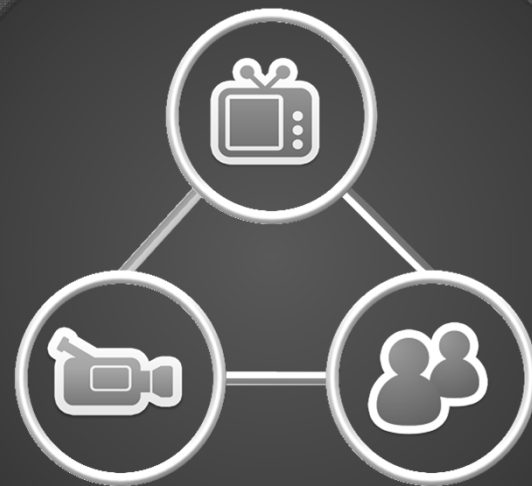


**A Multilevel, Multidimensional
Network Model of the Media System:
Production, Content, and Audiences**

**Sunbelt 2012, Redondo Beach
Katherine Ognyanova & Peter Monge
USC Annenberg School of Communication
Annenberg Networks Network**



Media System: **Intra-Sector** Networks



Content

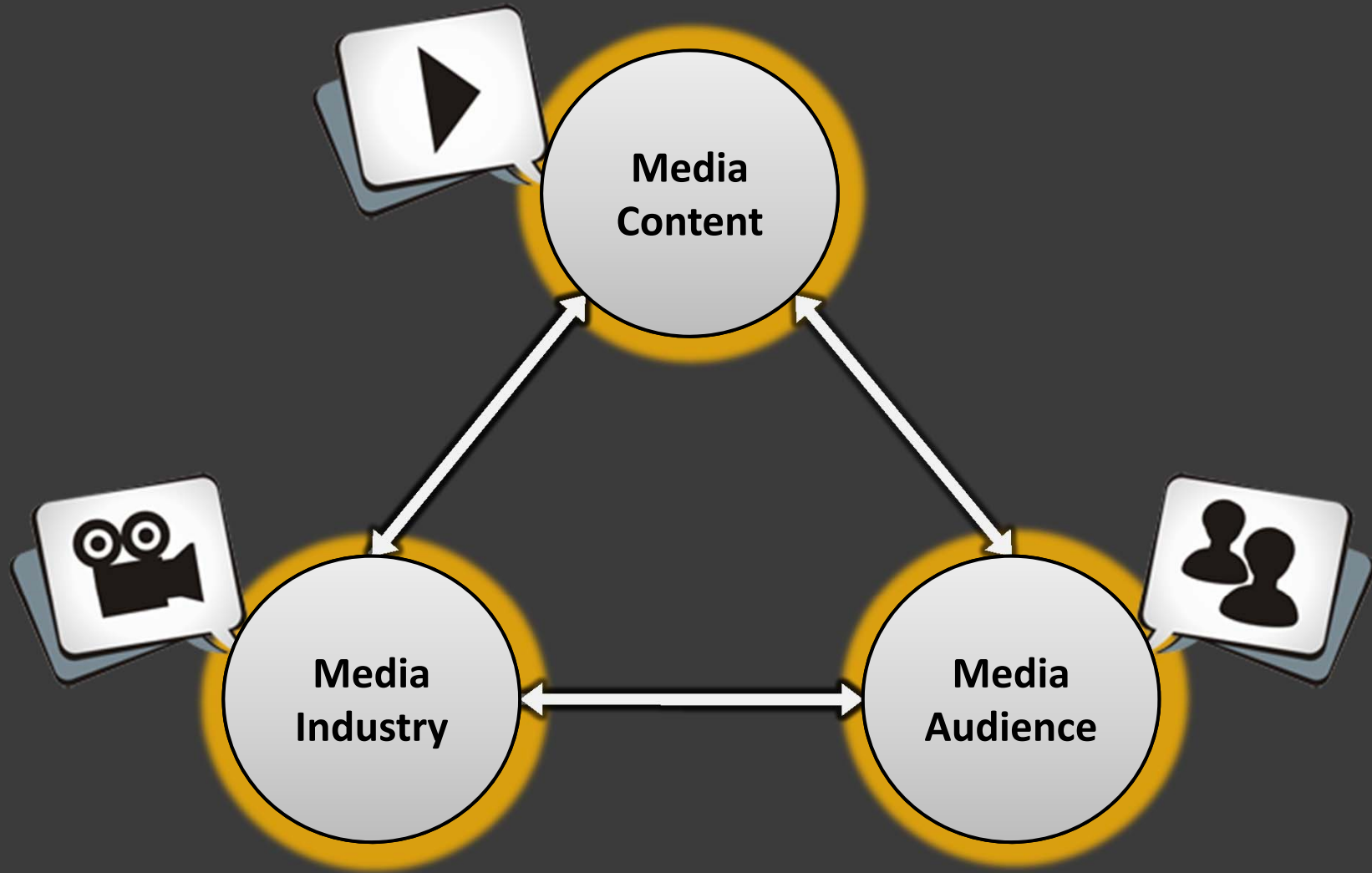


Audience



Industry

Media System: **Inter-Sector** Networks



The **Industry** sector



The **Industry** Sector: Ties Between Media Companies

Interorganizational,
any industry

Ownership & Partnership

Interlocking directorates

Resource Exchanges

Strategic Alliances

Joint political action

Family/friendship ties



Typical for the
media industry

Shared Content

Information Resources

Overlapping Staff



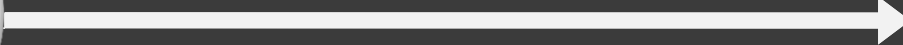
The **Industry** Sector: Theoretical Frameworks

