

USING MEDIA ANALYSIS TO RANK PUBLIC INTEREST ISSUES

QUANTITATIVE METHODOLOGY “QMM”

YASIR AL MUQBEL

Test

<https://www.youtube.com/watch?v=Ahg6qcg0ay4>

Introduction

- ① Section 1: Goals, Benefits and Rationale
- ② Section 2: Methods and Approach
- ③ Section 3: Examples

Section 1

GOALS, BENEFITS, AND RATIONALE

Goals of QMM

- ① **To monitor** and measure local media content as a consistent source of public opinion.
- ① **To analyze** local content to determine the strength and sentiment of public opinion on current issues
- ① **To report** trends allowing government to enhance strengths and address weaknesses to increase public satisfaction.

Why QMM?

- ④ Applying scientific methods to media monitoring provides **reliable** public opinion indicators of interest and sentiment on issues facing the local community.
- ④ **Consistent** data allows analysts to evaluate public policy, suggest solutions, and predict responses.
- ④ Graphing indicators over time reveals trends useful as an **early alerting system** for pressing local issues.
- ④ Evaluation of public opinion can inform those planning public policy.

Who benefits

- ① **Leaders** benefit by learning in a timely fashion what issues require clarification and handling on the part of government.
- ① **Youth** benefit from monitoring of blogs, social websites and talk radio as well as traditional media.
- ① **The public** benefit from being heard in the halls of power.

Section 2

FROM METHODOLOGY TO TRENDS

What is Monitored?

- Local Arabic newspapers
- Local English newspapers
- Talk Show programs on TV and radio
- Blogs, Twitter, and other social media.

Listing and scoring content related to public opinion on local issues.

Media Content Sources

Live and open public programs



Columnists and public comments on news



Opinions on local issues on forums, Facebook and Twitter via hashtags



Media Content Analysis

Public opinion trends are based on:

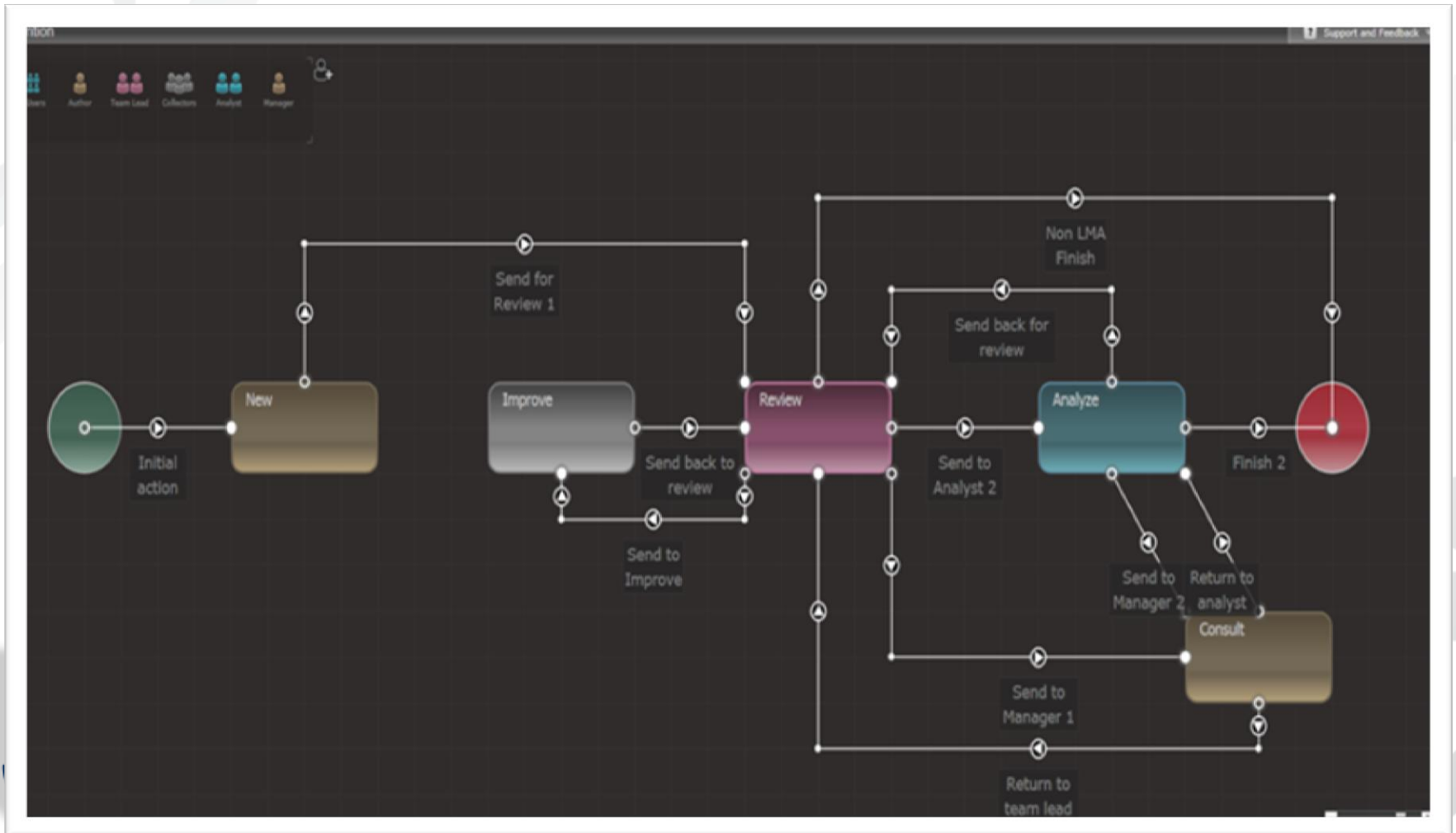
Assessment of media content by direct and compound indicators.

