

Analysis of media coverage of drawing European funds of MEY&S

ANNEX FINAL REPORT

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1 Methodology of media analysis

The analysis of RDI OP media coverage **maps in detail media presentations of mediated EU funds by the Ministry of Education, Youth and Sports in the national and regional news media** (national and regional press, radio, television, internet) **in the second half of 2010**. It investigated explicit references about the Ministry of Education and at the same time some of the following terms: The operational programme Research and Development for Innovation, the European Union (in terms of utilizing funds).

The aim of this method was to evaluate the current non-advertising media publicity of RDI OP.

Reference period: 1. 7. 2010 – 31. 12. 2010

Sample volume: 319 relevant posts that mention the problem in Czech media

Monitored media:

- **daily newspapers:** e15, Mladá fronta Dnes, Právo, Lidové noviny, Hospodářské noviny
- **TV coverage:** CT, Nova, Prima,
- **radio coverage:** ČRo1, Impuls F1, Radiožurnál, Frekvence1
- **weekly newspapers/magazines:** Ekonom, Euro, Profit, Týden, Reflex, Respekt
- **regional content:** Mladá fronta Dnes, Právo, LN, Pražský deník, the regional newspaper Bohemia
- **internet sources:** novinky.cz, aktuálně.cz, idnes.cz, centrum.cz, ihned.cz

Analysis of RDI OP media coverage corresponds to the following questions:

- What was the level of media coverage of spending European funds in the period monitored?
- How did the intensity of media coverage of spending European funds of MEY&S vary in national and regional media?
- In what context (negative, neutral, positive) was the spending European funds of MEY&S presented by the media?
- How intensively was publicity for individual priority axes and areas of intervention ?

- How intensely were regions and municipalities promoted in connection with the drawing of EU funds?
- How intensely were specific organizations and categories of organizations (ministries, offices, social and nonprofit organizations, private institutions, etc.) publicized in connection with the drawing of MEY&S subsidies?
- How much space did the media provide to specific speakers mentioning the funds of the MEY&S?

Media content analysis is a quantitative research method for a systematic and inter-subjectively verifiable description of communication content. The methods used for analysis are defined in such a way that everyone who uses these methods on the same material must come to the same conclusions. The results of the analysis as such are not dependent on the people implementing it, but depend on the defined methods and material to be analyzed.

Each contribution is assigned **one main theme**, depending on the prevailing content of reports.

One contribution may contain a number of mentioned thematic aspects about the bodies, so-called statements.

A statement is defined as a body, tendency and context of evaluating a body, thematization and origin of a statement. Whenever any of these items are changed, the new statement is written. Therefore one sentence can consist of a few statements, and vice versa, a few sentences may consist of a single statement.

Analysis of the issue of media publicity comprehensively assessed the issue of profiling in the media. It analyzed the context (positive / neutral / negative), thematization of media coverage (basic thematic categorization by priority axes of RDI OP) identified key stakeholders and interest groups who communicated on the issue, and evaluated the impact of crisis events.

Terms occurring in the analysis:

Base - The number of passages / statements / posts that were included in the analysis. The number in the base may not match the sum of the values listed in the chart. The chart can present only the most significant results.

Categories of topics – The range of topics are related. Categories consist of sub-thematic aspects that define media content more specifically. Categories can be considered as a departmental area of individual ministries.

Coding, Codebook - A standardized procedure for obtaining information. The method is clearly defined as a so-called Codebook. Different methods can be created for individual clients depending on the objectives pursued within cooperation.

Content analysis - a systematic summary of the content and form of reporting. Posts are not interpreted subjectively, but coded in a controlled manner according to predetermined methods.

Post – article, an integrated television or radio post. Quantitative analysis classifies a new post with every change of the author (a thematically identical read message + report are classified as 2 posts). Standardized qualitative analysis classifies a read message and a subsequent report as one post. Therefore, data in the base may sometimes differ for the same period.

Statement - A segment of information, from which a monitored body is quoted or described. In the analysis of individuals and businesses a statement consists of these basic categories: body - thematization - tendency - context - the author of the statement

Monitored body – Information about whom / what are we interested in? A body may be a company, political party, person, city, etc. The body is classified in detail based on the level of statement (see statement).

Passage - Part of a post, which is determined by a body and thematization.

Line - It allows a comparison between the length of statements and posts from various media. The length of essays (statements) is measured in a standardized format.

Context – Specifies whether information about the body is presented in a positive or negative light depending on the range of contexts (it does not specify how the body is evaluated, but what are the nature of facts that are associated with it). We talk about hidden evaluation, since the context has a significant influence on the formation of a favorable or unfavorable image of the monitored body.

Tendency - Explicit evaluation of the monitored body (persons, political parties, companies). It can be negative, neutral or positive. A display of approval or rejection is also considered as a tendency.

Period – Time period which was analyzed.

Thematization - One of the fundamental aspects of a statement. It classifies the content (attitude, activity) with which the body in a statement is associated. A few thematizations can be encoded in one post.

Reference area – Any number of reference areas may be classified in one post according to any number of coded statements (e.g. the visit of the Argentine ambassador in Ostrava - reference area: Ostrava, Argentina).

2 Basic findings of the analysis

- **Little information about specific implemented projects appear in the presentation of issues related to drawing funds under the auspices of the MEY&S** - may be proven by the **high proportion of institutional topics, little representation in the regional media** which offers scope for the presentation of local projects as well as the indicator of the territorial validity of statements – **the specific sites are regarded by only a quarter of the sample.**
- **The national media informed about the increased interest in the issue of drawing funds** from operational programmes managed by the Ministry of Education (three quarters of the reference sample).
- Regarding the definitions of the monitored issue, **the most common means of identifying the origin of European money that appear most often in the media are funds from the EU, structural funds, union money, etc.**
- In the course of the monitored period, **two important facts occurred that had an impact on the context of the presentation** of MEY&S's management of European funds: **the media positively presented the project of EU money to schools** - OP Education for Competitiveness, and **negatively presented the dismissal of the Chief Director of the European funds section of MEY&S**, which at the same time in September 2010 caused a significant increase in the intensity of the presentation of the monitored issue.
- **The establishment and development of well-equipped research institutes were the most frequently (and at the same time best rated) presented themes of the operational program RDI.**
- The media presented **most of the observed concepts** (OP RDI, EU) in conjunction with MEY&S **in relation with institutional issues.**
- Of the monitored areas, **South Moravia significantly specialized** in this matter. **All the local universities** requested funds for the establishment of new scientific research centers. **Three-quarters of the information** on EU funds mediated by MEY&S **covered the entire CR, only a quarter of the information was devoted to regions.**

