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Coverage of the #MeToo & Time’s Up Movement: Examining who is quoted and what terminology is used in MSNBC, Fox News and the BBC’s coverage of the #MeToo and Time’s Up Movements

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Assignment

- The ethics audit assigned in JOUR 351, Mass Media Ethics, asks students to pick a subject or event and analyze the coverage by a credible news source. Based on the topic, students develop research questions to test through textual or content analysis and scholarly research. Students then analyze their findings, wrestle with ethical issues common in journalism and apply ethical theories to real-world events. The purpose of the project is to familiarize students with how to find research connected to what they are doing and to expose them to the work being done by mass media scholars.

- I chose to look at the coverage of the MeToo and Time's Up Movement by two popular news sources in the United States, MSNBC and Fox News, and one international source, the BBC.

Project

- Methodology: I performed a content analysis by counting the language used by MSNBC, the BBC and Fox News when they described behavior inflicted by perpetrators. I also looked at who was interviewed in each article and clip. My categories came from my data set.

- Research Domain: I examined all of the articles and clips about the MeToo and Time’s Up movements by MSNBC, the BBC and Fox News from October 18, 2017, around the time the movements began, to February 28, 2018, when I officially began my audit. In examined 23 articles and clips from the BBC, 21 from MSNBC and 20 from Fox News.

- Research Questions: Do MSNBC, Fox News and BBC cover the MeToo and Times Up Movement differently? What kind of language is used when describing the actions of people who perpetrate this inappropriate behavior? Do these sources use different language? Who is interviewed and quoted in each of these articles and clips?

Findings

Who was Interviewed and Quoted About MeToo and Time’s Up

- MSNBC
- FOX
- BBC

Figure 1.0 – The graph above shows the percentages of who was interviewed in all articles and clips about the MeToo and Time’s Up movement from MSNBC, Fox News and BBC between October 18 to February 28.

Terms Used When Discussing MeToo and Time’s Up

- "Victim: alleged" 59%
- "Sexually assaulted" 31%
- "Commerical sexual activity-later retracted" 20%
- "Non-commercial sexual contact" 25%
- "Harassed" 12%
- "Raped" 7%
- "Sexual abuse" 5%
- "Sexual misconduct" 3%
- "Inappropriate behavior" 2%
- "Gropings" 2%
- "Sexual assault" 2%
- "Violated" 2%
- "Sexual activity" 1%
- "Bad behavior" 1%
- "Sexual violence" 1%
- "Sexual harassment" 1%
- "Sexual misconduct" 1%
- "Sexual violence" 1%
- "Victim" 1%

- MSNBC
- FOX
- BBC

Figure 2.0 – The graph above shows the percentage of what terms were used in all articles and clips about the MeToo and Time’s Up movement from MSNBC, Fox News and BBC between October 18 to February 28.

Discussion

Ethical Theories

- The Golden Mean asks journalists to come to a moderate bias as ethical solutions in situations where extreme choices are unacceptable.
- This theory was not met because each network had specific groups which leaned toward more reporting on these movements.
- The Categorical Imperative asks reporters to tell the truth no matter the consequences.
- This theory was also not met, because while the reporters did not specifically withhold information or lie to their audience, using nuanced terms interchangeably and not providing adequate context did not portray the full story to their readership and viewers.
- Utilitarianism asks reporters to look at the consequences of their actions by asking who could benefit or be hurt by their decisions.
- Utilitarianism was not met. By using a variety of terms that have different social, political and legal meaning interchangeably, the general public, who is the greatest number, is failed because they are not being informed with the whole truth or context for these complicated discussions.

- The Veil of Ignorance asks journalists to report independently of social, political or economic factors that make us biased.
- The veil of ignorance was met in the reporting of all three of these news outlets because every party was treated the same, with fair and responsible judgement by the reporter.

Examples

- "Actresses wore black gowns in support of the Time’s Up movement, standing in solidarity with victims of sexual assault and harassment," (BBC).
- "The ‘Me Too’ movement — which encourages women to identify themselves as victims of sexual harassment or assault — gained momentum after Weinstein’s case exploded," (Fox News).

- MSNBC, Fox News and The BBC do cover the MeToo and Time’s Up movement differently.

- It is the responsibility of journalists, especially networks like MSNBC, Fox News and the BBC who have a massive audience, to report on issues fairly and truthfully so individuals may engage with the world with a clearer understanding of events and issues that impact people around them.

- While these sources did not clearly exhibit any outright unethical behavior such as lying about a source, ignoring or covering up a conflict of interest, not using the correct terminology, and consistently using terms interchangeably will impact the way an audience views and interprets these events and movement, which can potentially be detrimental to these social movements and individuals.

- Newsrooms and reporters must do better at understanding the terms that are often used interchangeably in society in order to be an asset to the public.