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University of Jena
Institute of Communication Research
Department of Communication Psychology

Bridging the Divide or Dividing the Bridge? The Role of Television in the Relationship between Muslims and the Western World.

Katharina Schurz, Wolfgang Frindte, & Daniel Geschke,
Friedrich-Schiller-University, Jena



1. Introduction Revolutions

- Middle East and North Africa protests (2010–2011)
- E.g., second “Jasmine Revolution” in Tunisia 2010/11, 2011 Egyptian revolution
- **Role of media:** censorship vs. mobilization of protests with help of the internet



1. Introduction Situation in Germany

- 3.8 - 4.3 million Muslims in Germany (BMI, 2009) → 5% of the population
- 46% of Germans believe that there are too many Muslims in Germany (Zick/Küpper, 2009)
- Islam and Muslims are mainly associated with terrorism: media influences (e.g., Frindte & Haußecker, 2010)
- Television (esp. German channels) as a dominant source of information for Muslims and non-Muslims in Germany (Klinker & Kutteroff, 2009)



1. Introduction Research Questions

- How is the **relationship** between **Muslims and non-Muslims** represented by **different TV channels**?
- Which role do **key events** play?



3. Method

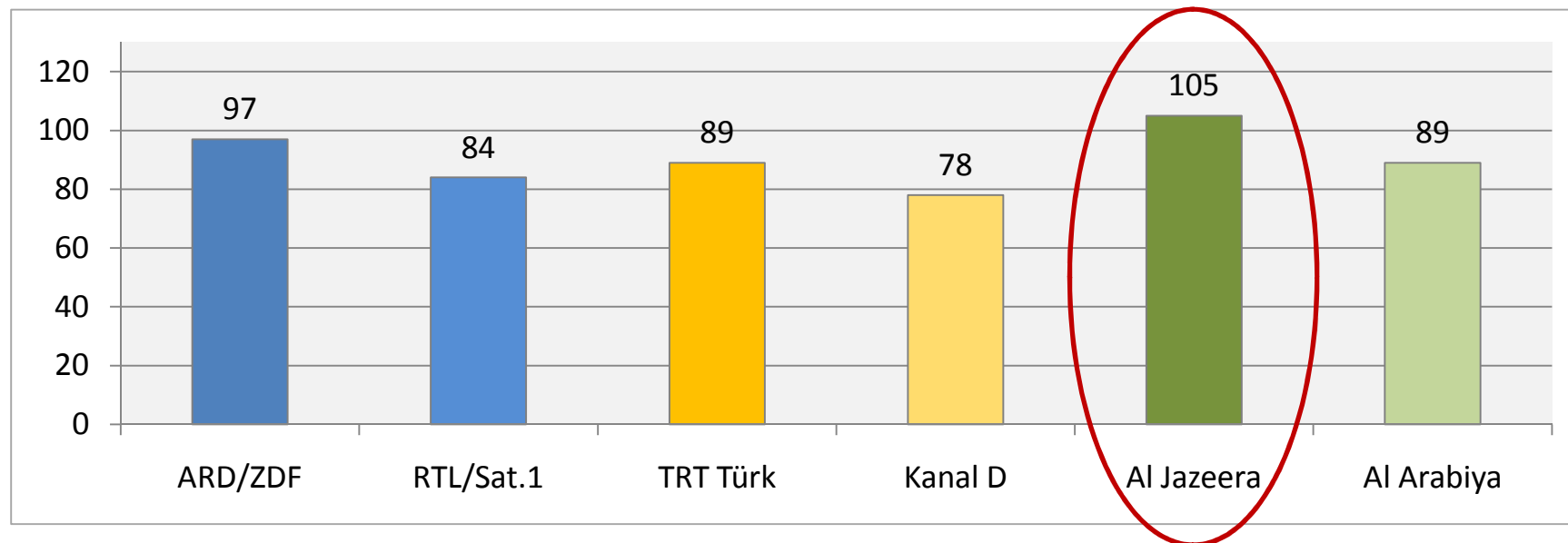
Media Analysis - Overview

	TV News					
	German		Arabian		Turkish	
	ARD	ZDF	AJ	AA	KD	TRT
	RTL	Sat1				
Muslim Protagonists	Differences in the media constructions regarding: thematic contexts, intergroup-relationships, dramatization, stylistic characteristics, ...					
Non-Muslim Protagonists						

3. 1 Frequencies of Daily News Coverage General

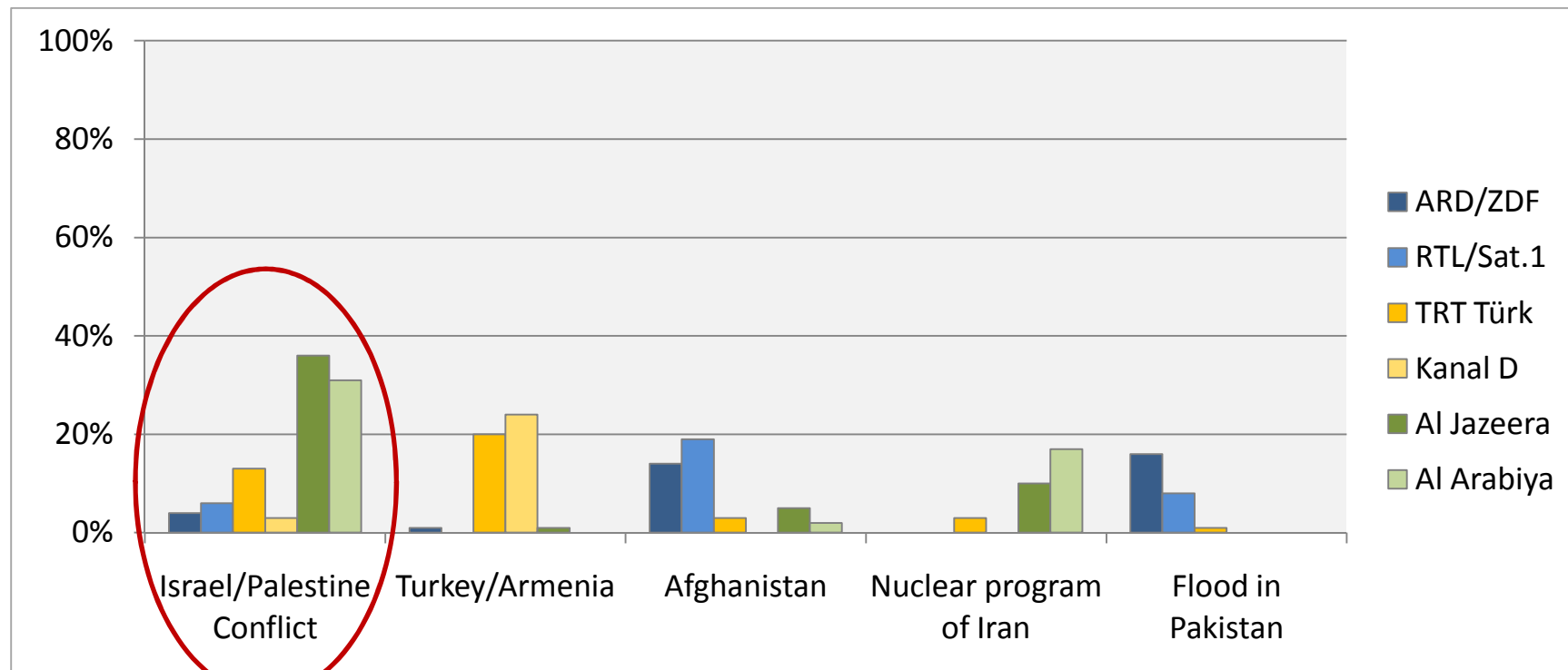
- Selected data of 2009 and 2010 (N=542)
→ two weeks right before the telephone interviews; three selected weeks

