
Tobacco in the news: An analysis of newspaper coverage of tobacco issues in Australia, 2001

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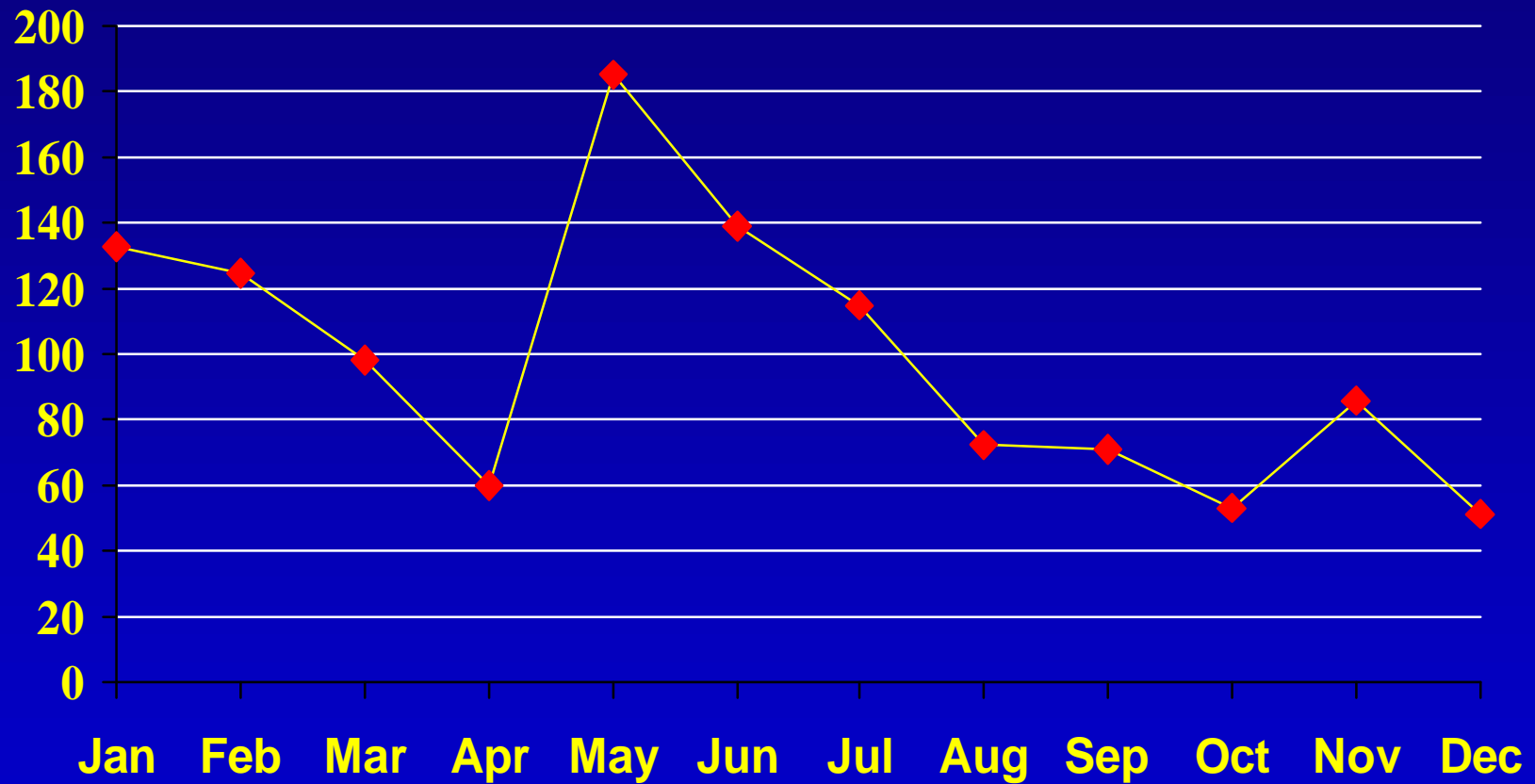
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National Cancer Institute***