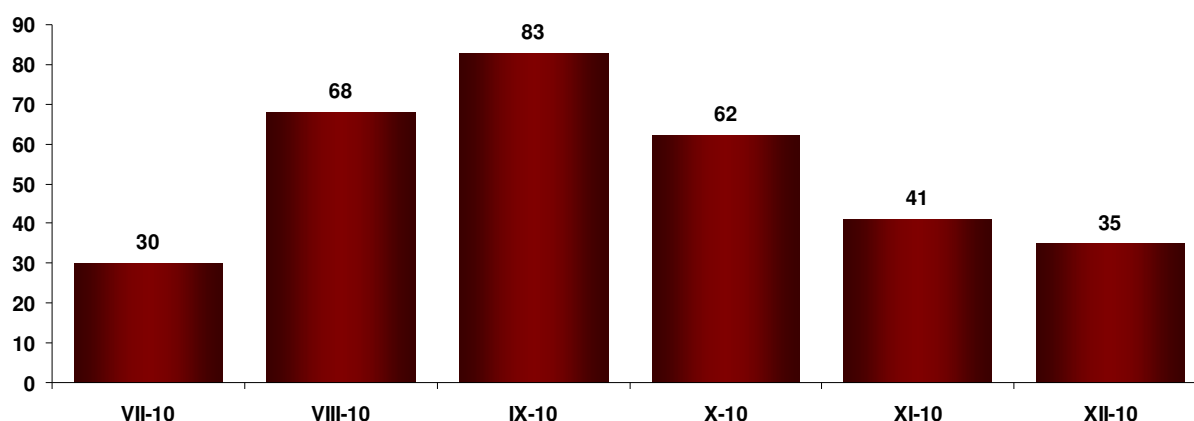
3 Detailed results of the analysis

The following subsections in detail present the results of the performed analysis.

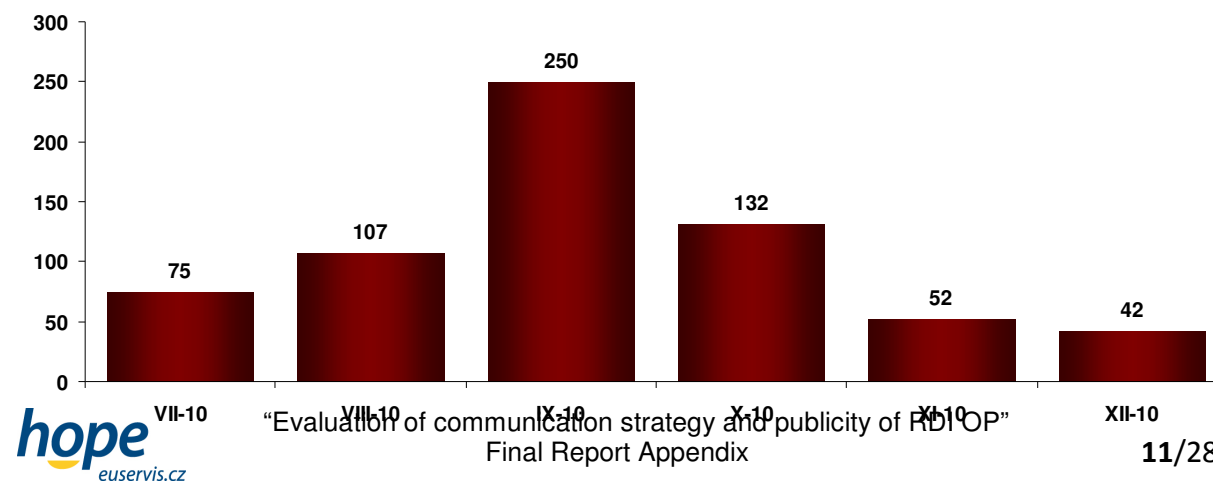
3.1 Time evolution of media coverage

The MEY&S media coverage in the context of drawing funds from the EU increased in September 2010, when the Minister of Education, Josef Dobeš dismissed the Executive Director of EU funds, Jan Vitula. Both sides commented on the issue in several interviews, so the increase is mainly evident in the number of indicator statements.

