

QUALITATIVE ANALYSIS ¹

As you carry out the monitoring and coding, you will doubtless come across stories that seem useful for analysis. You will have flagged such stories in your answers in the coding sheets. When you have accumulated all the possible items, make a selection of **three (3)** stories that seem to be the most promising candidates for in-depth qualitative analysis.

You may have found examples of stories that:

- Contribute to an understanding of refugees, migrants, migration and displacement
- Include opinions or points of views of refugees and/or migrants in a remarkable way
- Show migrants and refugees as persons with agency and dignity
- Are overtly stereotypical
- Are of particular relevance to migrants yet fail to include their perspectives at all
- Etc.

Such stories will help us to highlight some of the complexities and nuances that cannot be picked up through the quantitative analysis. For each of the stories you have selected, write a short analysis in the case study template provided. Do not exceed one page of analysis.

Note: in some cases, your analysis will benefit from knowledge or information you already have about the issue/s covered in the story. For instance, you may want to highlight the strengths of weaknesses of certain stories by referring to facts, figures or examples already in your possession. However, you are **not** expected to carry out research into any of the issues covered in the stories you analyse.

Important: for each of the stories included in the qualitative analysis, please submit an electronic copy (scan, legible photo) of the article or tweet. Keep a copy with you.

Write your analysis for the selected stories on a separate sheet. Try as much as possible to find:

- (i) a story which illustrates journalism that **CLEARLY CHALLENGES** negative stereotypes about refugees/migrants
- (ii) a story which illustrates journalism that **CLEARLY REINFORCES** negative stereotypes about refugees/migrants
- (iii) a story that illustrates a missed opportunity to create better understanding about and/or response to refugees/migrants

¹ Adapted from the Global Media Monitoring Project (GMMP) Qualitative Analysis Guide www.whomakesthenews.org

Case study

Title of article (please include an English translation if the article is not in English):

Name of media: _____

Date published: _____

Country: _____

This story (choose the answer that most applies):

- clearly **challenges** negative stereotypes about refugees/migrants
- clearly **reinforces** negative stereotypes about refugees/migrants
- is a missed opportunity to create better understanding about and/or response to refugees/migrants

Your analysis:

These questions below are not exhaustive, but a general guide on the issues to raise in your analysis. Please do not write more than one page.

What words, descriptors or terminology are used to describe refugees/migrants in the story? How would you describe the tone of the story with regard to refugees/migrants? Is the reporting sensitive, fair, accurate, objective and balanced? Does the reporting style encourage real and nuanced understanding of refugee/migrant lives, their stories, hopes and aspirations? Does the story contain the voices of refugees/migrants in their own words? Does it include statistical facts and figures of the issue being reported? Or do the journalistic choices of vocabulary, style or story angle fuel stigma, discrimination or hostility towards refugees/migrants? Would you say the journalist's choices uphold media professional ethics such as prescriptions for non-racist, non-sexist, non-discriminatory and non-stereotyped coverage? Do the images used identify vulnerable individuals such as children or put to risk people fearing persecution?