Figure 1: Number of relevant reports (absolute).



3. 1 Frequencies of Daily News Coverage General

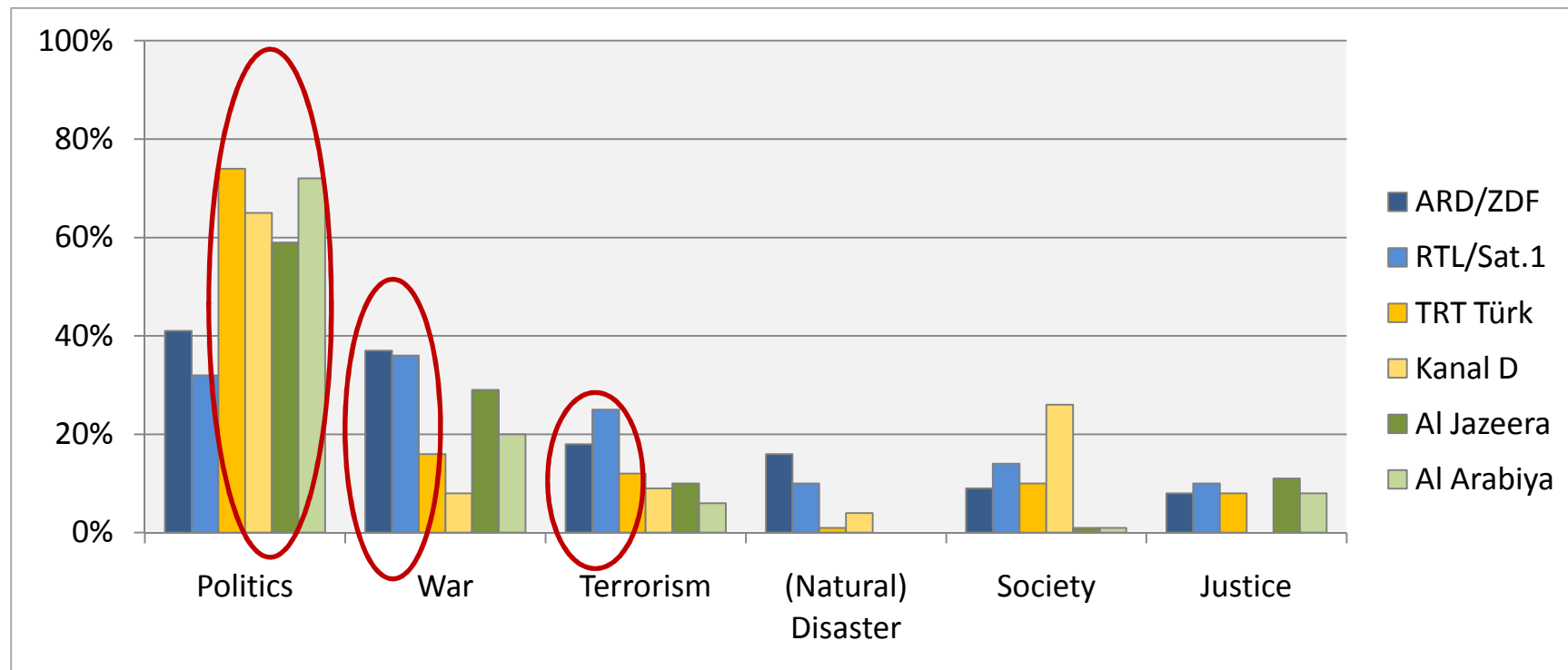
Figure 2: Focuses in the TV news reports (frequencies).



Database: ARD/ZDF: n=97; RTL/Sat.1: n=84; TRT: n=89; KD: n=78; AJ: n=105; AA: n=89.