Graph 1: Time evolution of media coverage – number of posts

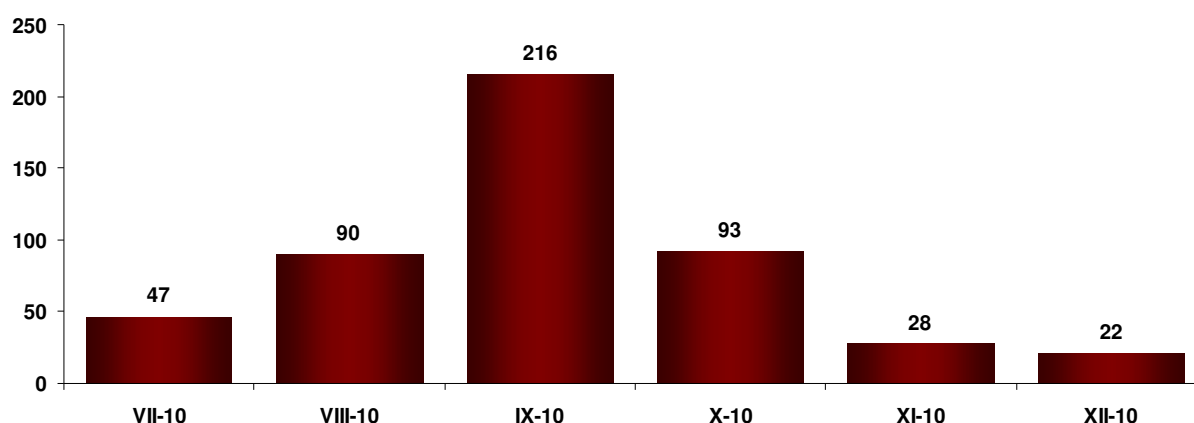


Graf 2: Time evolution of media coverage – number of statements

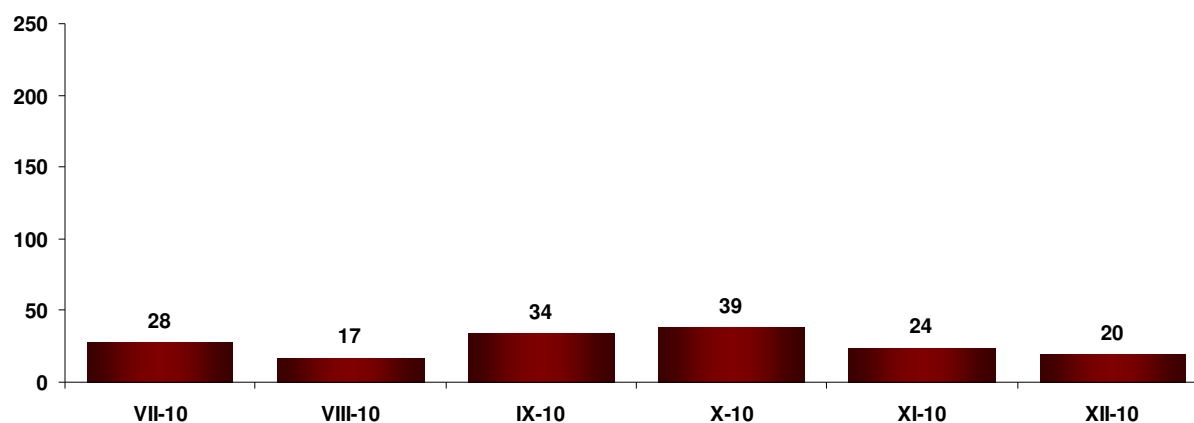


The **national media** informed about the increased interest in the issue of drawing funds from operational programs managed by the Ministry of Education (three-quarters of recorded statements appeared in the national media).

Graph 3: Time evolution of media coverage in the national media – number of post



Graph 4: Time evolution of media coverage in the regional media – number of statements



3.2 Context of media coverage

Method of evaluation: with each occurrence of a reporting body (MEY&S in conjunction with drawing European funds), we can determine in the media how it was assessed.

Three types of context assessments can be distinguished (fictitious examples):

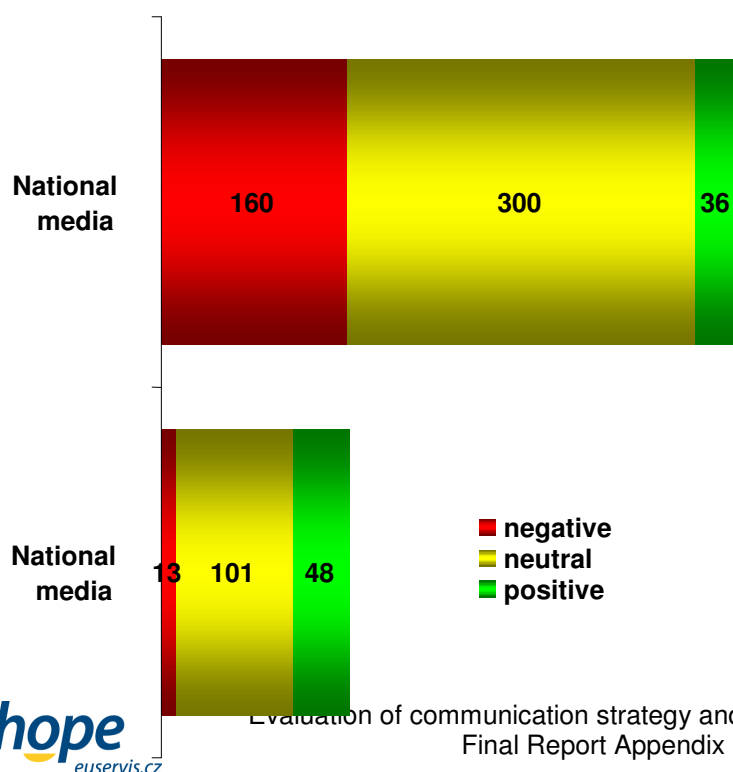
Positive context: statements have a positive impact, the author of a statement agrees with or praises the MEY&S and the drawing of EU funds, example: "Thanks to the RDI OP project, we could modernize the laboratory."

Neutral context: the author of a statement of MEY&S and drawing of EU funds does not criticize nor praise, a statement has a neutral impact, example: "we want to pay for modernization of laboratories from the operational programs managed by the Ministry of Education."

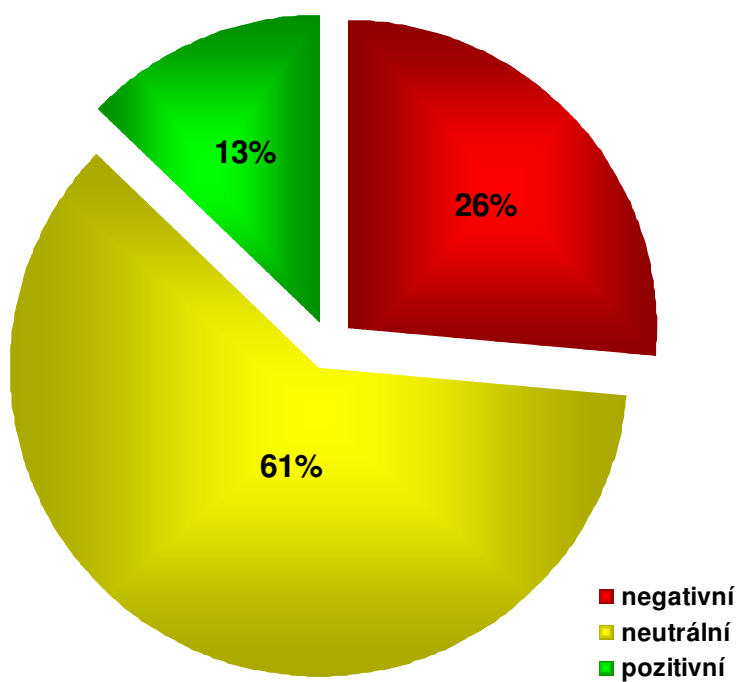
Negative context: a statement has a negative impact, the author of a statement disagrees or criticizes the monitored body, example: "The dismissal of Jan Vitula will have a serious impact on drawing of EU funds."

