Agenda Setting
Newsletter

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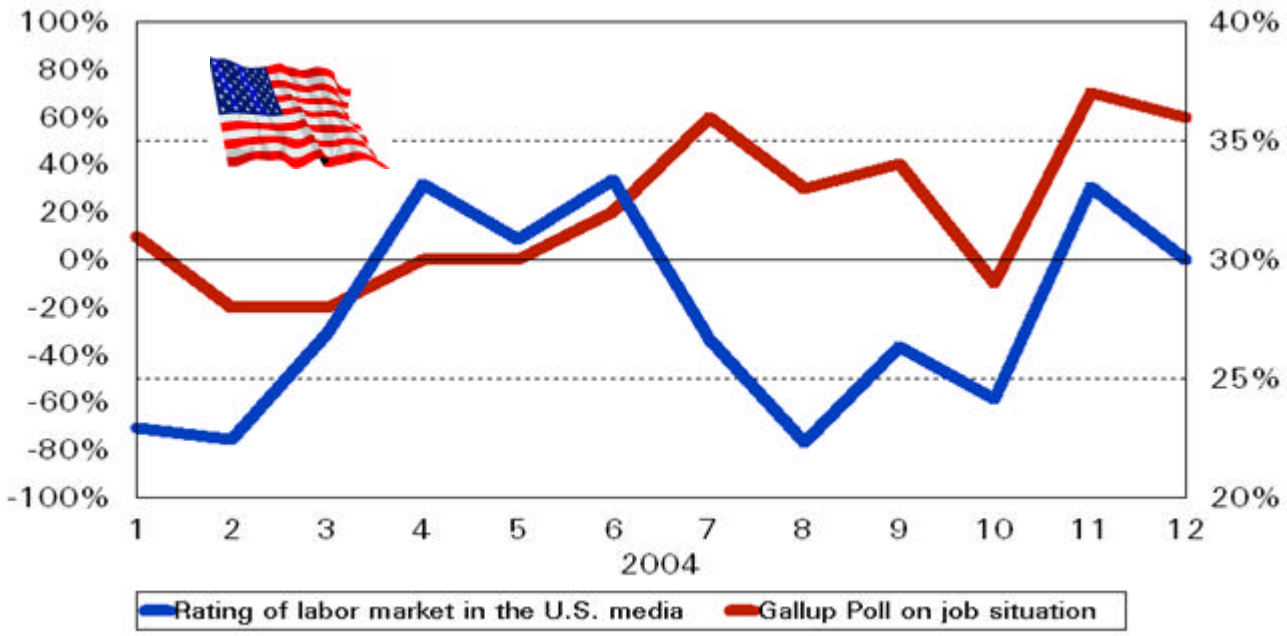
Agenda Setting in the U.S job market

Media Tenor compared the media reporting on the job market in the U.S media with the poll conducted by Gallup Organisation. Gallup asked people how they feel about the job situation in America today. The poll was focused on whether it is now a good time or a bad time to find a quality job. Media Tenor compiled the data concerning the situation on the job market including information such as statements, forecasts and prognoses on number of vacancies, rising/decreasing unemployment, the overall situation in the job market etc. and compared the rating of media reports in Newsweek, Time and ABC, NBC, CBS TV news with the poll answers. The study observed that the people's perception of the reality reflects the media reporting.

Before the election the media reported rather negatively on the job market situation and people's reaction followed the trend. In this time period we can observe Agenda Setting with the typical one month delay. Americans changed their expectation in July and became more pessimistic on the situation of the U.S job market. From August people's perception is reflecting the media reporting with a much smaller gap and Agenda Setting is happening faster. After significant decline, reporting together with people's expectation recovered again for a while in October. However already in November more pessimism can be observed and only one in three Americans say now is a good time to find a quality job. Media Tenor research study proves that peoples' minds are particularly shaped by media and their expectations are not only dependent on reality but also on how the media present it.

Data basis: U.S. Media (01.01.2004.-31.12.2004), ABC World News Tonight, NBC Nightly News, CBS Evening News, Time; Newsweek