3. 1 Frequencies of Daily News Coverage General

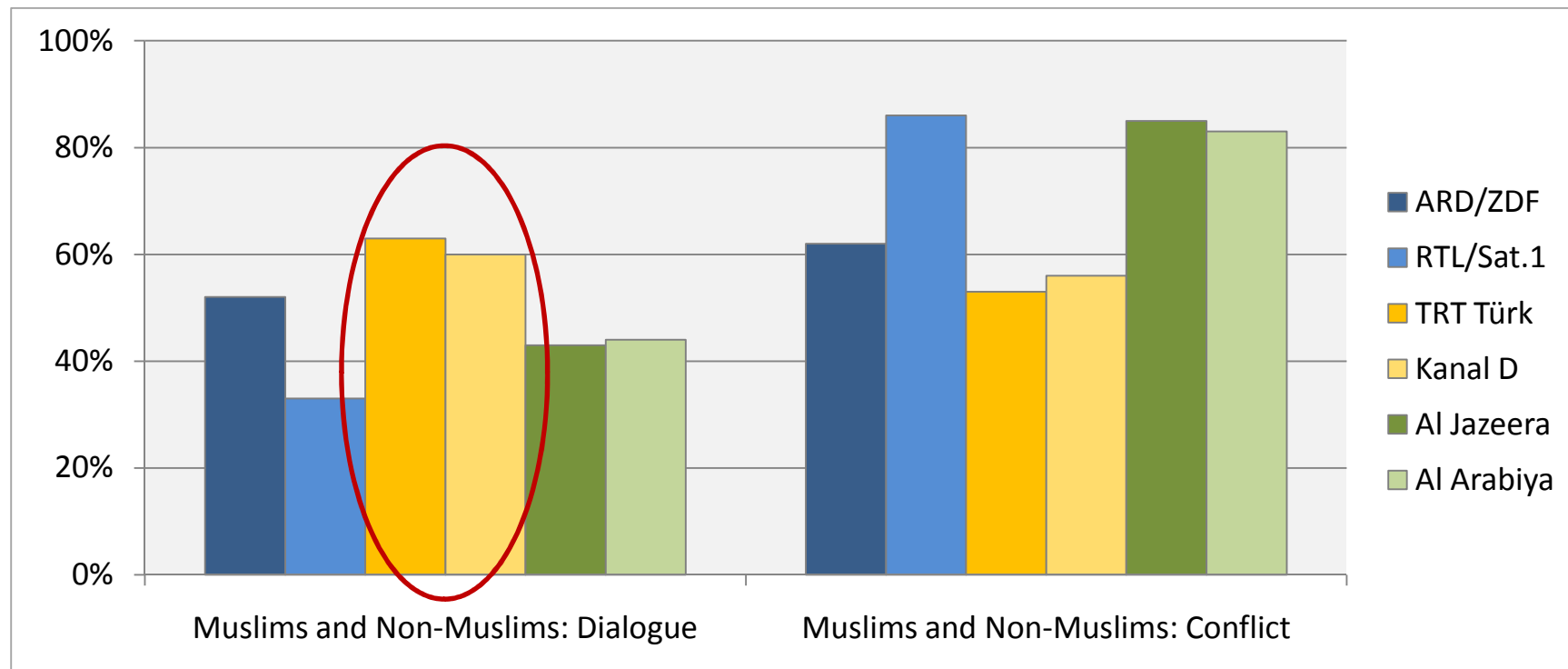
Figure 3: Main issues (frequencies).



Database: ARD/ZDF: n=97; RTL/Sat.1: n=84; TRT: n=89; KD: n=78; AJ: n=105; AA: n=89.

3. 1 Frequencies of Daily News Coverage General

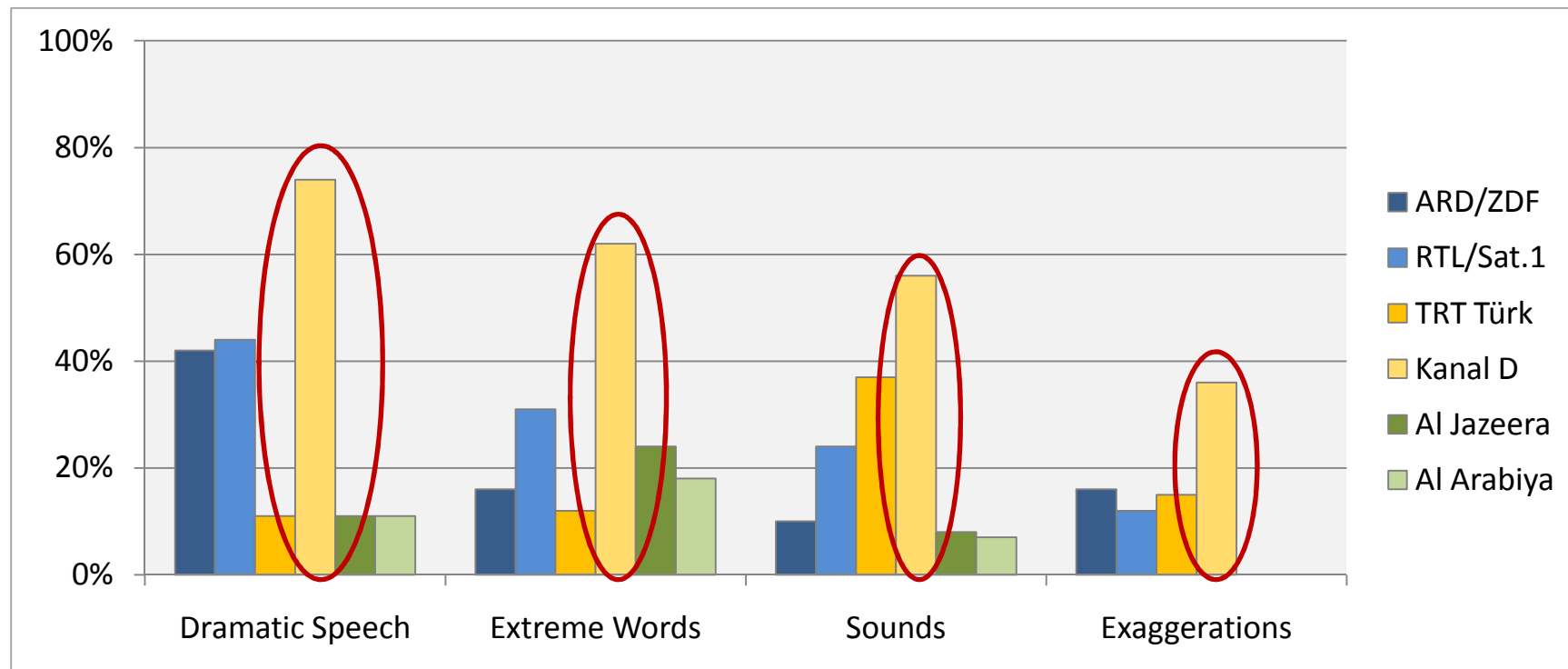
Figure 4: Dialogue vs. conflict topics in TV news coverage (frequencies).



Database: ARD/ZDF: n=97; RTL/Sat.1: n=84; TRT: n=89; KD: n=78; AJ: n=105; AA: n=89.

