

## EC SO5001: Diversity & Difference in a Contemporary World – Agenda Bias

The following factors can all influence the ‘agenda bias’, ‘gatekeeping’ or ‘agenda setting’ of an organisation;

| Type of Agenda Bias    | Motivation for this Bias                                                                                                                             | Source                      |
|------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|
| Ideological            | selecting stories that fit with that organisation’s own political views                                                                              | (Eberl <i>et al</i> , 2015) |
| Advertising            | selecting stories that will appeal to certain advertisers (who want to target specific readers)                                                      | (Eberl <i>et al</i> , 2018) |
| Amplitude              | selecting stories that are ‘big’ enough to be considered newsworthy                                                                                  | (Hodkinson, 2011)           |
| Clarity                | selecting stories where there is a clear attribution of who is wrong and who is right                                                                | (Hodkinson, 2011)           |
| Cultural Proximity     | selecting stories that involve people from a similar culture etc. to the audience (i.e. news is ethnocentric)                                        | (Hodkinson, 2011)           |
| <b>Predictability</b>  | selecting stories that fit neatly with the expectations of the audience (i.e. the story conforms to the stereotypes that the audience holds)         | (Hodkinson, 2011)           |
| Unexpectedness         | <b>unlike many of the above, this is selection of a story because it is different, original or surprising</b>                                        | (Hodkinson, 2011)           |
| <b>Elitism</b>         | only selecting stories that are about ‘important’ countries or people, reporting on the ‘people who matter’                                          | (Hodkinson, 2011)           |
| <b>Personification</b> | selecting stories where it can be seen that events are influenced by individual morals, decisions and behaviour rather than ‘faceless’ organisations | (Hodkinson, 2011)           |

- Eberl, J. M.; Boomgaarden, H. G.; Wagner, M. (2015). "One Bias Fits All? Three Types of Media Bias and Their Effects on Party Preferences". *Communication Research*. Vol. 4 (8) pp.1125–1148. <https://doi:10.1177/0093650215614364>
- Eberl, J. M., Wagner, M & Boomgaarden, H. G. (2018). "Party Advertising in Newspapers". *Journalism Studies*. Vol. 19 (6) pp.782–802. <https://doi:10.1080/1461670X.2016.134356>
- Hodkinson, P. (2011) *Media, Culture and Society: An Introduction* London : Sage