

SDGs, Media and the Network Society

Professor Alison Anderson



UNIVERSITY OF
PLYMOUTH
Sustainable Earth Institute

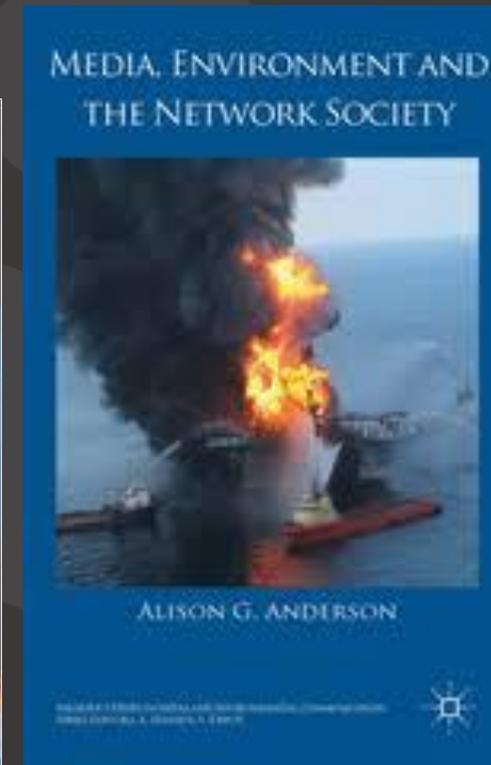
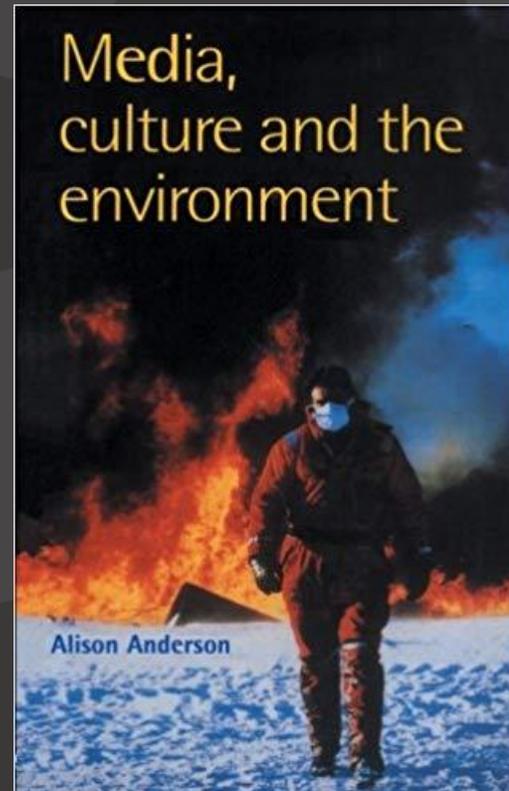


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Mediatization and the New Communications Landscape