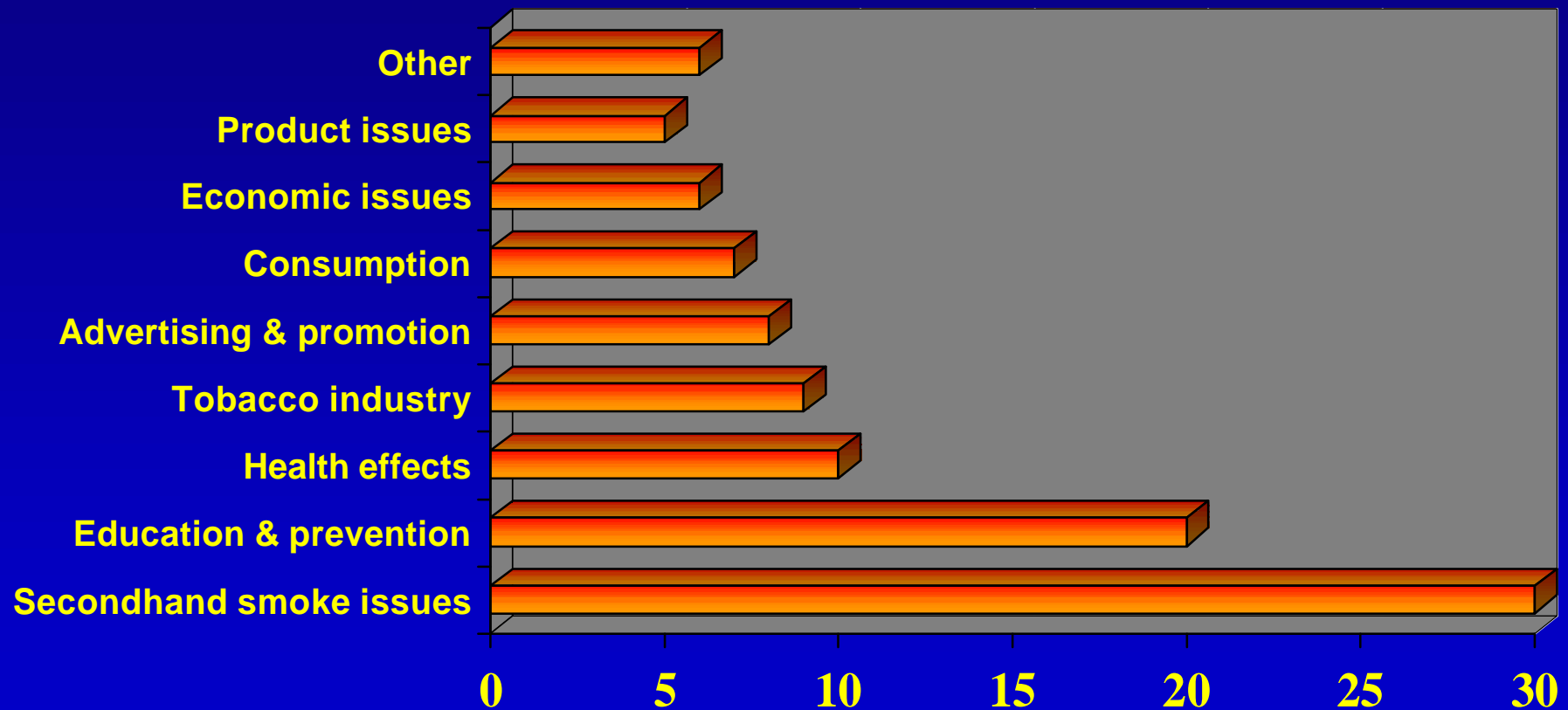
Methods and Sample

- **Content analysis of newspaper articles**
- **All tobacco focussed articles published in Australian national and capital city newspapers (n = 12)**
- **Coded for month, state, theme, type of article, prominence, event slant and opinion slant**
- **1188 articles in total**