In the course of the monitored period, two important facts occurred that had an impact on the context of the presentation of MEY&S's management of European funds: **the media positively presented the project of EU money to schools**, and **negatively presented the dismissal of the Chief Director of the European funds section of MEY&S**.

Graph 5: Context of media coverage – number of statements



Graph 6: Proportion in context of media coverage – number of statements



3.3 Thematic structure

The following chapters closely present the elements of the context of media coverage in terms of RDI OP as regards thematic structure.

3.3.1 The research and development for innovation operational programme

The establishment and development of well-equipped research institutes were most frequently (and best rated) presented topic of the Research and Development for Innovation operational programme (Topic 2 priority axis).

Concerns about drawing funds from this program was expressed by the academic community and representatives of the Research and Development following the dismissal of the director of EU funds, Jan Vitula of MEY&S (topic on drawing funds).

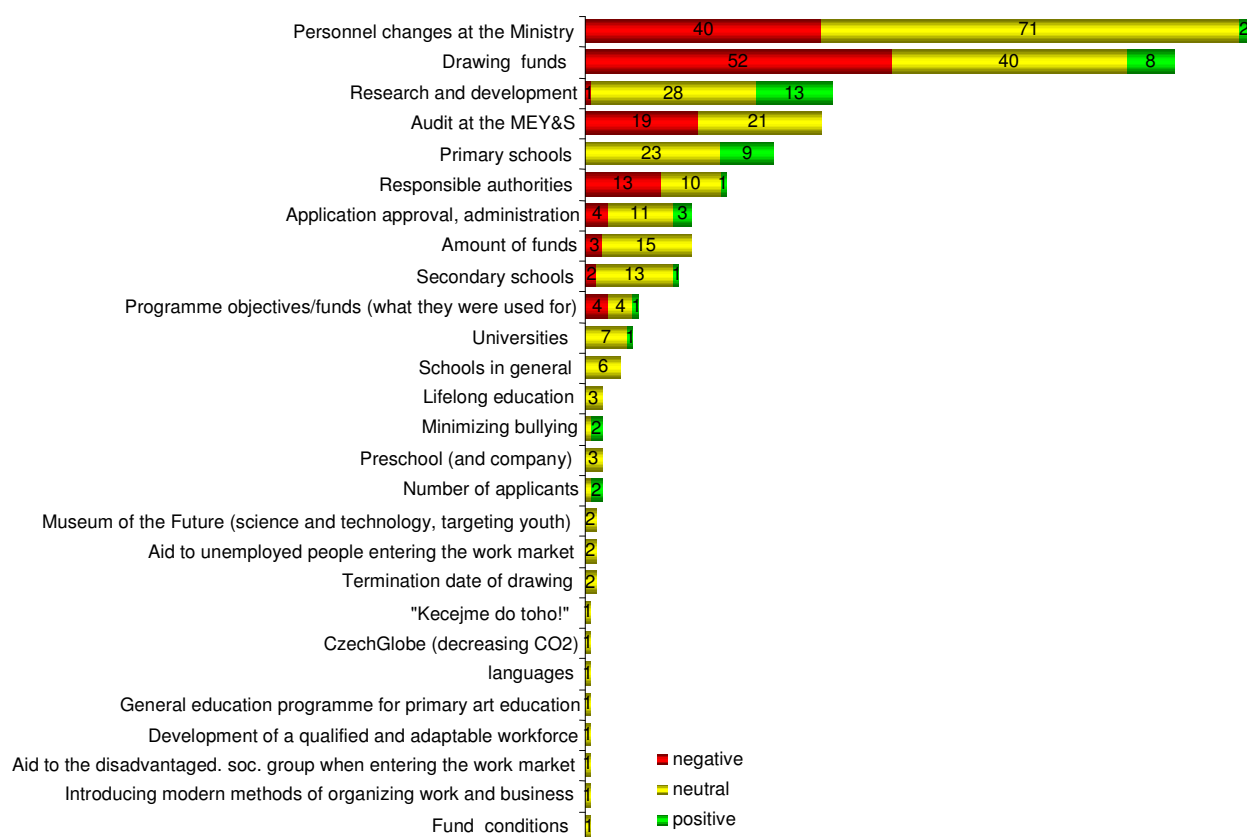
Graph 7: Context of topic of MEY&S regarding RDI OP (number of statements)



3.3.2 European Union

The most common means of identifying the origin of European money - funds from the EU / structural funds/ union money occur in the media with highest intensity. The MEY&S, in connection with the general label "drawing funds from the EU", was mentioned most often in connection with the dismissal of the director of EU funds (personnel changes at the ministry) and potential problems with further drawing of EU funds, in the second half of last year, due to insufficient personnel coverage in the EU funds section.

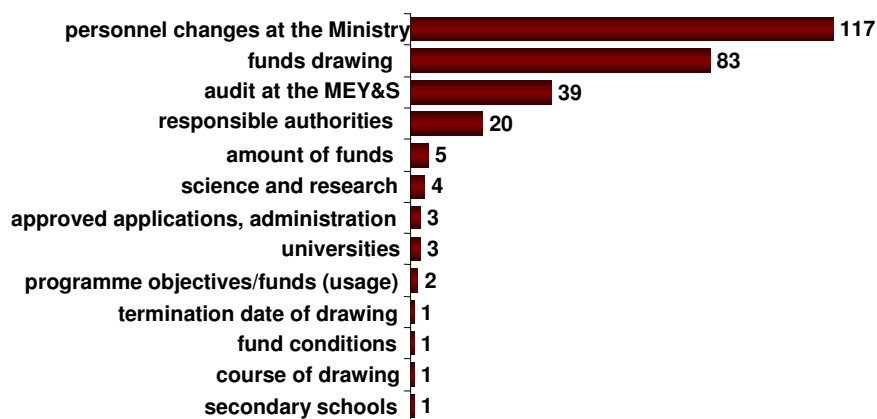
Graph 8: Context of topics of the MEY&S in connection with EU funds (number of statements)



