

PACHELBEL

POLICY ADDRESSING CLIMATE CHANGE AND LEARNING ABOUT CONSUMER
BEHAVIOUR AND EVERYDAY LIFE

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Executive summary

PACHELBEL WP4 “Stimulus Materials” uses findings from WP3 (Policy Assumptions) and from additional sources to prepare stimulus materials for the group-based process to be implemented in WP5. The output, informed by the present report, will be a set of materials to inform and stimulate the group-based process. These will take the form of real or simulated media coverage and/or documentary materials produced by various sources, scenarios, vignettes, and dramatised accounts. Another output, also informed by this report, will be an individual questionnaire for use in the group-based process.

The present deliverable is centred on one of the data-gathering and analytic activities set up by WP4 to identify pertinent representational elements that should be included in the future stimulus materials, country by country.

“Representational elements” have been defined in WP4 as *typical images, anecdotes, examples, and references which are used by policy actors to explain and justify policy choices* within the policy domains pertinent to PACHELBEL. Particular attention is given to references made to citizens, their perceptions and behaviours.

In Task 4.2, PACHELBEL partners gathered representational elements in their respective contexts. To support this task, a “media analysis” template was developed by WPL SYMLOG for discussion at the second Consortium project meeting (Dorking, Mo. 6). Criteria were agreed for the analysis of a selection of actual publications in a range of media (print periodicals, public information materials disseminated by authorities, etc.). In Summer 2010, partners in each country used the template to analyze and report a sample of several dozen articles in selected policy areas.

This interim report (D4.2) recalls methodology ([Part 1](#)), presents representational elements country by country ([Part 2](#)) and provides a summary overview of similarities and contrasts across country samples ([Part 3](#)). Conclusions and next steps are presented in [Part 4](#). Also provided are a simplified media analysis template ([Annex 1](#)) and the compiled basic frequency analysis ([Annex 2](#)).

Keywords

Media analysis - Representational elements - Stimulus - Periodicals - Topics - Actors - France - Germany - Romania - Spain - Sweden - UK.

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Introduction

PACHELBEL WP4 “Stimulus Materials” uses findings from WP3 (Policy Assumptions) and from other sources to prepare stimulus materials for the group-based process to be implemented in WP5. These materials to inform and stimulate the group-based process may take the form of:

- an individual questionnaire (“Simi” and “Evoc” methods)
- scenarios, vignettes, dramatised accounts
- documentary materials produced by various sources and/or
- real or simulated media articles.

The present deliverable is centred on the “Media Analysis”, one of the data-gathering and analytic activities set up by WP4 to identify pertinent representational elements that should be included in the future stimulus materials, country by country.

“Representational elements” have been defined in WP4 as *typical images, anecdotes, examples, and references which are used by policy actors to explain and justify policy choices* within the policy domains pertinent to PACHELBEL. Particular attention is given to *references made to citizens, their perceptions and behaviours*.

In the Task 4.2 Media Analysis, PACHELBEL partners gathered representational elements in their respective contexts. To support this task, a “media analysis” template was developed by Work package leader SYMLOG for discussion at the second Consortium project meeting (Dorking, Mo. 6). Criteria were agreed for the analysis of a selection of actual publications in a range of media (print periodicals, online news sources, public information materials disseminated by authorities, etc.). In Summer 2010, partners in each country used the template to analyze and report a sample of one to several dozen articles in selected policy areas.

The objective of the media analysis has not been to provide an accurate portrayal of how the media in PACHELBEL countries treat climate change policy or consumer behaviour. Instead, the objective is wilfully focused upon the **gathering of representational elements that will directly serve the preparation of stimulus material** for the group-based processes in each country.

This interim report (D4.2) authored by Symlog first recalls methodology and describes the sample ([Section 1](#)). It then presents representational elements through the analysis of findings, country by country. [Section 2](#) presents findings on the open-ended categories of topics, policy assumptions, frames and implicit theories. [Section 3](#) provides a summary overview of similarities and contrasts on closed categories (tone, style of vocabulary, actors mentioned, etc.). Also provided are a simplified media analysis template ([Annex 1](#)) and the basic frequency calculations performed on the compiled data ([Annex 2](#)).

Method and Sample

Method and Categories Used for the Media Analysis

In Task 4.2, a media analysis template (XL file) was developed by WPL SYMLOG for discussion at the second Consortium project meeting (Dorking, Mo. 6). Categories were agreed for the analysis of a selection of actual publications in a range of media (mainly, daily or weekly periodicals).

Instructions to partners: The objective is to produce a useful record of relevant articles or documents,

compiling information that will serve as a basis for Stimulus Materials to be used in our Group Processes.

The XL contains 5 sheets in all.

- The front sheet should be completed with the list of sources you decide to use (a few different newspapers, perhaps magazines...).
- Sheets numbered 1-4 are used to analyze each individual document according to the criteria agreed in Dorking. For a single document, you will fill out all 4 sheets. (There are not too many criteria on each sheet.)
- Each individual document is treated on a horizontal row, while the criteria appear in columns. Sometimes you will enter an "x", sometimes you will type in text.

We did not designate a required number of articles to be analyzed in each country. Based upon our experience, 20 to 25 documents over a 6-week period provide a good grounding for this task. **We are not trying to perform an exhaustive study of how the media treat the issues. Instead, we are just looking for useful input to our process.** In this perspective, please analyze the articles that you find interesting and pertinent. Return the completed XL files to Symlog. (Remember to keep your original articles or documents in your archives!)

Figure 1 : Instructions to PACHELBEL partners for Media Analysis

The categories employed to rate each individual article are listed below by the order of discussion in this report.

Each of these categories contained a series of sub items that were rated (0/1) for each individual document. The sub items are visible in [Annex 1: Media Analysis Template.xlsx](#) and are also found in Sections 2 and 3 in the graphs associated with discussion of each category.

The rating categories may be grouped as "open-ended" (i.e., the partner performing the analysis was free to define sub items within the category), or "closed" (i.e., the media template contained a pre-determined set of sub items).

Open-ended categories are presented in [Section 2](#):

- **Topic**
 - ⇒ The "topic" was the driving criterion for selecting each article (i.e., the article focused on facts of interest to PACHELBEL). Symlog proposed in the template a range of suggested topics to guide selection. These suggested topics were retained, rejected or completed by the analyst in each country, in light of policy issues pertinent in the partner's context.
- **Assumptions, Frames and Theories**
 - ⇒ Similarly, these were defined by each analyst in light of the precise content found in each article (and quotations were copied from the articles for possible later incorporation into stimulus materials).

Closed categories are presented in [Section 3](#):

- **Tone**
- **Style of Vocabulary**
- **Sustainability Dimensions Taken Into Account**
- **Risk Assessment and Evaluation Dimensions**
- **Actors Mentioned**

In all cases, **within-category sub items (i.e. rating variables) were not mutually exclusive**. Thus, a single article might be rated e.g. as addressing several topics, and/or containing more than one style of vocabulary, etc. For this reason, frequencies shown in figures in this report do not necessarily sum to the number of articles rated.

Sample

In Summer 2010, partners in each country used the template to guide their analysis of one to several dozen articles in selected policy areas. All the XL files were collected from partners and compiled, and basic frequencies were calculated. See [Annex 2: Media Analysis Europa Basic Comparisons.xls](#)

The documentary corpus in each country, as selected by PACHELBEL partners, was expected to portray a broad array of issues, actors and, possibly, controversies. From the outset of the media analysis task it was expected that the data would reflect the **choices** made by partners, either implicitly or explicitly, in their selection of the articles considered pertinent. It was left open for partners to use either a kind of free floating attention to select topical articles from the media they habitually consult, or more focused attention upon the substantive issue upon which they work with their policy partner(s). A blend of the two approaches was possible as well.

The resulting opportunistic sample was highly variable across the countries, in terms of range of sources, range of dates, and range of topics. Partners were free to select articles addressing the particular sustainability topics that fit best with their planned group-based processes, and to include or exclude any articles that were published during their chosen sampling period.

The freedom of the task instructions resulted in a very different corpus across the 6 PACHELBEL countries (Table 1). The number of articles analyzed ranged from 11 in the UK¹ to 43 in Spain. France used a single daily “quality” newspaper source while the UK used one quality daily newspaper and one tabloid. In Romania by contrast, the selection was made from a total of 22 sources including national or regional editions of newspapers, and online news resources.

| Country | Articles rated (N) | Sources consulted (N) |
|----------------|--------------------|-----------------------|
| France | 30 | 1 |
| Germany | 20 | 9 |
| Romania | 35 | 22 |
| Sweden | 17 | 4 |
| Spain | 43 | 4 |
| United Kingdom | 11 | 2 |
| TOTAL | 156 | 42 |

Table 1 : Corpus. Number of articles rated and number of sources consulted per country

¹ **Partners** - Note that our UK rater mentioned in her accompanying email that she had analyzed 20 articles including 9 online news documents from specialist sources – but the attached XL file contained only the 11 articles drawn from print media. We did not identify this discrepancy before completing our data processing and interpretations.

Findings on Open-ended Categories

As explained in [§1.1](#), the rating categories of “Topic” and “Assumptions, Frames, Theories” were open-ended. Sub items or variables were defined by partners. This section presents the findings country by country.

The full compiled sample covers a total of 14 topics, listed in Table 2 below by overall frequency and by country. As mentioned above, a single article could be rated as addressing more than one topic (this was particularly the case in Germany and in Sweden). For this reason, country or column totals are larger than the number of articles rated in each country as reported in Table 1 ([§1.2](#)).

Not each topic was selected in each country. The table illustrates the great variability across samples, due to the differing focus in countries (based principally on the policy issues addressed by PACHELBEL in each context) and the different document selection criteria by each partner.

| Topics | France | Germany | Romania | Sweden | Spain | United Kingdom | Row (Topic) total |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|----------------|-------------------|
| Habitat | 2 | 1 | 34 | 3 | 0 | 3 | 43 |
| Sustainable consumption | 15 | 6 | 0 | 12 | 2 | 6 | 41 |
| Green technology | 4 | 3 | 1 | 3 | 23 | 4 | 38 |
| Water | 0 | 1 | 0 | 2 | 23 | 1 | 27 |
| Waste | 3 | 0 | 0 | 6 | 7 | 1 | 17 |
| Domestic energy conservation | 3 | 5 | 0 | 6 | 0 | 2 | 16 |
| Mobility | 0 | 4 | 0 | 0 | 12 | 0 | 16 |
| Climate change | 0 | 13 | 1 | 0 | 0 | 0 | 14 |
| Green growth | 5 | 0 | 0 | 3 | 0 | 2 | 10 |
| Green fiscal measures | 1 | 1 | 0 | 3 | 0 | 4 | 9 |
| Industrial energy conservation | 2 | 1 | 0 | 0 | 0 | 5 | 8 |
| Biodiversity | 5 | 0 | 0 | 0 | 1 | 0 | 6 |
| Local and regional consumption | 0 | 2 | 0 | 0 | 0 | 0 | 2 |
| Food | 0 | 0 | 0 | 1 | 0 | 0 | 1 |
| | | | | | | | |
| Column (Country) total | 40 | 37 | 36 | 39 | 68 | 28 | 248 |

Table 2 : Topics addressed in articles selected for each country sample.

In the discussion below, ordered alphabetically country-by-country, we consider the topics reported per country sample, as well as the implicit or explicit frames, models and theories conveyed in the articles consulted. The interpretations are drawn essentially from a reading of the quotations and notes provided by partners (rather than from a frequency analysis).

Alongside these observations, a condensed listing of representational elements is suggested for each country, to be considered in developing the stimulus material for later use in WP5 group-based processes.