Evolutionary Theories

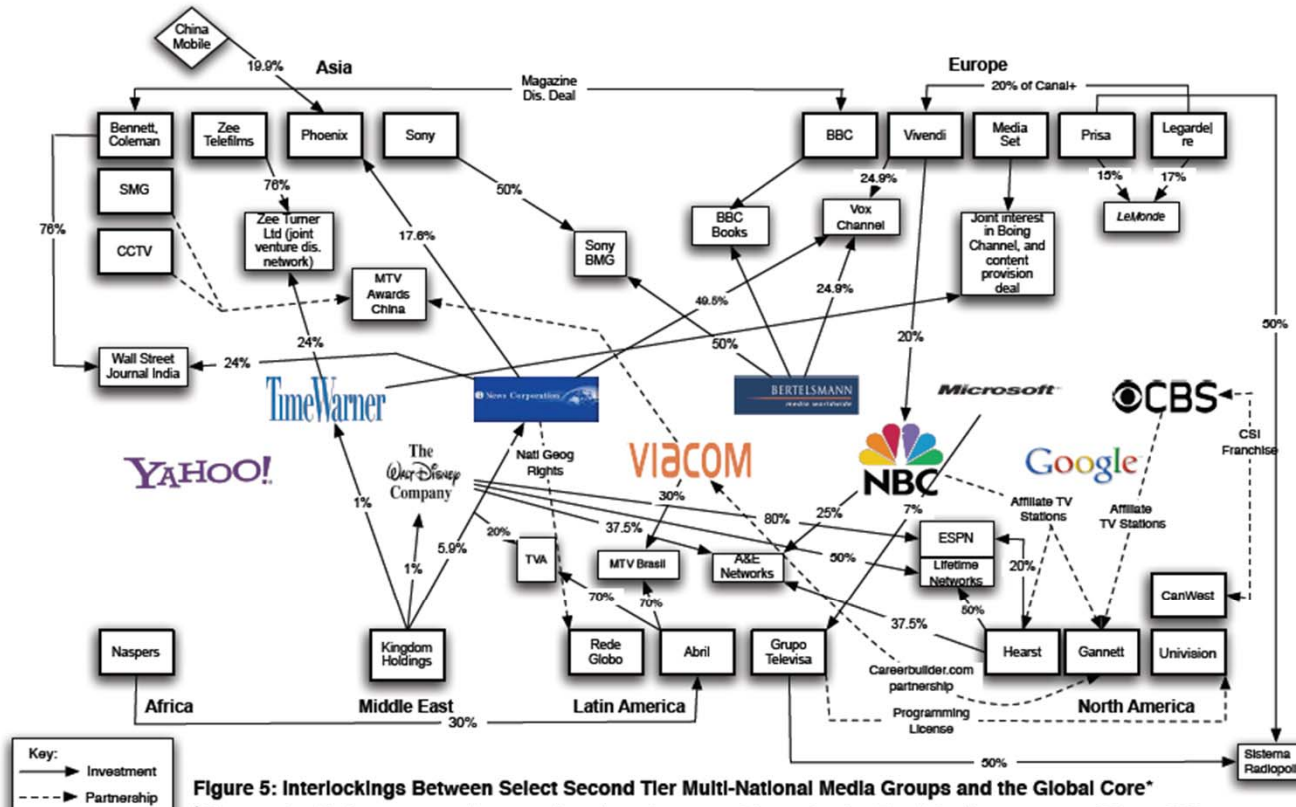
Organizational Ecology

Resource Dependence

Exchange Theories

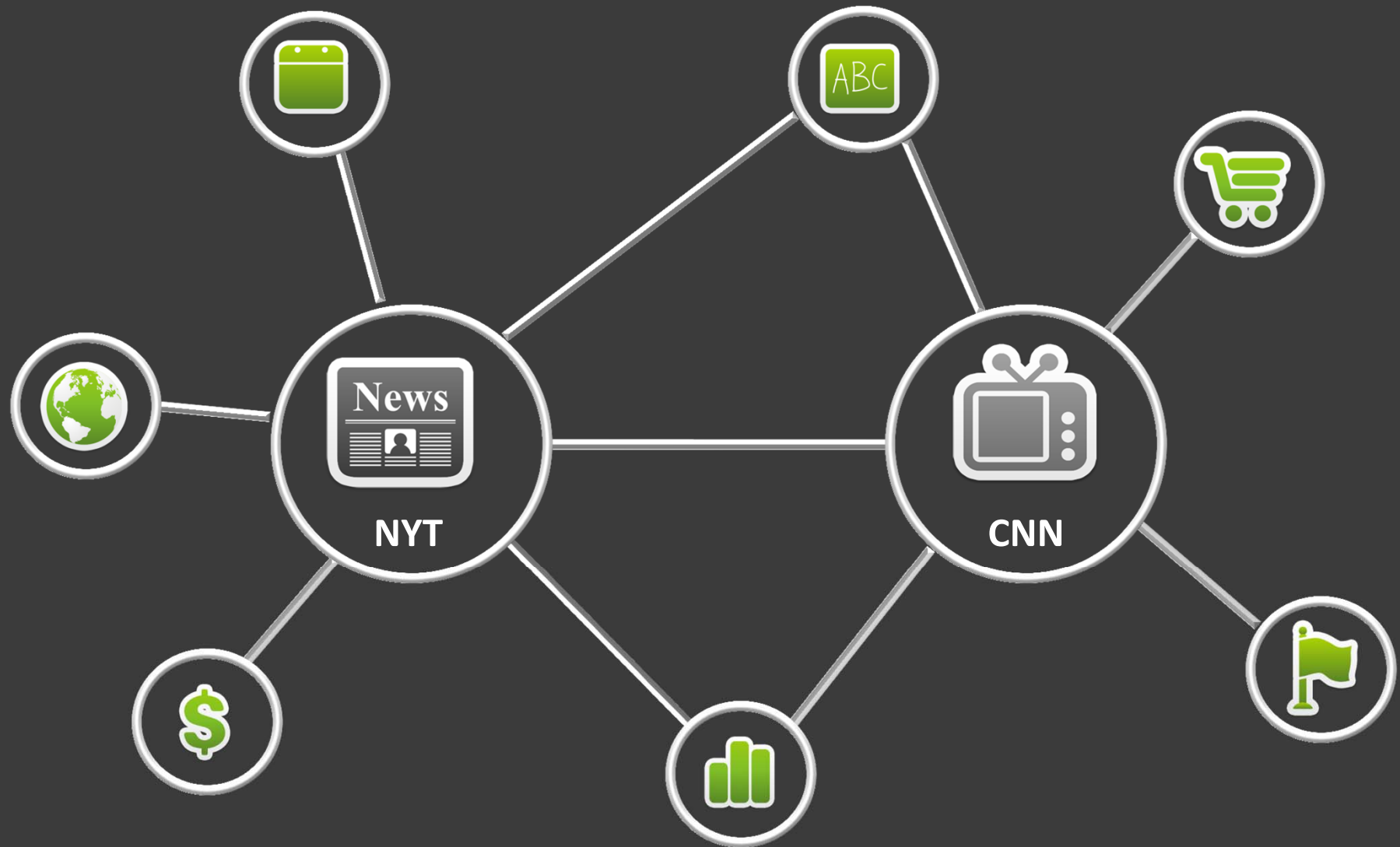


The Industry Sector: An Example