Classification of media content by media type, issue group & government sector.

Consistent Repeatable Process

1. Collect opinion items from selected media.
2. Record reference data for each item.
3. Assign a measure of impact and tone for each item.
4. Classify each item into a group using lookup tables.
5. Assign multiple groups to an issue and maintain lookups.
6. Review measurements & classifications for quality.
7. Rank order groups and issues based on measures.
8. Study data in various views for analysis.
9. Write analysis of top ranked groups and issues.
10. Aanalysis of important findings.

System automated guided workflow



Site Actions | Browse | Edit

Save | Cancel | Paste | Copy | Workflow Actions | Attach File | Spelling

Commit | Clipboard | Actions | Spelling

language | clear

Lists

bRecommend

Add Media Content

New Alert

New LMA item

New RPA item

New Twitter item

Lookup Lists

Find Media Content

View bContent

Edit bContent by ID

Read by LMA group

Write Reports

Work IGR Word Docx

LMA Ranking

Sum Impact by LMAgrp

Sum Impact by Gov't Entity

Run Ranking Report

Ranking Reports

Libraries

bContent Library


Ranking Reports - to date

topic *
TOPIC: ALL: The identifying subject of the content. 70 char max. R3: exec

item_URL *
Type the Web address: ([Click here to test](#))
http://
Type the description:


www URL hyperlink to original on the internet


run_date * 28/10/2013 20:00
Date and time shown on the media item as viewed by the collector.

headline_ 

headline *
The headline must be unique.

item_summary

medium_ * 

source_ 

quotes

Information and classification	Description
Topic (not necessary the same topic of the media piece)	Topic*
تاريخ الإصدار	Run Date*
اسم الوسيلة الإعلامية	Media* +
اسم الكاتب أو المنتدى أو البرنامج	Source* +
LMA – Local Media Analysis	Project*
The language of the media outlet	Language*
رأي - نعم = لجميع مقالات LMA	Opinion?*
النبرة الإعلامية للمحتوى الإعلامي-1 = سلبي، 0 = محايد، +1 = إيجابي	Tone*
تصنيف المجموعة للتحليل	LMA Group&
العنوان الرئيس كما صدر في المحتوى الإعلامي	Headline* +
ملخص شرح المحتوى الإعلامي	Summary* +
مقترحات وردت في المحتوى الإعلامي	Suggestions +
تعليقات مهمة	Quotes +
عينة من تعليقات القراء/المستمعين	Public Comments +
ملاحظات من قبل الباحثين والمراجعين في بحوث	Bhuth Comments
عدد التعليقات خلال فترة محددة	Comment Count
عدد تعليقات القراء الإيجابية	Positive Comments
عدد تعليقات القراء السلبية	Negative Comments
عدد تعليقات القراء الحيادية	Neutral Comments
عدد المكالمات أو الرسائل خلال فترة البحث	Call Count
المدة الزمنية للبيث	Broadcast Minutes
تقييم التأثير (وفق مجموعة عناصر رئيسة - مصفوفة عناصر التأثير)	Problem Impact&
نطاق المحتوى الإعلامي محلياً، وطنياً، إقليمياً، دولياً	Problem Sphere
قطاع الخطة الاستراتيجية المرتبط بالجهة المعنية	Strategic Plan #
أي هيئة أو وزارة مذكورة ذات علاقة في المحتوى الإعلامي	Government Entity #
تقييم لطريقة عرض المحتوى الإعلامي	Presentation