France

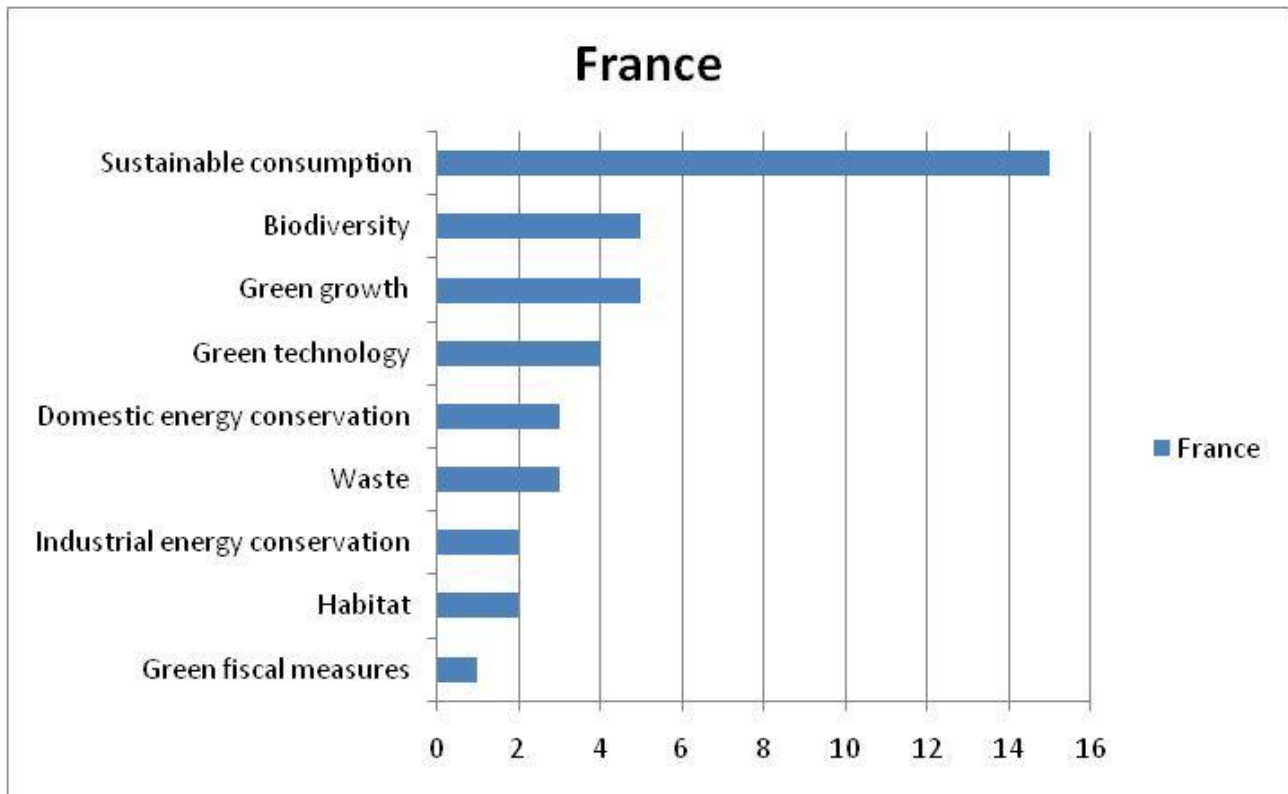


Figure 2 : France Topics

Thirty articles, all drawn from one daily national quality newspaper, were selected. The ten topics originally proposed by Symlog were retained. Only one topic was assigned per article. The greatest proportion of articles were categorized as dealing with sustainable consumption.

Interpretation

The French sample of articles discussed the following issues:

- So called "green behaviour" (types of consumption and market trend)
- Sustainable behaviour with a social and societal orientation (positioning of business)
- Energy conservation, be it at the home level or at the industrial level
- Renewable energies clearly identified as being the energy of our future life
- Biodiversity (present situation, but also examples of better actions in this domain)

To treat these topics, journalists put forward the following dimensions:

- Positive initiatives, creativity and ingenious solutions

- Failures, conflicts (from which stem counterproductivity) and/or political blockages
- The ranking of France in terms of sustainable development, comparatively to other European countries.

⇒ On that basis, the following points can be extracted according to several actors' point of view:

Concerning individuals and households in France

- Improvements must be made in the domain of energy consumption (consumption still varies from 1 to 4 in function of the type of habitat). Simple behavioural changes could lower the household electricity bill by 30%.
- There is a capacity to mobilize around the cause of sustainable development, e.g. a Parisian neighbourhood group decided to set up a local compost system to limit waste at the source and avoid the use of incinerators. In addition, this sustainability initiative strengthens social links.
- At the European level willingness to consume differently is reported, through solidarity consumption (equitable commerce), organic when possible (this source is in constant progression but remains marginal given the higher prices), and buying local products.
- Leisure consumption progresses as well, e.g. green tourism
- The French population appears to be generally aware of sustainable transportation issues, both individual and collective.
- Initiatives aim at uniting the individual efforts of the greater number: e.g. Yann Arthus Bertrand and a campaign inspired by the film "Age of Stupid", seek to develop awareness and make citizens think about their lifestyle, and present ecological behaviour as an easy and pleasant set of actions.
- The founder of the Mayors' Convention calls for network action, for reducing energy consumption, for a cultural change ; to create low consumption cities would be a synonym with the bliss of living there (quality of life).

Concerning enterprises and the industrial sector

- Enterprises show model initiatives and good practices, e.g. in Paris rubbish collectors wear solidarity clothes (equitable commerce); in Boulogne sur Mer, Euronor promotes sustainable fishing and receives a quality ecolabel (MSC).
- Unions express the will to adopt green growth perspectives (the International Union Confederation with 311 organization members makes it a priority). This includes getting closer to green political parties.
- The transportation system (all domains) is praised for its initiatives and improvements, all trying to conserve energy ; train drivers are taught to regulate their speed to conserve energy; hybrid cars are another example ; planes as well: technological improvements have divided by two the consumption of kerosene/passenger

Concerning the policy sphere and local communities

- Cities and mayors show dynamism; e.g. Toulouse is trying to use kinetic energy (produced by pedestrians) to light the streets ;
- the Mayors Convention (700 European Mayors network) has committed to go beyond the EU objectives for "Low consumption cities".
- At the State Level appears the will to invest in renewable energies, both for individuals and for industry (e.g. creation of a biomass investment fund).
- The ministry of agriculture and fishing aims at protecting biodiversity and avoiding fish species depletion: MrGoodfish.com is a site informing in real time on the fish to consume most sustainably in your region.
BUT there are as well many grounds for dispute and blockages

- The State program for environmental action, built in cooperation with stakeholders (Grenelle de l'Environnement process) is said to melt like snow in the sun: industrial lobbies protect short term business and interests;
- Urban toll (for Paris and other large cities) is a hot political issue -- while some assess that the public transportation systems in the Paris area in fact could not absorb many more passengers should car owners give up driving to avoid the tax.
- The carbon tax has been abandoned as anti egalitarian and unpopular.
- The Government and Electricité de France are at loggerheads: EDF wants electricity prices to reflect a market rationale (thus demanding higher prices than Government accepts)

Concerning failures in France and comparison with UE countries

- Regarding energetic sobriety and the EU 3 x 20 objectives, France's position is uncertain and its burden unfair. Ecologists worry that economic competitiveness goals will take over.
- The French system, centralized State and egalitarian Republican principle, is seen as inappropriate to foster the development of local initiatives.
- Some waste management practices such as glass bottles retrieval have been abandoned in France.
- France shares the responsibility with other EU countries for failure of the red tuna conservation policy
- Urban tolls do not appear to be acceptable at this point in France

Models or theories used

The predominant implicit theories of behavioural change were (in descending order of citation):

- Cultural change (and half the time, cultural change that depends on or is accompanied by hedonism)
- Rational enlightenment (and half the time, rational enlightenment that depends on or is accompanied by cultural change)
- Homo economicus
- Predominance of political factors over individual behaviour
- Technological enthusiasm, creativity

In accordance with the typical editorial policy of the source newspaper, most articles reported the topics with a strong accent on economic issues. However, given that accent, one third of articles suggested that behavioural change – whether individual, industrial, or political – is a question of cultural change. Articles observed new trends in consumer thinking, or predicted that current societal, technological or economic evolutions are producing a cultural dynamic that will result at term in new attitudes, behaviours, and habits (whether in individuals, economic or political actors). Strikingly, half the time a specific link was made with hedonism, openly suggesting that pleasure is a strong factor in establishing behaviour (e.g., consumers will be more and more drawn to the pleasures of organic foods or green tourism, or that pleasure is already being found in more sustainable lifestyles).

Another third of articles depicted consumers or individual citizens as rational beings who, when they understand the benefits of or the need for more sustainable behaviour, will naturally adopt it. In a few cases, articles depicted the rational citizen as motivated as well by humanism or altruism, and therefore all the more likely to make sustainable choices when these are revealed. Several articles stressed the role of information, suggesting that overemphasis in the French context on the sole economic pillar of sustainability, or the unintended consequences of insufficiently holistic economic measures, actually prevent citizens from gaining awareness and making the right sustainable choices. (The "need to build awareness" illustrates in turn the assumption that reasonable behaviour is supported by a cultural dynamic, in line with the first set of articles.)

A much smaller group of articles tended to suggest that the primary motivation for consumer behaviour is economic, and that behavioural change can therefore be driven by financial sanctions or incentives.

A small set of articles focussed explicitly on political infighting, or politico-economic strategies by the head of state in an international context. A certain despair was evident in quotations from participants in environmental protection or sustainability policy negotiations. They feel frustrated that such political positioning masks or even withdraws opportunities for citizens to adopt more sustainable behaviour.

Remaining articles were noteworthy in their optimistic reports of how technology and other types of innovation (political, organizational) are providing or will provide more opportunities for the French to become a sustainable nation.

The overall image of consumers and citizens emerging from these media reports is a positive one. Confidence is expressed that they are capable of willingly adopting sustainable behaviour as the "right way to go", whether it is culturally reinforced throughout French society, a source of pleasure, or just the most reasonable choice to be made. There is reason for hope, in people and in technology, if the regrettable political backsliding can be overcome.

We are struck by the gap between this depiction across 30 articles drawn from a highly respected intellectual national daily, and the implicit model that seems to emerge in our policy context. Policy partners encountered in the course of field work seem to see citizens more typically as passive and resistant to change, possibly to be reached by education

but more principally influenced by individualized economic sanctions (“hits in the purse”). The newspaper accounts specifically suggest that short-sighted overvaluing of the economic dimension prevents the cultural dynamic that otherwise could produce measurable and salutary change.

Content to consider for stimulus material and categories

- Energy consumption moderation remains the best way to reduce gas emissions that causes the greenhouse effect.
- The control of consumption is the surest, most effective, and least expensive path to reach objectives in the struggle against climate change
- Let's think about energy savings and renewables together, in an integrated manner.
- The organic products market must not depend on a niche reserved only for the wealthiest: it must be democratized!
- To achieve energy savings or other behavioral changes, the important thing is to create a cultural dynamic
- Consumers must be aware that the sea is not a free for all, if they want to continue eating fish!
- About toll booths in urban areas: Generally, the majority of the population is opposed to the idea at first, but favor it once the project is in place.
- The transformation of the economy is unavoidable and must become an opportunity for the creation of new jobs.
- Composting creates social bonding and creates a new art of living in the city.

Germany

For the German sample, the topics proposed a priori by Symlog were retained and the following were added: "Climate Change", "Mobility", "Renewable energies", "Local and regional consumption". Half the articles were categorized as illustrating two, three or even four topics.

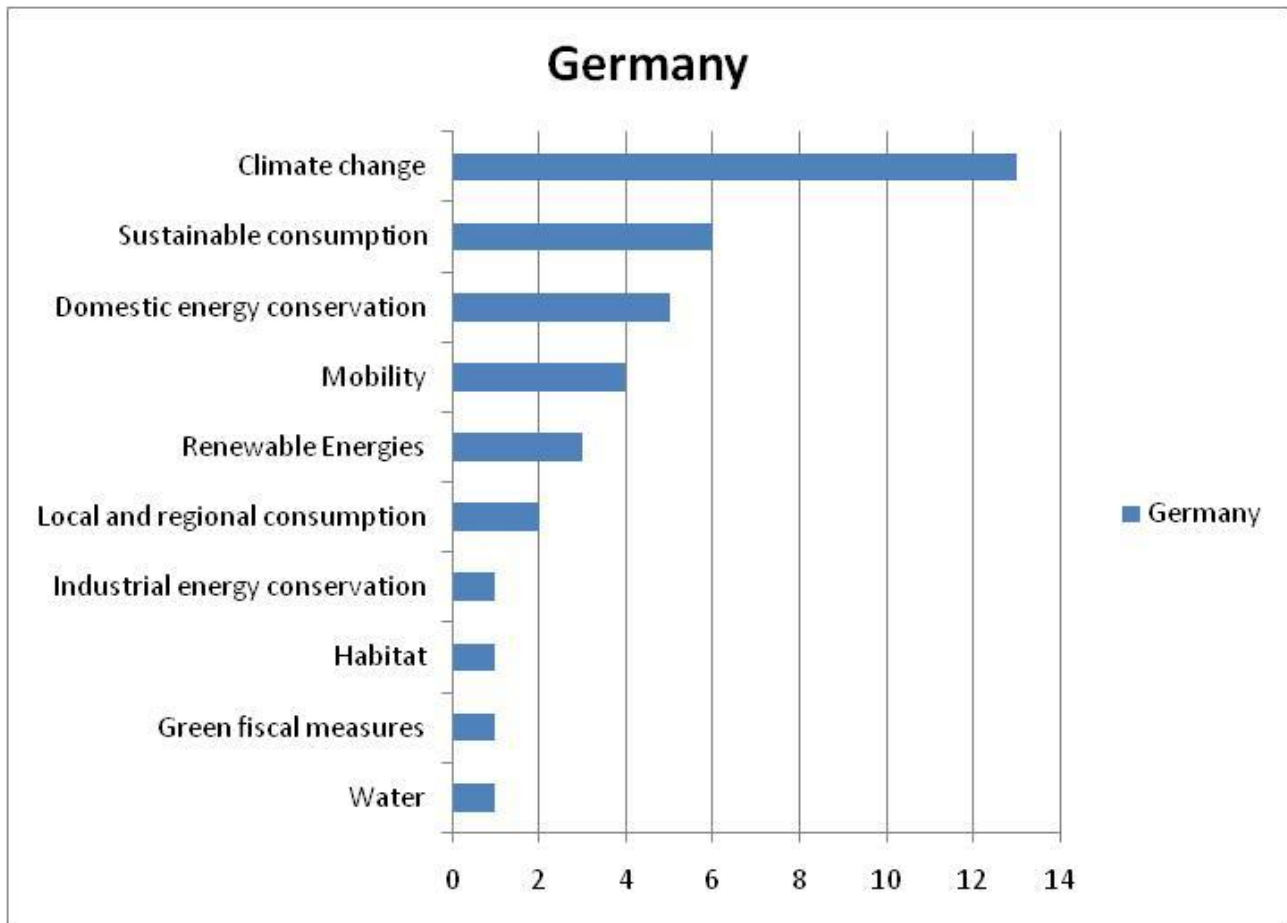


Figure 3 : Germany Topics

The most frequently assigned topic was climate change (CC), along with other topics such as sustainable consumption, energy savings, transportation and renewable energies.

