

**MEDIA EFFECTS ON *THE NEW YORK TIMES*' "THE WOMEN'S
MARCH IN WASHINGTON" VIDEO NEWS COVERAGE ON
FACEBOOK**

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ABSTRACT

The reliance towards Facebook in regard to obtaining information becomes a news habit among the society. Considerable number of news coverage from media is accessible to Facebook which creates effects on the audience on account of the media exposure. The study is conducted for the purposes of analyzing news elements which are embedded in *The New York Times*' "The Women's March in Wahsington" video news coverage on Facebook and discovering the effects of the coverage towards media audience. This study is constructed as a library research which utilizes textual and user-response analysis research methodology. The theory utilizes to support the study is Pan & Kosicki's Framing Analysis, and McComb & Shaw's Agenda-Setting theory is also applied in this study to support the framing analysis. The results of the study indicate that three salient elements of the coverage set public agenda to which the salient elements become prominent issues of the Women's March on Washington.

Keywords: Media effects, Facebook, The New York Times, news coverage, framing analysis

A. Background of the Study

Mass media has become a major driver of the dissemination of countless information in order to educate, communicate, and interact global society. Mass media expands the process of surveillance in which media extend the sense to perceive information across the world (Hanson, 2014: 296) and influence people cognitively, affectively, and behaviorally.

Facebook, as one of the biggest social media platform (Rahmawati, 2014: 6) with 1.23 billion daily active users on average for December 2016, has wide range of impact on influencing media audience on political issues through its user-generated content (Williams and Gulati, 2007; Khan, 2011; Strandberg, 2013; Vonderschmitt, 2012). Facebook also continues to gain popularity compared to any other social media platform, such as Twitter and Instagram, in which over 1.84 billion monthly active users are registered in 2016 (Roettgers, J. (2017)

Due to its increasing number of media audience that ‘spend more time online than people do with media such as print, TV and radio’ (Smith, 2013), it appears as no surprise that The New York Times (NYT), U.S daily newspaper, has utilized the peak of social media values by creating a new distribution outlet for worldwide audience through Facebook. As of 19 April 2017, NYT’s Facebook page has reached 13.786.713 likes becoming the most popular Facebook fanpage of the U.S newspaper with the largest audience compared to four other popular U.S daily newspapers, namely USA Today, Wall Street Journal, New York Post, and Los Angeles Times. NYT’s Facebook page becomes the most popular compared to USA Today (9.524. 834 likes), Wall Street Journal (5.623.901 likes), New York Post (3.997.210 likes), and Los Angeles Times (2.625.332 likes).

Given the fact that recent news habits are discovered by Bas Verplanken (2015) in which it identifies media audience behavior to

access news daily about various kind of issues, with different varied purposes, and in any different circumstances (Greenslade, 2015) and also as many researchers believe that ‘interactional relationship exists among politicians, the press, and the public in which each influences the others’ (Hanson, 2014: 299), it intrigued the author to scrutinize the news coverage on NYT’s Facebook page about Women’s March on Washington movement. Arguably never before in the U.S history, one-day protest received worldwide attention and participation. Thereby, NYT’s *The Women’s March in Washington* video news coverage on its Facebook fanpage may take investigation of media studies by utilizing media framing analysis in which it verifies that media audience ‘locate, perceive, identify, and label’ (Goffman, 1974:21) mass-mediated information. It investigates the assessment of news content structures that media construct to cover the news about certain events, such as Women’s March on Washington, in which the media “influence the way news readers or viewers make sense

of news events” (Baran& Davis, 2011: 336), inasmuch as it also investigates the effect of salience structures in the news coverage towards media audience.

B. Purpose of the Study

1. To analyze the content of NYT’s *The Women’s March in Washington* video news coverage on Facebook.
2. To discover the impact of NYT’s *The Women’s March in Washington* video news coverage towards media audience on Facebook.

C. Method of the Study

This study is conducted as a library research that uses textual and user-response analysis research methodology to construct a report by means of content analysis from collected written materials. Two kinds of data source are used to conduct the research. First, the primary data which are collected from NYT’s news video coverage on Facebook and also from audience’s response on the commentary feature

which is taken 10% of total responses required to be the representative of the responses for a descriptive research (Hill, 1998: 6). Secondary data are taken from the books, journals, news articles, lecturer materials, and the internet. The assessment of this study utilizes Pan & Kosicki's framing analysis model which presents constructivism approach. This approach enables to test the essence of reality which is constructed by the media and interpreted through news coverage. To investigate the effects on audience, McComb & Shaw's Agenda-Setting theory is also applied in this study to support the framing analysis

D. Finding of the Study

From the data, both audiences' responses and framing analysis data, the coverage affects media audiences' cognition, affection, and behavior in which it verifies that mass media has contributed major role in influencing the audience in order to assign an issue that is considered as prominent, which is Women's March, and the important

elements of the issue itself which are Trump, women, and aspiration for decisive action in a particular period of time.