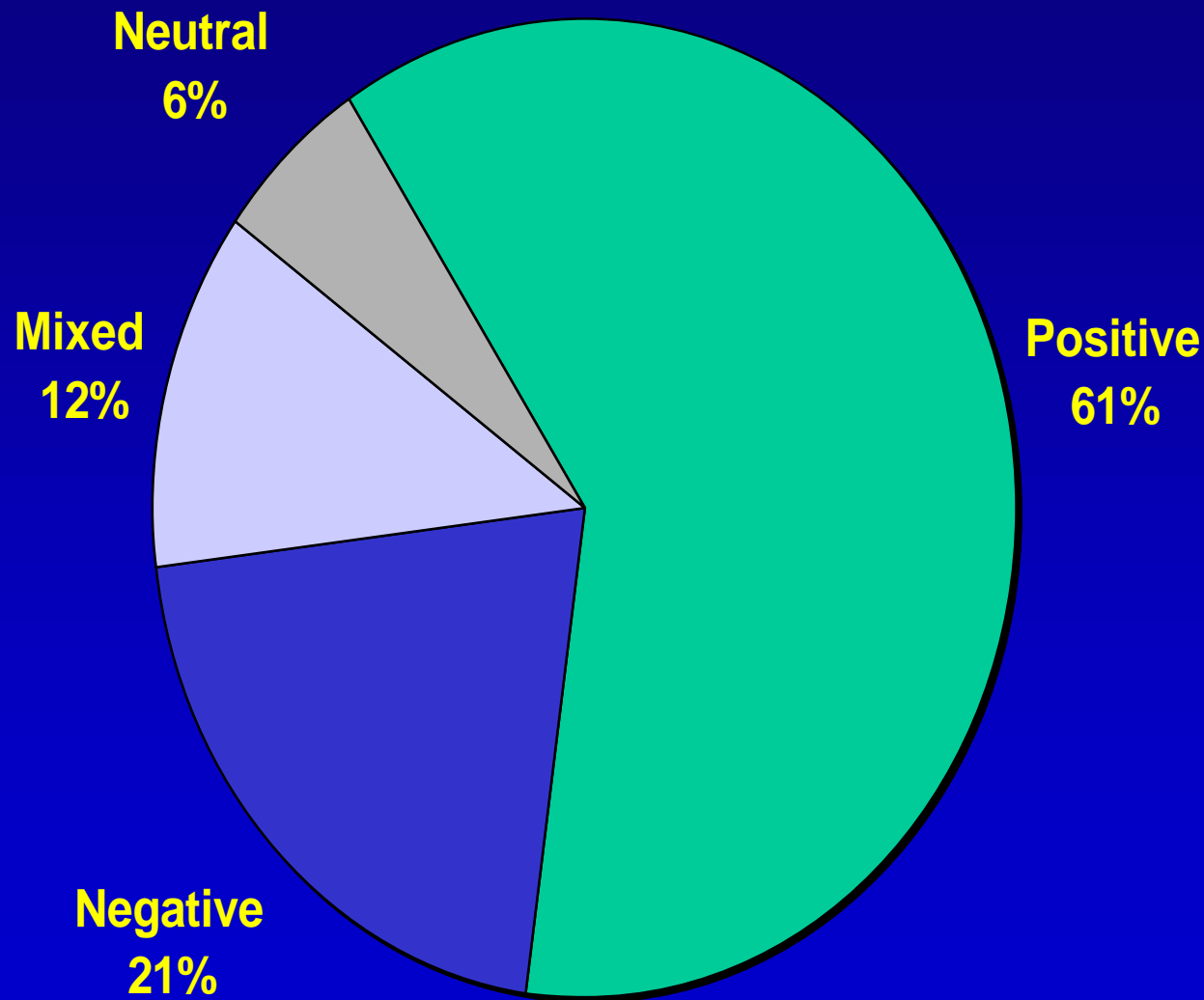
Frequency of newspaper articles by month



