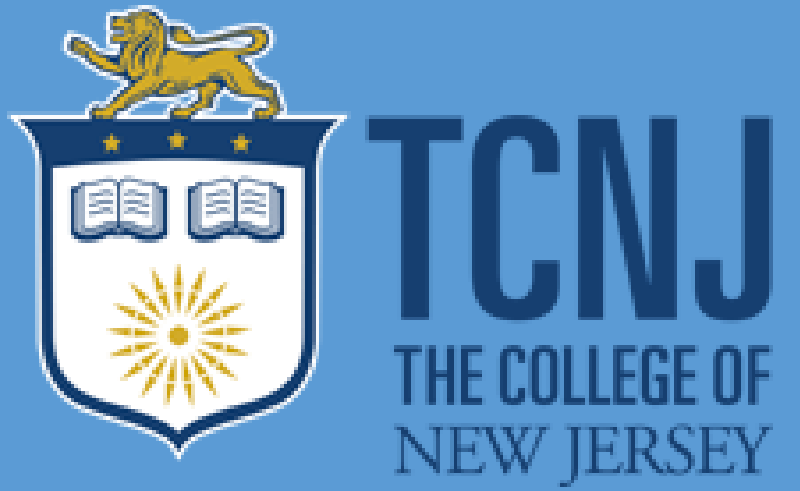


# Cross-national Media Coverage of Drug Trafficking: Community Structure Theory and Detached Resource Privilege

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## Introduction

- Illegal drug use is widespread and can cause permanent emotional and physical damage to users
- United Nations Office of Drugs and Crime regularly monitors and researches global illicit drug markets and drug trafficking
- Little has been done successfully to reduce drug trafficking

## Community Structure Theory

- Connecting community demographics to content analysis of variations in media coverage of critical issues, the theory assumes that society sets media agendas (Pollock, 2007, 2013, 2015).

## Research Questions

1. How much variation exists in cross-national coverage of drug trafficking?
2. How closely linked is that coverage variation to differences in national characteristics?

## Hypotheses

- *Buffer*: Privileged communities are linked to coverage supporting human rights claims.
- *Vulnerability*: Vulnerable populations are associated with media supporting human rights claims.
- *Stakeholder*: Greater proportions of stakeholders can be linked to more media support for human rights claims.

## Methodology

- 22 major newspapers, 406 total relevant articles coded
- Sample period: November 1, 2009– June 26, 2020. **Start**: The International Network for People who Use Drugs was formally launched
- **End**: United Nations International Day Against Drug Abuse and Illicit Drug Trafficking
- Content direction was coded as favorable, unfavorable, or balanced/neutral.
- Scott's Pi Coefficient of Inter-coder Reliability: 0.865

## Statistical Analysis: Introducing Pollock's Media Vector

- Media Vectors combine measures of article "prominence" and "direction" into a single composite score.
- Pearson correlations and regression analysis compare city demographics with Media Vectors.

## MAJOR FINDING:

A relatively clean measure of energy, electricity consumption, and less clean fossil fuel measures of coal production and coal consumption are linked with media emphasizing less government responsibility for reducing drug trafficking.

## SECONDARY FINDING:

Measures of oil production and oil consumption, along with poverty level are all linked with media emphasis on more government responsibility for reducing drug trafficking.

## TERTIARY FINDING:

Relatively low levels of freedom of the press are associated with coverage emphasizing less government responsibility for reducing drug trafficking.

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## Media Vector Scores

Country	Newspaper	Media Vector
Argentina	<i>La Nación</i>	0.9403
United States	<i>New York Times</i>	0.8903
Chile	<i>El Mercurio</i>	0.8712
Zimbabwe	<i>The Herald</i>	0.8601
Mexico	<i>El Universal</i>	0.8566
Pakistan	<i>Pakistan Observer</i>	0.8351
Ghana	<i>Accra Mail</i>	0.7756
Malaysia	<i>New Straits Times Malaysia</i>	0.7669
Germany	<i>Deutsche Presse Agentur</i>	0.6399
Namibia	<i>The Namibian</i>	0.6514
India	<i>The Times of India</i>	0.6399
Nigeria	<i>This Day</i>	0.6392
South Africa	<i>The Star</i>	0.5859
Zambia	<i>The Times of Zambia</i>	0.5011
Australia	<i>Sydney Morning Herald</i>	0.2522
Canada	<i>Toronto Star</i>	0.2336
Uganda	<i>New Vision</i>	0.0165
United Kingdom	<i>The Times (London)</i>	-0.1491
Kenya	<i>Daily Nation</i>	-0.2033
Thailand	<i>The Nation</i>	-0.2802
China	<i>China Daily</i>	-0.4102
Russia	<i>Moscow Times</i>	-0.6208

## Significant Pearson Correlations

Country Characteristic	Pearson Correlation	Significance	Hypothesis Category
Electricity Consumption	-0.441	0.020*	RP
Oil Consumption	0.435	0.022*	RP
Hospital Beds	-0.401	0.032*	HP
Coal Production	-0.437	0.035*	RP
Poverty Level	0.392	0.039*	V
Coal Consumption	-0.386	0.046*	RP
Freedom of Press Report	-0.364	0.048*	CP

Key: V = vulnerability, RP = resource privilege, CP= communication privilege, HP = health privilege

## Regression Analysis

Model	R	R <sup>2</sup> Cumulative	R <sup>2</sup> Change	F Change	Significant F Change
Electricity Consumption	0.501	0.251	0.251	5.037	0.040
Electricity Consumption . Coal Production	0.730	0.532	0.281	8.417	0.012
Electricity Consumption, Coal Production, Freedom of Press Report	0.773	0.597	0.065	2.020	0.172
Electricity Consumption, Coal Production, Freedom of Press Report, Oil Consumption	0.804	0.646	0.049	1.667	0.221
Electricity Consumption, Coal Production, Freedom of Press Report, Oil Consumption, Poverty Level	0.842	0.707	0.061	2.284	0.159