



THE ASSOCIATION BETWEEN A REGION'S MEDIA COVERAGE AND IT'S SOCIO-ECONOMIC STATUS

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MAINSTREAM
MEDIA



SOCIO-
ECONOMIC
WELLBEING

Powerful influence
Increasingly accessible
Social media focus
Opinion & trust

CAN MEDIA COVERAGE BE USED TO TRACK SOCIO-ECONOMIC WELLBEING

1

MEDIA

2

SES

3

ASSOCIATION

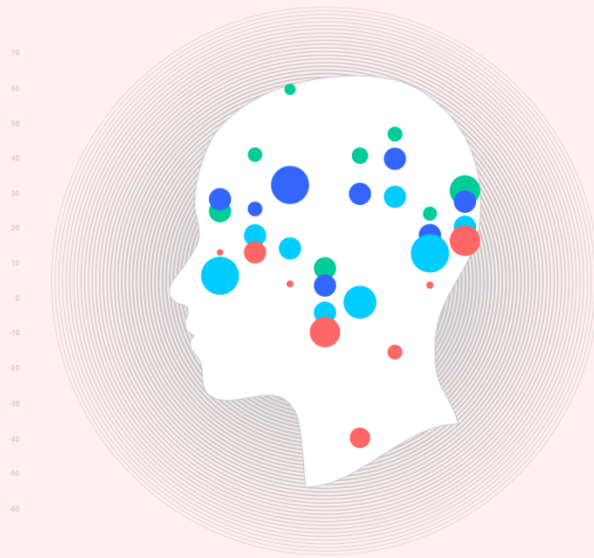
4

INFLUENCES

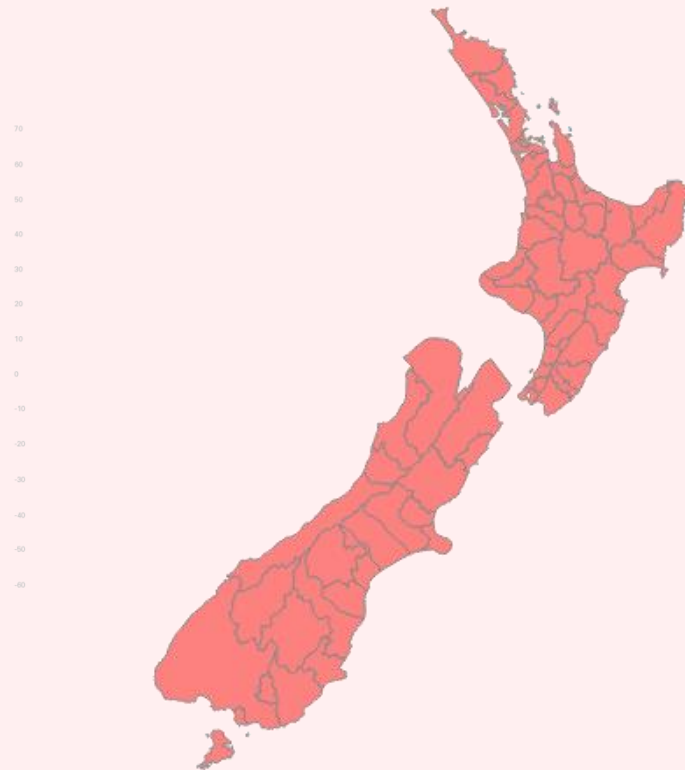
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MEDIA COVERAGE

MEDIA COVERAGE: DATA SOURCE



ETHEL¹



REGIONS

¹Bracewell, McNamara & Moore (2016). Journal of Sport and Human Performance 4:1-10.

MEASURING MEDIA COVERAGE



NOISE



SENTIMENT

DOT

SOCIO-ECONOMIC WELLBEING

MEASURING SOCIO-ECONOMIC STATUS

Deprivation Index – Primary government and research tool within NZ for measuring socio-economic status (NZDep)

Shown to be related to many social and personal health factors

Mental health

Obesity

Mortality

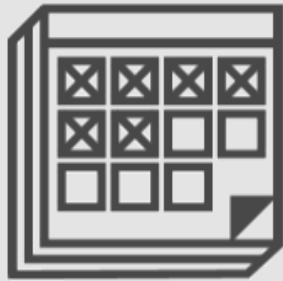
Cardiovascular
disease

Academic
achievement

Child
development

NZDep: rigorous & widely used, constructed from census data

DEPRIVATION: DATA SOURCE



Overcomes
measurement
frequency



Combines public &
proprietary data
sources

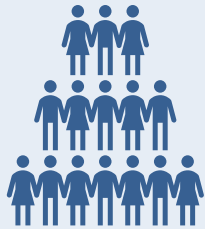


Academically
validated*

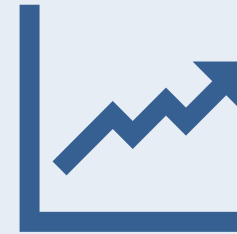
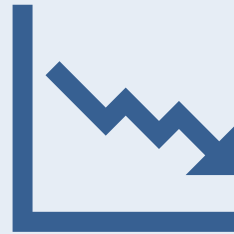
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ASSOCIATION