Digital shifts

JAN
2018

DIGITAL AROUND THE WORLD IN 2018

KEY STATISTICAL INDICATORS FOR THE WORLD'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL
POPULATION



7.593
BILLION

URBANISATION:
55%

INTERNET
USERS



4.021
BILLION

PENETRATION:
53%

ACTIVE SOCIAL
MEDIA USERS



3.196
BILLION

PENETRATION:
42%

UNIQUE
MOBILE USERS



5.135
BILLION

PENETRATION:
68%

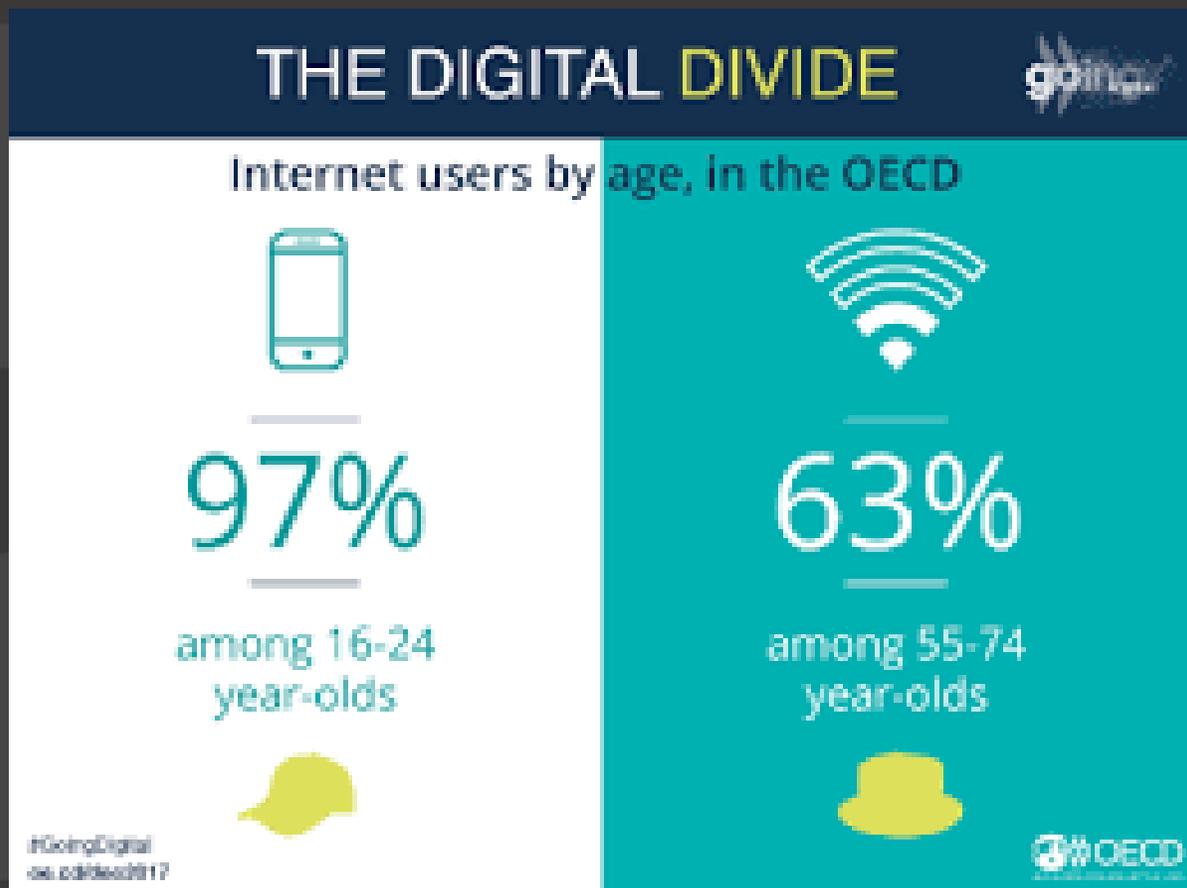
ACTIVE MOBILE
SOCIAL USERS



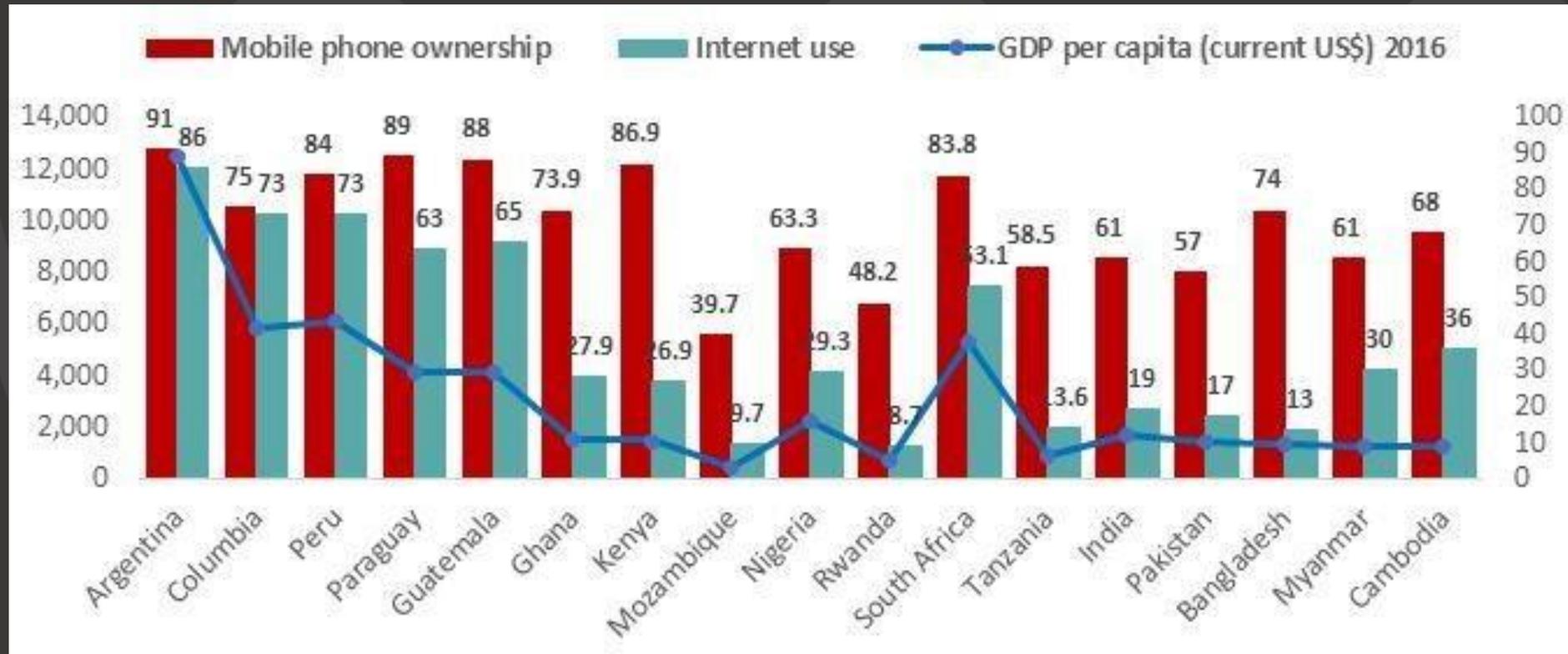
2.958
BILLION

PENETRATION:
39%

The Generational Divide

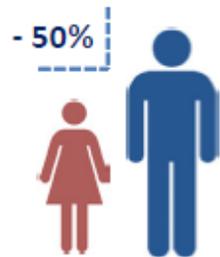