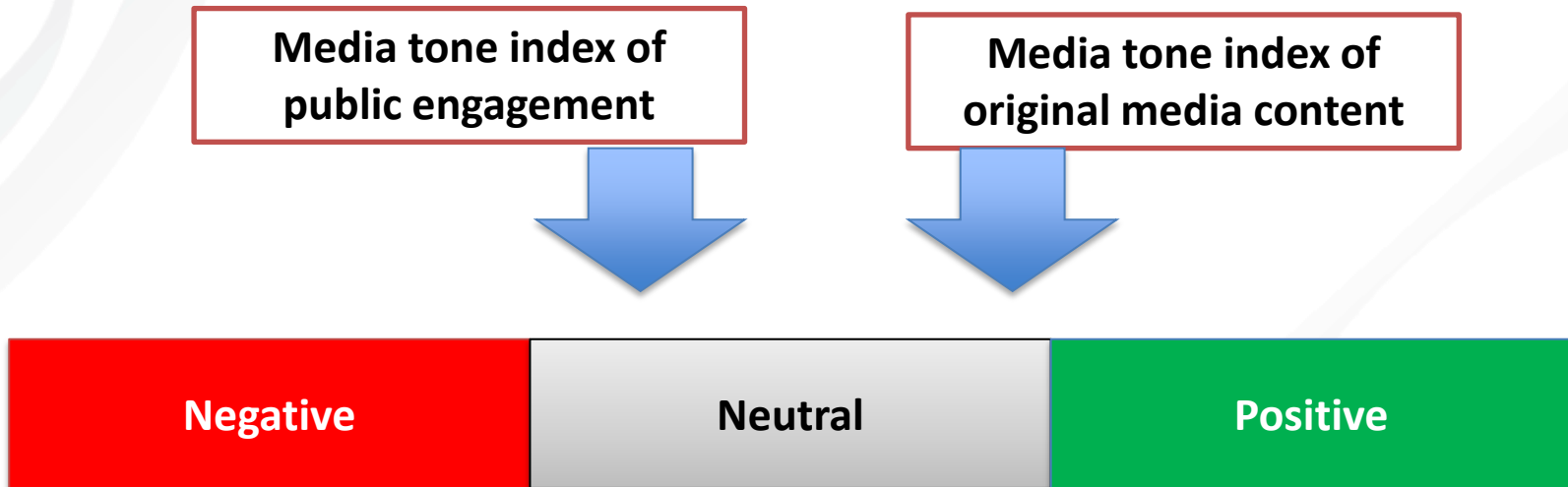
Building Opinion Trends

A public opinion trend is derived from multiple consistent measures over time.

Impact is a compound measure that consists of a range of sub-indicators applicable to any media content integrated through a media analysis matrix.

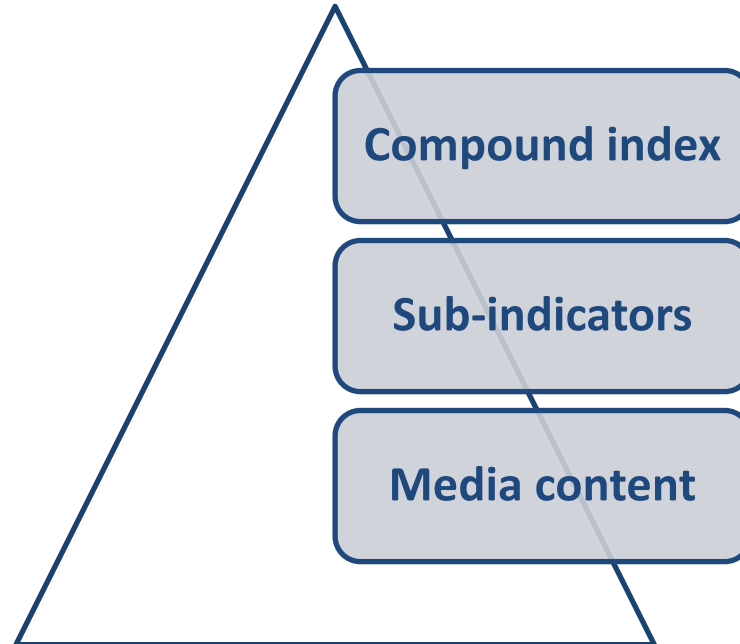
Tone is a measure of sentiment.

Content Tone Index



Sentiment Code: Each MCI has a tone value where +1=positive, 0=neutral, and -1=negative representing the tone of the opinion writer or speaker. Since the Media item Tone is represented as a number the aggregate of the tone is used to reach the tone of the groups as well as the issues.