3. 1 Frequencies of Daily News Coverage General

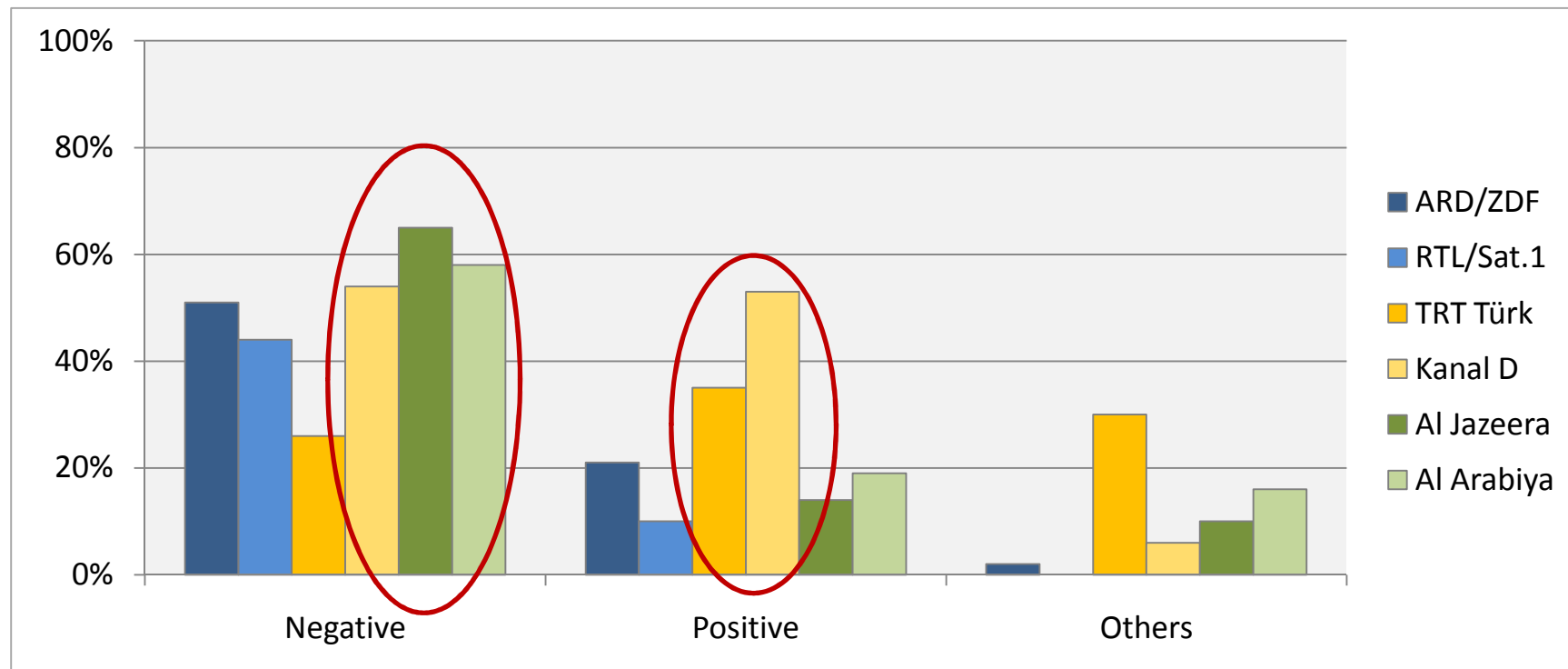
Figure 5: Stylistic characteristics (frequencies).



Database: ARD/ZDF: n=97; RTL/Sat.1: n=84; TRT: n=89; KD: n=78; AJ: n=105; AA: n=89.

3. 1 Frequencies of Daily News Coverage General

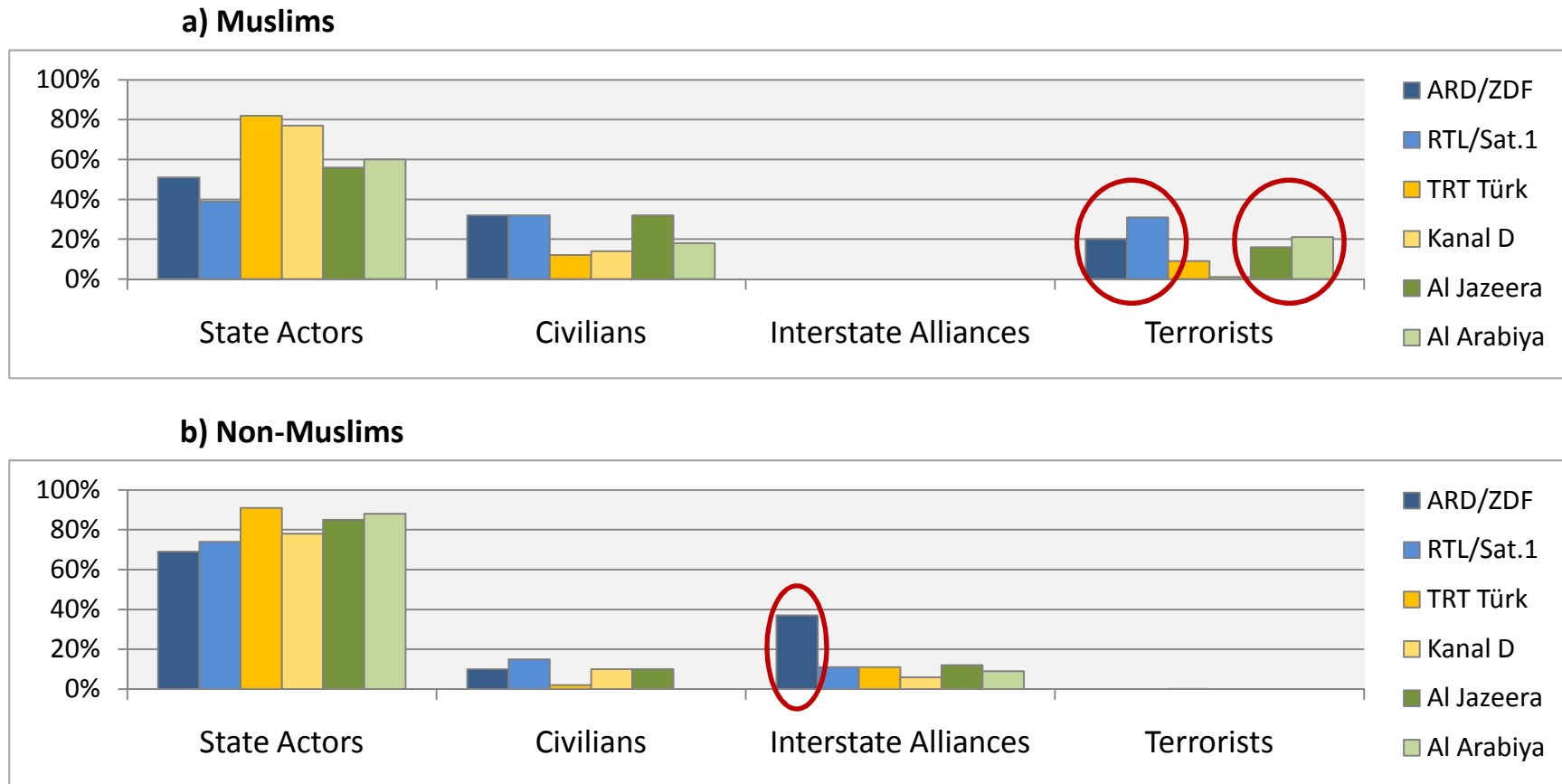
Figure 6: Represented emotions (frequencies).