NOISE IS RELATED TO DEPRIVATION



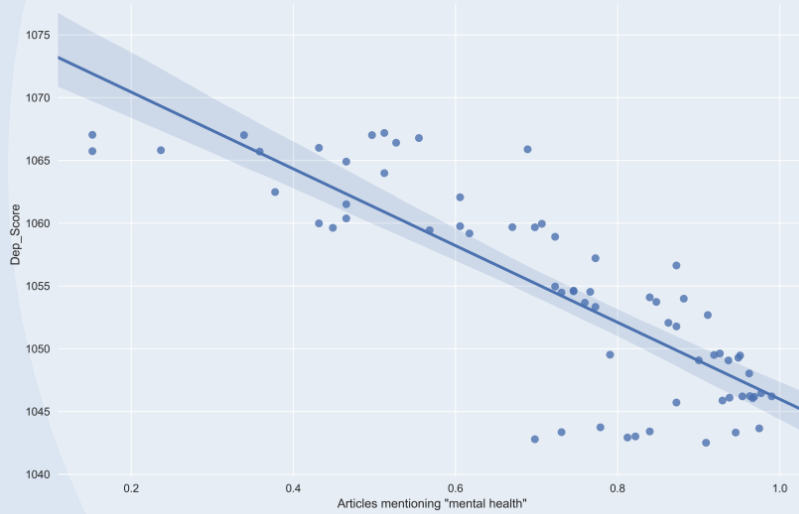
Noise increases
with population



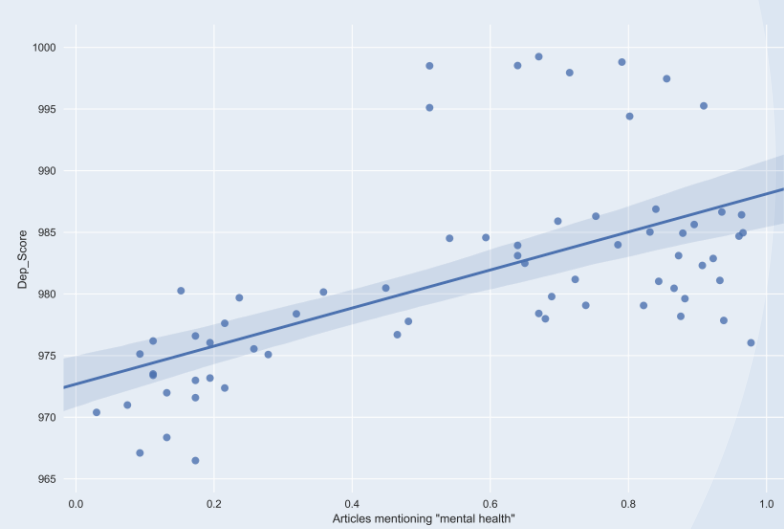
Noise is correlated with
deprivation (75% NZ TA)

POSITIVE & NEGATIVE RELATIONSHIP

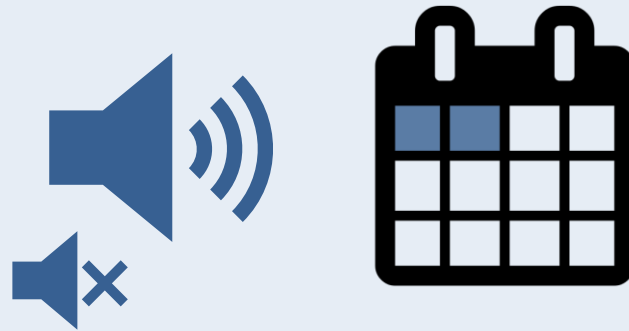
Manukau City



Hurunui District

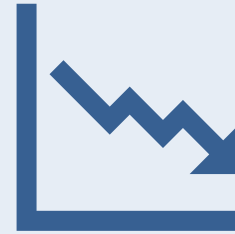
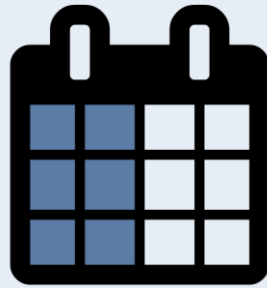
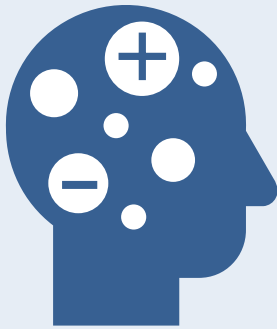


NOISE & DEPRIVATION LAG



Noise is correlated with deprivation 2 months later (78% of NZ TA)

SENTIMENT IS RELATED TO DEPRIVATION



Deprivation is correlated
with sentiment 6 months
later
(~70% NZ TA)

Positive & negative

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INFLUENCES

URBANALITY INFLUENCES NOISE

The relationship is either positive or negative



RURAL

Positive with noise



URBAN

Negative with noise



URBANALITY INFLUENCES SENTIMENT

The relationship is either positive or negative



RURAL

Positive with noise

Negative with sentiment



URBAN

Negative with noise

Positive with sentiment



CAN MEDIA COVERAGE BE USED TO TRACK SOCIO-ECONOMIC WELLBEING

1

MEDIA

Track noise & sentiment over time across 72 TAs

2

SES

DDI™ monitor monthly depr. change

3

ASSOCIATION

Both noise & sentiment are associated with SES

4

INFLUENCES

Urbanity influences relationship

RELEVANCE



FUTURE
WORK

D O T

THANK
YOU