Interpretation

- The German sample presents a posture and rationale which often goes beyond an initial instrumental topic to address the issue of sustainable development in a much more holistic fashion as a societal question. Two major needs are identified in relationship to sustainable development: 1) the necessity of a cultural change

(including in economic models) and 2) the necessity of new forms of communication, better adapted and more efficient.

- To illustrate this point, we notice that CC itself is the major topic in the German data, under which the majority of more circumscribed issues are addressed. It is thus useful to examine how CC discourse treats the remaining topical issues.
- CC and its consequences are compared to the atomic bomb and -even more extreme - an article envisions the eventual necessity to leave the planet Earth.
- The necessary change factors which are identified in this sample as follows:
 - The strong capacity of action at the local and regional levels to address the global CC issue
 - The requirement of more straightforward and efficient communication (including marketing approaches). Communication initiatives overall are described in articles as bringing confusion to the consumer more than anything else and, in some cases, can even be counterproductive.
 - The strength and capacity of action of the individual, who can and must exert pressure upon industry to modify its economic models. The car industry is given as an example, as it adapts to the requirements and needs of a responsible citizen.
 - Consumerism, including green consumerism, is questioned, the rationale being as follows: Green consumption supports greenwashing by industry that is only pretending to provide sustainable products
 - The need for a third industrial revolution (based upon renewable energies and green technologies) and the need to break down the existing industrial power structure (economic domination) which threatens more sustainable sectors (such as organic food and organic textiles) and prevents them from developing
 - The need for a governmental aid policy (particularly centred upon energy and home electricity) but also supportive actions to help families to save energy (through educative action), especially the most economically modest families.
 - The heat wave and fires in Russia demonstrate the importance of a preventive stance to environmental protection. An unwise State decision in favor of budgetary savings produced dramatic consequences.

Models or theories used

This sample presents 4 “theories” of consumer behaviour -- by order of importance:

1. Homo economicus -- sensitive to rational choices (9 citations)
2. Homo sociologicus or Emotional man (8 citations)
3. Communication theory -- if people are told well, they will do well (4 citations)
4. Behaviour routines -- if people are told the consequences of their acts, they will behave accordingly (rational behaviour, market behaviour) (3 citations)

- ⇒ We notice the quasi equality in preponderance of concepts 1 and 2. When analysing comparative findings on Actors (see §3.3), we hypothesized the likely search for balance in Germany between the different sustainability dimensions (economic, environmental and social). The balanced presence in ratings of the homo economicus and the homo sociologicus-emotional “theories” seems to confirm this trend.

Content to consider for stimulus material and categories

- (Green) marketing makes people into sustainable and regional consumers
- Purchasing regional products meets the need for social rootedness
- Citizens can be persuaded by rational arguments
- Consumers have the power to make business sustainable
- Climate change will destroy the earth
- Climate protection is a local and regional task
- Urban mobility patterns and consumer behaviours are evolving to a more sustainable model
- The change to a carbon-neutral economy is inevitable
- Organic food will always be expensive and affordable only for wealthy regions
- Resource efficient behaviour is important for low income people
- Regarding renewable energies, citizens seem to judge that these are a good idea but “not for me”
- Ecology is not a main driver for energy efficiency measures
- Economic stimuli are necessary to change citizens' behaviour
- Progress in sustainability depends on profit opportunities
- Humans intensify the impacts of climate change
- Clear and simple messages are crucial in order to convince citizens.

Romania

The Romanian team chose its own set of topics in fitting with its defined policy area: “Thermal insulation of [apartment] blocks”; “Energy efficiency of new buildings”; “looks of buildings”; “Global Climate Change”, “Renewable energy for houses”.

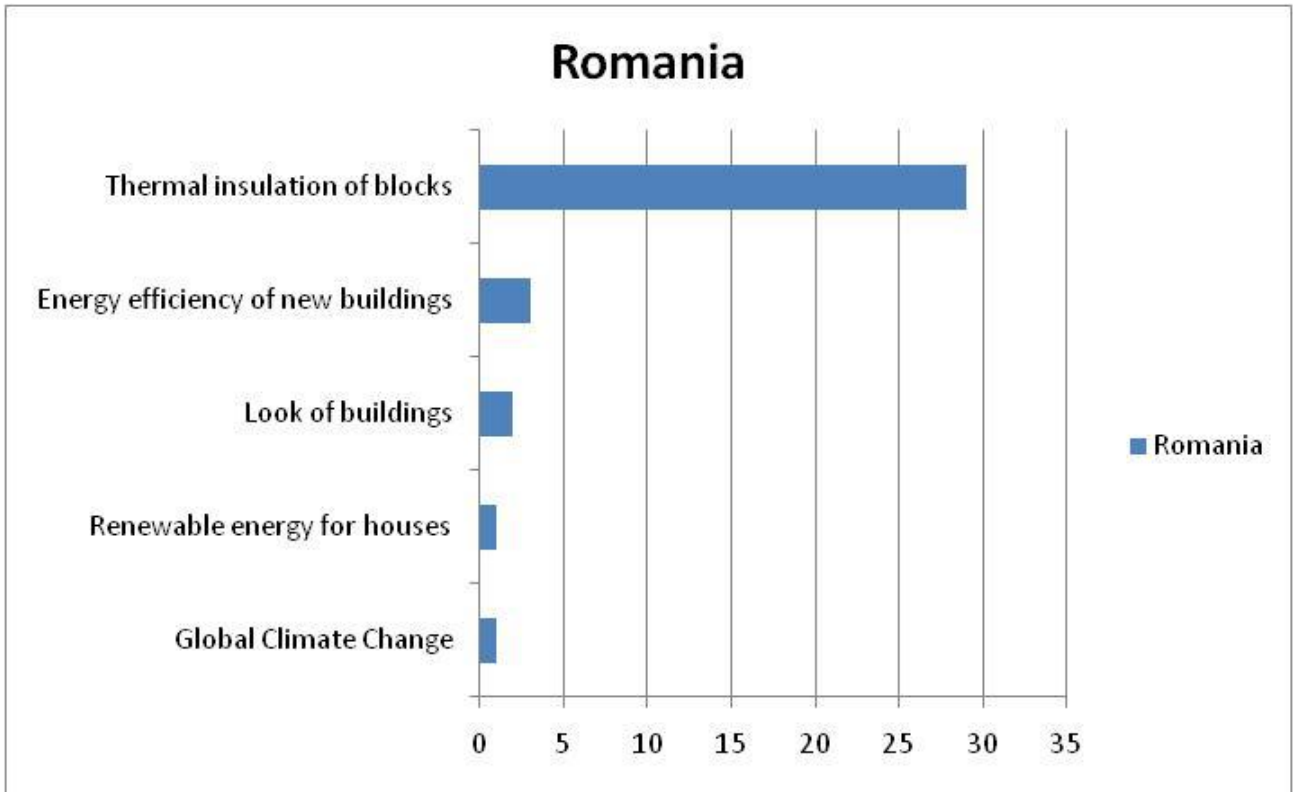


Figure 4 : Romania Topics

Interpretation

The media data from Romania centre around the rehabilitation of housing and the construction of new buildings in the goal of limiting their environmental impact, during both construction and use.

35 articles were analyzed², of which 29 deal with the topic of “thermal insulation of apartment blocks”. The interpretation below will thus bear on that topic.

The sample shows a very strong concern, at both the national and social levels, colored with much worry and frustration, against a background of economic crisis and political scandals.

The topic “thermal insulation of blocks” - directly connected to the issue of building rehabilitation, either individual or collective - brings up the following main dimensions:

- Corruption
- Deficiency, disengagement of the State/Administration in the domain of management and rehabilitation
- Withdrawal by the State/Administration of voted and budgeted rehabilitation programmes ; failure by the State to pay for rehabilitation work already done
- Budgetary cuts of governmental funds and transfer of costs towards individuals and private institutions (bank loans to individuals)
- Negative impact of this whole situation.

Among the 29 articles looked at here, 16 are treated with an alarming tone, with sensational or blaming vocabulary - which is hardly surprising considering the content.

Models or theories used

- Rational homo economicus
- Operant Conditioning Theory – the positive or negative consequences of behaviour directly influence whether that behaviour will be repeated or maintained
- Classical Conditioning Theory – behaviour is reflex, determined by prior conditions, experience and habit.

² The Romanian partner noted about the sample: “Unfortunately, the diversity of approaches is relatively low (most of the articles are devoted to the presentation of public information or consist of a simple description of the current state of thermal rehabilitation program), very few include the citizens’ opinion; I tried to reduce this deficiency by expanding sampling area from few newspapers and magazines to all Romanian media available online; the results show a very good ‘stability of the ideas’ on the media market”.

Content to consider for stimulus material and categories

- Efficient new buildings may be designed and erected with lower funds if appropriate materials and technology are used
- What seems to be impossible in our town is possible in others due to good management
- Scientists from Potsdam Institute suggest almost no chance exists that governments will succeed in maintaining the increase of average temperature to under 2° Celsius
- Owners of bigger houses will pay greater taxes
- Thermal rehabilitation will reduce energy consumed for heating with direct results in the reduction of GHG releases
- Passive houses use a small amount of energy for heating and cooling
- Owners must support all costs of thermal rehabilitation
- Citizens are expected to show reticence if rehabilitation loan guarantees will be based on mortgage or in the best case will rely on a contribution by the local administration.

Spain

The Spanish team chose as topics: “Agenda 21”, “Mobility”, “Natural resources”, “Urban wastes” (as a more specific topic than “Waste” as proposed by Symlog). In a very few cases articles were categorized by two topics (e.g., the article on “Biodiversity” was also assigned to the “Agenda 21” topic).

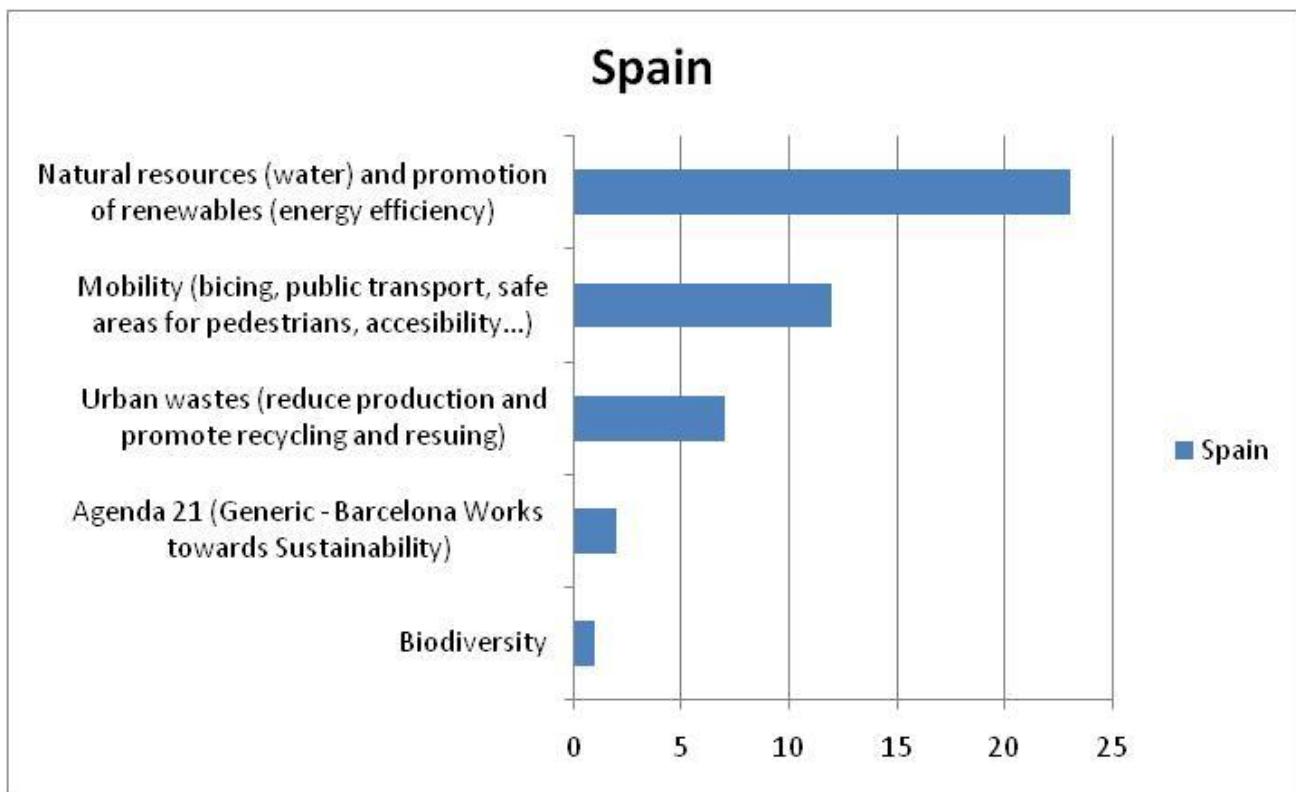


Figure 5 : Spain Topics

The Spanish sample presents contents dealing mostly with the Barcelona Agenda 21, which includes as main themes: natural resources (water in particular), energy efficiency, transportation, and urban waste.