Database: ARD/ZDF: n=97; RTL/Sat.1: n=84; TRT: n=89; KD: n=78; AJ: n=105; AA: n=89.

3. 1 Frequencies of Daily News Coverage Muslims vs. Non-Muslims

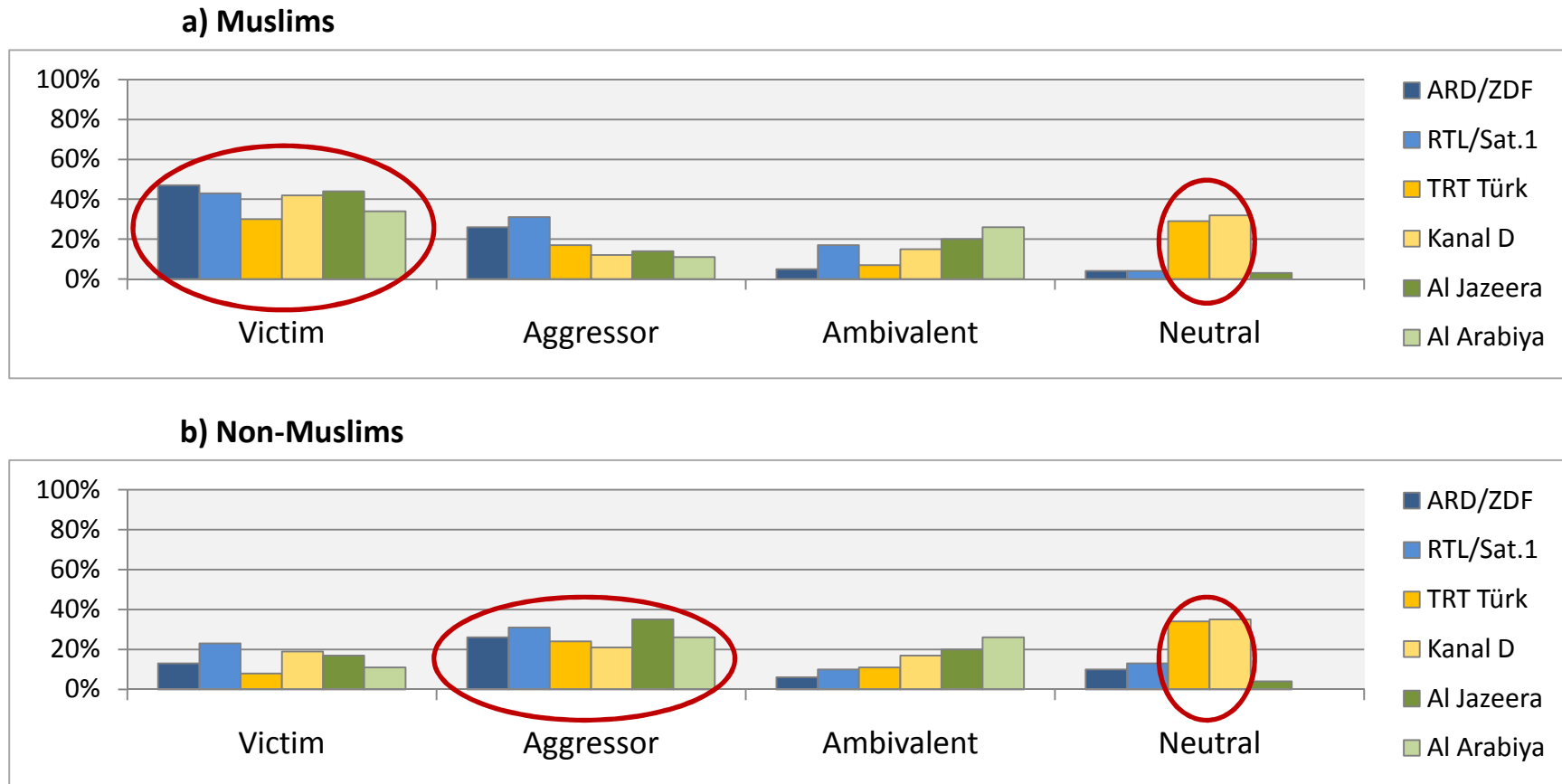
Figure 7: Represented roles (frequencies).



Database: ARD/ZDF: n=97; RTL/Sat.1: n=84; TRT: n=89; KD: n=78; AJ: n=105; AA: n=89.

3. 1 Frequencies of Daily News Coverage Muslims vs. Non-Muslims

Figure 8: Victim vs. aggressor (frequencies).



Database: ARD/ZDF: n=97; RTL/Sat.1: n=84; TRT: n=89; KD: n=78; AJ: n=105; AA: n=89.

3. 2 Key Events Overview

- **Murder of Marwa El-Sherbini (01.07.2009)**
- **Kunduz airstrike (04.09.2009)**
- **Minaret controversy in Switzerland (29.11.2009)**
- **Gaza flotilla raid (31.05.2010)**