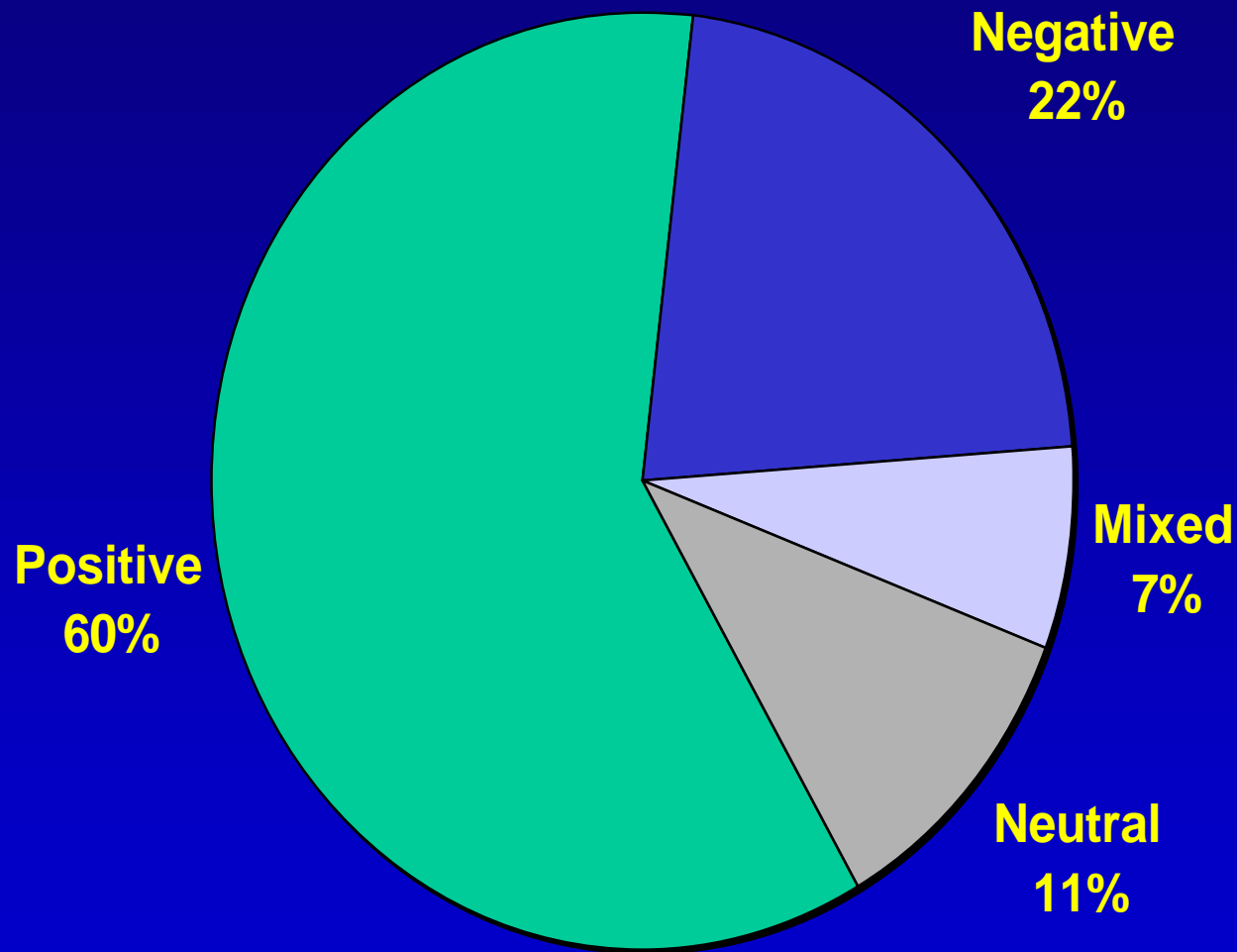
Percentage of newspaper articles by theme