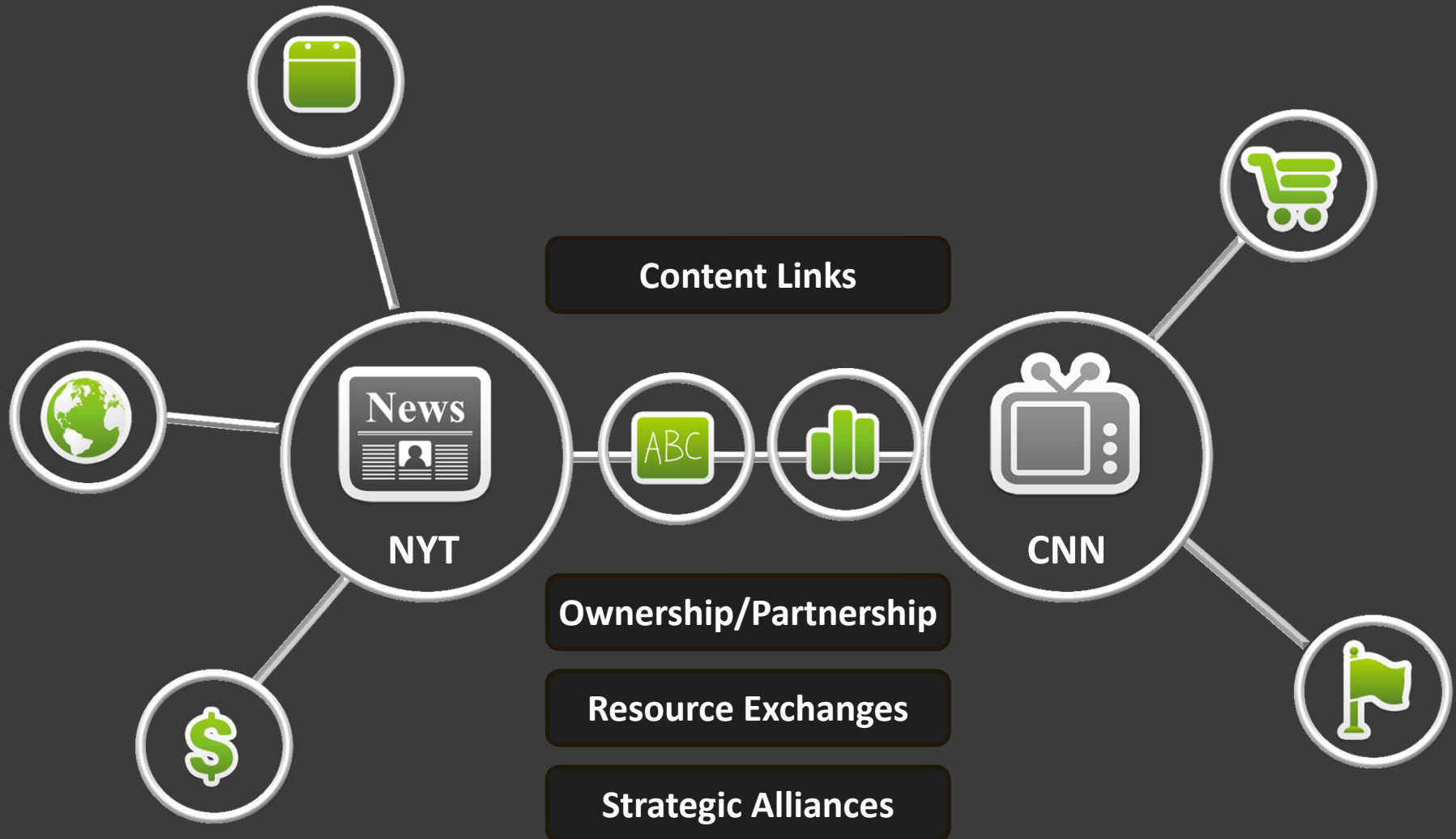


Media corporations network. Source: Arsenault & Castells, 2008

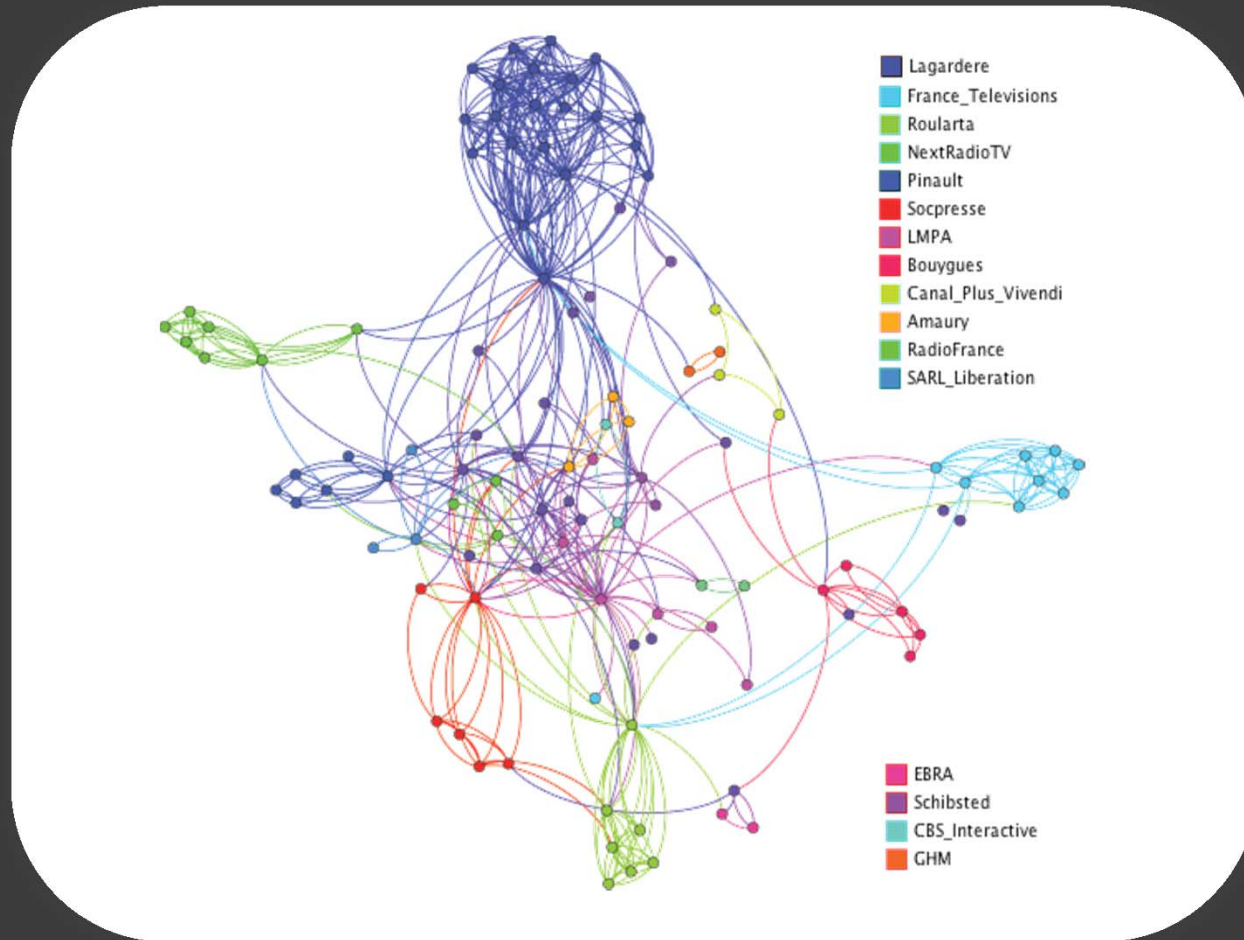
Inter-Sector Networks: Industry and Content