3. 2 Key Events

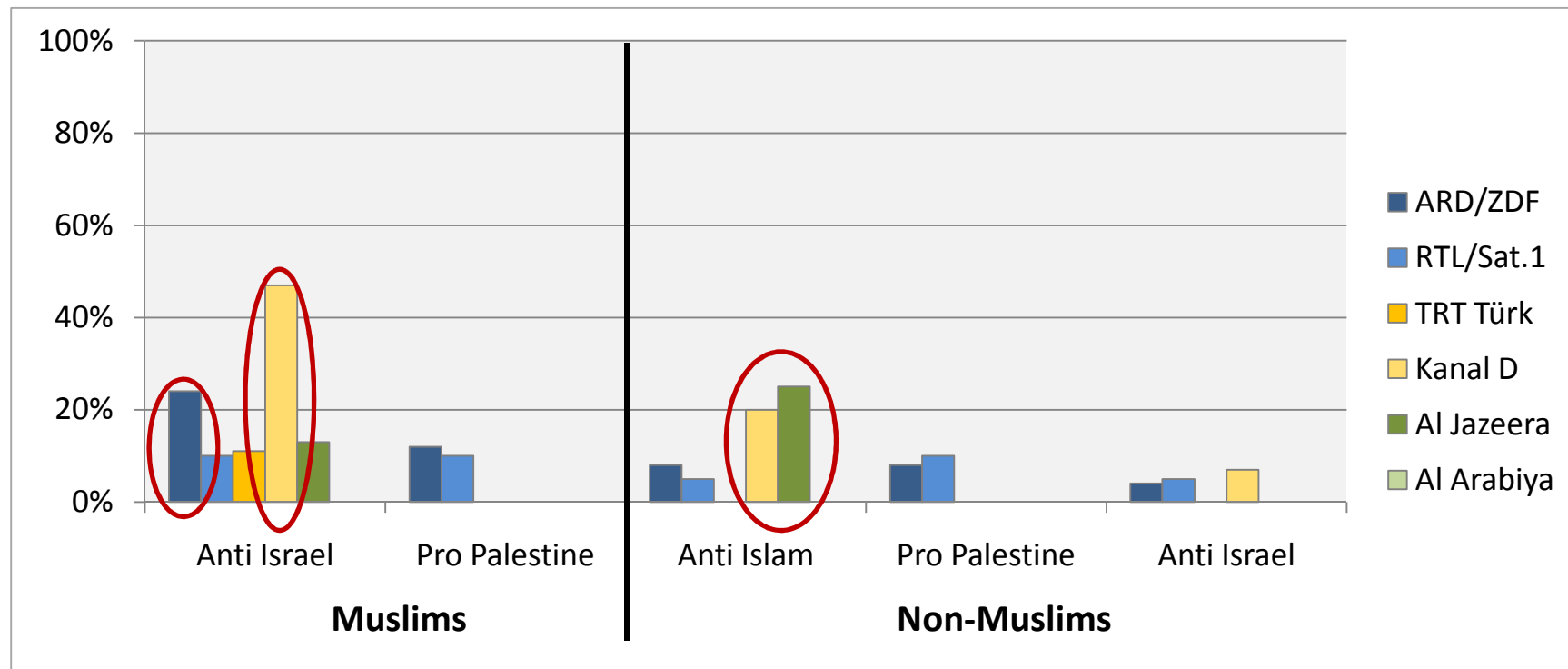
Differences between Key Events and Daily News Coverage?

Key events show....

- ... a clear differentiation concerning the roles “victim” and “aggressor”.
- ... more conflicts between Muslims and non-Muslims.
- ... more dramatization on the stylistic level.
- ... more differences between German public and German private TV channels.
- ... articulation of extreme attitudes by protagonists.

3. 2 Key Events Results

Figure 9: Attitudes shown towards other groups (frequencies).



Database: ARD/ZDF: n=25; RTL/Sat.1: n=20; TRT: n=9; KD: n=15; AJ: n=8; AA: n=6.

4. Summary

- Different media channels construct different realities concerning Muslims and non-Muslims
- Muslims are mostly represented within negative contexts
- Different use of stylistic characteristics
- Specific role of key events

5. Implications

- Key events get a lot of attention by media (Jäckel, 2008)
- Controversial situations, e.g., Gaza flotilla raid in combination with the subjective view of the journalists could lead to attention by the recipients (Kepplinger, 1998)

 **What attitudes do Muslims and non-Muslims express in our study concerning each other?**



Effects of TV consumption on attitudes, e.g., towards the Western world vs. towards Muslims?

Thank you for your attention!



5. Bibliography

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APPENDIX

3. Method

Sample and Coding-Process

Sample Period

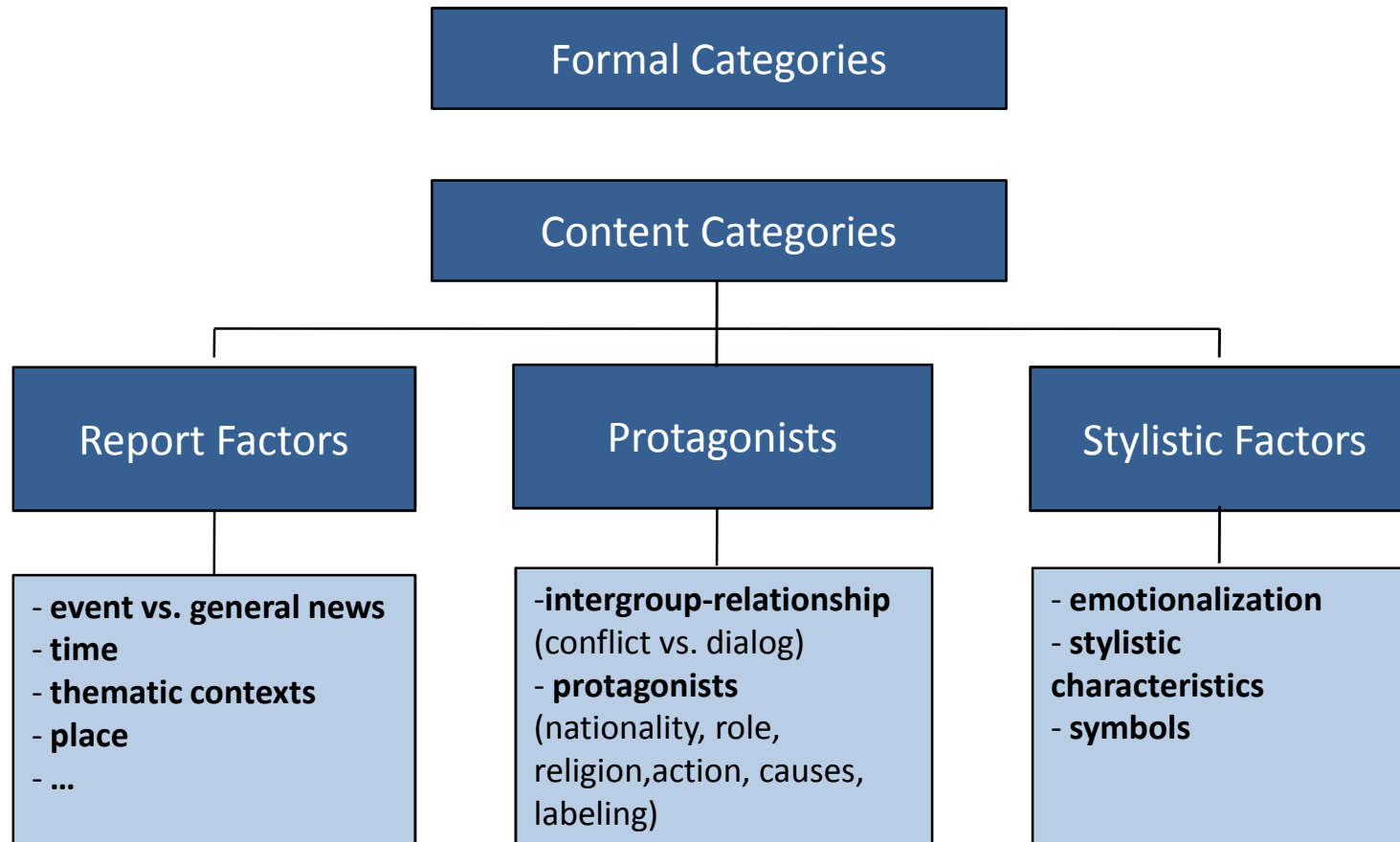
- two weeks right before the start of the telephone Interviews
- special trigger events
- 3 artificial weeks („Künstliche Wochen“)