Problem Impact Index

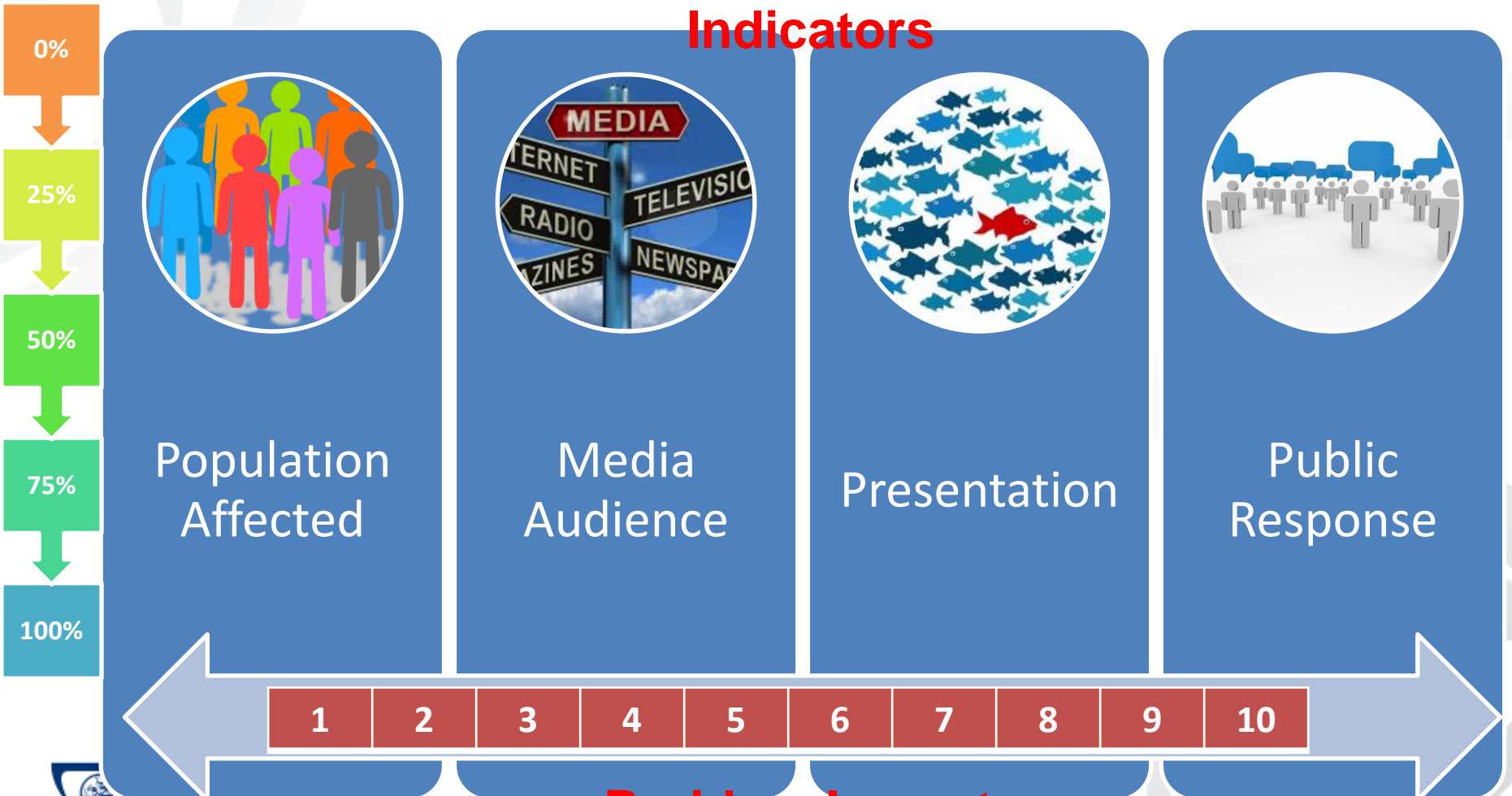


Problem Impact Indicator: The problem impact is a composite indicator includes the population affected, medium audience, MCI presentation and public response.