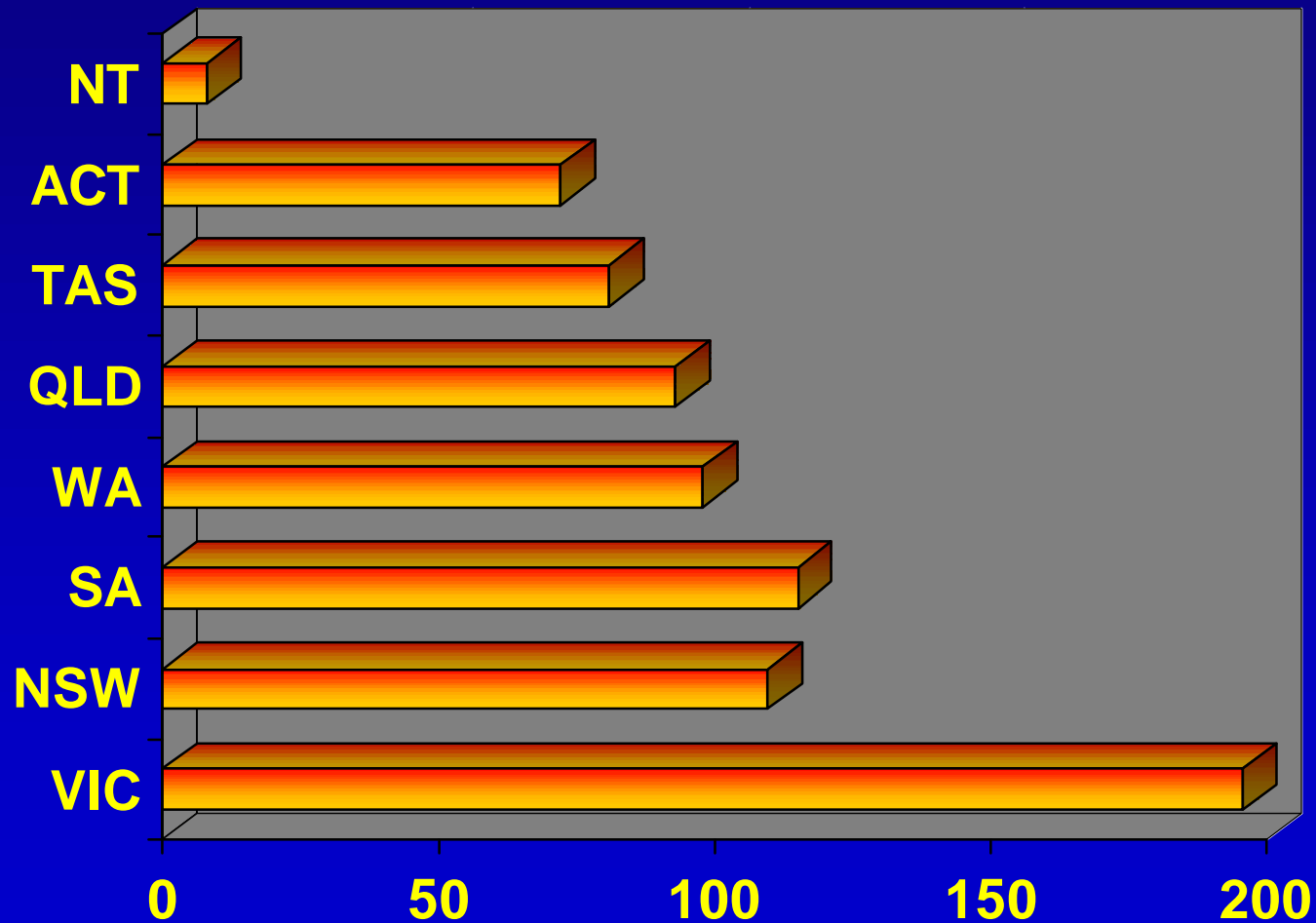
Percentage of articles by event slant



Percentage of articles by opinion slant



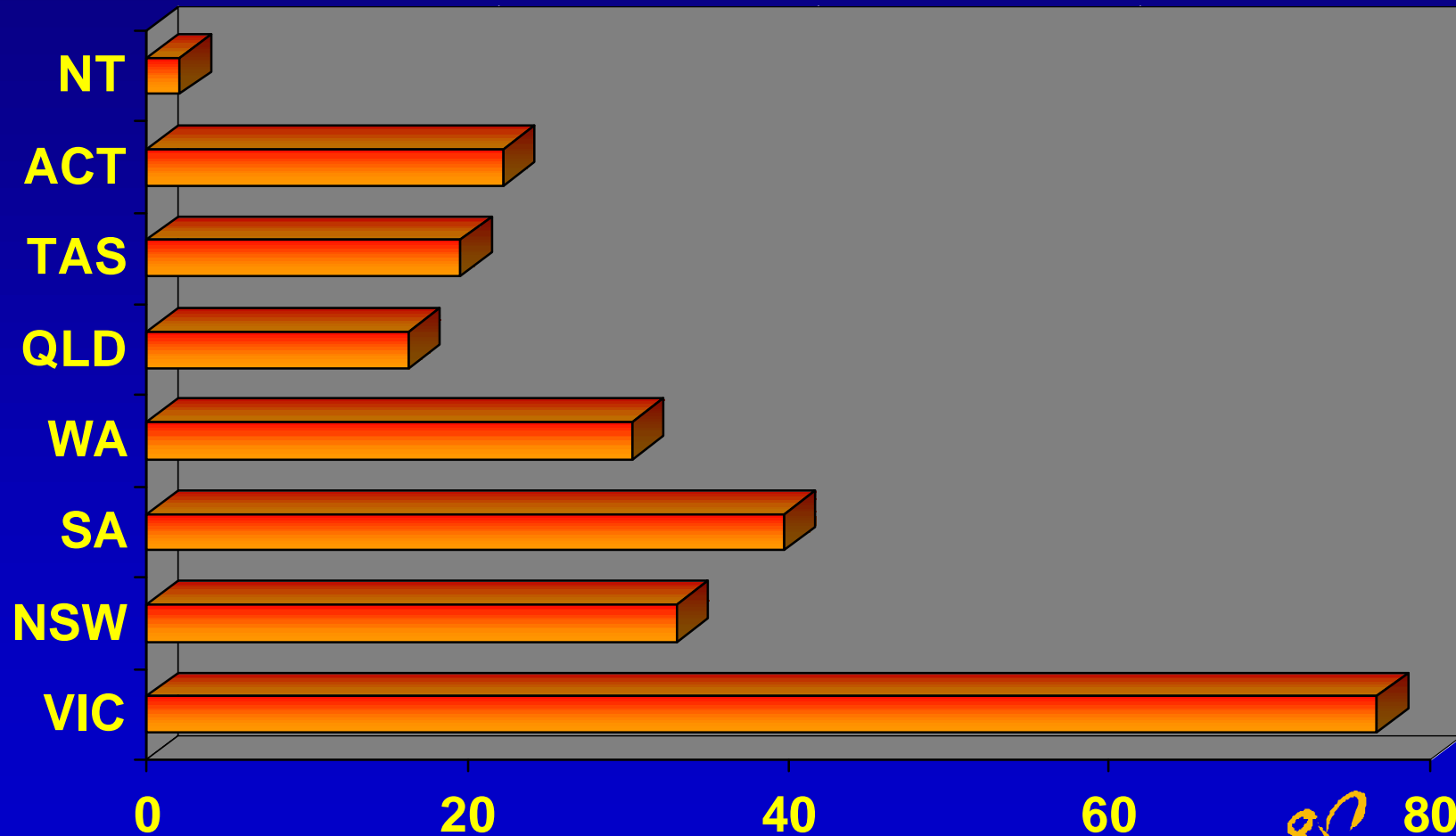
Rate of articles per newspaper by state



Calculating media impressions

- How many people are exposed to newspaper articles about tobacco in each state?
- Number of newspaper articles X circulation of the newspaper X 2.2
- To calculate “per capita media impressions” this figure is then divided by the state population

Per capita media impressions by state



Summary

- **1188 tobacco focussed newspaper articles**
- **An average of two million media impressions per day**
- **Coverage generally positive for tobacco control objectives**
- **Tobacco coverage varied in important ways by month, state, and theme**
- **The monitoring of newspaper coverage provides a useful index of how tobacco issues are presented in the media**