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

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Annenberg Networks Network
Media System: **Intra-Sector Networks**

- Semantic Networks
- Social Networks
- Interorganizational

Content

Audience

Industry
Media System: **Inter-Sector** Networks

- Media Content
- Media Industry
- Media Audience
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

[Diagram showing network of media corporations]

*Figure 5: Interlockings Between Select Second Tier Multi-National Media Groups and the Global Core*

*Please note that this diagram represents key partnerships and cross-investments. It is not exhaustive. The relationships are current as of February 2008.*

Media corporations network. Source: Arsenault & Castells, 2008
Inter-Sector Networks: Industry and Content
Inter-Sector Networks: Industry and Content

Ownership/Partnership
Resource Exchanges
Strategic Alliances

Content Links

NYT

CNN
Industry and Content Networks: An Example

Topical Networks
Source: Ognyanova, K.
www.kateto.net
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

- Hyperlinks
- Affiliation
- Similarity
- Value
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

- Concepts
- Frames
- Themes
- Documents
- Co-occurrence
- Meaning
The **Content** Sector: An Example

Source: Ognyanova, K. www.kateto.net
The **Content** Sector: Linked Open Data

Source: Slate News Dots (2010)
The **Content Sector: Framing Theory**
The **Content Sector and Framing**: An Example

Transfer of attribute relationship salience. Source: Guo & McCombs (2011)
Inter-Sector Networks: Content and Industry

Media framing of stem cell research. Source: Kim (2011)
The **Audience** Sector
The **Audience Sector**: Social Networks

**SNA Theories**
- Homophily
- Balance
- Proximity
- Propinquity

**Relationships**
- Friendship / Kinship
- Romantic ties
- Affiliation ties
- Online links
Inter-Sector Networks: Audience and Industry (MSD)
Inter-Sector Networks: Audience and Industry (CIT)
Audience and Industry Networks: An Example

News Outlets and Consumers, South LA.
Source: Ognyanova, K. Data: Metamorphosis.org
Inter-Sector Networks: Audience and Content (2-Step)
Inter-Sector Networks: Audience and Content (Diffusion)
Audience and Content Networks: An Example

THE COMPOSITION OF MEDIA NETWORKS

External Sources of Influence
- 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.

[2-1] Content-Organization Topical Networks
- Type: Inter-sector
- Nodes: Topics/Frames
- Links: Common outlets

[2-2] Media Content Networks
- Type: Intra-sector
- Nodes: Concepts, frames, topics
- Links: Semantic mapping

[2-3] Content-Audience Preference Networks
- Type: Inter-sector
- Nodes: Topics/Frames
- Links: User preference

[3-2] Audience-Content Distribution/Diffusion Networks
- Type: Inter-sector
- Nodes: News consumers
- Links: Content flow, hyperlinks, shared topics, diffusion in social media, etc.

[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)*

<table>
<thead>
<tr>
<th>Level of Analysis</th>
<th>Media Industry/Orgs</th>
<th>Media Content</th>
<th>Media Audiences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Industry/Org</td>
<td>Evolutionary Theories, Population ecology, Theory of the Niche</td>
<td>Semantic Networks, cognitive concept mapping, Framing theories</td>
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<td>Resource Dependence, Exchange Theories, Equilibrium Theories</td>
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<td>Media Content</td>
<td>Evolutionary Theories, Population ecology, Theory of the Niche</td>
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<td></td>
<td>Intra and inter-media level agenda-setting, Media bias</td>
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