Coding-Process

- selection and coding of relevant reports is done by four students
- ap. 20-45 minutes per report
- excel-based coding-mask

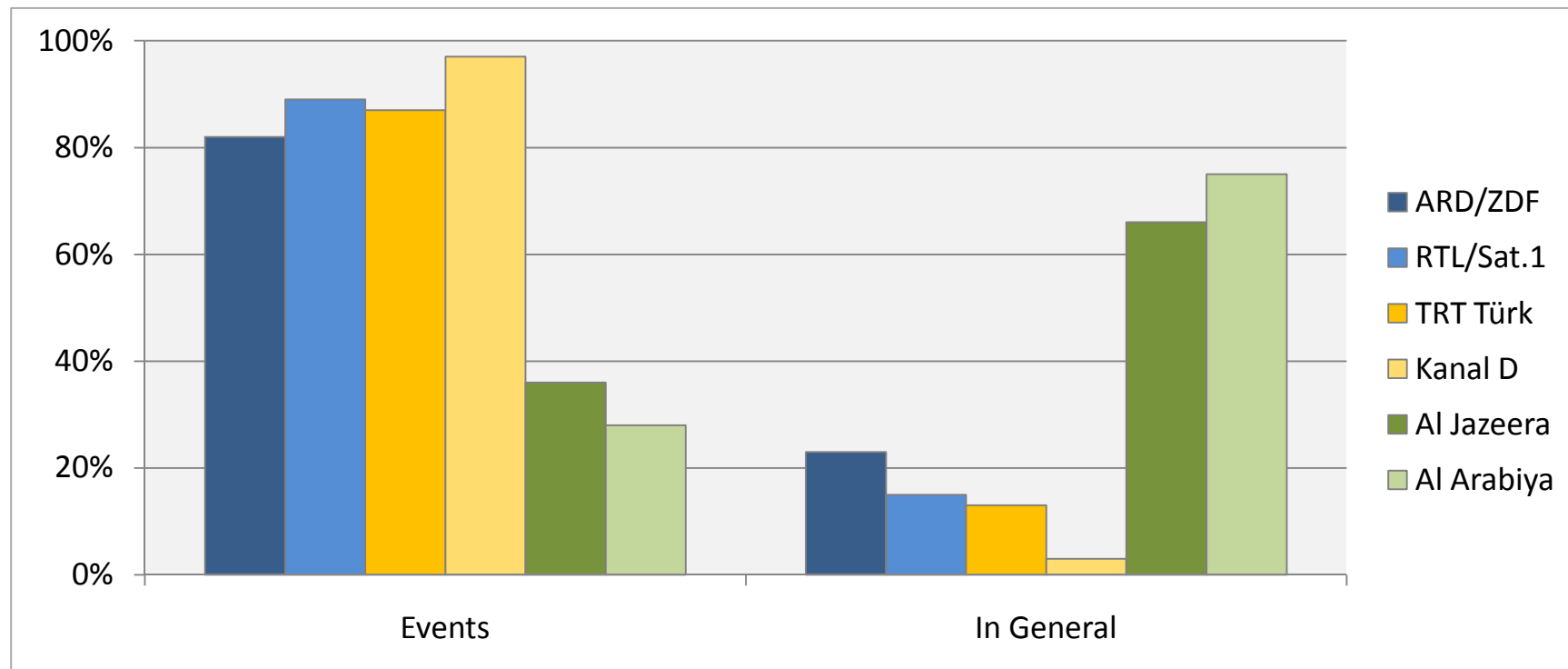
The image shows a screenshot of an Excel spreadsheet with a coding mask overlaid. The mask is titled 'Eingabemaske - Medienanalyse 2009/2010 [v1.0]' and contains several input fields and dropdown menus. The fields are organized into two rows. The first row includes 'Beitragsnummer' (text input), 'Codierer' (dropdown), 'Medium' (dropdown), and 'Datum' (text input). The second row includes 'Quelle(n)' with three dropdowns labeled 'Quelle 1', 'Quelle 2', and 'Quelle 3'; 'Platzierung' (dropdown); 'Umfang' (text input); 'Stilform(en)' with three dropdowns labeled 'Stilform 1', 'Stilform 2', and 'Stilform 3'; and 'Experten-aufwertung' (dropdown). The background of the spreadsheet shows columns A through J and rows 2 through 20.

3. Method Coding Logic



3. 1 Frequencies of Daily News Coverage General

Figure 3: Event reporting vs. general coverage (frequencies).

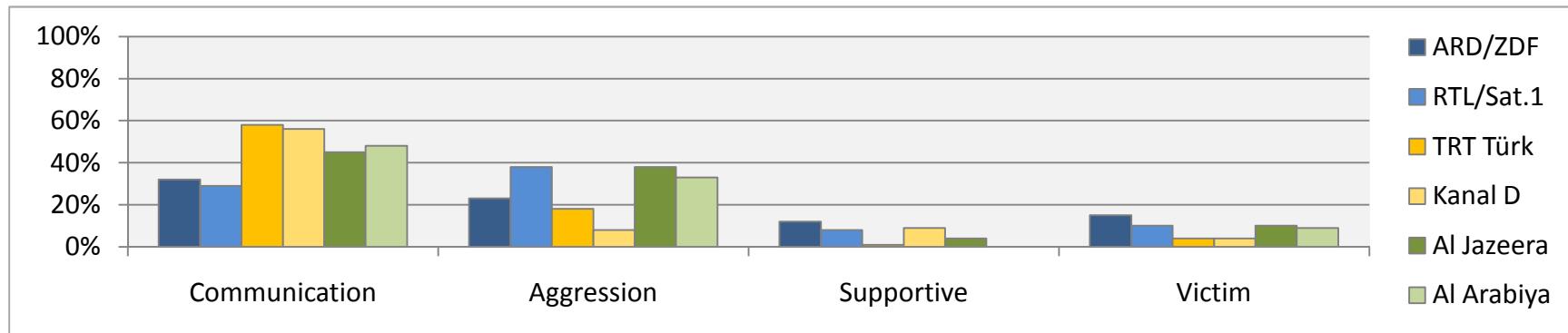


Database: ARD/ZDF: n=97; RTL/Sat.1: n=84; TRT: n=89; KD: n=78; AJ: n=105; AA: n=89.