Inter-Sector Networks: Industry and Content

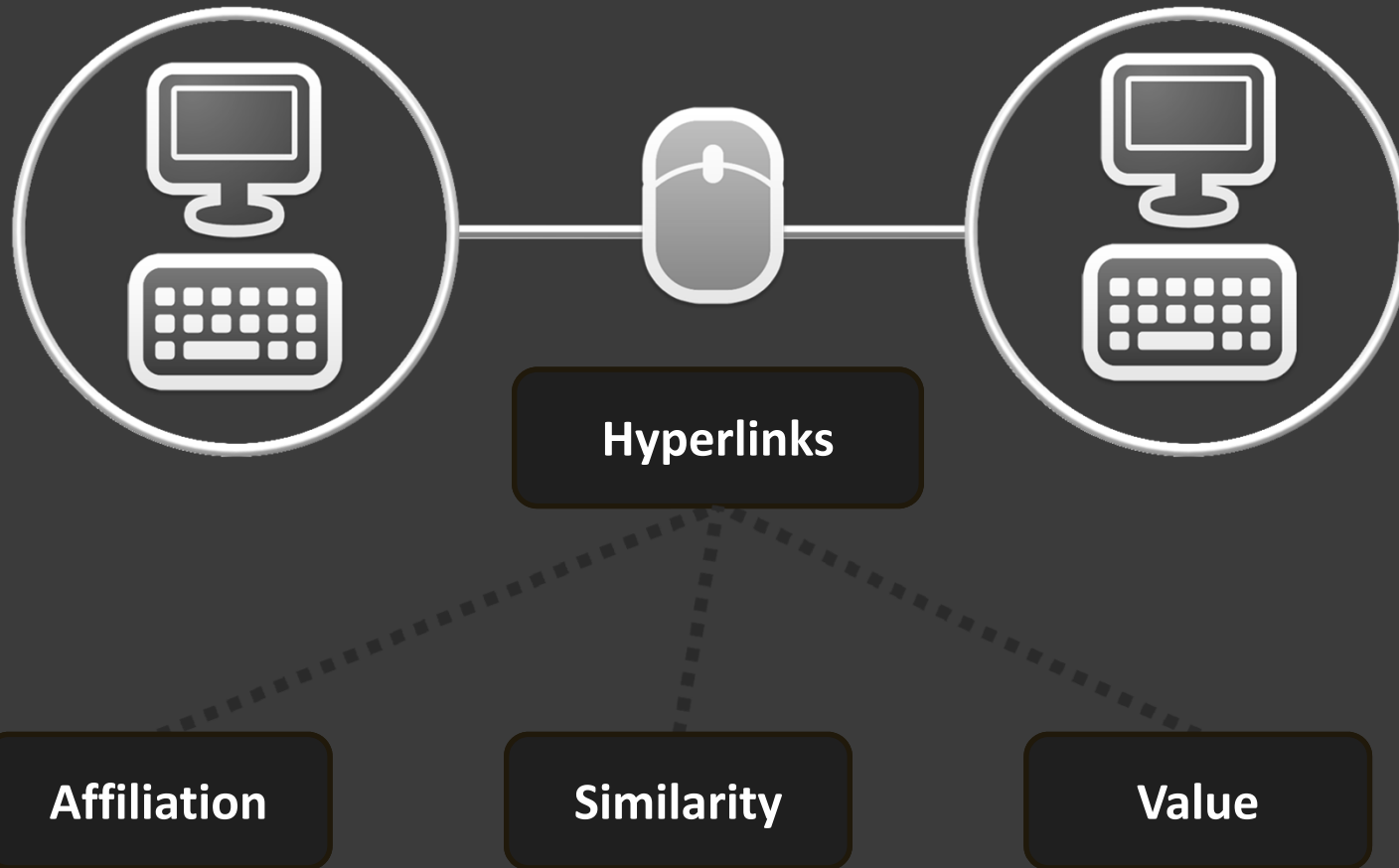


Industry and Content Networks: Hyperlink Example

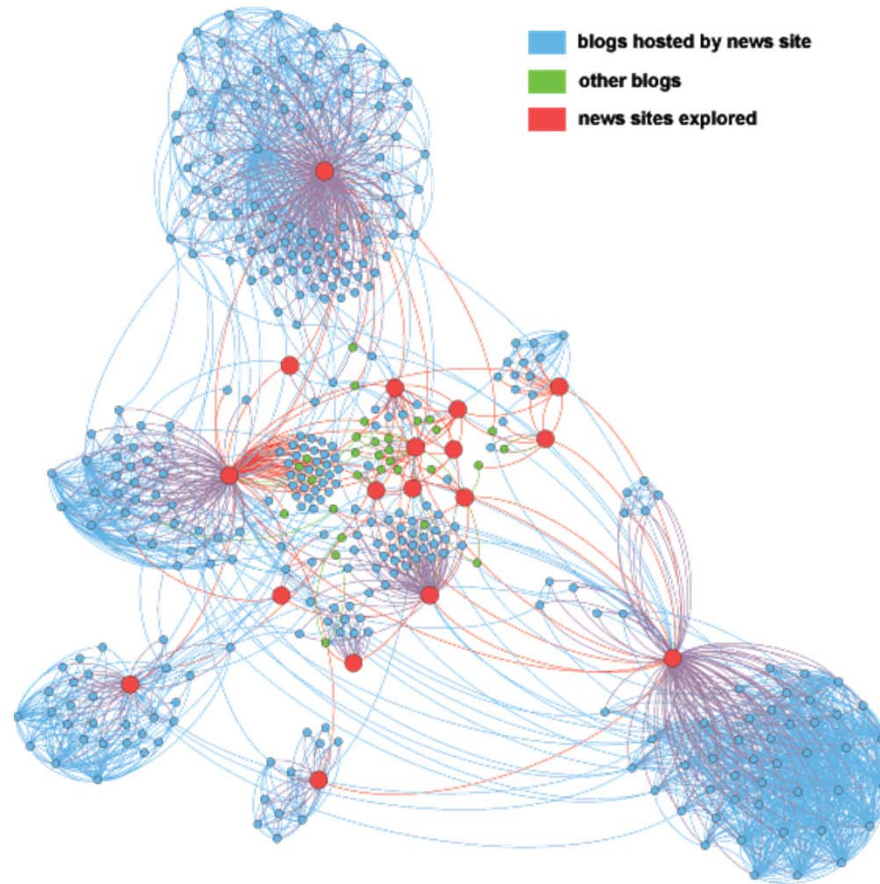


Mapping the hyperlinked environment of French online news. Source: De Maeyer, J. (2010)

