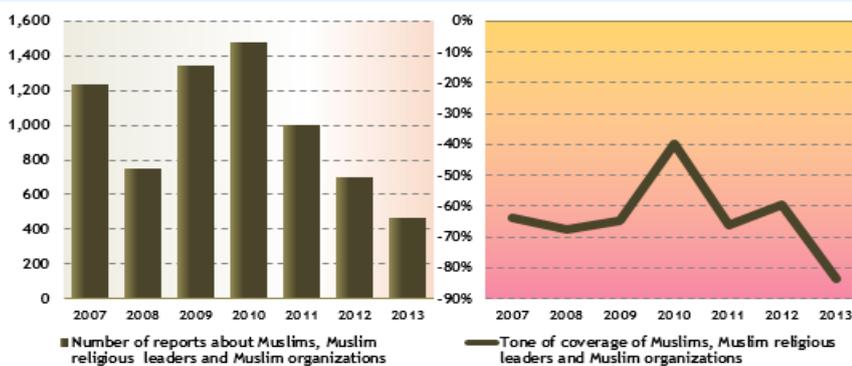
## MEDIA OFFERS LIMITED PICTURE OF MIGRANTS AND FOREIGNERS



Not only is the coverage of migrants and foreigners negative in most of the countries analyzed, television media dedicates little coverage to these groups. This provides limited opportunity for the full story to be told and creates challenges when it comes to reducing bias and addressing migrant populations.

BBC One in the U.K. was the most dedicated to covering migrants and foreigners during the last twelve months. At the other end of the spectrum was China's CCTV. All media, however, offered less than 1% of their coverage to migrants and foreigners, placing their visibility below the awareness threshold. Unfortunately, out of sight means out of mind, making it harder for audiences to see these issues as key.

## TELEVISION'S ROLE IN RELIGIOUS UNDERSTANDING



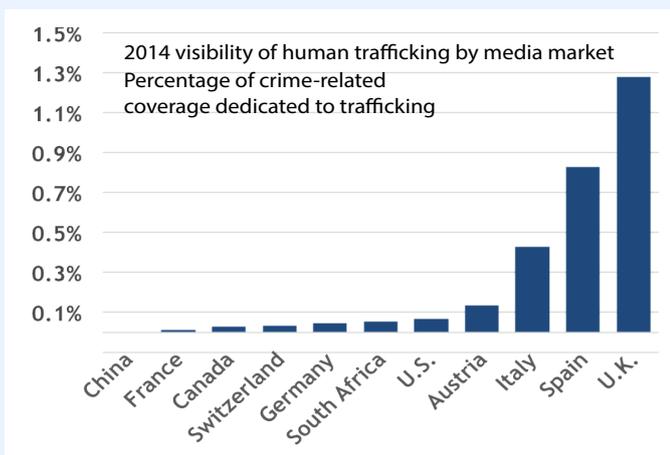
Television news can also reflect and amplify biases regarding religion. From 2007 to 2013 U.S. TV coverage of Islam, Muslims, and Islamic organizations had a severely negative tone. While visibility decreased as U.S. troops left Iraq and Afghanistan, the absence of negative coverage was not replaced with

more positive stories. Rather, U.S. TV news generally does not discuss Muslims when they are not either victims or perpetrators of violence. Preliminary data on U.S. TV news for 2014 shows an increase of Islam-focused coverage in the wake of the emergence of ISIL. Negativity remains extreme.

To counter negative religious stereotypes, it is important that TV news offers viewpoints on events from mainstream faith leaders who can properly contextualize extremism. In addition to showcasing mainstream Muslim

voices, U.S. TV news can also help to decrease feelings of intolerance by showcasing comment from mainstream leaders in other faiths as well. While the example of faith-based negativity is particularly obvious regarding Islam in the U.S., these biases exist regarding many faiths in many countries.