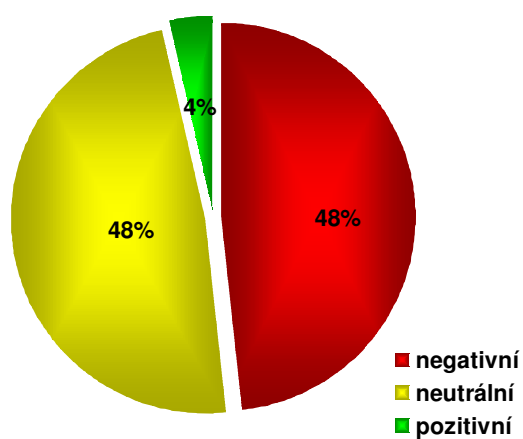
3.3.3 The dismissal of Jan Vitula

The context of media coverage of EU funds by the MEY&S did not affect any event of the second half of the year as negatively as the dismissal of Jan Vitula. Jan Brezina made the strongest statement against the step Dobeš took with the following sentence that appeared seven times in the media: *"I consider the dismissal of Jan Vitula as a fatal blunder bordering with amateurism and his reasons as fabricated and motivated with the intention of concentrating all power in office in his hands."*

Graph 9: Publicized topics of the dismissal of Jan Vitula (number of statements)



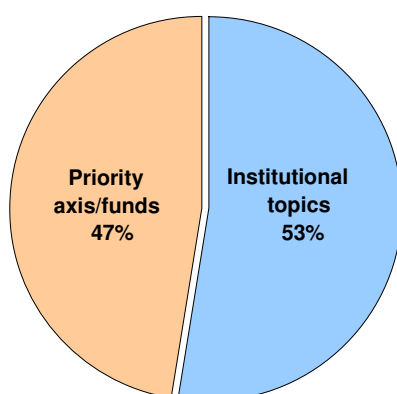
Graph 10: Context of media coverage of Jan Vitula (number of statements)



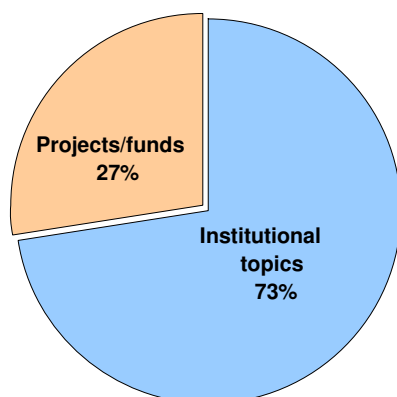
3.4 Institutional and Subsidy Topics

Most of the studied concepts (RDI OP, EU) were presented by the media in connection with institutional topics.

Graph 11: Proportion of institutional and fund topics of MEY&S regarding RDI OP (number of statements)



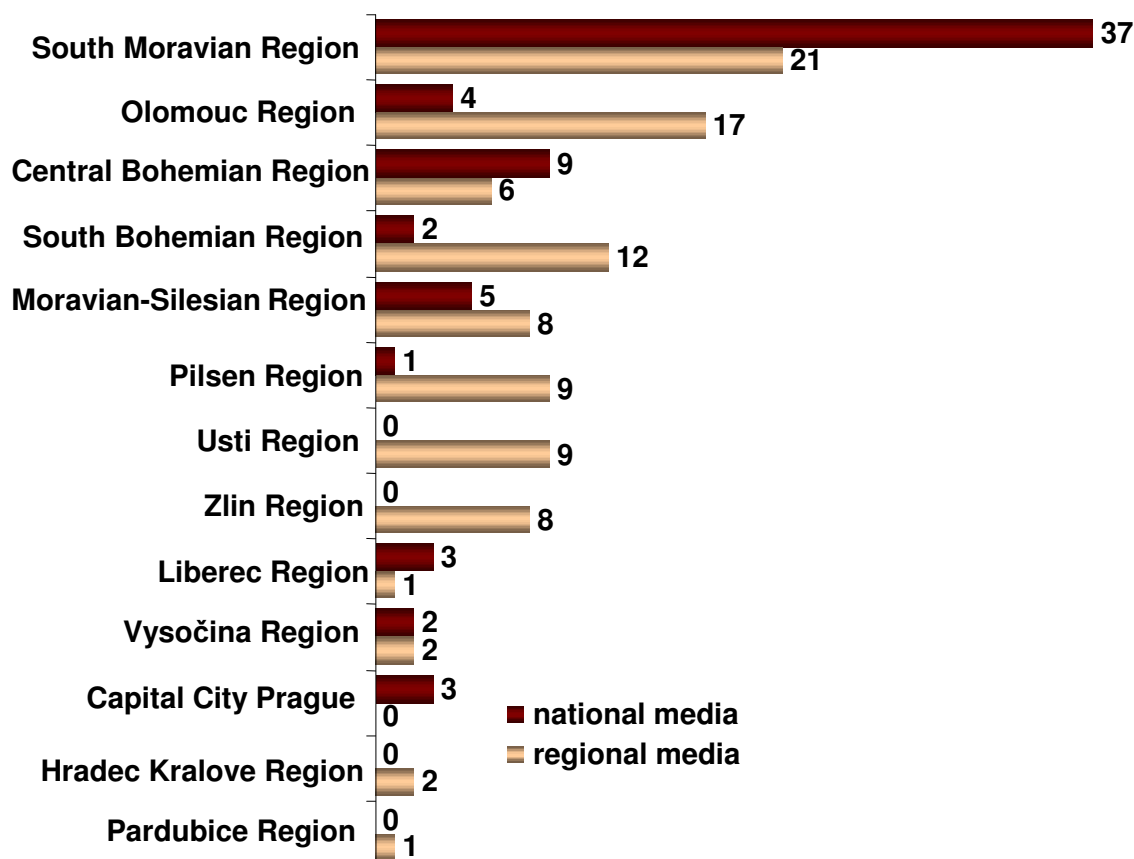
Graph 12: Proportion of institutional and fund topics of MEY&S regarding EU financing (number of statements)



3.5 Territory

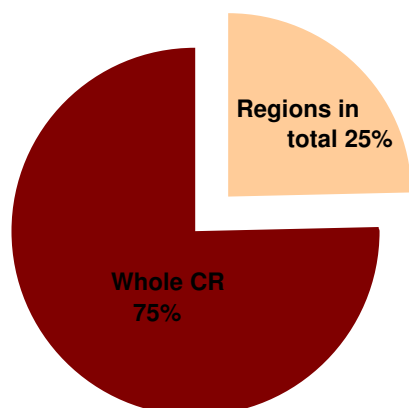
Of the monitored areas, **South Moravia significantly specialized** in this matter. **All the local universities** requested funds for the establishment of new scientific research centers.