Assessment Matrix for Problem Impact Indicator (PI)

Intensity

Indicators



**Problem Impact
Numeric Figure**

Problem Impact Indicators

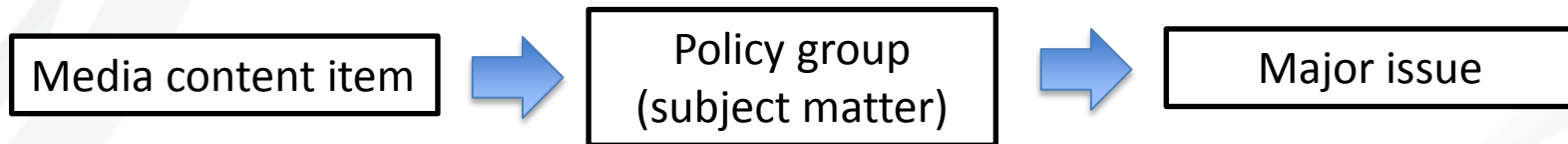
Indicators	%0	%25	%50	%75	%100						
Population Affected	Affects no one in the UAE	Affects a few	Affects about half of the UAE population	Affects most of the UAE population	Affects everyone in the UAE						
Presentation	No Evidence	Some Evidence	Evidence	Strong Evidence	Comprehensive Evidence						
Media Audience	No Evidence	Some Evidence	Evidence	Strong Evidence	Comprehensive Evidence						
Public Response	No one chose to respond	Fewer than normal responses for this medium	Normal response level for this medium or responses not allowed	More responses than normal for this medium	Exceptionally large number of responses						
	0	1	2	3	4	5	6	7	8	9	10

Classification of content

Each item is classified into a public policy **group** and each group is related to an **issue** providing a hierarchy with detail.

Each item is also associated with one or more government entities with an interest in the matter.

