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A CONTENT ANALYSIS OF THE REPRESENTATION OF THE EUROPEAN UPRISING IN TURKISH NEWS MEDIA

Abstract. The study covers content analysis of the european uprising news represented in Turkish Media . 12 mainstream Turkish newspapers has been analysed between the dates of 1th – 30th July 2011. Correspondence analysis and mosaic plots has been used in order to develop a better picture. The news about “European uprising” found in only 65 newspapers of 236. As the main result, it can be stated that The uprising news in different newspapers on the same date are associated with the newspaper's perspective about democracy, human rights and global citizenship.

Key words: Content analysis, european uprising, media.

I. INTRODUCTION

In the last year, Europe – especially countries such as Spain, Greece and France – has witnessed several cases of civil uprising against governments. This is because these countries have been affected immensely by the recent economic crisis. Groups and individuals are protesting because of the financial crisis that was caused by the mismanagement of the resources of subject countries.

Turkey is a country that has not only geographical, but also cultural proximity to Europe, which is the reason why such events are significantly important for the Turkish public. “People need to know about what is going on” is one of the basic principles of journalistic practice. However, we hypothesize that these important events among European countries have been presented moderately, if presented at all, in Turkish press.

Therefore, this research is designed to explore the news coverage of the European uprising in Turkish press in terms of frequency and framing. Content

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analysis has been taken as the appropriate analysis methodology for the research (Bilgin, N., 2006) . The coverage of related subjects in 12 mainstream Turkish newspapers between the dates of 1–30 July 2011 has been coded and analysed. The content analysis supported by statistical tests and the results were evaluated in relation to the question of whether these events have had coverage, and how they were represented/framed by these newspapers.

II. WHAT IS CONTENT ANALYSIS?

Content analysis is a research technique used to make reproducible and valid results about data (Krippendorff, K., 2004). Analysis at the same time, the characters defined in the text also brings systematic and unbiased results. Content analysis is quite a commonly used technique in almost every field of social sciences since the last 40–50 years. The topics of study in the content analysis covers newspapers, magazines, books, novels, stories, archive etc. Content analysis mainly focuses on those applications that are based on print media, media transcripts, and so on. In other words, content analysis mainly focuses on communication-related applications (Aziz, A., 2010). In practice, there are some advantages of content analysis. These are listed below:

- It looks directly at communication via texts or transcripts, and hence gets at the central aspect of social interaction
- It can allow for both quantitative and qualitative operations
- It can provides valuable historical/cultural insights over time through analysis of texts
- It allows a closeness to text which can alternate between specific categories and relationships and also statistically analyzes the coded form of the text
- It can be used to interpret texts for purposes such as the development of expert systems
- It is an unobtrusive means of analyzing interactions
- It provides insight into complex models of human thought and language use
- It is a research tool used to determine the presence of certain words or concepts within texts or sets of texts (Gökçe, O., 2006).

In the lights of these advantages, it can be clearly seen that content analysis has a wide application area. This study covers an application of content analysis on media research.

III. APPLICATION

In the application, the data were obtained with the coding of the newspapers by the research group. 12 mainstream Turkish newspapers between the dates of 1–30 July 2011 has been coded and analysed. Attempted to obtain accurate data by creating cross-checking mechanism. The variables can be explained in two groups, including dependent and independent variables. Dependent variable is “Occurance of The European uprising news”. Independent variables can be listed below:

- Is the content a news or a columnist?
- Which country is the content about? (Greece, France, Spain, other)
- What is the space covered by the content? (short news, one column, two columns, three columns, more than three columns)
- Where is the content in the newspaper? (quadrant 1, quadrant 2, quadrant 3, quadrant 4)
- Is the content provided with a photo? (yes or no)
- What does the photograph show? (activist, security forces, injured demonstrators, flag, leading)
- Who is the original source used in the content? (agencies, reporter, article, guest writer, the other)
- Which writing technique is used? (prose, story, columnist, the other)
- What is emphasized by the content? (political, crime, disaster, economy, war, education, health, religion)

Firstly, distribution of 12 newspapers is summarized in Table 1. This table shows that Evrensel newspaper has the highest frequency, where Zaman has the least.

Table 1. Distribution of the Newspapers

	Frequency	Percent	Cumulative Percent
HURRIYT	26	11.0	11.0
MIKKIYET	31	13.1	24.2
CUMHURIYET	29	12.3	28.4
SABAH	31	13.1	49.6
YENI SAFAK	9	3.8	53.4
ZAMAN	4	1.7	55.1
VATAN	10	4.7	59.3
RADIKAL	20	8.5	67.8
POSTA	8	3.4	71.2
BIRGUN	31	13.1	84.3
TARAF	5	2.1	86.4
EVRENSEL	32	13.6	100.0
Total	238	100.0	

Source: own work.