Inter-Sector Networks: Industry and Audience



Industry and Audience Networks: Hyperlink Example

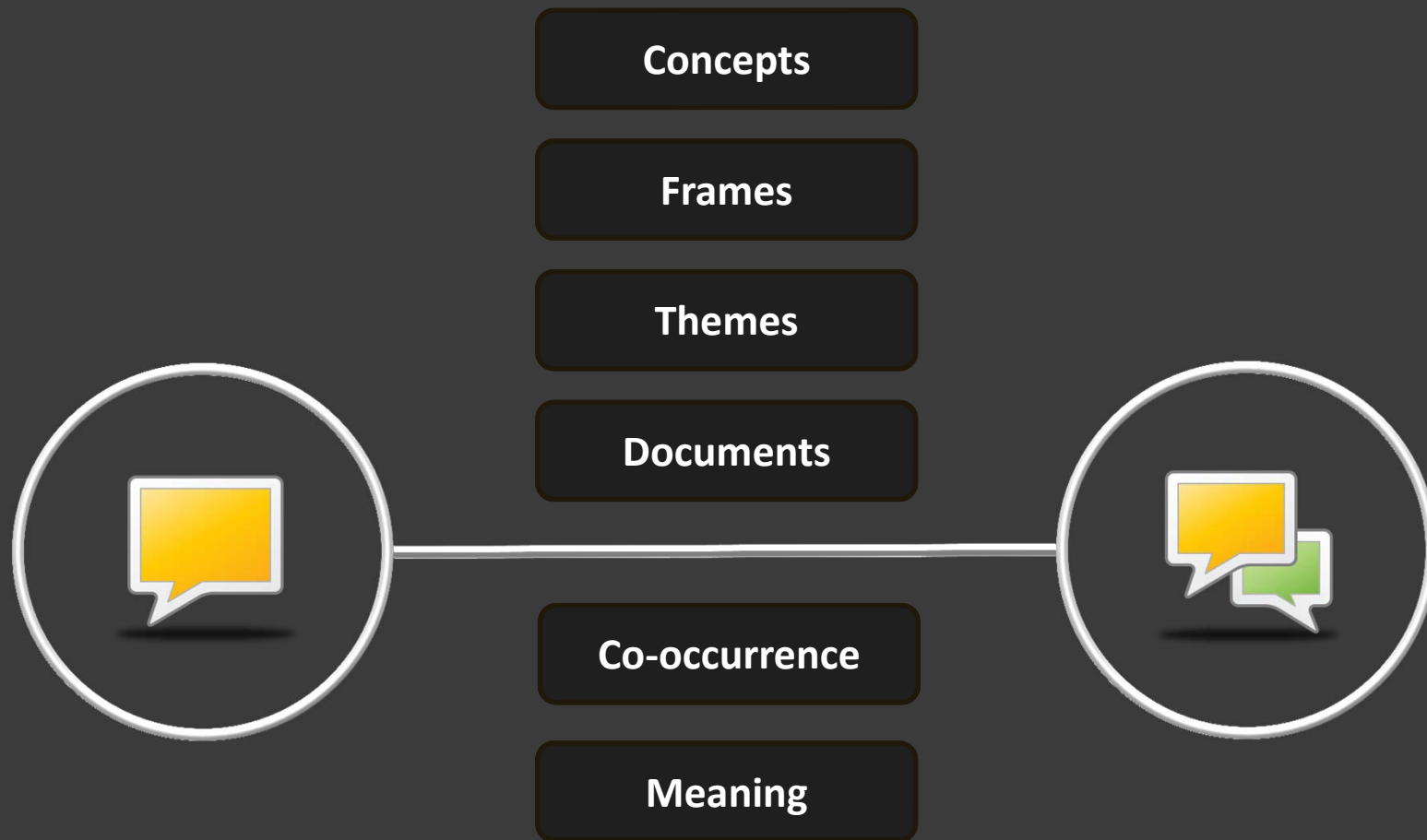


Mapping the hyperlinked environment of French online news. Source: De Maeyer, J. (2010)

