

How Did News Agencies Cover Non-Communicable Diseases (NCDs) in 2012?

Abigail Vidmar ❖ Dr. Won Yong Jang

Communication and Journalism ❖ University of Wisconsin-Eau Claire



Abstract

This study analytically compares how different news agencies frame non-communicable diseases (NCDs). According to the World Health Organization, NCDs (such as cancer, cardiovascular diseases, chronic respiratory diseases, diabetes, and mental illnesses) are the leading global killer. News agencies across the globe determine the voices heard and issues covered for NCDs in which influence the attitudes, policies, discussions, and opinions of public health. Through LexisNexis database, articles were collected from the United News of India and Agence France-Presse news agencies. The content's topics, themes, cancer sites, and sources were analyzed on SPSS.

Sampling

Population/Universe: All news stories that primarily dealt with NCD from 2012

Unit of Analysis: Each news story

News Agencies Used

- **Global North:** Agence France Presse (AFP)
- **Global South:** United News of India (UNI)

Article Sampling: 3 randomly construct weeks per year from 2012

Keywords: "Non-Communicable Disease" and 22 other related terms connected to the areas of

- Cardiovascular Disease
- Cancer
- Chronic Respiratory Disease
- Diabetes
- Mental Illness

Procedure

- Content Analysis
- LexisNexis Database Search
- One Coder was trained to
 - Select relevant news articles from population within the parameters of the constructed weeks
 - Assess article contents to identify topics, themes, cancer sites, and sources using provided coding form

Acknowledgements

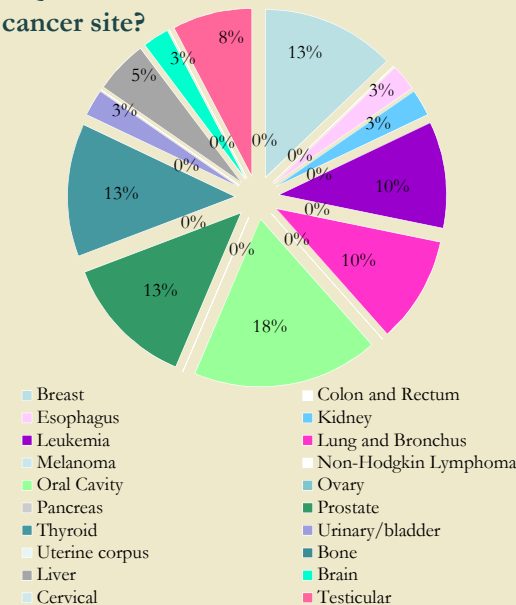
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RQ 1: How is it covered in terms of NCDs topics?

| Topics | All Stories | | | |
|---------------------|-------------|------|--------------|--------|
| | AFP | UNI | X2 (d.f. =1) | (%) |
| Cause | 39.3 | 50.8 | 34.4 | 4.988* |
| Detection/Diagnosis | 30.4 | 30.5 | 30.2 | .002 |
| Treatment | 38.8 | 42.4 | 30.2 | 2.798 |
| Prevention | 6.5 | 4.0 | 12.7 | 5.535* |
| Death | 32.2 | 31.8 | 33.3 | .049 |
| Survivor | 9.3 | 12.6 | 1.6 | 6.343* |
| Funding | 8.9 | 9.9 | 6.3 | .706 |
| Industry | 14.0 | 15.9 | 9.5 | 1.497 |

*P<.05, **P<.01

RQ 2: How is cancer covered in terms of cancer site?



Discussion

- Topic and theme differences are due to the public health news presented in a developed area (AFP) versus a developing area (UNI)
- The most common cancer site was oral cavity cancer due to accepted cultural norms, increased screenings for oral cancers, etc
- Sources reported are based on the relevance of the news story

RQ 3: How is it covered in terms of NCDs themes?

| Theme | Agency Type | | | | | |
|------------------------------------|-------------|------|-----|------|----------------|--------|
| | AFP | | UNI | | t (d.f. = 212) | |
| | M | SD | M | SD | t | P |
| New Evidence or Research Presented | .14 | .401 | .24 | .465 | -1.570 | .188** |
| Scientific Background | .11 | .317 | .32 | .469 | -3.710 | .000** |
| Consequences | .81 | .395 | .73 | .447 | 1.261 | .209* |
| Uncertainty | .28 | .450 | .05 | .215 | 3.885 | .000** |
| Action/Mobilization | .20 | .400 | .24 | .429 | -.624 | .534 |
| Reassurance | .02 | .140 | .00 | .000 | 1.116 | .266* |
| Conflict | .22 | .415 | .08 | .272 | 2.451 | .105* |
| International Relations | .05 | .211 | .03 | .177 | .520 | .604 |

Note: Minimum = 0, Maximum = 2

*P < .05, **P < .01

RQ 5: What sources were used/represented/mentioned/quoted?

| Sources | All Stories | | | |
|--|-------------|------|--------------|----------|
| | AFP | UNI | X2 (d.f. =1) | (%) |
| Academic/university professor, doctor, researcher or scientist | 24.8 | 19.9 | 36.5 | 6.606* |
| Resident/citizen "on the street" (non-expert interview) | 22.4 | 25.8 | 14.3 | 3.404 |
| Business/Industry group | 8.9 | 7.9 | 9.3 | .098 |
| Economists | | | | |
| Unnamed experts, officials, or health professionals | 68.2 | 64.2 | 77.8 | 3.759* |
| Unaffiliated or independent medical institution | 9.3 | 4.6 | 20.6 | 13.431** |
| Governmental/inter-governmental sources | 29.9 | 31.1 | 27.0 | .364 |
| Non-academic/governmental health, medical and research groups | 9.8 | 4.6 | 22.2 | 15.535** |

*P < .05, **P < .01