We can see from the Table 2. that the news about “European uprising” found in only 65 newspapers of 236.

Table 2. Occurrence of European Uprising

	Frequency	Percent	Valid Percent	Cumulative Percent
Content Yes	65	27.5	27.5	27.5
No	171	72.5	72.5	100.0
Total	238	100.0	100.0	

Source: own work.

News about “European uprising” are mattered for only 65 out of 236 newspaper. The only the Radical newspaper announced the European uprising news as a headline, as summarized in Table 3.

Table 3. Headline News

	Headline		Total
	Yes	No	
HURRIYT	0	26	26
MIKKIYET	0	31	31
CUMHURİYET	0	29	29
SABAH	0	31	31
YENİ SAFAK	0	9	9
ZAMAN	0	4	4
VATAN	0	10	10
RADIKAL	1	19	20
POSTA	0	8	8
BIRGÜN	0	31	31
TARAF	0	5	5
EVRENSEL	0	32	32
Total	1	235	235

Source: own work.

The most frequent uprising news is about Greece, followed by Spain and France respectively. Results are given only for Greece in the Table 4.

Table 4. Content About Greece

	Greece		Total
	Yes	No	
Content Yes	26	39	65
No	0	171	171
Total	26	210	238

Source: own work.

3.1. Mosaic Graphics

Mosaic graphics give more information about the categorical data set than the pie / bar charts. They are able to show the frequencies in an n-way contingency table by nested rectangular regions whose area is proportional to the frequency in a cell or marginal subtable.

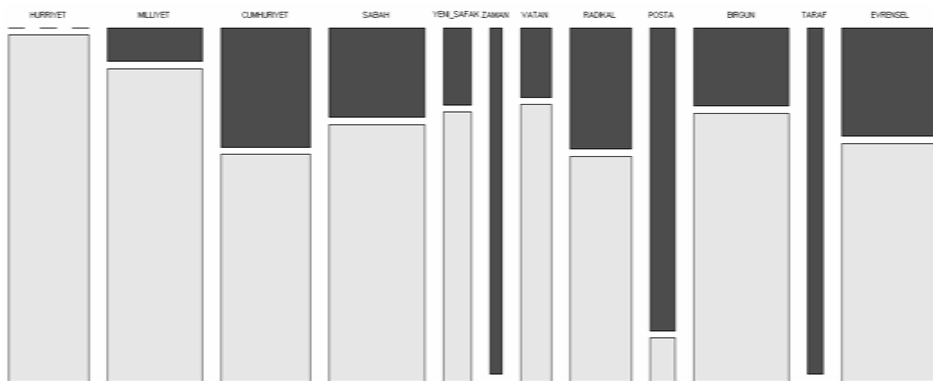


Figure 1. Mosaic graph of content occurrence

Source: own work.

Bold shows content frequency and width of the columns show newspaper frequency. In this graphs we can see that “Cumhuriyet” and “Evrensel” newspapers share the first place about uprising news but “Hurriyet” is the only newspaper which hasn’t got any news about European uprising.



Figure 2. Mosaic graph of frequency

Source: own work.

This graph shows that source frequency of the contents in the newspapers. (dark to light: news agents, reporter, translation, guest writer and unspecified).



Figure 3. Mosaic graph of source and photographs of the news

Source: own work.

This graph show that source and photographs of the news . Right column shows that the content does not use photography. The other columns show the sources of the contents, while the upper subtable graphs usage of photograph.

3.2. Correspondance Analysis

Correspondence analysis is a statistical visualization method for picturing the coalescences between the levels of a two-way contingency table. In other words it is an exploratory data analytic technique designed to analyze simple two-way and multi-way tables containing some measure of correspondence between the rows and columns. There are some different features of it. An important feature of correspondence analysis is the multivariate treatment of the data through simultaneous consideration of multiple categorical variables. The other important feature is the graphical display of row and column points in biplots, which can help in detecting structural relationships among the variable categories and objects.

In this study, we summarized source of the content, type of the content (news or columnist) and usage of photograph with correspondance analysis. Graph shows that Vatan newspaper is different from the others. We should look at the plane created by axis 1 and 2., only vatan newspaper seems to differ in

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