Interpretation

The graph above clearly shows the intricacy of 4 topics:

The topic "Natural resources" is treated through issues of water, electricity, photovoltaic, wind power, along with nuclear and new technologies -- the later two being perceived as a positive vector for problem solving and as tools for a better management of energy resources.

Populations are invited/incited to believe in the benefits of renewable energies and to invest in them (the articles mention the necessity to provide incentives so as to boost investments).

But populations are instructed as well to be suspicious of the business around these energies: articles suggest that social and environmental criteria are ignored in favor of economic goals, there are suggestions of economic and political corruption, and of conflicts of interest.

The analysis of "Tone" (see also [§3.1](#)) reveals that the Spanish sample used an alarming or blaming tone, when it was not neutral and factual.

- It is worth looking at the distribution of the different Tones used in articles on the topic of Natural resources and associated topics. We may be able to infer possible resonance upon the public.

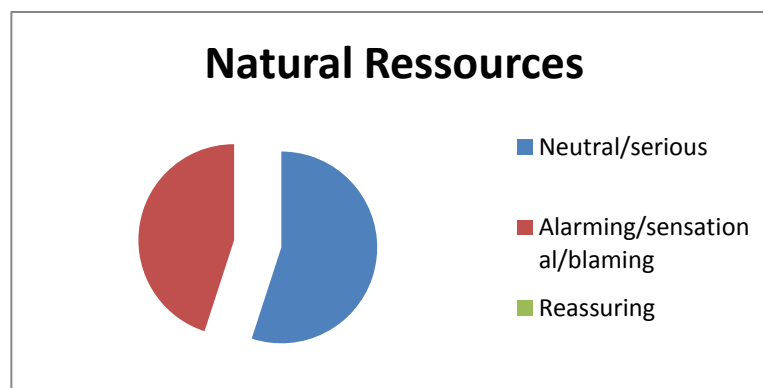


Figure 6 : Spain - Tone for Natural Resources

- Article on the topic Mobility deal with public support and the necessity to adopt (in a sustainability perspective) collective transportation. But a lot remains to be done in that domain, be it on the side of the State/administration (infrastructure development, responsibility and awareness, passengers safety), or on the side of consumers (e.g. Sustainable mobility choices such as public transport are not based on sustainable criteria but on comfort and flexibility). Interestingly, a gender difference is noted: "comfort" for women means public transport but for men, individual or private transport.

Again, the influence of lobbies is mentioned as slowing down the development of these actions. New technologies appear again as a facilitating factor, particularly in the construction of sustainable transportation.

The distribution of Tone for this topic of Mobility is as follows:

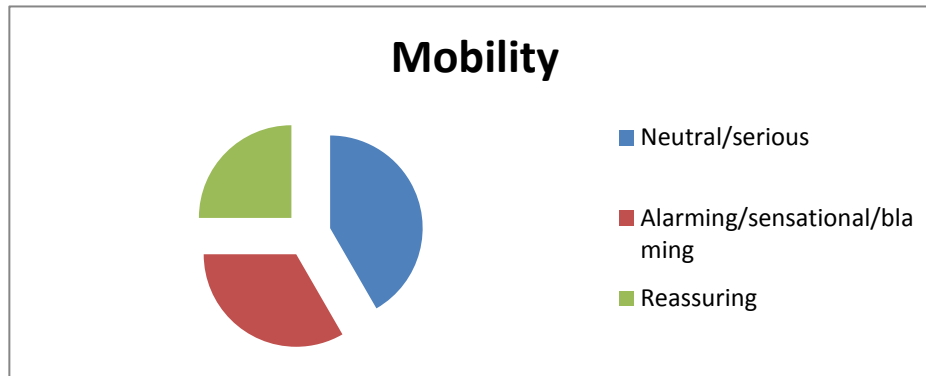


Figure 7 : Spain - Tone for Mobility

➤ The topic of Urban waste is present in a lesser number of articles (7 out of total of 42 for the Spanish sample). The following points are underlined in the articles:

- Lack of civic-mindedness
- Management by the city
- Problems linked to mortality and dead bodies disposal
- Recycling.

The distribution of Tone for this topic shows the degree of concern associated with this urban issue.

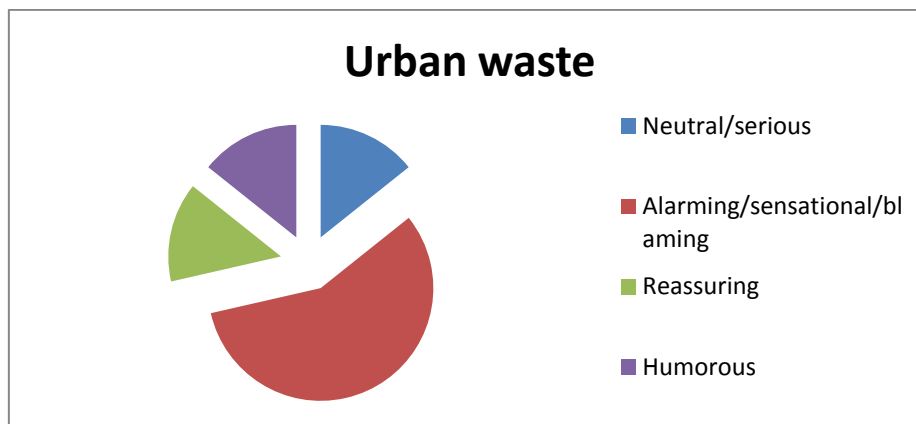


Figure 8 : Spain - Tone for Urban Waste

➤ The topic Agenda 21 is not much present in the sample. Only 2 articles are referenced. They deal with tourism, the payment of an ecotax, and the biodiversity issue (presented as better protected by technology and science).

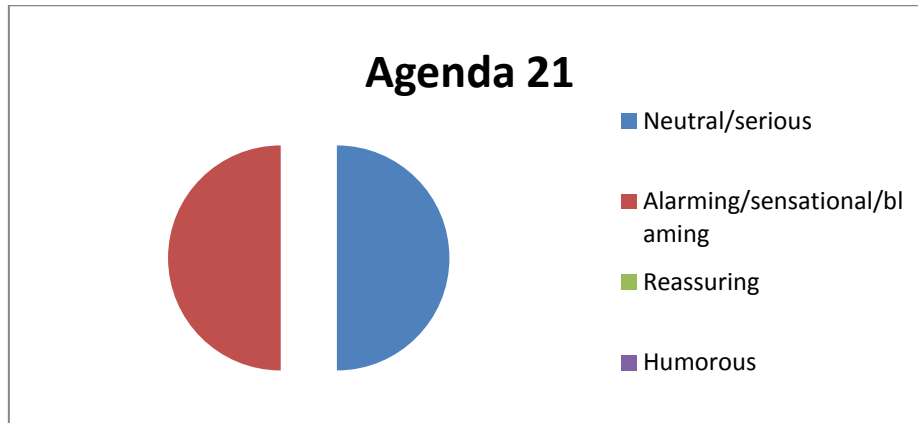


Figure 9 : Spain - Tone for Agenda 21

Models or theories used

As a very short summary, we can observe that the relatively most frequent behavioural “theory” present in the articles is that good efforts and progress on all levels are blocked or thwarted by corruption, dishonesty, government inefficiency or lobbies. Similarly, individuals lack civic-mindedness or indulge in self interest.

The second most prevalent “theory” holds that technology will solve all the problems (thus, citizens need not change, and government should support technological development).

While there are a number of calls for government institutions to take responsibility, a smaller number of articles argue that “Sustainability is not only an institutional task but also a social one. Authorities reaffirm themselves (‘we are already doing our job’). There is a need to increase citizen awareness.”

Finally, another quite small set of articles suggests that economic incentives and sanctions will be efficient in changing citizen behaviour.

Content to consider for stimulus material and categories

Natural Resources

- Solar energy has no limits.
- It is necessary to optimize energy use in public buildings, with economic public incentives for specialized private companies.

- Public funds must protect renewable energy business
- Public administration has a responsibility to reduce CO2 emissions, but powerful economic lobbies do not allow it.
- Saving water is good. New technology allows better water management.
- Nuclear power can reduce electricity production
- Science will provide us benefits when exploring nature (domination)
- Nuclear power is necessary to ensure electricity

Mobility

- "Some" citizens do not behave in a civic-minded way
- Sustainable mobility choices (public transport) are not based on sustainable criteria but on comfort and flexibility. "Comfort" for women means public transport but for men, individual or private transport.
- Citizens and Public Authorities have a very low perception of the risk of driving cars.
- New technology allows sustainable transport
- Electric car is unavoidable

Urban Waste

- "Some" citizens do not behave in a civic-minded way
- Sustainable waste management model is not only an institutional task but also a social one.
- Institutional measures about sustainability are useless without citizen involvement.
- People should choose more environmentally friendly burials without paying more for it.
- Recycled paper is a collective resource that some individuals steal.

Agenda 21

- Tourists must pay a sustainability tax.
- People should trust science, and Public Administrations should promote it. It can provide us environmental and economic benefits.

Sweden

The Sweden team chose to keep the whole set of topics as initially proposed by Symlog, with an additional one: “Food”. A number of articles were rated as illustrating more than one topic.

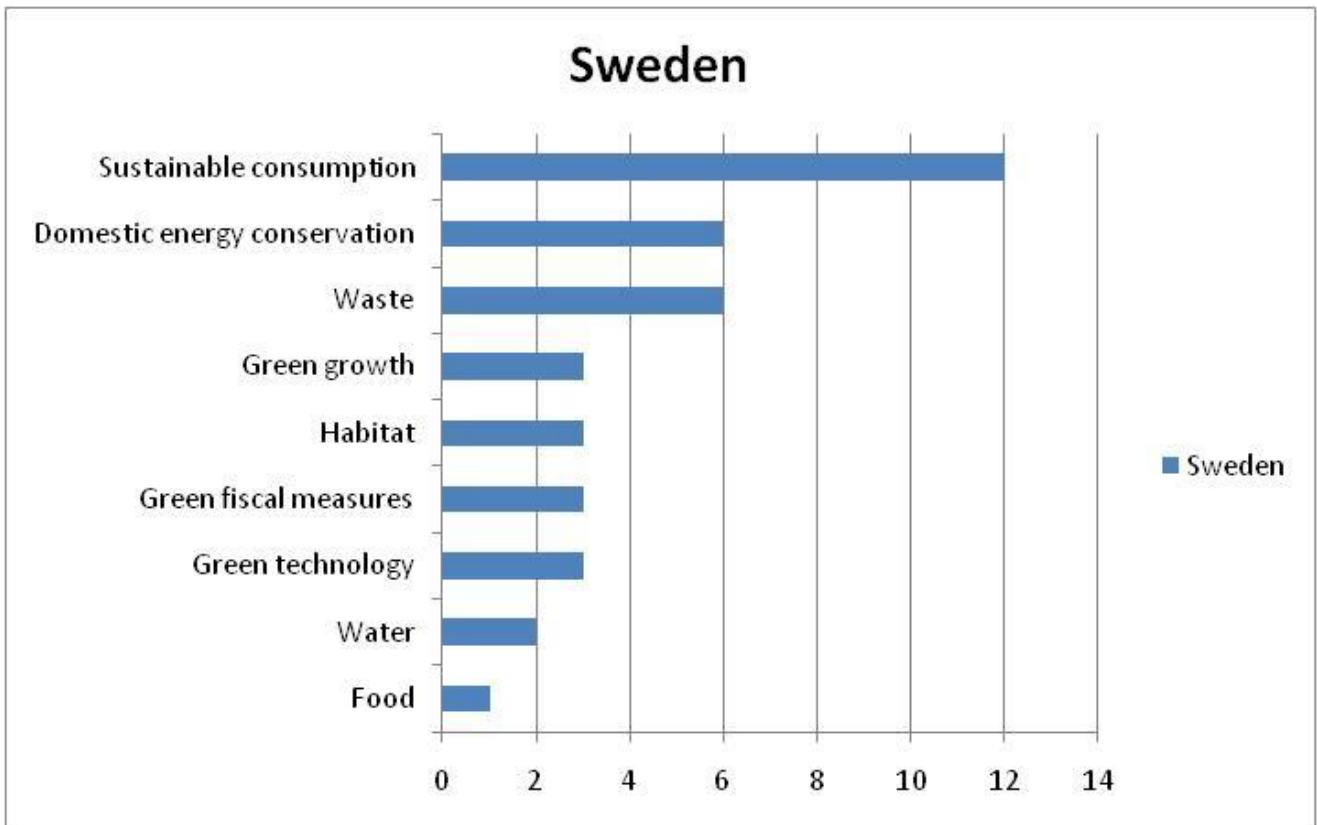


Figure 10 : Sweden Topics

The Sweden data show the attention given to energy sobriety, sustainable consumption and waste management.

