THE CONTEXT

• NOT A GREAT DEAL OF RESEARCH
• FAIR BIT DONE BY SCIENTISTS
• A LOT PUBLISHED IN SCIENCE JNLs
BITS AND PIECES

• Gavin, N.T. (forthcoming) ‘Global Warming and the Uncertain Future of Mediated Democracy’ Environmental Politics
MY RESEARCH TO DATE

- LESS COVERAGE THAN YOU THINK IF YOU ARE A GUARDIAN OR INDIE READER
- LESS THAN THE SCIENCE RESEARCHERS SUGGEST
- GENERALLY SWAMPED BY BREAD-AND-BUTTER ISSUES
- SOME INCREASE 2006-07, BUT THEN DECLINE
- MOST IN THE BROADSHEETS
- LITTLE ON MAINSTREAM TV NEWS
- A LOT OF TV DOCUMENTARY COVERAGE
MAIN FEATURES

• ‘SOME’ SCEPTICISM IS TOO MUCH
• SOME MESSAGES ARE COUNTER-PRODUCTIVE (FLOODING NEWS)
• ‘THE WEB’ IS NO SUBSTITUTE
• ‘COVERAGE IN ONE COUNTRY’ IS NOT ENOUGH
• ‘WHERE IS ALL THE POLITICS?’ IN DOCUMENTARY COVERAGE
WHY DOES IT MATTER?

• PUBLIC COMPREHENSION
  – FLOOD NEWS
  – EMISSIONS TRADING
  – POLITICS OF CLIMATE CHANGE

• INFORMED DEMOCRACY/ACCOUNTABILITY

• POLITICAL OPPORTUNITY STRUCTURES

• SCEPTICISM AND ‘SELECTIVE EXPOSURE’ OR ‘SELECTIVE INTERPRETATION’

• AGENDA-SETTING POWER OF PRESS NEWS
AND FINALLY

“Do we want to be remembered as the generation that saved the banks and let the biosphere collapse”  (George Monboit)