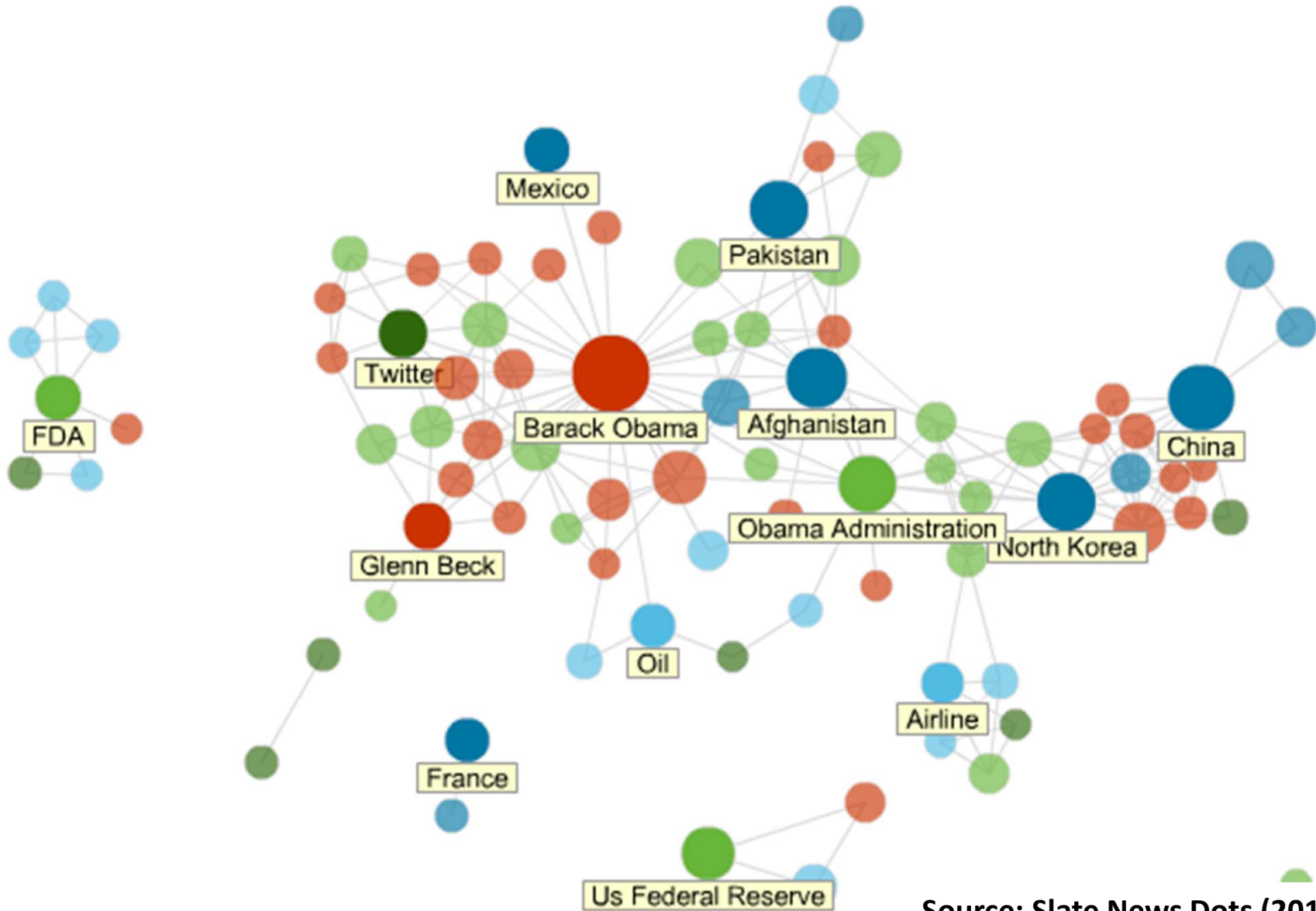
The **Content** Sector



The **Content** Sector: Semantic Ties

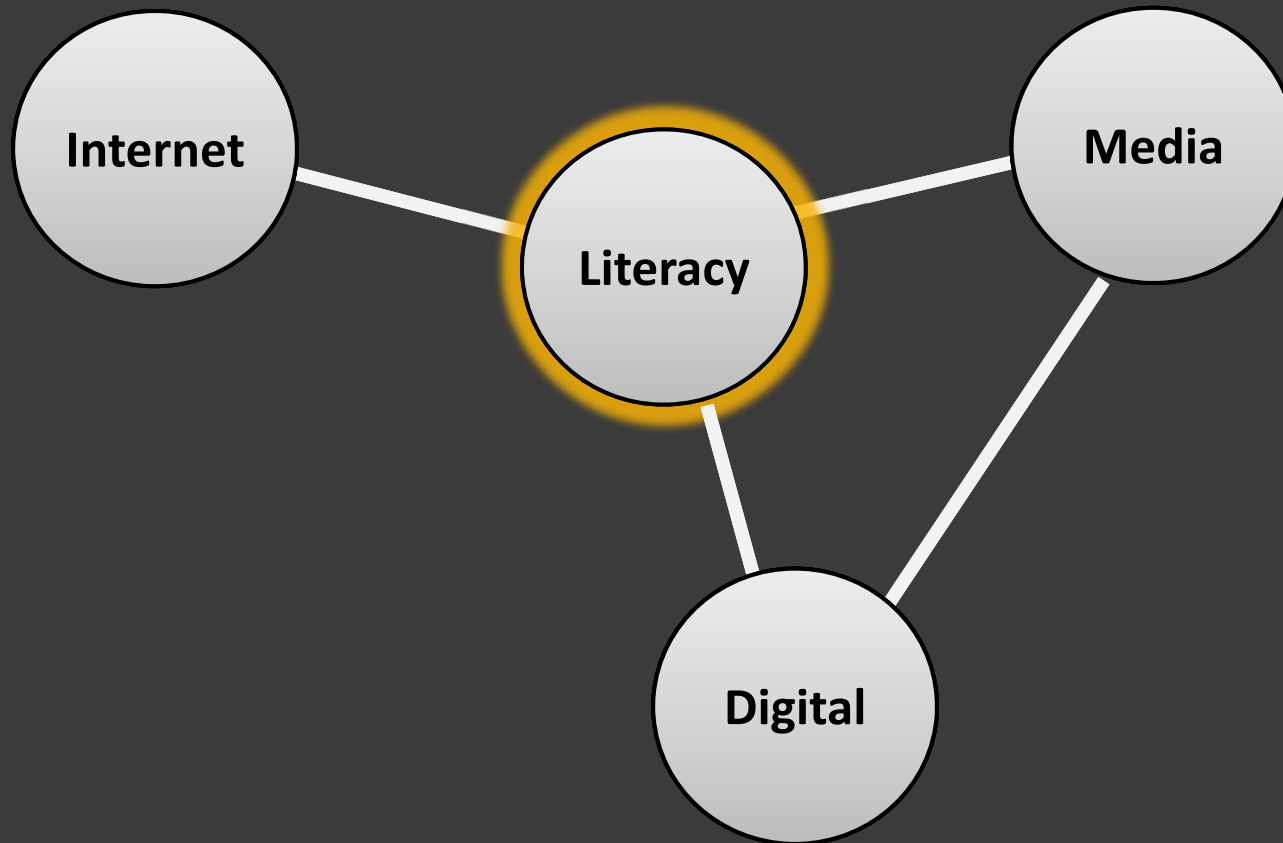


The **Content** Sector: Linked Open Data



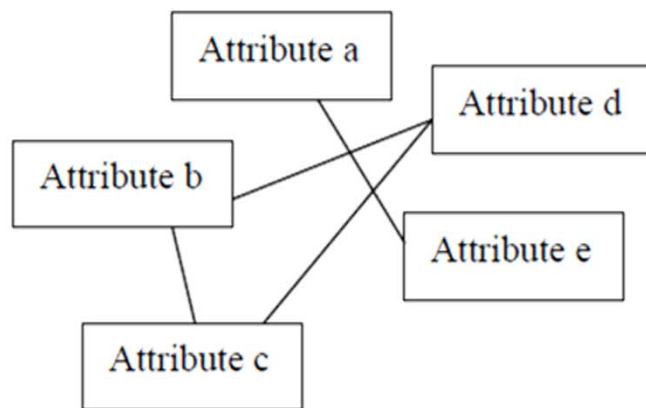
Source: Slate News Dots (2010)

The **Content** Sector: Framing Theory

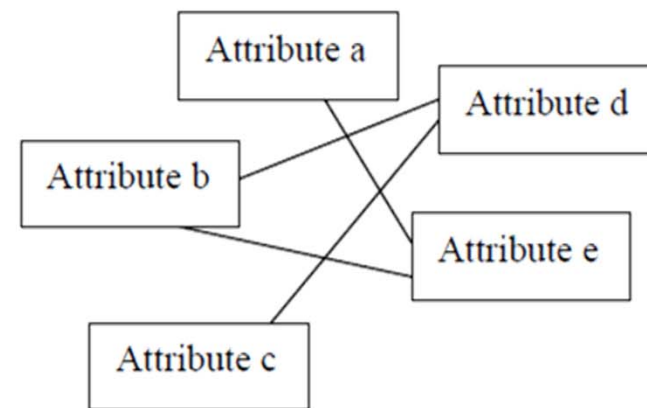


Inter-Sector Networks: Content and Audience

MEDIA



PUBLIC



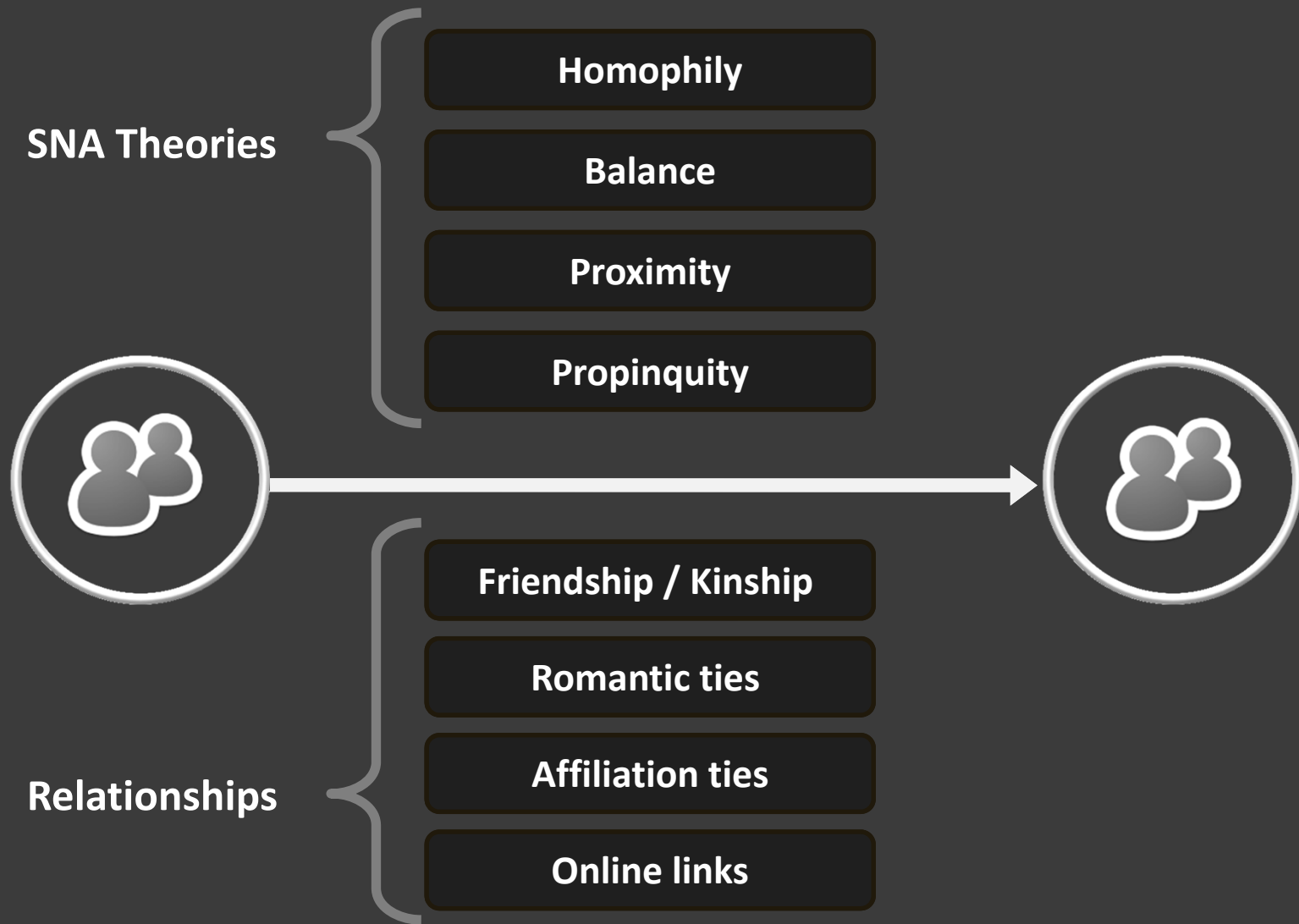
Transfer of attribute relationship salience. Source: Guo & McCombs (2011)