Interpretation

In the Swedish data, the major topic is sustainable consumption, associated with three sub topics: Waste, Domestic energy conservation, and Green fiscal measures. Appear as well, yet more isolated: Food, Green technology and Green growth. It has to be noted that, after content analysis of the press articles, Food appears to be an integral part of Waste (which cannot be seen from the graph).

The following items stand out:

- Waste problems (including food): increase of quantity; inefficient sorting; local municipalities accused of poor service in waste collection /citizens ought to be better educated for better hygiene and waste treatment. And: consumers and shops criticized for throwing out in large quantities of food that is still appropriate for consumption; provocative behaviour of young and rich consumers with food. Waste appears with the double meaning of “refuse” and “wilful rejection of good material”.
- There is a deficit of information/communication, education or training (for salespersons) that could lead to better decisions in buying and behaviour. Examples provided: ready wear and, more largely, textile industry which impact upon the environment. Packaging must not be forgotten and reduced as much as possible.
- The call is made to consider reasoned behaviour (which should be easy to implement) around food, transportation and the home
- Some disillusion appears: collapse of the market economy ideals? Visions of "end of the world" after the Copenhagen failure.
- Hope appears on the youth front: children are praised for their wisdom and creativity in the domain of sustainable development.

Models or theories used:

- consumers need to be educated, market actors need to take responsibility
- role models, motivation from within, personal decision-making, changing one thing makes the next change easier (stage theory)
- Lack of awareness among consumers
- people are by nature lazy - people become careless after a while
- people have habits, need to change their thinking
- comparison with other forms of protest against society, punk movement etc.
- anthropocentric vs ecological focus
- consumers are misled

Content to consider for stimulus material and categories

- Neither market nor consumers take responsibility. Food waste is illogical and environmentally damaging

- Everybody needs to contribute, it is not so difficult, we need to create a trend. Importance of role models
- Positive trend being reversed regarding household waste
- Waste management should be obligatory?
- So easy in practice.
- Food retailers adapt to consumer behaviours, causing unnecessary waste
- Political level - unrealistic and utopian ideas
- Protest and provocation against "correct" behaviours
- Controversy among scientists and experts
- Poor public information to consumers
- Misleading information to consumers from industry
- Popular conceptions are questioned
- Children have wise and clever ideas.

United Kingdom

The UK team used the topics proposed by Symlog. Articles were frequently rated as belonging to several topics.

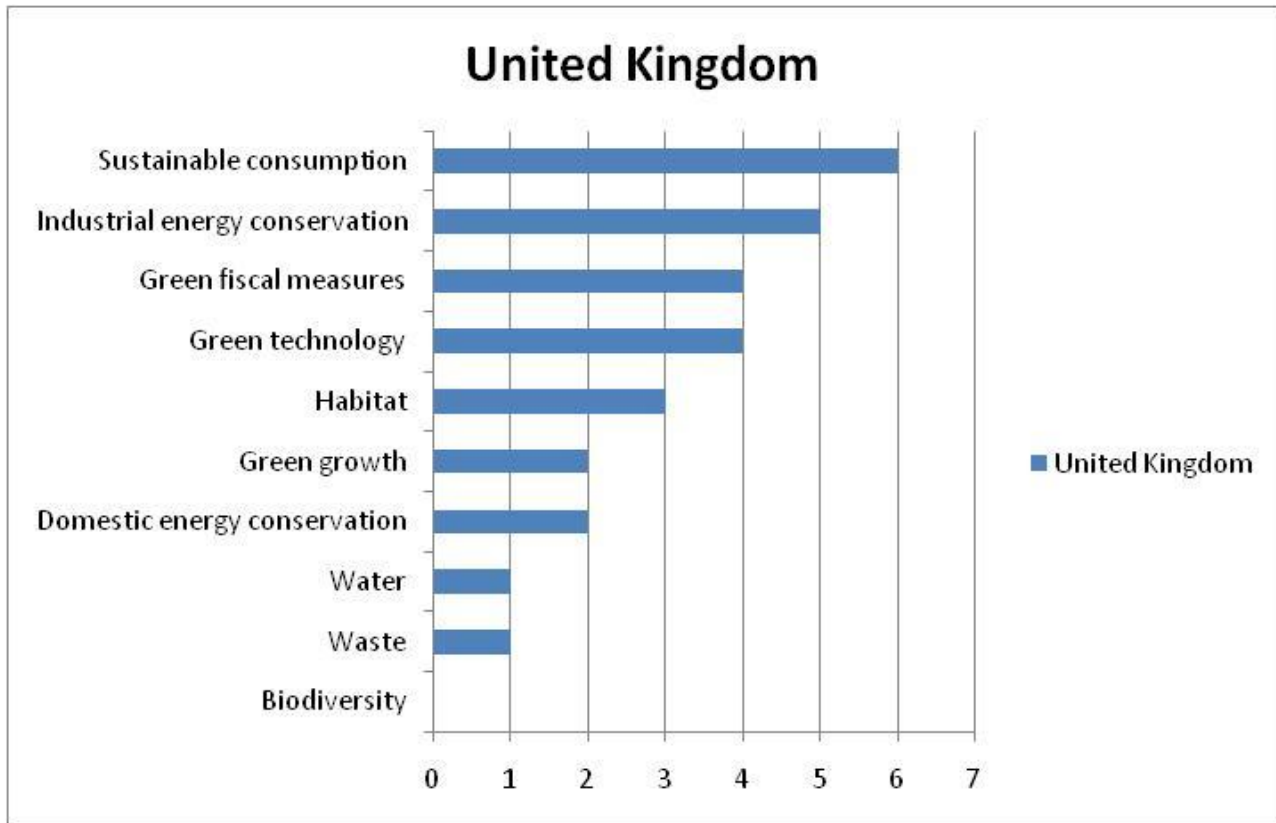


Figure 11 : United Kingdom Topics

As was the case for the German data, the U.K. sample provides a wide array of topics. A topic that stands out in the UK sample is green fiscal measures. Can the relative predominance of focus on green fiscal measures be interpreted as reflecting the expected role of individuals to finance CC measures, in a country where economic liberalisation is a major orientation?

Would then the U.K. more than other countries openly consider the perspective of direct and indirect taxes implied by green fiscal measures?

Interpretation

In the U.K. data, sustainable consumption is a major topic, which appears connected to two others: « Industrial energy conservation », « Green technology » followed equally (when connected to that dimension) by « Habitat », « Green fiscal measures » and « Green growth ». It can be noted that these topics function in some cases without being connected to sustainable consumption. The same occurs with the Waste topic, and Domestic energy conservation (with a low ranking for these topics).

Connected or not, the three topics – Industrial energy conservation / Green technology/Green fiscal measures represent together 59% of the quoted topics.

- A wide array of issues appear in the data, without one dominating trend or driving orientation.
- The green fiscal policy appears to be unfavourable to the least wealthy³
- Proposals are made, a priori pragmatic, but sometimes announced bluntly, e.g. the "Pay as you go" principle. This is presented principally as a sanction (penalty), e.g. in the case of shops whose air conditioning runs while doors to the street are left open
- Perhaps anecdotal, alongside the sanction principle appears a reward option: e.g. companies give chocolate to their employees if they turn off their computer at night.
- Transfer of burden towards farmers, homes and individual transportation, to compensate the failure by the UK to meet 2020 objectives -- although no explanation is given.
- On the side of controversy, a national figure, Prince Charles, is criticized: while he advocates model behaviour towards sustainability, "he or his family don't practice what they preach".
- Here and there, articles mention innovations in food (consuming insects), the importance of better informing the consumer, the central role of industry to initiate and support sustainable behaviour (e.g. energy saving bulbs).

Models or theories used:

- Assumptions about the state as prohibitive and unreasonable, affecting the most disadvantaged.
- "Citizen as moral arbitrator"; incentives and awards work; cost-benefit analysis.
- Homo economicus; fiscal policies work because people are cost minimisers; they also deal with the issues of fairness.
- Normative and cultural determinants of human behaviour and choice.
- Incentives and behaviour change.
- Social learning.
- Humans as part of nature; inter-generational responsibility as a moral imperative underlying effort towards sustainability; precautionary approach as a way of viewing climate change controversies.
- Consumer behaviour decisions broadened to include not only price considerations but also value-based considerations (e.g. Eco impact). Also, cognitive heuristics and barriers to decision making driving the choice of policy option; cognitive effort to glean information probably amounts to 0 thus consumers must be supported in making decisions with minimal effort. Finally, corporate responsibility is recognized.

³ This could be confronted with the French project of a carbon tax, which was abandoned as being socially unjust -- even if the longer term experience in Sweden on that matter tends to show positive impacts.

Content to consider for stimulus material and categories

- Citizens at the mercy of an insensitive policy-and state administration
- Waste recycling policy not responsive to consumer and community needs, preferences and concerns
- Inevitability of certain policies that may be controversial
- Business practices increasing energy waste
- Sustainability policies sometimes clash with deep seated cultural practices; but these are also subject to change
- Moral take on the choice of incentives for behaviour change, punctuated by the notions of wasteful public sector
- Pitting different fiscal policies against each other; industry as an extension of government
- Framing in the context of class conflict
- British State failing to deliver on emission cuts
- Sustainability a problem for all - the role of communities in championing sustainable living
- Sustainability as a vehicle for innovative ways of governing across all sectors. E.g. GPI (General Progress Indicator) to replace GDP. Emphasis upon economic/fiscal policy options targeting industry.

Comparison of topics

In this section we compare topics across country samples, by their hierarchy of attribution and by clusters. The figure below shows the topics treated by country and sorted by order of occurrence. Beyond the pre-eminence of topics such as Habitat, Sustainable consumption, and Green technology -- reflecting the choices made by partners within the PACHELBEL research frame -- data are relatively dispersed and difficult to further analyze.