Mobile phone ownership, Internet use and GDP



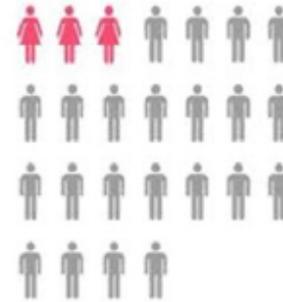
The Gender Digital Divide

Women are 50% less likely to use the Internet than men (World Wide Web Foundation, 2015)

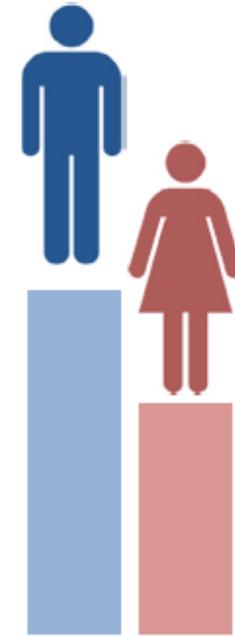


The global Internet usage Gender Gap has increased from 11% in 2013 to 12% in 2016.

The Gender Gap is largest in Africa at 23% and lowest in The Americas at 1.8%.



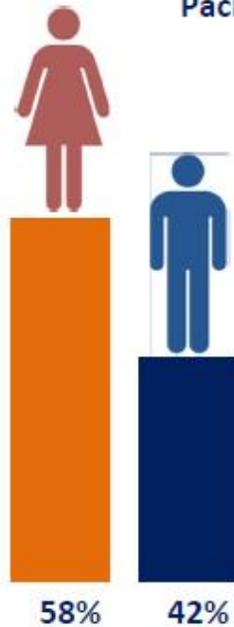
In low- and middle income countries, 200 million fewer women have mobile phones than men.