The Audience Sector

Media
Audience



The Audience Sector: Social Networks



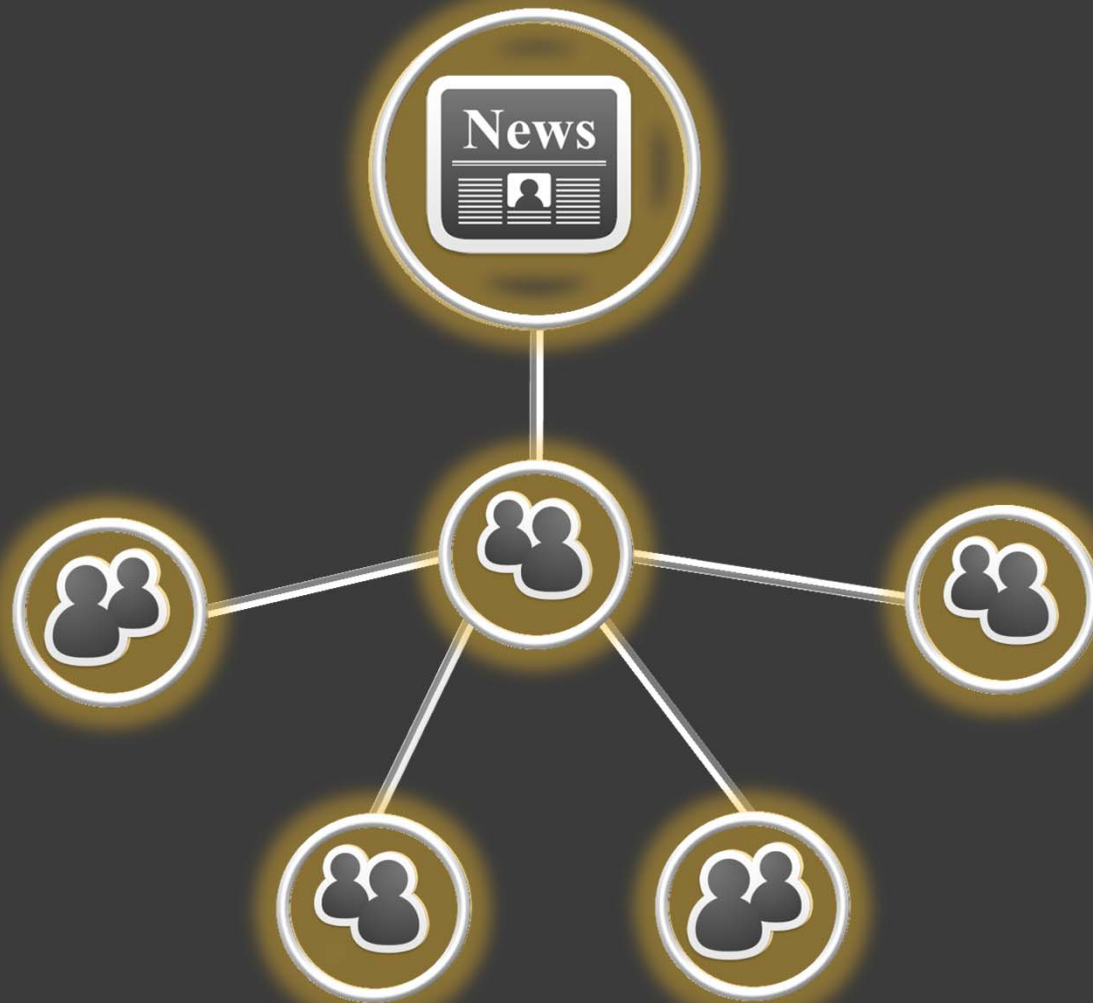
Inter-Sector Networks: Audience and Industry (MSD)



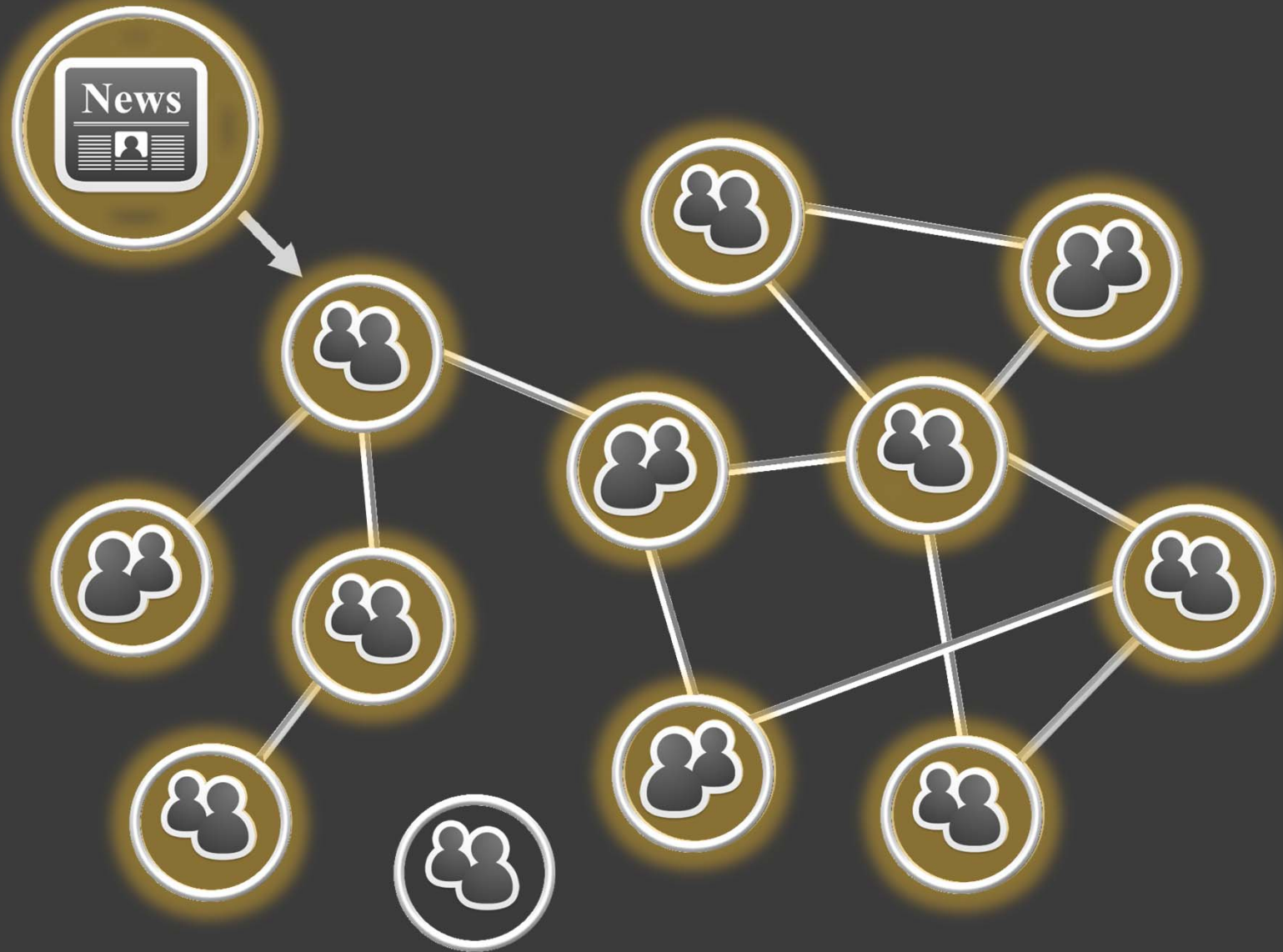
Inter-Sector Networks: Audience and Industry (CIT)