Classification



Section 3

EXAMPLES

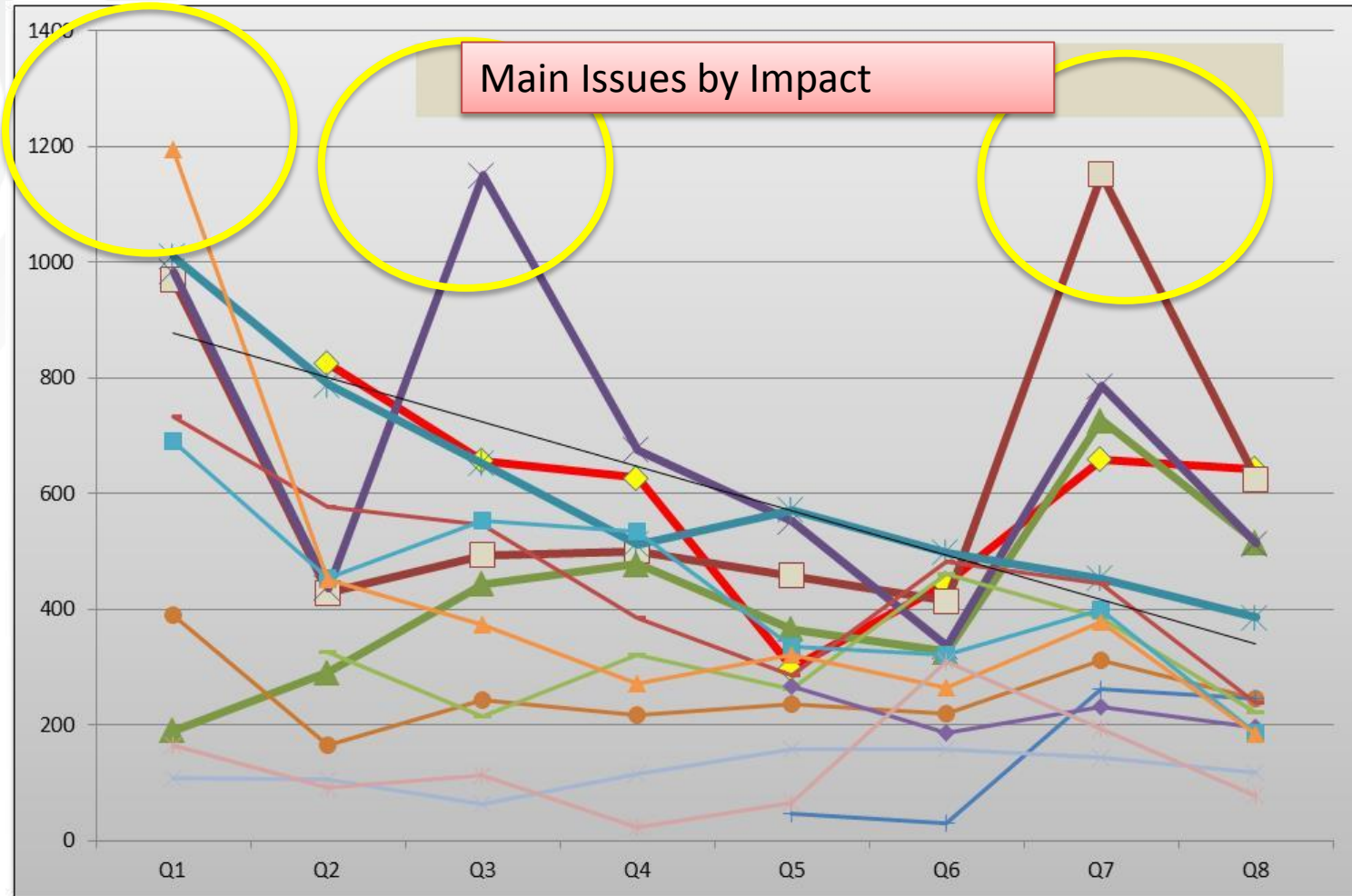
Media groups and issues

Main issue	Media group
High Cost of Living	Control of goods and services
	Control of private schools fees

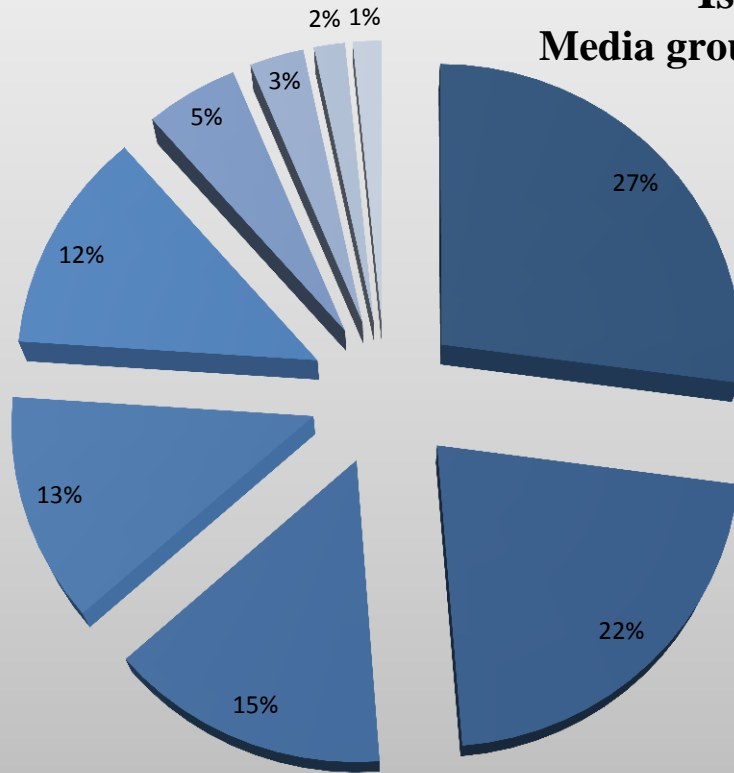
Main issue	Media groups
Efficiency of government performance	Procedures of government services
	Administrative and functional reform

Main issue	Media groups
Educational system reform	Teachers' work satisfaction
	Ministry of Education resolutions
	Students transportation
	Curriculum