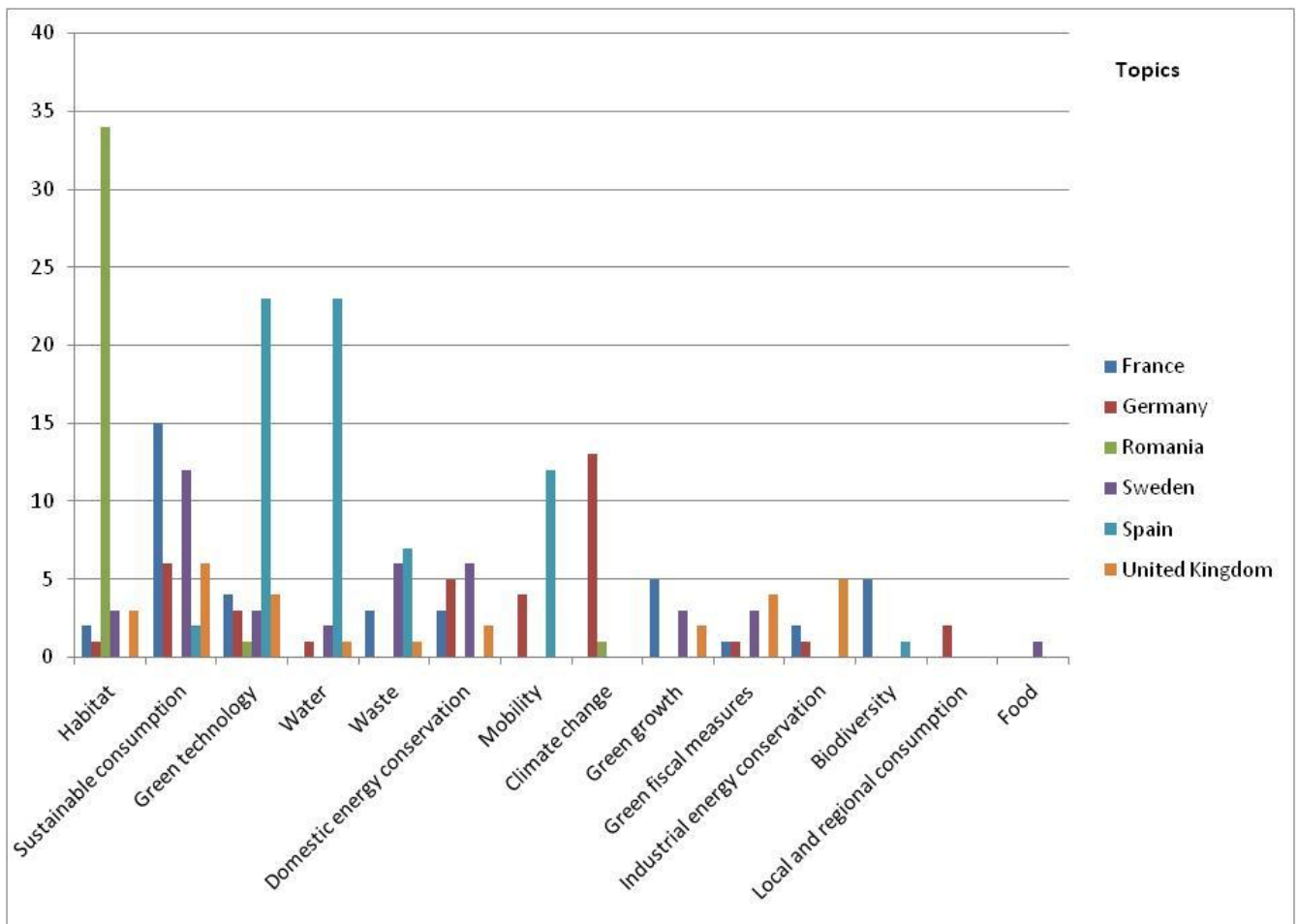


Figure 12 : Hierarchy per Topics

For that reason, another compilation of data is proposed, possibly leading to further interpretations. After a consideration of the content reported by partners, topics were clustered by Symlog in the following manner:

Energy conservation (all sectors) = Domestic and industrial energy conservation + Habitat + Green technology + Mobility + renewable energies

Green behaviour or initiatives = waste + water

Urban policies and trends = local and regional consumption + climate change + green growth

Isolated polemics and clashes = Green fiscal measures

Sustainable social or societal behavior = Sustainable consumption

| Topics | France | Germany | Romania | Spain | Sweden | United Kingdom | Total |
|---|--------|---------|---------|-------|--------|----------------|-------|
| Energy conservation (all sectors) | 7 | 14 | 35 | 23 | 12 | 14 | 105 |
| Sustainable social or societal behavior | 8 | 6 | 0 | 12 | 12 | 6 | 44 |
| Green behavior or initiatives | 3 | 1 | 0 | 7 | 8 | 8 | 27 |
| Urban policies and trends | 3 | 15 | 1 | 2 | 3 | 2 | 26 |
| Isolated polemics and clashes | 4 | 1 | 0 | 0 | 3 | 4 | 12 |
| Biodiversity | 4 | 0 | 0 | 1 | 0 | 0 | 5 |
| Food security | 1 | 0 | 0 | 0 | 0 | 0 | 1 |

Table 3 : Clustered topics, frequency by country.

The following features stand out :

- Energy is the top topic all things considered, and particularly in the data selection made by the Romanian team (with the topic ‘thermal insulation of blocks’) and the Spanish team (with the topic ‘natural resources and renewables’).
- The Energy topic stands out within the selection made by the German team, in equal proportion to the urban dimension (maybe due to the Länder autonomy system)
- The social dimension -- taking the form of societal behaviours -- appears most frequently in the selection by the Spanish team, but as well in Sweden and in France if we consider the proportion of articles within the respective samples;
- Green initiatives and behaviour seldom appear, although the selections made by PACHELBEL teams in Spain, Sweden and U.K. present this dimension more often.
- The Biodiversity topic is practically absent (except in France), so is the Food security topic.

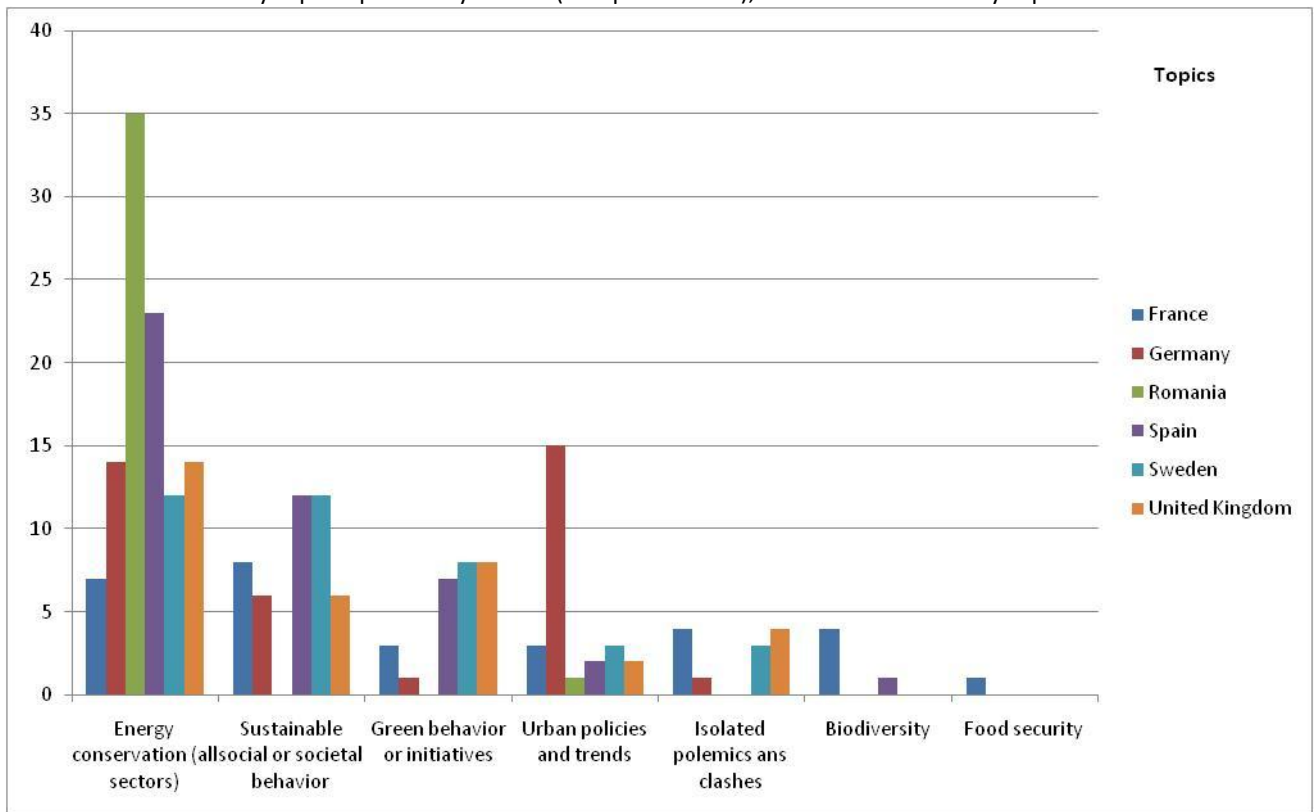


Figure 13 : Clusters of Topics

Further qualitative comparisons

An additional qualitative interpretation is proposed. It aims at showing possible comparisons on the following aspects revealed in the overall sample of content:

- **Inventory** or state of sustainability (Natural hazards, Garbage and waste, Transportation)
- **Actions already started** in favour of sustainability (Consciousness-raising campaigns, Incitation, Simple programs encouraged or already applied)
- **Acknowledgment of failure** in moving towards sustainability (Problems with applying regulations, Insufficient information for the consumers, Green consumption : just a dream?, The influence of lobbies, National and international failures)

Below are listed the conclusions common to the selected articles:

| THEMA | REFERENCE | | IDEA | | | |
|-----------|-------------------|----------------|--------|--|----|--|
| | COUNTRY | CASE | | | | |
| INVENTORY | Natural hazards | Germany | 7 | Nobody could contest that Human Being is responsible for natural hazards. Some people even think that a new planet could be the only solution regarding the increasing disasters. | | |
| | | | 19 | | | |
| | | | 20 | | | |
| | Garbage and waste | Spain | 15 | Waste, and especially waste of food is sometimes involved by economical or venal reasons. Moreover, it causes additional garbage, which increase and bad management (insufficient selective sorting, unsuited location of the dustbins, collection not as frequent as it could be...) induce nuisance and dissatisfaction. | | |
| | | | 27 | | | |
| | | | 32 | | | |
| | | Sweden | 1 | | | |
| | | | 3 | | | |
| | | | 6 | | | |
| | | | 9 | | | |
| | | | 10 | | | |
| | | | 16 | | | |
| | | UK | 2 | | | |
| | | Transportation | France | | 3 | Transportation is a serious cause of pollution, and different solutions have already been found out (promotion for public transport, city tolls, electric or hybrid cars, tax depending on the duration and the length of the trip), but not without any discussion or conflicts of interests. |
| | | | | | 18 | |
| 21 | | | | | | |
| Spain | 30A | | | | | |
| | 30B | | | | | |
| | 39 | | | | | |
| UK | 48 | | | | | |
| | 90 | | | | | |
| UK | 3 | | | | | |

| | |
|-------------------------|---|
| ACTIONS ALREADY STARTED | Consciousness-raising campaigns |
| | Incitative disposal |
| | Simple disposal encouraged or already applied |

| | | | | |
|---------------------------|--|---------|------------|---|
| ACKNOWLEDGMENT OF FAILURE | Problems to bring regulations into play | France | 22 | Regulations, as far as they are concerned, are not that easy to bring into play, because of their complexity, their financing, or the opposition from the consumers. |
| | | Germany | 15 | |
| | | Romania | everything | |
| | | Spain | 81 | |
| | Insufficient information for the consumers | Germany | 3 | Either the information are not sufficient enough, either they swamp the consumers : ecological brands cannot be listed and they are not controlled by any authority. More transparency is necessary to a real choice and to prevent sustainable market from being considered just as a new profitable business. |
| | | | 4 | |
| | | Sweden | 8 | |
| | | UK | 14 | |
| | Green consumption : just a dream ? | Germany | 8 | Green consumption is not always considered as an efficient tool against climate changing, inasmuch as consumers are sometimes fooled. |
| | | Sweden | 11 | |
| | | | 15 | |
| | The influence of lobbying | France | 7 | In all sectors (food, car or building industry), lobbies can manage against the regulation considered or take advantage of the disposals prepared for sustainable development. |
| | | Germany | 16 | |
| | | Spain | 2 | |
| | National and international failures | | 72 | The governments cannot always control irresponsible behaviours, and some regulations (for instance : Grenelle de l'Environnement) will not be a success because they are not really approved. For the international aspects, who could think that the summit of Copenhagen is not a dramatical failure ? |
| France | | 13 | | |
| | | 14 | | |
| | | 15 | | |
| Romania | | 7 | | |
| Sweden | 12 | | | |
| | 13 | | | |

Table 4 : Qualitative comparisons

Findings on Closed Variables: Analysis Across Countries

This section presents a summary analysis of similarities and differences across countries, regarding the following closed variables rated by each partner for each media article:

- Tone
- Vocabulary
- Sustainability dimensions
- Risk assessment and Evaluation Dimensions
- Actors.

It must be recalled, again, that the sample and interpretation do not target an accurate portrayal of media treatment across nations. Instead, these findings highlight contextual trends and tendencies that may be imitated when preparing the stimulus materials for each country's group-based process (simulated media coverage, vignettes, etc.).

Tone

A neutral, factual tone is predominant across the full sample.

In Spain, when the tone is not neutral or factual, then articles can be described as “blaming” or “alarming”. “Reassurance” is also used.

A large proportion of “alarming” articles is found in the Romanian sample.

At the same time, Romania stands out for the use of “reassurance”. The UK and Germany articles contained little reassurance.

The UK sample shows a fair distribution of different tones, including the use of “humour” (which is relatively little seen in the other country samples).

A “selling/convincing” or persuasive tone was hardly seen throughout the full sample.