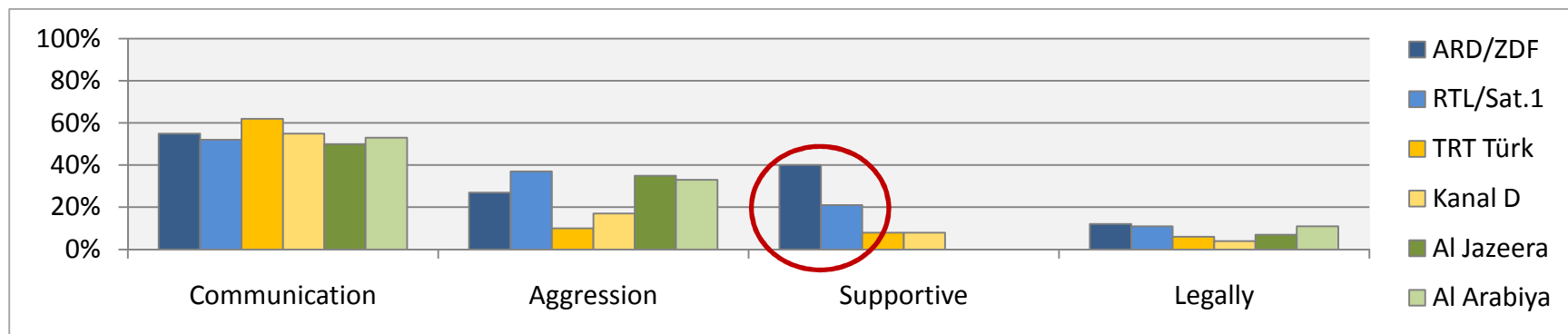
3. 1 Frequencies of Daily News Coverage Muslims vs. Non-Muslims

Figure 9: Represented actions (frequencies).

a) Muslims



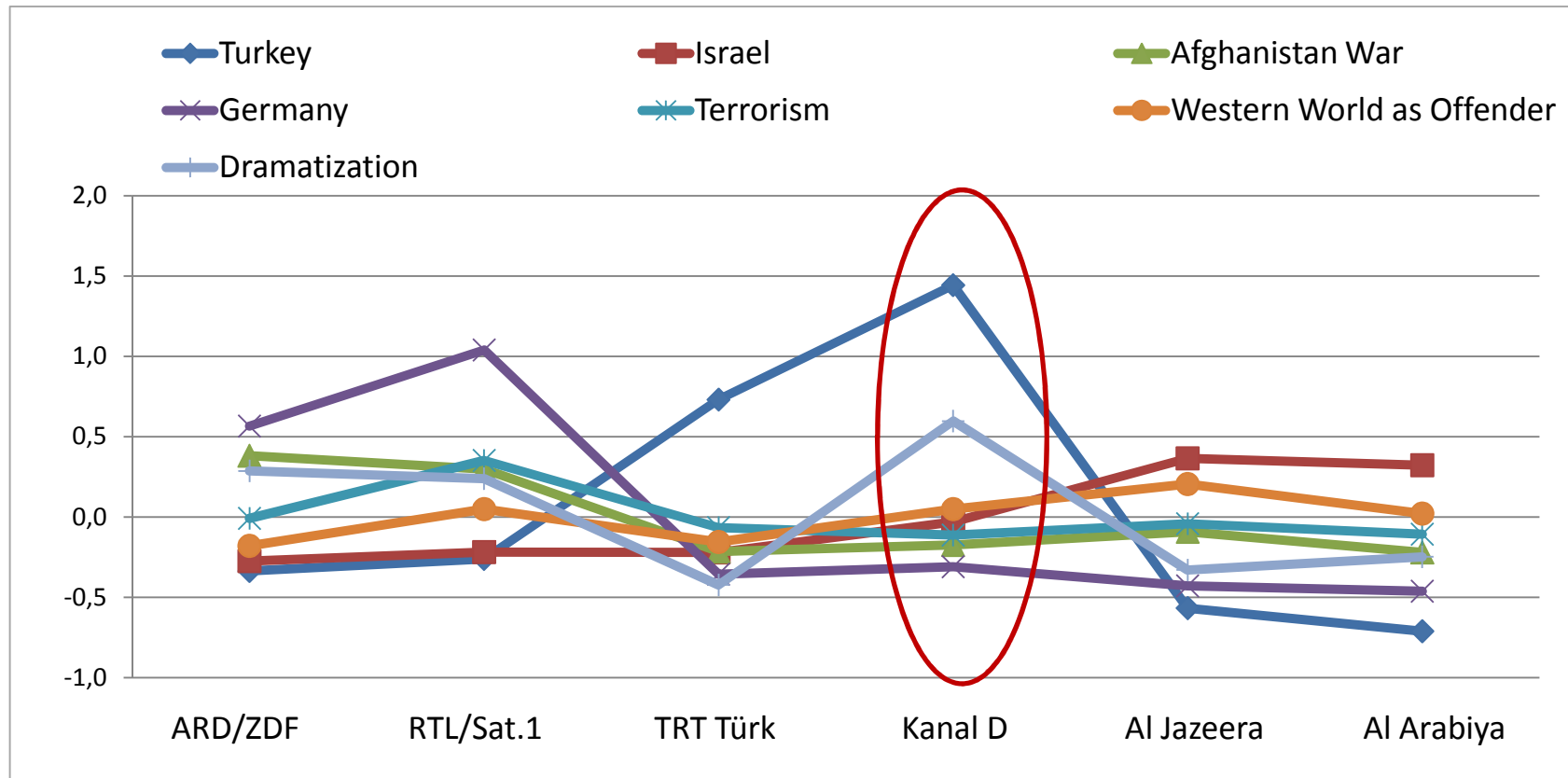
b) Non-Muslims



Database: ARD/ZDF: n=97; RTL/Sat.1: n=84; TRT: n=89; KD: n=78; AJ: n=105 AA: n=89.


3. 2 Factor Analysis Results

Figure 10: Factor analysis.



3. 2 Factor Analysis Results

- **Significant differences** concerning the factors...
 - ”Turkey”:
between Turkish and Arabian news coverage
 - ”Germany”:
between German and Turkish/Arabian news coverage
 - ”Dramatization”:
between Kanal D and TRT Türk/Al Jazeera/Al Arabiya news coverage

 Some significant differences between the channels concerning the thematic focus and stylistic characteristics