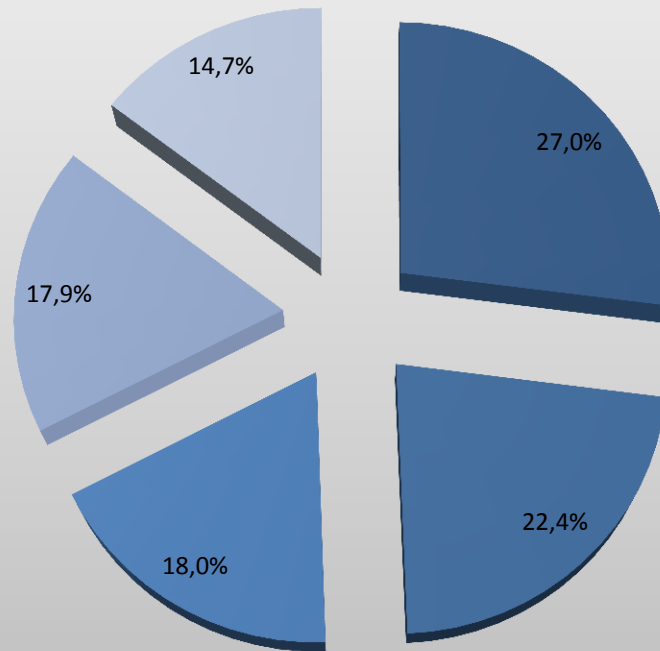
Trends of Issues by Impact



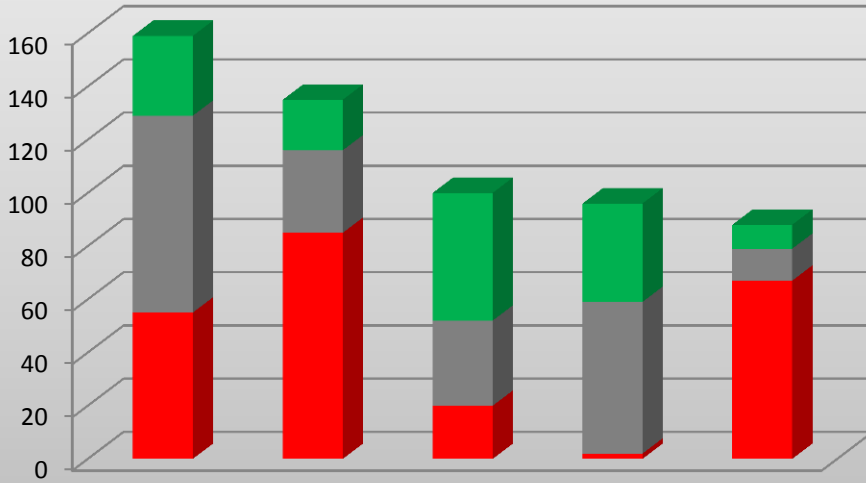
Issue No -1 Media groups according to PI



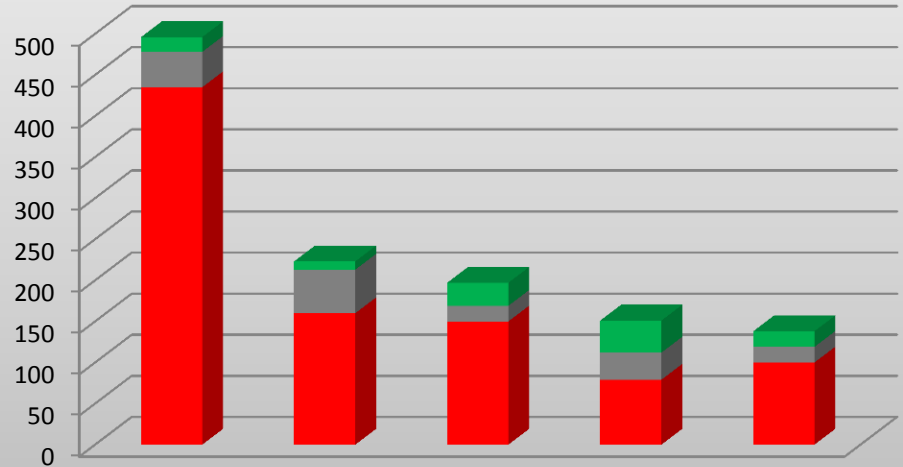
List of key issues according to PI



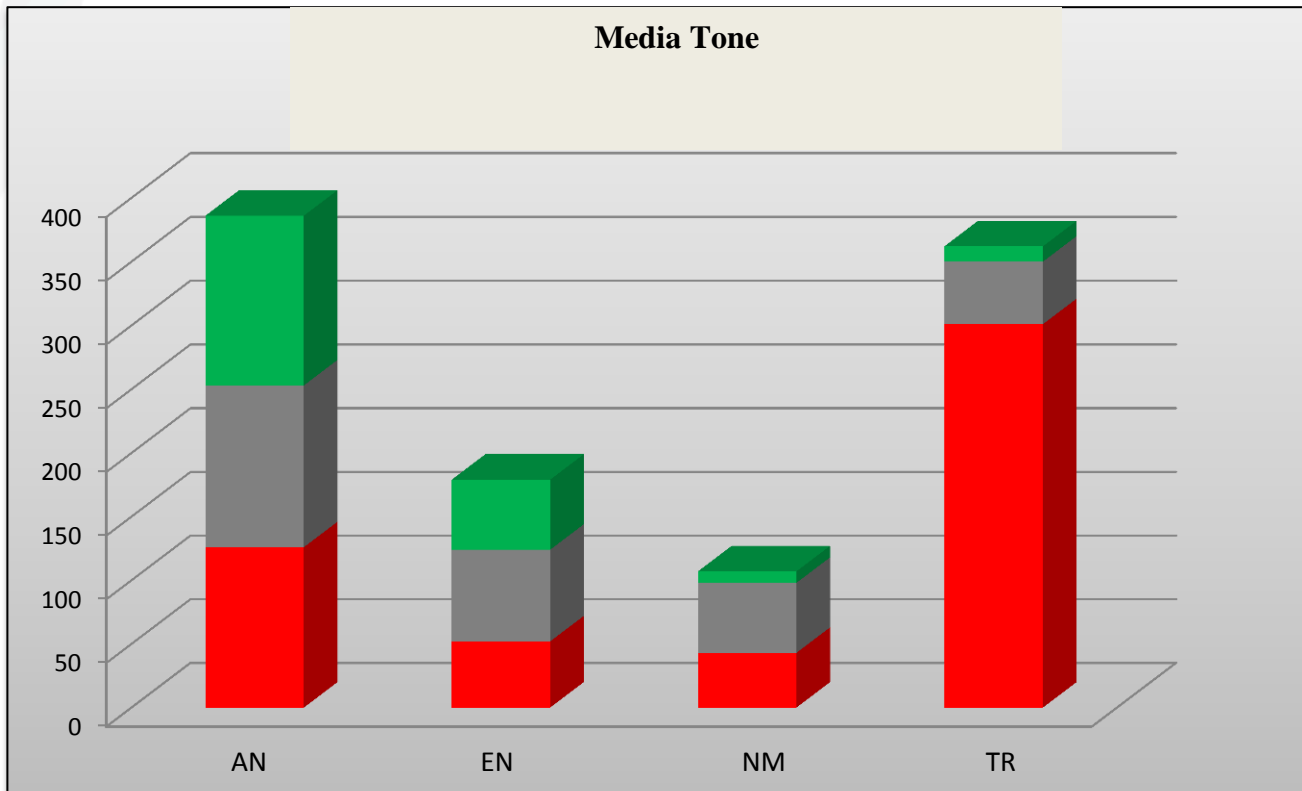
Key issues according to volume and content tone