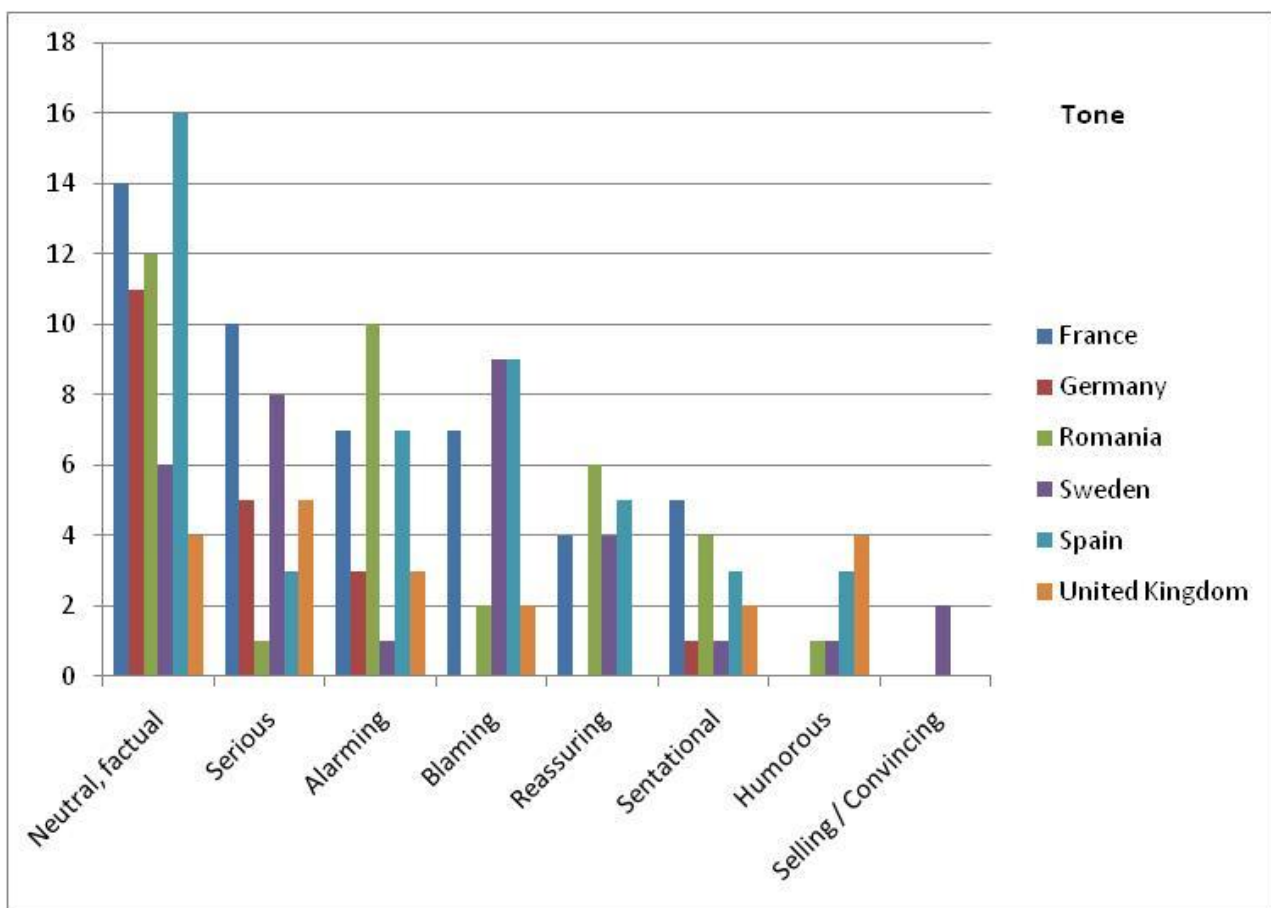


Figure 14 : Tone, descending frequency by country

Vocabulary

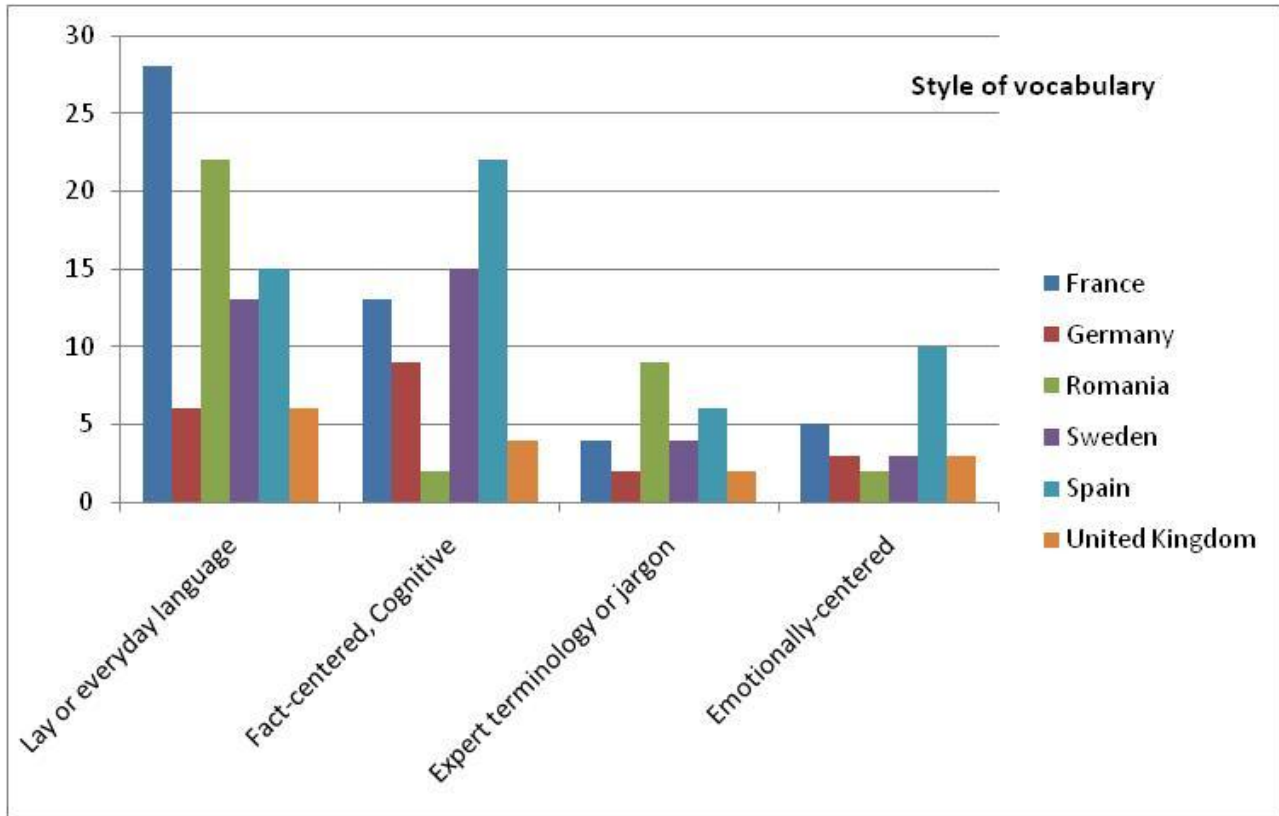


Figure 15 : Vocabulary, descending frequency by country

In apparent harmony with the predominantly neutral, factual tone, the vocabulary across the sample is generally drawn from “lay or everyday language” (as opposed to “expert, jargon”) and remains “fact-centred, cognitive” (as opposed to “emotionally-centred”).

The Romanian sample shows the greatest use of “expert” vocabulary. Note above that the Romanian articles are typically of “alarming” tone, and use “reassurance” as well. It may be asked 1) whether a distancing, “expert” vocabulary in itself emphasizes an “alarming” impression? 2) is the “expert” language quoted to produce alarm, to provide the reassurance, or both? (Content analysis presented in Part 2 suggests, however, that the alarming tone is perhaps most tightly linked to reports of corruption and burden on individual homeowners.)

The Spanish sample shows the greatest proportion of “emotionally-centred” vocabulary. This may be related to the greater focus seen in this sample upon the “social” dimension of sustainability (next section).

Sustainability Dimensions Taken Into Account

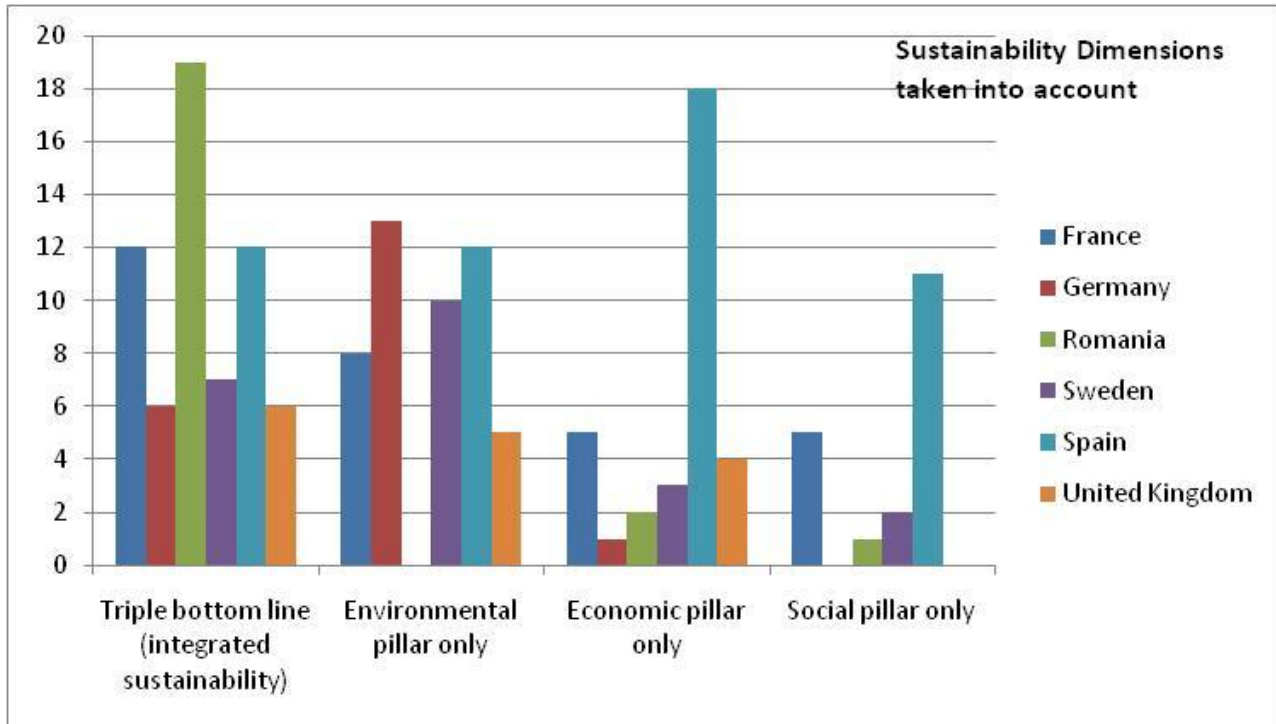


Figure 16 : Sustainability Dimensions, frequency of mention by country

A well established (OECD) definition of Sustainability has it rest upon three “pillars”: economic, environmental and social. Here we ask ourselves: How often is this integrated vision communicated in the articles sampled?

Overall, only 38% of articles made reference to what may be described as the “triple bottom line”. The Romanian sample makes the strongest contribution to this result, with 86% of sampled articles. Half the articles rated in the UK envision the three pillars. Articles read in Germany, Sweden and Spain appear to give the least proportional reference to this integrated sustainability model.

When the integrated vision of sustainability was not apparent, the analyst indicated which (if any) of the sustainability pillars was in view.

The isolated “environmental” dimension is outstanding, particularly in the articles from Germany, Sweden and the UK.

The Spanish sample stands out in its frequent isolated consideration of the “economic” aspect of sustainability.

An isolated “social” dimension of sustainability appears infrequently, except in articles from Spain.

