

## New Approaches of Agenda Setting

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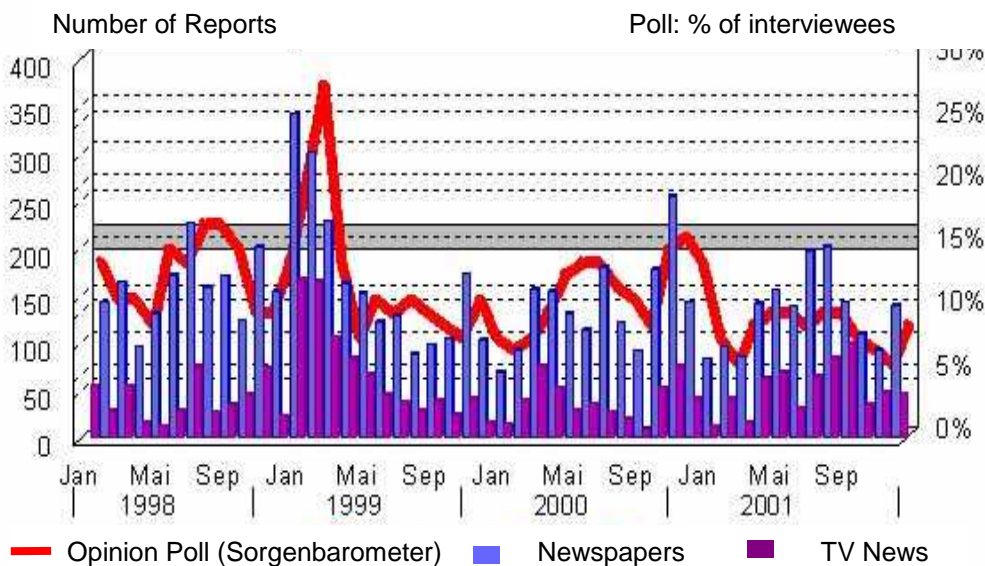
The Agenda Setting Concept assumes that mass media are influencing the public agenda and the topics of public awareness. As Agenda Setting scholars mentioned, the media are especially setting the agenda of the major issues, that means the more important news. But what are major issues? And how much coverage is required in order to have an impact on the public agenda?

In a changing environment of media usage, differentiation of audiences and new media genres, these determinants are even more important in terms of interfering media impacts.

**Media Tenor** tried in a preliminary study to track how much coverage is needed to have an impact on public opinion. The comparison of long-term media analysis from 1998 to 2001 with the respective results of the opinion poll Sorgenbarometer with different issues revealed an increased media awareness when the coverage of an issue exceeded 200 articles in newspapers, 50 stories in TV News and 25 articles in weekly press (see Chart 1).

Agenda Setting is closely linked to issues careers and the topic structure of the media coverage. With a continuous issues monitoring we can track whether an issue is of major or minor importance.

**Chart 1: Setting the public agenda – media coverage versus opinion polls**

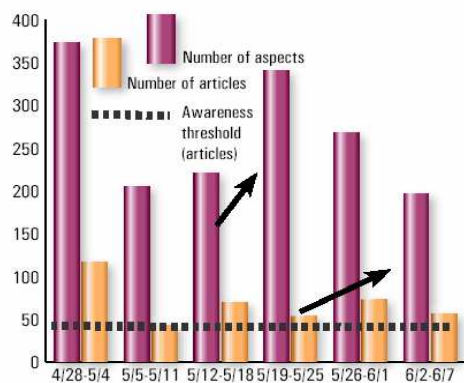


Detailed monitoring, whether individual issues are minor or major subjects in the articles, can track the emergence phase of topics becoming a major issue on the media agenda later on. It turned out to be a good predictive tool for Agenda Surfing.

Chart 2 shows examples of coverage on the employment market and education in German TV news and weekly press.

**Chart 2: Tracking issue careers**

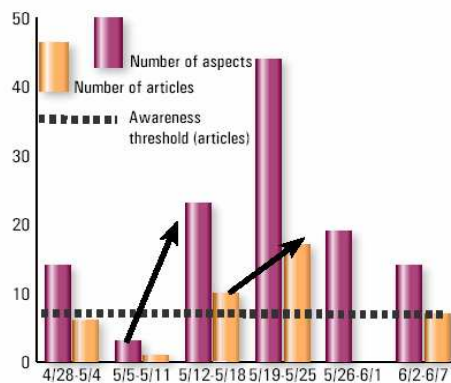
### Issue Monitoring: Employment market



Statements/reports vs. articles about the issue

Source: MediaTenor  
4/28 - 6/7/2005

### Issue Monitoring: Education



Statements/reports vs. articles about the issue

Source: MediaTenor  
4/28 - 6/7/2005

The crucial role of visibility and amount of media coverage is also indicated by another field of research: reputation management.

**Media Tenor** research has shown that companies with a very well assessed reputation have in most cases a strong media presence with a positive tone. However corporations with a bad reputation in image ranking had very often strong negative media coverage beforehand or almost no visibility.

The workshop aims at developing a guideline how awareness thresholds of media coverage can be tracked, taking different media genres and preferences into account. Special conditions and components for the application in different fields are going to be discussed.