There are 250 million fewer women online than men.

The Gender Digital Divide

The Gender Gap is most pronounced in Africa, the Arab States and Asia-Pacific



Half have a GNI/capita of < US\$ (PPP) 6,500, a large proportion of which are located in Africa and Asia-Pacific



60% live in rural areas, of which a large proportion is located in Africa and Asia-Pacific

The elderly have much lower Internet penetration levels than the overall population across all regions



Individuals with low educational attainment often remain unconnected across all regions



Key Challenges

- Fragmentation of news and filter bubbles
- Churnalism and reliance on news agency copy and PR sources
- Journalists facing tough competition in many regions of the world and precarious employment
- Lack of adequate training
- Challenges to media independence and freedom

Key Challenges

- Clicktivism
 - Scientific jargon and SDGs
 - Localising stories and tapping into what motivates and inspires people to act
 - Issues that are uncertain, and temporally, socially and geographically distant tend to be evaluated as less risky and generate less concern
 - Viral spread of fake news and media literacy
- (See Anderson, 2014; McCullough, 2016; Goldsmith, 2016; UNDP, 2019)

Fake News and Misinformation

- Fake news spreads more quickly on Twitter than actual news
- Strong emotional sentiment considerably increases level of media sharing
- Material on social media triggers stronger emotional outrage than when the same acts appear on legacy media
- Positive emotional valence has significant positive effect on tweets being retweeted

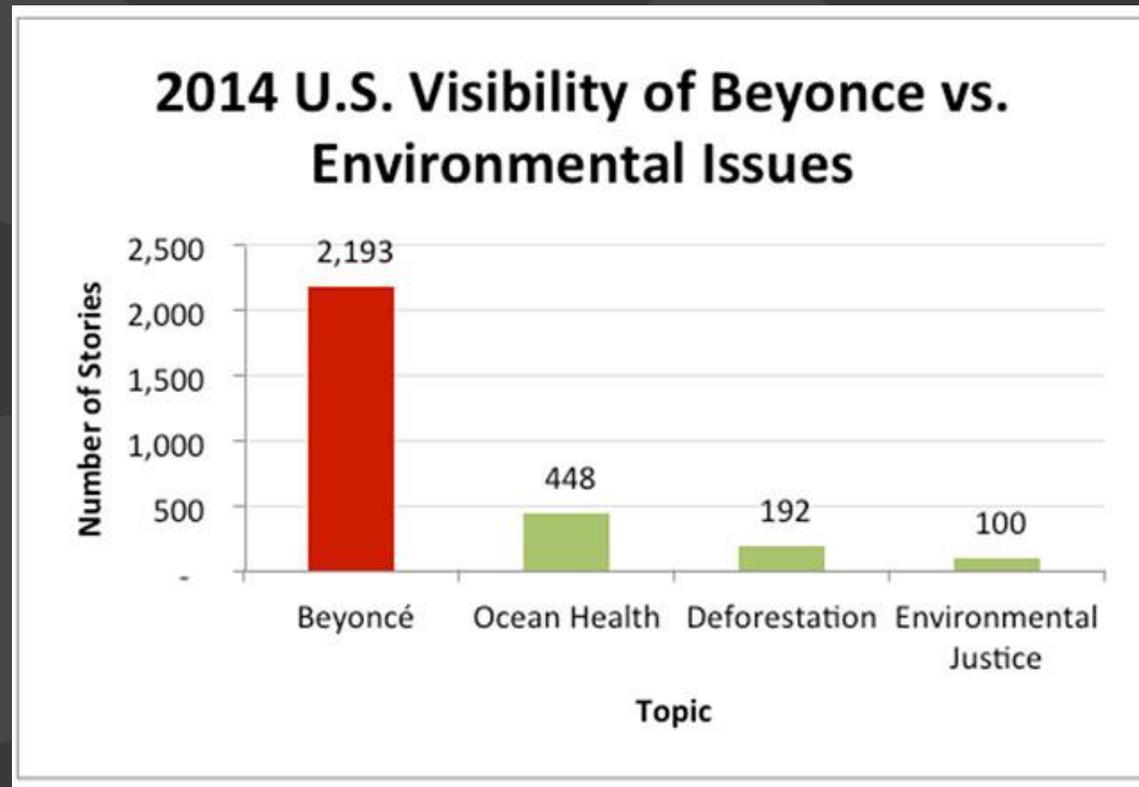
(see Anderson, 2014; Kopke et al., 2019; SAPEA, 2019)