E. Pan & Kosicki's Framing Analysis Model Applied on NYT's *The Women's March in Washington* Video News Coverage

STRUCTURES	ELEMENTS BEING OBSERVED
Syntactical	<p>Headline: Women's March in Washington.</p> <p>Lead: Clip revealing "Hundreds of thousands of people gathered for the Women's March on Washington".</p> <p>Episodes: Clips of crowds from several places of the march, speakers, protesters, protest signs.</p> <p>Closure: Clip of Angela Davis declaiming speech about resistance on Trump administration.</p>
Script	What: Women's March

	<p>on Washington Movement</p> <p>Who: U.S Citizens and group of people from certain area outside U.S</p> <p>When: 2017</p> <p>Why: The boisterous masses are seen to match on account of protesting Trump administration, seeking freedom, raising women issues, world peace and solidarity.</p> <p>Where: Washington, Utah, New York, Chicago, London, Prague, Paris, and Antarctica</p> <p>How: The Women's March Movement is performed through marching, chanting and taking orators in street and also setting a stage to delivers their messages.</p>
Thematic	<p>Details about demonstration area,</p>

	<p>speakers names and position.</p> <p>Quotations from speakers.</p>
Rhetorical	<p>Catchphrases: Clips of Angela Davis quoting Ella Baker.</p> <p>Depiction and visual images shown through video cover and clips of crowds and protest signs</p>

Through the gauge of the four news structure towards NYT's *Women's March in Washington* video news coverage, it generates three elements in the news coverage which becomes the most significant element of the news, as follows:

a. Women

The selected elements of the coverage generates meaning which apprise audience that women posses power to fight and actualize a massive global movement and contribute great influence to the society. The selection of sources which includes the authoritative perception, protest signs, and speech

from the orators, and perpetual close-up visual image of women protesters in the coverage neglects the news validity to which the orators involved in the march were both women and men and the thirteen unity principles which is mentioned on WCW official website does not includes merely about women issues.

b. Objection towards Trump

The selected elements provide a condemnation towards Donald Trump in regard to the controversial remarks and proposed policies during the U.S 2016 presidential election. It is presented by means of selected speeches from the protesters and protest signs in the coverage which neglects the fundamental beliefs of establishment, thirteen unity principles, for the march taken as a whole.

c. Aspiration for decisive action

The coverage advices persuasive message to media audience to unite and remain constant in striving for liberty, equality and self-determination which is embedded through the selected elements of the coverage as clips of crowds, protest signs, and

speeches during the march are selectively produced in the coverage.

F. Effects Analysis on The Coverage toward Media Audience

As previously stated, the NYT's video news coverage, as of 19 April 2017, has gained 691.281 viewers, 26.989 likes, 3.067 shares, and more than 1.200 responses in commentary feature. Top comments are examined in order to exclude any spam and comments in other language. The filtered comments provided on the NYT's coverage page

(facebook.com/nytimes/videos/1809684762582371/) identify 894 comments in total with 564 comments and 330 replies to be recognized in the comment section. The comments from the Facebook users which taken ten percentage of total responses equals to 90 comments are utilized to identify the effects on media audience towards the coverage

1. Cognitive Effects

Data indicates 22 of 90 audience responses equal to 24%

identified the value clarification, 32 responses equal to 35% identified new attitudes toward the issue, 18 responses equal to 20% identified expansion of audience's beliefs, 10 responses equal to 11% identified ambiguity, 41 responses equal to 45% identified similarity agenda of concern.

2. Affective Effects

Data indicates 9 of 90 audience responses equal to 10% identified the alteration of audience's feelings towards the coverage. Meanwhile, through data provided on the coverage page ([facebook.com/nytimes/videos/1809684762582371/](https://www.facebook.com/nytimes/videos/1809684762582371/)), 26,000 reactions to the coverage with over 22,000 likes, 4,200 loves, 207 wows, 39 Hahas, 26 Angrys, and 8 Sads have been discovered in the audience's responses. It identifies that the NYT coverage has generated agreement, affection, surprise, amusement, displeasure, and also sorrow due to the media exposure.

3. Behavioral Effects

Through total responses found in the commentary section,

54% female user, 42% of male users and 4% others users of total audience's response has reacted to the coverage by sharing their thoughts and perspectives and also perform action through reaction button.

G. CONCLUSION

Facebook has become a part of digital era in which global society utilize it as a prominent agency to call in regard to seek information. In such instance, considerable number of traditional mass media expands their news spread to obtain more audience, hence the media has engaged into Facebook. Within the credibility of the traditional media, such as *The New York Times*, combined with the substantial role of Facebook in influencing intellectual process, a news coverage on Facebook is capable of affecting media audience cognitively, affectively, and behaviorally.

The assessment of media content and media effect on audience towards *The Women's March in Washington* video news coverage on NYT's Facebook page reveals that

the content are constructed into a coverage with intended salient elements that thereafter influence attitudes among the audience. The salient elements are classified into three categories in which the coverage stresses on the aspects of women, objection towards Donald Trump, and aspiration for decisive action. The media effects are presented through the responses of the audience that illustrates number of evidence that the audience has perceived, learned, and developed information on account of media exposure (cognitive effects), and has revealed their feeling in response of the coverage (affective effects), actively responded in the commentary feature (behavioral effects). Within particular period of time, the coverage generates an agenda which highlights a discussion about Women's March on three prominent aspects of the issues, namely women, Donald Trump, and aspiration for decisive action in order to unite and remain constant in striving for liberty, equality and self-determination.

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