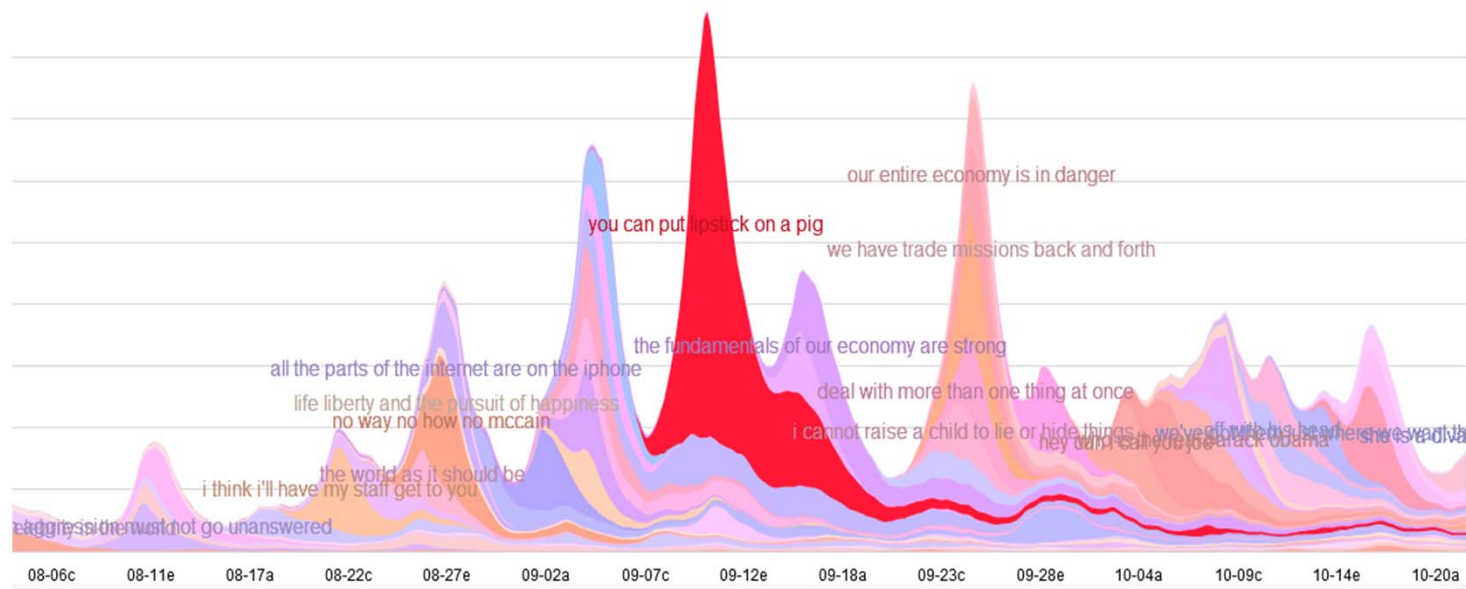
Inter-Sector Networks: Audience and Content (2-Step)



Inter-Sector Networks: Audience and Content (Diffusion)



Audience and Content Networks: An Example



 MemeTracker

MemeTracker (2008) Jure Leskovec, Lars Backstrom and Jon Kleinberg

THE COMPOSITION OF MEDIA NETWORKS

External Sources of Influence (All domains)

- Political system
- Economic forces
- Social norms and expectations
- Technological affordances & capacities
- Embeddedness in local & global cultures

[1-2] Organization-Content Affiliation Networks

Type: Inter-sector

Nodes: Media organizations

Links: Hyperlinks, shared topics, shared memes, shared quotes, etc.

[2-2] Media Content Networks

Type: Intra-sector

Nodes: Concepts, frames, topics

Links: Semantic mapping

[3-2] Audience-Content Distribution/Diffusion Networks

Type: Inter-sector

Nodes: News consumers

Links: Content flow, hyperlinks, shared topics, diffusion in social media, etc.

[2-1] Content-Organization Topical Networks

Type: Inter-sector

Nodes: Topics/Frames,

Links: Common outlets

[2-3] Content-Audience Preference Networks

Type: Inter-sector

Nodes: Topics/Frames,

Links: User preference



[1-1] Media Organization Networks

Type: Intra-sector

Nodes: Media organizations

Links: Co-ownership, partnership, strategic alliances, resource exchange, personnel

[1-3],[3-1] Media Use Affiliation Networks

Type: Inter-sector

Nodes: News consumers and Media organizations

Links: Media use practices

[3-3] Audience Social Networks

Type: Intra-sector

Nodes: News consumers

Links: social relations (existing in the online and/or offline world)

Theories & Methods
(Network Analysis, Application to Media Studies)

Level of Analysis	Media Industry/Orgs	Media Content	Media Audiences
Media Industry/ Orgs	<ul style="list-style-type: none"> ▪ Evolutionary Theories, Population ecology, Theory of the Niche ▪ Resource Dependence ▪ Exchange Theories ▪ Equilibrium Theories 		
Media Content	<ul style="list-style-type: none"> ▪ Evolutionary Theories, Population ecology, Theory of the Niche ▪ Intra and inter-media level agenda-setting ▪ Media bias 	<ul style="list-style-type: none"> ▪ Semantic Networks, cognitive concept mapping, Framing theories 	
Media Audiences	<ul style="list-style-type: none"> ▪ Media Ecology ▪ Selective exposure ▪ Uses & Gratifications ▪ Media System Dependency ▪ Information Seeking ▪ Transaction cost 	<ul style="list-style-type: none"> ▪ Two Step Flow Theory ▪ Contagion/Diffusion ▪ Social Capital ▪ Structural Holes ▪ Collective Action, Public Goods 	<ul style="list-style-type: none"> ▪ Homophily theories ▪ Proximity theories ▪ Electronic Proximity ▪ Balance theories ▪ CIT & Storytelling Networks

Contact Information

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