Echo Chambers and the Image Culture

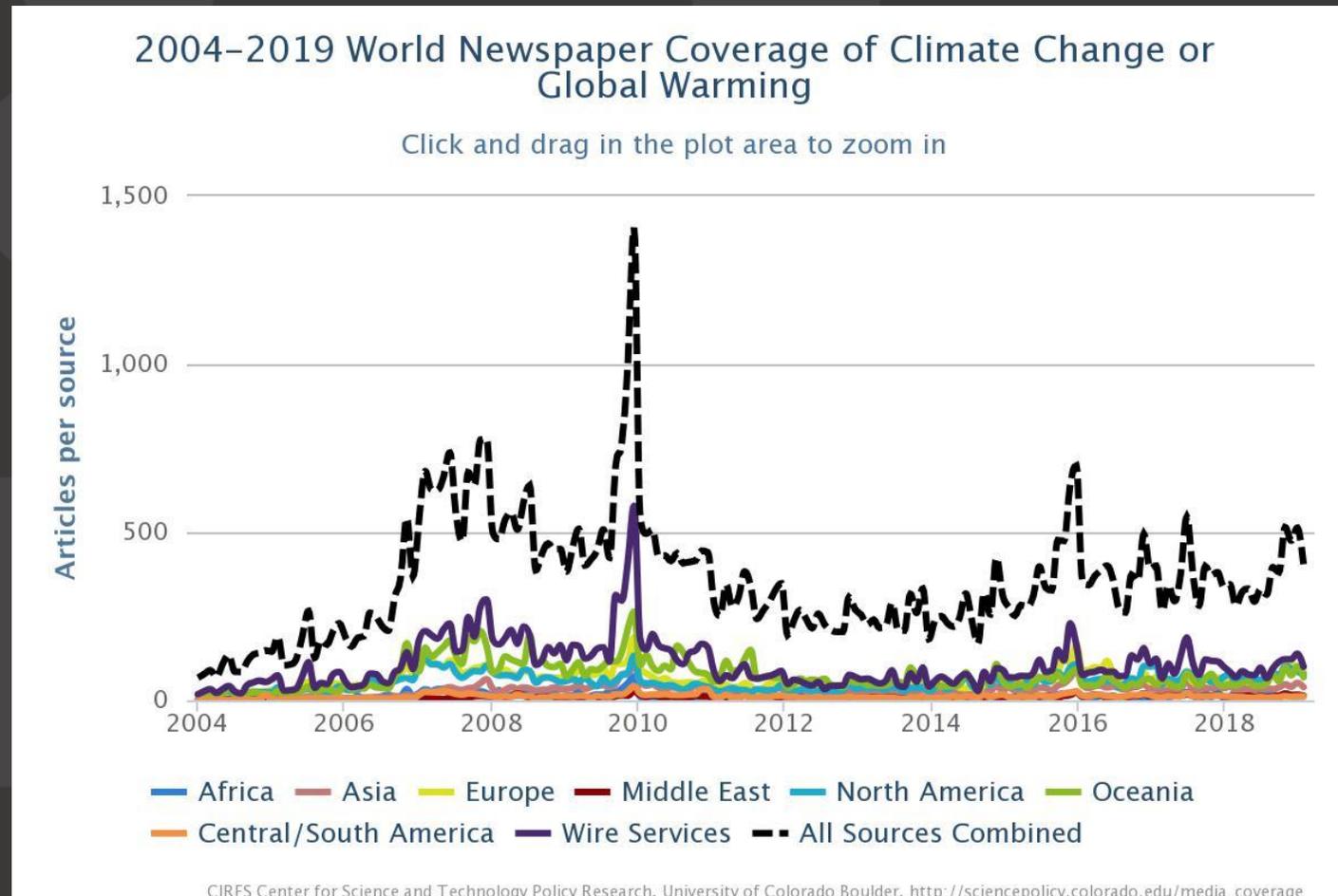
- Personalisation of news, echo chambers and homophily
- Images tend to generate much more traction (58% higher engagement rate)
- Celebrity endorsement plays increasingly important role in popular culture (Anderson, 2011)