Risk Assessment and Evaluation Dimensions

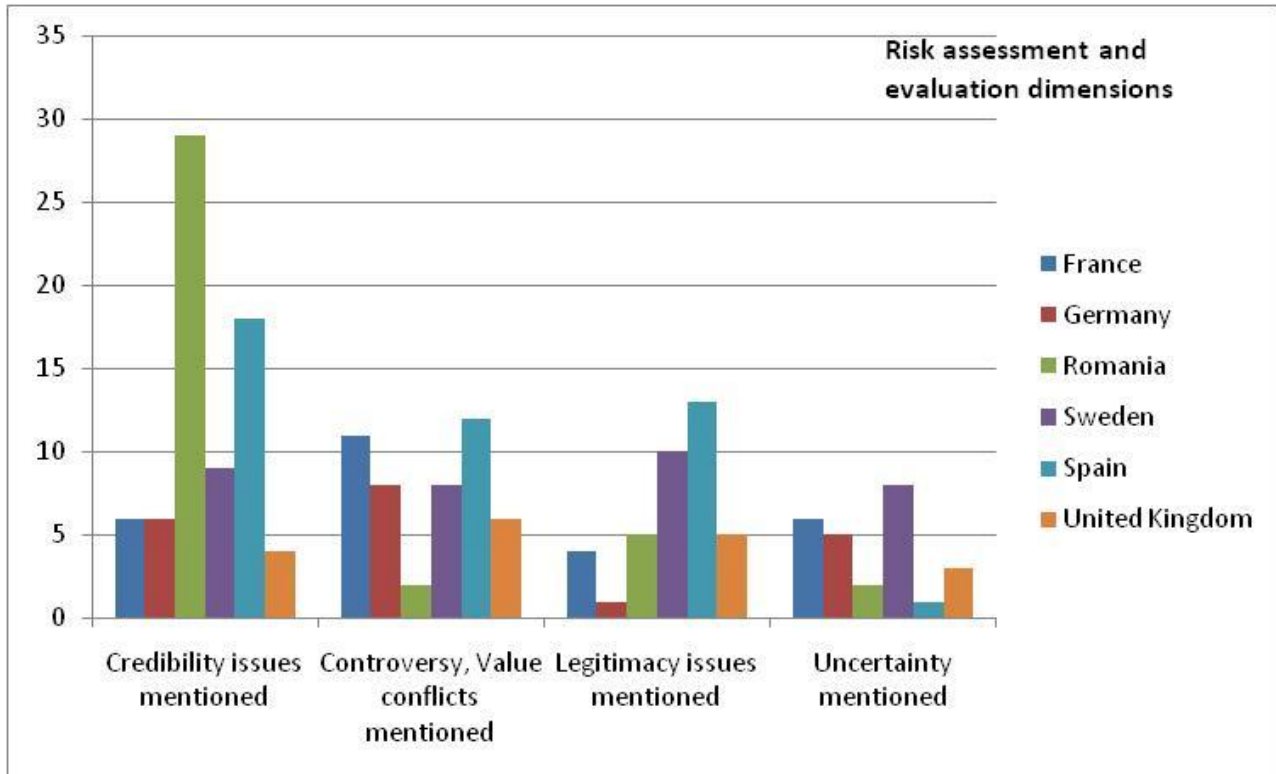


Figure 17 : Risk Assessment and Evaluation Dimensions, frequency of mention by country

Among risk assessment and evaluation factors, the issues of credibility appear predominant. Articles dealing with this topic are numerous in Romania and Spain, which is coherent if we consider the nature of content. Articles in these samples mentioned the discouragement of the population in the face of broken promises (such as unpaid financial aids in Romania, for instance) or the passivity or corruption of public officials.

France and Spain samples appear to make most reference to controversy and ambiguity (value conflicts), while these are hardly present in the Romanian data.

In Sweden and in Spain the issue of legitimacy in risk handling is addressed to some small degree.

Finally, with the possible exception of Sweden, articles across the board appear to give little consideration to uncertainty in risk assessment.

Actors

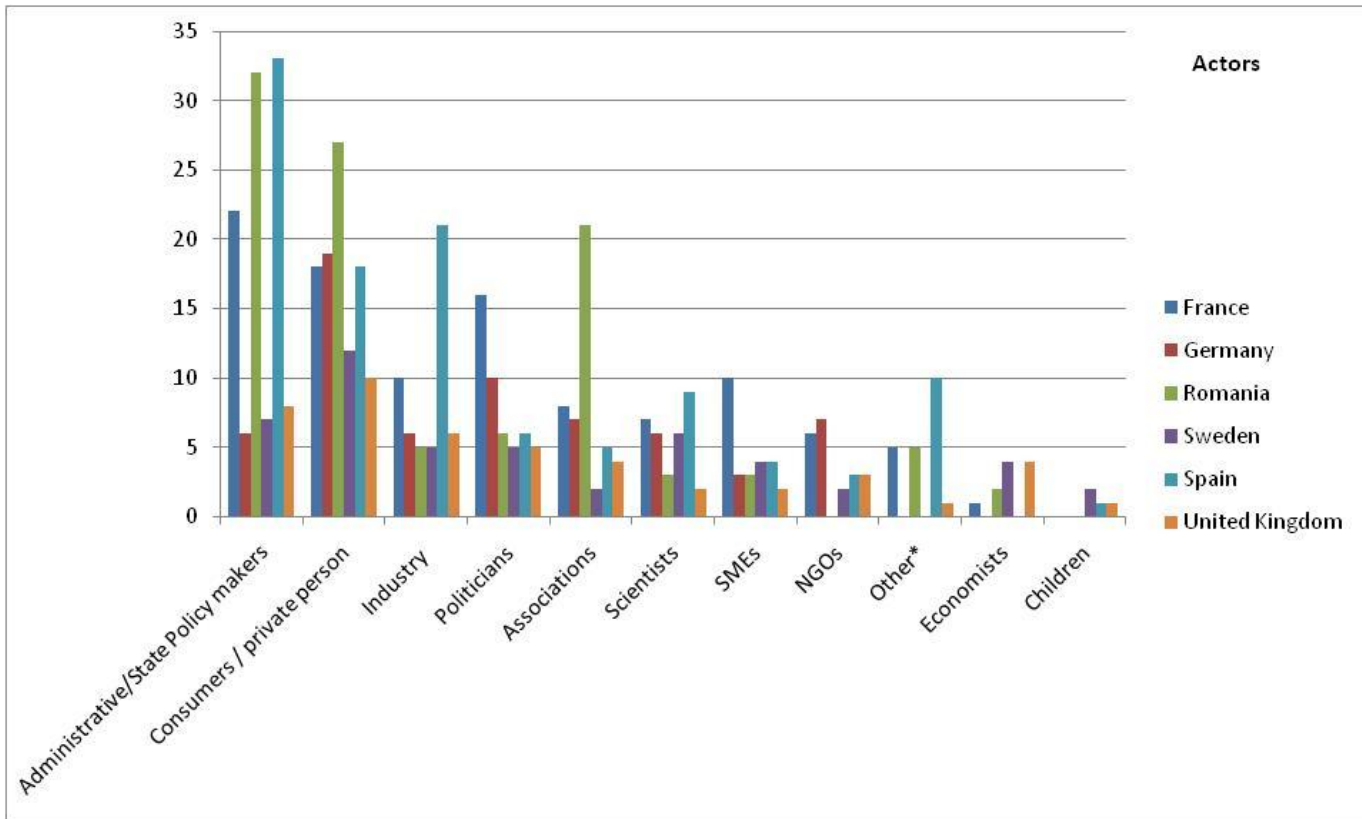


Figure 18 : Actors, descending frequency of mention by country

Actors mentioned in the rated articles can be clustered in 4 large groups of decreasing frequency. Within the first two clusters (Administrative/State Policy makers and Consumers; Industry, Politicians, and Associations), great disparities are seen across country samples. The 3rd cluster of actors (Scientists, SMEs and NGOs) drops off considerably in frequency of mention, with some variation according to country, and the 4th cluster (Economists and Children) stands out as infrequent across the board.

The first cluster is “driven” by the focus in Romania, Spain and France articles upon policy actors. Germany completes this foursome by adding many articles dealing with consumers. The relative frequency of the “policy-consumer” couple indicates that overall, the articles were appropriately chosen for PACHELBEL needs.

France and Spain stood out in §4.4 above with the most references to value conflicts and controversy. These conflicts appear to be played out not only between institutional stakeholders and private persons, but also, between state actors and administrations (political conflicts). (This may link with the outstanding focus in some Spanish articles on the social pillar of sustainability; §4.3)

Similarly, Romanian articles dramatized the relations between the State and the citizen formed in the context of domestic thermal rehabilitation requirements.

Romania and Spain were noted above in [§4.1](#) as using respectively an alarming or blaming tone; the relations between institutional stakeholders and private consumers are thus depicted in this light.

Industry as well is much mentioned in the Spanish sample; this may confirm the relative emphasis on the economic pillar of sustainability ([§4.3](#)). For this country sample, the first cluster of actors could be viewed as a triad instead of a duo and may “rhyme” with the consideration given to an integrated vision of the 3 pillars of sustainability.

France stands out with a strong and well balanced presence in the articles of "Industry - Politicians - Associations" (second cluster), representing various spheres of power. Can this be interpreted as a consensus search and/or the search for a triple bottom line? Germany and the U.K. might be in a similar pursuit of a balanced approach. However, the citation of Politicians appears proportionately less frequent in Germany and Sweden.

A strong presence of Associations appears in the Romanian data. Quotations of their viewpoints and actions probably lend to the tone used in Romania: either neutral or alarming, but not blaming.

There is relatively little citation of NGOs and SMEs across the board -- although for France SMEs stand out slightly. A possible interpretation could be: the voice of NGOs and SMEs is muffled as compared to that of the State, the Private person, and Industry, which seem to exert their control over the issues of Sustainable development.

Surprisingly, Scientists and Economists are not very present in the articles surveyed. This was not expected, given on hand the predominantly neutral and factual tone, and on the other hand the environmental and economic issues justifying, one would think, a more prominent role for scientists and economists.

Children too appear underrepresented. This is surprising as sustainability refers inherently to future generations. In risk perception research, the item "Impact upon future generations" is a well established item. The finding can be explained, maybe, by the fact that the selected media aim at an adult audience, and/or because the fate of children is supposed to be taken care of by the adults.

Conclusions in the perspective of next PACHELBEL steps

This interim report of a media analysis in six PACHELBEL countries is one of the steps towards building the stimulus material for the group-based processes. The media analysis brings out points that might be integrated into simulated media coverage in each context. Highlighted by the comparison across countries, the typical trends of representation observed can be imitated or wilfully contradicted, in order to foster group reflection. The interpretations can contribute as well to formulating the structured categories for the individual questionnaires (SIMI/EVOC method).

Cohently with the PACHELBEL research plan and to the instruction given to partners for this task, the data appear at least partly to reflect the partners' chosen policy area (substantive issue, agreements on focus with their "policy partner"). The data are thus to be interpreted within this frame as a sample only of media reporting about sustainable consumption. They are in no way claimed to be representative overall of the national media reporting on the identified issue.

However, at the collective level, the generated data constitute a rather broad and varied set of contents. This set usefully enlightens the research object "sustainable consumption" which, otherwise, remains a rather broad and ill defined notion.

On this basis, the next steps would be to:

- integrate comments and further data interpretation made by partners (all partners)
- complete or refine the country-by-country list of salient points (all partners)
- consolidate contents considered for stimulus material (Symlog in two-way relationships with group-based process partners)
- formulate structured categories for the individual questionnaires (mostly Symlog, with feedback and input from all partners).
-

The stimulus material will take e.g. the form of simulated newspaper article (to condense information and present it in a lively and stimulating manner) as part of starting and fueling the group process. This material will be specific to the country and to the substantive issue chosen by each partner.

The 12 categories for the individual SIMI EVOC questionnaire will be common to all countries, albeit translated, while key words chosen for the elicitation of free associations will reflect the concerns and priorities formulated in each group context.

Annex 1: Simplified Media Analysis Template

General identifying information

DESCRIPTION OF SOURCE

Mark with "X" or complete

Newspaper/ Magazine/other?

Type

Title (of newspaper/magazine/other)

Daily

Day

National or local

Date

Quality or tabloid

ARTICLE TITLE AND ABSTRACT

Headline (full title of headline)

Add here translation into English

Author(s) name(s)

Abstract

Type in freely

Open-ended categories

DESCRIPTION OF CONTENT / TOPICS

TO BE CHOSEN/DEVELOPED BY PARTNERS

Biodiversity

Habitat

Domestic energy conservation

Industrial energy conservation

Green fiscal measures

Sustainable consumption

Green growth

Waste

Green technology

Water

OTHER TOPIC (developed by partner... useful in your policy context) ...

ASSUMPTIONS, FRAMES, and (IMPLICIT) THEORIES about PUBLIC BEHAVIOR

Problem Framing

Implicit Theory of Behavior

Useful policy assumption quotations

(type in freely)

Closed categories

ACTORS

Administrative/State Policy makers

NGOs

Politicians

Industry

Economists

SMEs

Scientists

Consumers / private person

Associations

Children

Other

TONE and VOCABULARY *Mark with "X" or complete in free form when necessary*

| Tone | Style of vocabulary |
|---------------------------|-------------------------------------|
| <i>Alarming</i> | <i>Expert terminology or jargon</i> |
| <i>Reassuring</i> | <i>Lay or everyday language</i> |
| <i>Neutral</i> | <i>Cognitive, fact-centered</i> |
| <i>Serious</i> | <i>Emotionally-centered</i> |
| <i>Selling/convincing</i> | |
| <i>Humorous</i> | |
| <i>Blaming</i> | |

DYNAMIC OF SUSTAINABILITY AND SOCIETAL RISK

| Sustainability Dimensions taken into account | Risk assessment and evaluation dimensions |
|--|--|
| <i>Triple bottom line (integrated sustainability) approach</i> | <i>Credibility</i> |
| <i>Environmental only</i> | <i>Legitimacy</i> |
| <i>Economic only</i> | <i>Ambiguity</i> |
| <i>Social only</i> | <i>Uncertainty</i> |

Annex 2 : Media Analysis Europa Basic Frequency Comparisons.xls

[See attachment](#)

Shortcut to Annex 2_Media Analysis Europa_Basic ComparisonsV3.Ink