Graph 13: Statements of regional jurisdiction– number of statements



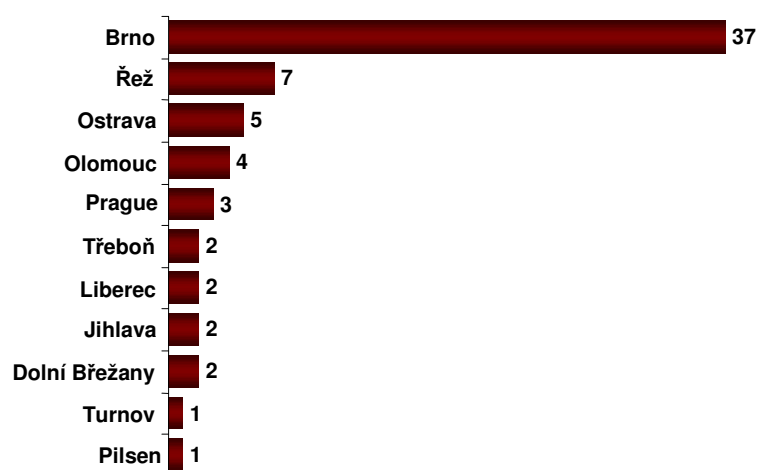
Three-quarters of information on EU subsidies managed by the MEY&S appeared in national titles.

Graph 14: Proportion in regionally-oriented statements



According to the presentation in the media, EU funds **help scientific research activities at universities in Brno.**

Graph 15: Statements of local jurisdiction – national media (statements)



Graph 16: Statements of local jurisdiction – regional media (statements)

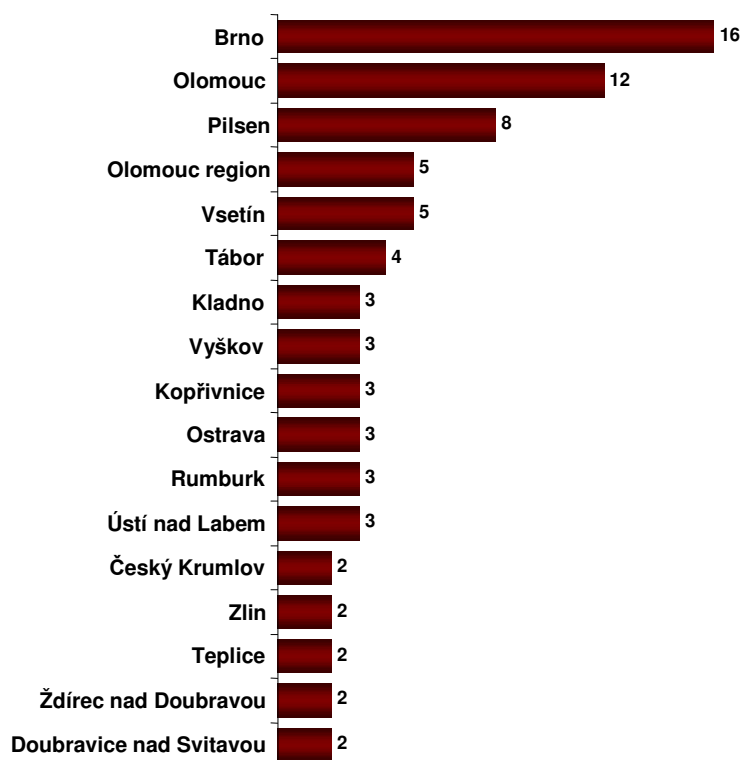


Chart 1: Brno in the national media

Title	Medium
24 HODIN V METROPOLI	Lidové noviny
One cannot live without wine and greenery	Euro
Brno "recruits" scientists	Lidové noviny
Brno becomes the centre of climate research	Deníky Bohemia
Centre for Research on Cancer arises thanks to EU support	Novinky.cz
Czech universities should get more money next year than originally expected	Radiožurnál
Smarter concrete	Euro
Masaryk University completed project to build university campus	ihned.cz
Research center to be built for 342 million crowns at Brno University of Technology	Novinky.cz
Is Brno luring the elite?	Euro
New Czech project CzechGlobe examines climate change, NASA is interested	iDnes.cz
The future of Brno and project CEITEC now decided in Brussels	Novinky.cz
Giant projects in Brno increase chances for EU money	E15
Another high official ens after the Director of Education of Eurofunds	Právo
Teachers at Centre of Civil Education of MU help with education of citizenship	Novinky.cz
Rectors are afraid of cuts decreasing quality of universities	Radiožurnál
Dispute over European money at Ministry of Education ended yesterday,after dismiss...	Radiožurnál
Savings in the Ministry of Education will most probably go to universities	Radiožurnál
Tumor research centre to arise in Brno	Euro
In 2 hours rectors start negotiating with Ministry of Education over budget cuts for univ...	Radiožurnál

3.6 Categories of beneficiaries and bodies

While the largest group of beneficiaries/bodies which have been associated with the studied issue, the MEY&S came up most dominantly in the national media, however schools and educational institutions came up most in regional media.

Graph 17: Composition of categories of beneficiaries and bodies in the national media (number of statements)

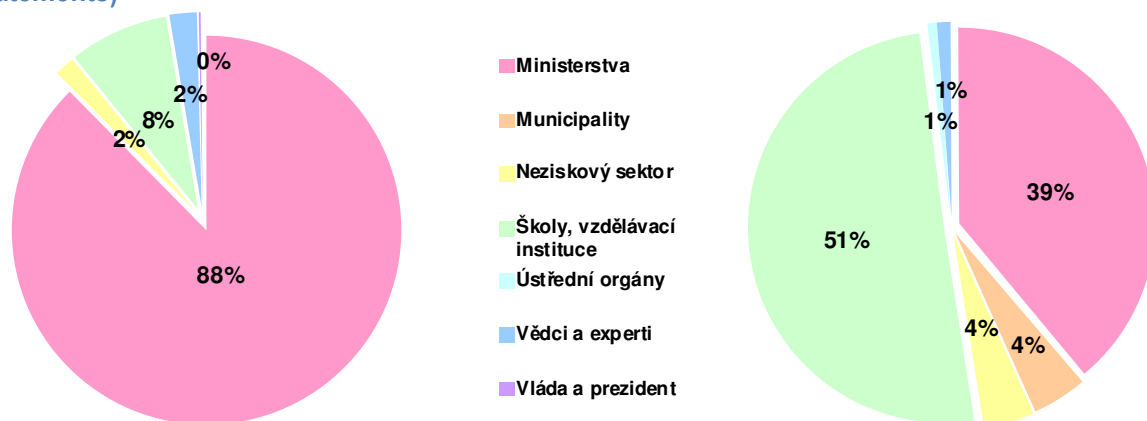


Chart 2: The most frequent beneficiaries and bodies - national media (number of statements)