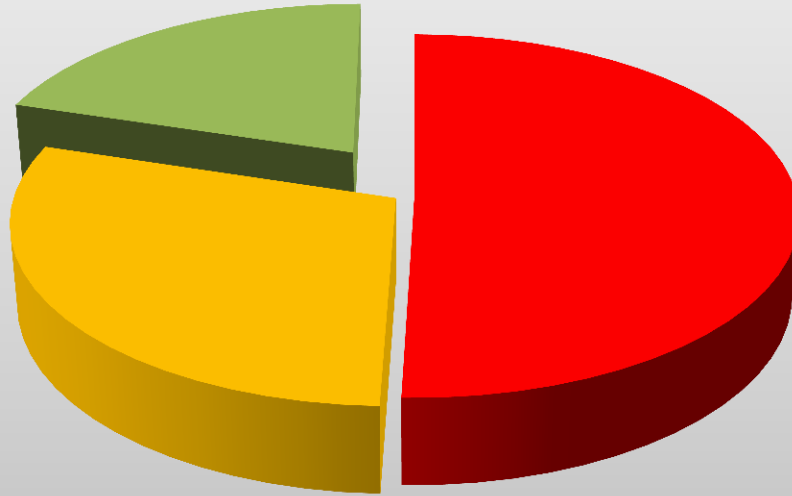
Key issues according to public comments Tone



Media Tone



Tone of the government- Content and public Comments



Conclusion

Monitoring media systematically is to report public opinion trends on issues facing the local community and suggest appropriate policy recommendations.

QMM provides an early warning system of the most pressing community issues. Suggesting solutions and predicting opinions and attitudes, it thereby helps in planning the community public policy.

QMM enables decision-makers to take a preventive approach by influencing the community and taking preemptive actions.

بن علي: أنا فهمتكم

Now...I understand you...

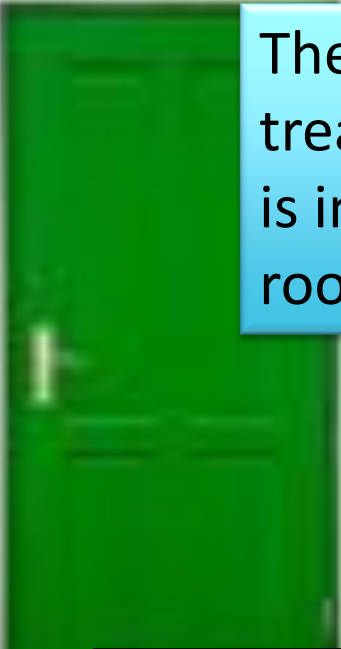


Thank You

YASIR AL MUQBEL

yalmuqbel@bhuth.ae

Can you figure out which room contains the treasure?



The treasure is in this room



Exactly one of the labels is true

- A The treasure is in the red room
- B The treasure is in the green room
- C There is not enough information to determine the answer

Can you figure out which room contains the treasure?

- A** The treasure is in the red room
- B** The treasure is in the green room
- C** There is not enough information to determine the answer

A 67%

B 7%

C 26%

**“Can you figure
out...?”)**

NOT:

Where is the treasure?”

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