## HUMAN TRAFFICKING NOT ON THE MEDIA RADAR IN MOST NATIONS



Human trafficking is a global problem that occurs both within individual countries and across international borders. Yet despite the widespread nature of the problem and the extreme

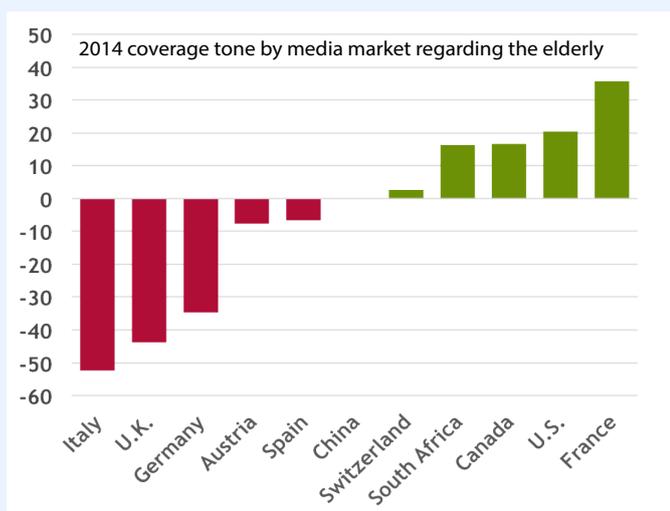
cruelty and risk trafficked individuals face, this topic received little visible on TV news coverage over the last 12 months.

The U.K. offered the most relative visibility to the problem, followed by Spain and Italy. But many other countries where trafficking is a critical problem -- such as the U.S. -- had television news programs that barely mentioned the issue.

In many ways, this low television visibility regarding human trafficking is connected to the negative images of migrants and foreigners. With these individuals receiving little sympathy from television news, media audiences are not necessarily receptive to stories about migrants and foreigners who may be victims of trafficking-related crimes.

Because of the global nature of human trafficking, increased media visibility in just a handful of countries is not enough to truly help solve the problem. Consistent, ongoing awareness across multiple markets will help build a media audience aware of the dangers of trafficking and more likely to report trafficking-related crimes of which they may become aware.

## MEDIA BIAS CAN ALSO IMPACT AN AGING POPULATION



Television news presents a widely diverse picture of the elderly (those individuals over age 65). Italy, with the oldest average age (45.6 in 2010) of countries analyzed had a sharply negative tone over the last 12 months.

Yet the United Kingdom (41.5) and France (41.2) have similar average ages and completely different media portrayals of the elderly. Meanwhile, South Africa, with an average age of 25, was less positive on the elderly than the U.S., with an average age of 38.1.

Factors Media Tenor found that contributed to the coverage tone on the elderly included cultural traditions around respect for elders, economic concerns, and the overall development of both private and public pension systems.

Coverage tone on the elderly was also influenced by overall media tone on issues like healthcare, disability, and family structure. Negativity on the elderly was often related to end-of-life concerns and burdens younger family members face caring for older relatives.

Inspirational stories of achievements by the elderly were also visible. Athletes over the age of 65, 70, or even 80 or 90 were often the subject of human interest stories.

Overall, however, there is no cohesive image of old age in the media on either an international basis or on a country-by-country basis.

This type of coverage makes it difficult for many people to approach aging with a positive outlook. When aging is perceived negatively it is also less likely people will plan effectively for costs and care options. Issues like elder-abuse are also more easily swept under the rug when the elderly are not an active part of the news agenda.

While intolerance is often a subject we think of in terms of race, religion, or ethnicity, age bias is one of several other forms of discriminatory thought and action that balanced, informative, and fair news coverage can help audiences overcome in a way that has benefits for all members of a society regardless of age, background, or belief.

### SUMMARY

- Media coverage can help illuminate biases and help overcome many forms of intolerance in a society.
- Visibility of marginalized groups is key.
- Additionally, groups that face bias benefit from representing themselves on the media as well as from receiving support from allies of the dominant group.
- Negativity or a lack of visibility in one area, such as in coverage about migrants and foreigners, can exacerbate other societal problems.

### ABOUT THIS RESEARCH

Media Tenor analyzed all 2,742,659 reports on 24 international TV news programs from January 1, 2013 - November 30, 2014. This included all 4,077 reports on migrants and foreigners; 358 reports on human trafficking; and all 359 reports on the elderly. 6,985 reports on Muslims on U.S. TV news, April 1, 2007 - October 31, 2013 were also analyzed.