Body/beneficiary	No. of statements	Body/beneficiary	No. of statement
MEY&S	63	Research and breeding institute of Pomology	2
schools	13	CEITEC (Science Centre)	2
UPOL	12	University of West Bohemia, Pilsen	2
Charles University	6	Primary School Větrní	1
Masaryk University in Brno	6	International Clinical Research Centre ICRC	1
VUT Brno	5	National Agency for European Educational Programmes	1
Primary and Pre-School Turkmenská	4	Civic Association Slovo 21	1
Olomouc region	3	Primary School Votice	1
University of Jan Evangelist Purkyně	3	Lovosice	1
Science Museum of Tatra	3	TRIANON Association - ČECHY	1
Primary School Zd. Petřík Kladno	3	Silesian gymnasium	1
Vysočina region	2	Zlín region	1
University of Tomáš Baťa	2	Tábor Secondary School of Industry	1
Primary School za nádražím (Český Krumlov)	2	Technical University of Liberec	1
University of Ostrava	2	Attavena	1
Primary School in Rumburk	2	Primary School Rokycany	1
University of South Bohemia	2	Primary School Frymburk	1
Primary School A. Sochor Teplice	2	Labour Office	1
Veterinary and Pharmaceutical University	2	Research Institute of Education	1
Primary and Pre-School in Doudleby nad Orlicí	2	Network of Maternity Centers (civic association))	1

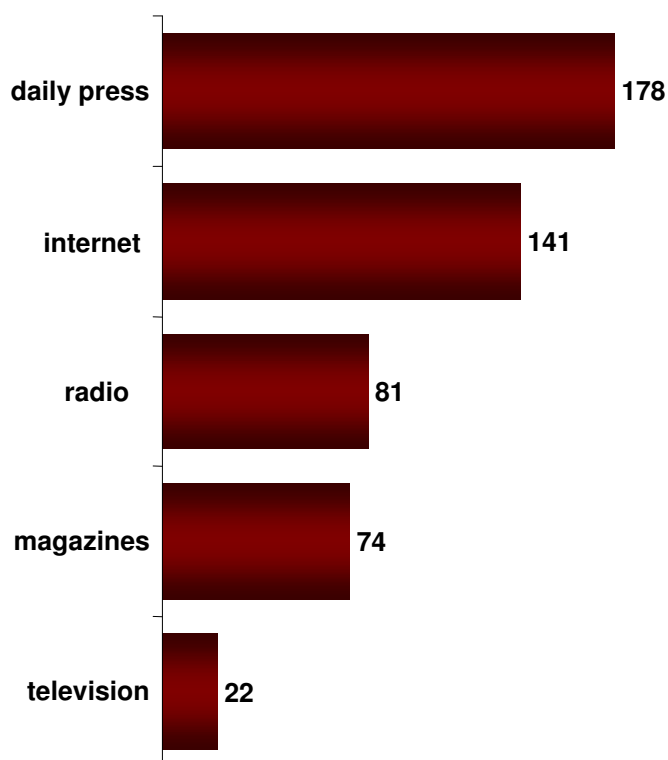
Chart 3: The most frequent beneficiaries and bodies - regional media (number of statements)

Body/beneficiary	No. of statements
MEY&S	434
Masaryk University in Brno	13
Academy of Science CR	7
VUT Brno	5
CEITEC (Science Centre)	5
Research Centre Řež	5
Mendel University in Brno	4
UPOL	4
ČVUT	3
Centre of Excellence IT4Innovations	3
Primary School T. G. Masaryk	2
Technical University of Liberec	2
Centre for Sustainable Mobility of Vehicles	2
University of Ostrava	1
International Clinical Research Centre ICRC	1
Advanced Materials, Structures and Technologies (AdMaS)	1
CR government	1
University of West Bohemia in Pilsen	1
AISIS	1
South Moravian Centre for International Mobility	1

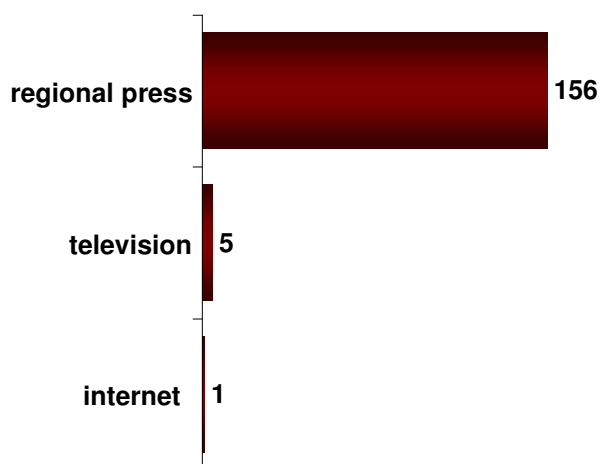
3.7 Media Categories

The most common category of media, in which reports of European funds implemented through the MEY&S appeared, was daily press. internet sites also showed interest in the issue of operational programs.