Combined Environmental Stories Made up Less than 1% of Headlines in US Media in 2014



<http://greeningthemedias.org/wp-content/uploads/PIEC-Trends-Report.pdf>

Climate Change in the News



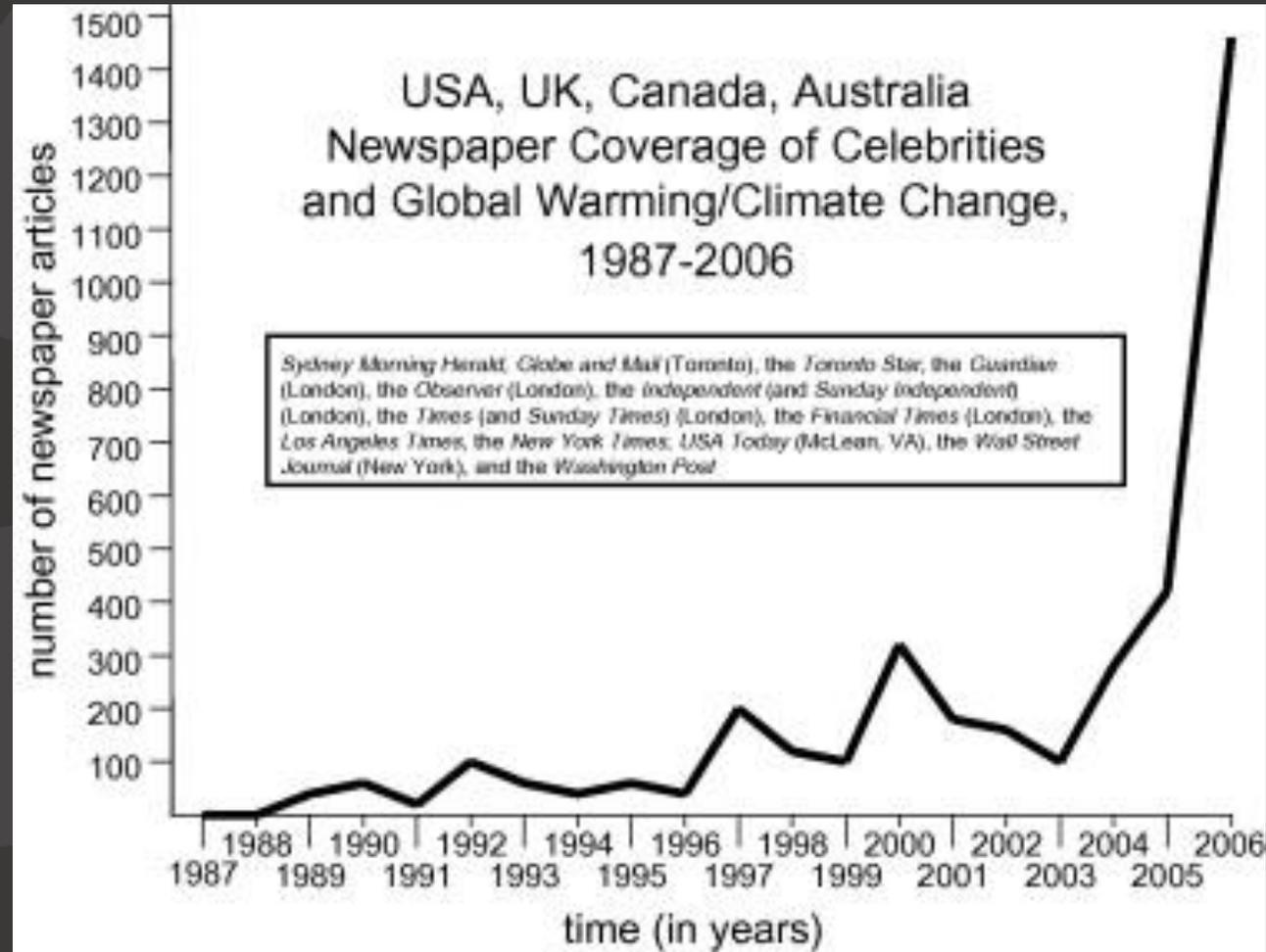
Beyond the Information Deficit Model

- Simply providing people with more and better information does not necessarily lead to behaviour change
- Stories need to closely resonate with audiences
- Emotional engagement is key
- Power of group identity and social norms
- Need to grasp the key motivators (carrots and sticks)

The Blue Planet Effect and the Role of Social Influencers



The Rise of Politicised Celebrities in the News



Source: Boykoff, M. & Goodman, M. 2009: 398.

Monitoring Media Coverage and Evaluating Campaigns



<https://www.un.org/sustainabledevelopment/goal-of-the-month/sdg-media-compact-about/>

SDG Resource Centre



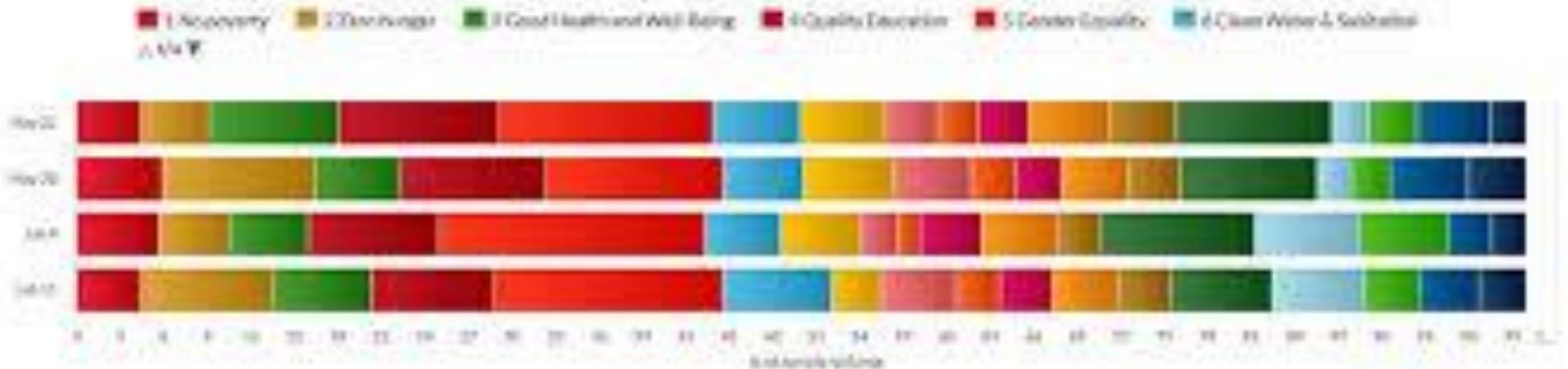
<https://sdgresources.relx.com/news>

News Tracker

SDG NEWS TRACKER

Use our interactive news tracker to see global coverage of the SDGs. You can hide or show SDGs by clicking on the descriptions beneath the chart. Hover over the coloured bars to see the number of articles and click into the bar to bring up the detailed listing of news pieces for each SDG.

SDG Trends in News Articles (30 days)



Opportunities

- ❖ Harness the power of social media as a tool for engagement, with young people as agents of change tapping into self curation of image
- ❖ Use new storytelling mechanisms and involve citizen journalists/bloggers and social influencers
- ❖ Provide greater training for journalists and access to specialist information in Global South
- ❖ Increase capacity building of media professionals on data journalism and investigative reporting
- ❖ Spread special programmes on SDGs in journalism schools
- ❖ Increase awareness of the critical role media plays and put more resources into evaluating campaigns
- ❖ Develop targeted approaches for different audiences

References

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