Graph 18: Media categories with nationwide reach (number of statements)



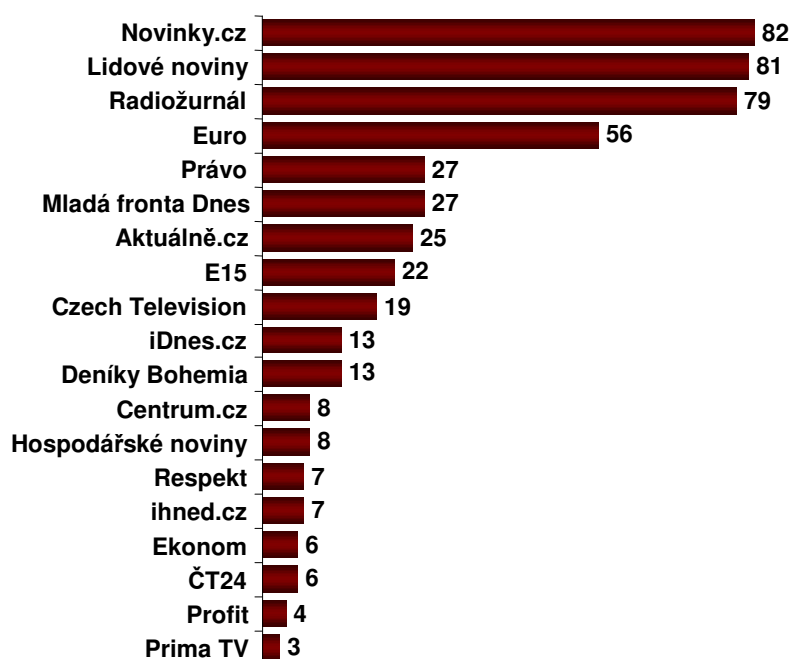
Graph 19: Media categories with regional reach (number of statements)



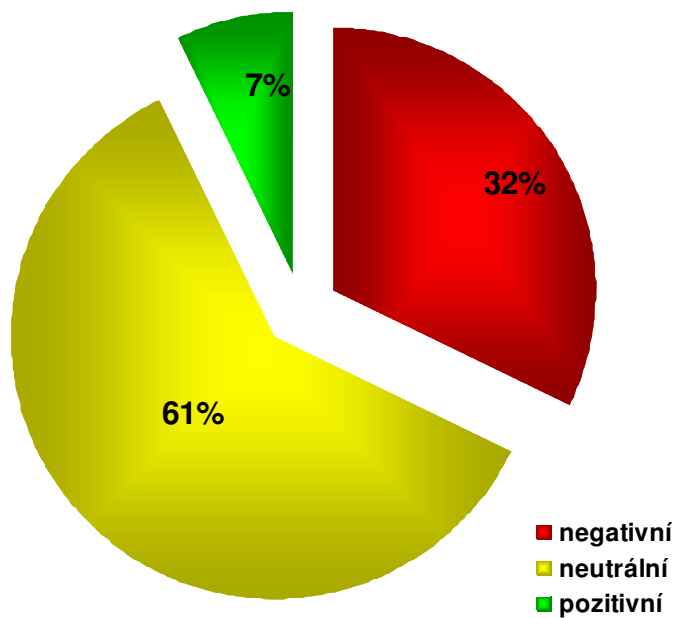
3.7.1 National media

The national media focused on the case of Jan Vitula's dismissal. It was the national media that relayed the concern of the Council for Science, Research and Innovation about further drawing from EU funds (*"The Council expresses its concern over the situation that occurred due to personnel changes in the Ministry of Education as the governing body of the Operational Programme Research and Development for Innovation"*)

Graph 20: Most actively informing media – national media (statements)



Graph 21: Context of statements in national media



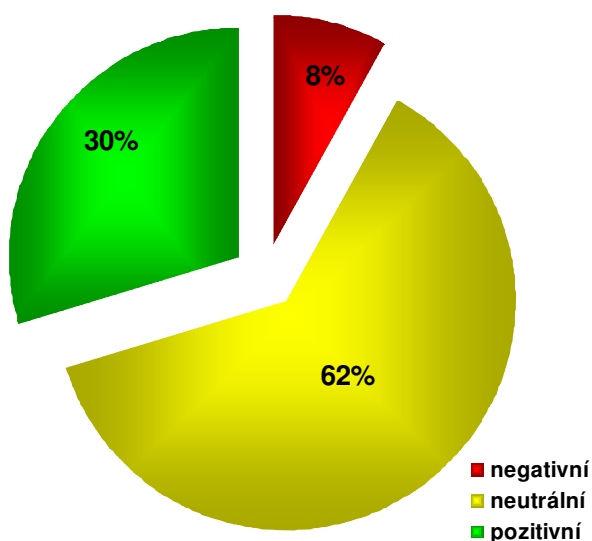
3.7.2 Regional media

The regional media focused its attention on specific fund projects, and therefore more positive views appear in their presentation on drawing funds through the MEY&S than in the national media's presentation.

Graph 22: Most actively informing media – regional media (statements)



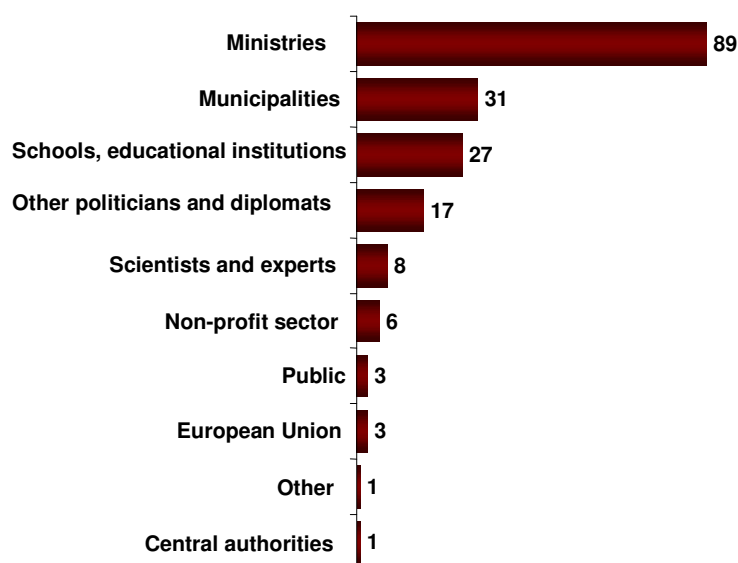
Graph 23: Context of statements in regional media



3.8 Categories of authors of statements

While the **national media** gave more space to the **MEY&S** for making statements (48% of the statements by communicators, regional media 23%), the regional media requested utterance (almost half of all utterances by communicators).

Graph 24: Categories of author statements in national media (statements)



Graph 25: Categories of authors of statements in regional media (statements)

