

The Syrian Refugee Crisis: Media Coverage and Humanitarian Response

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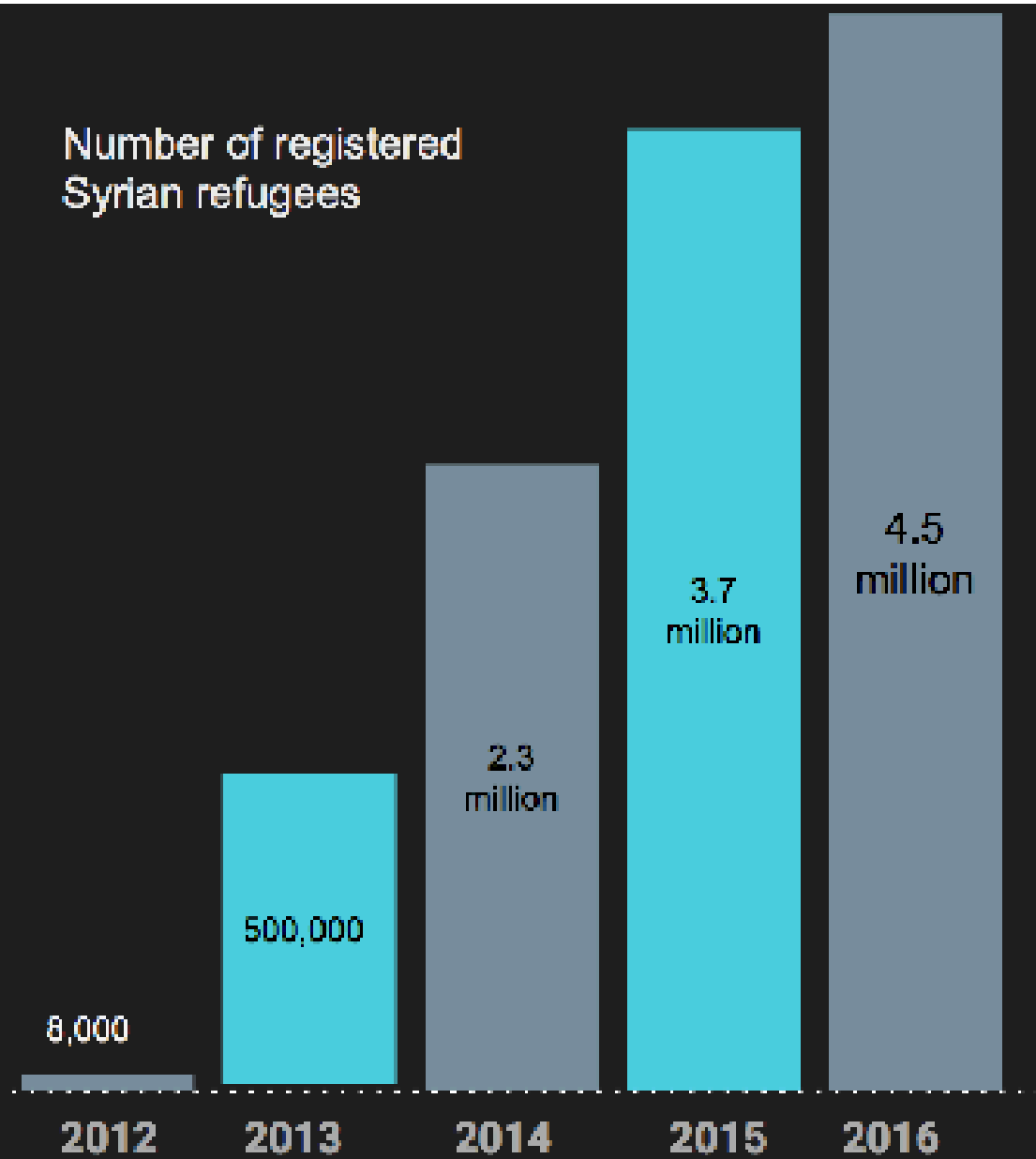
The Crisis

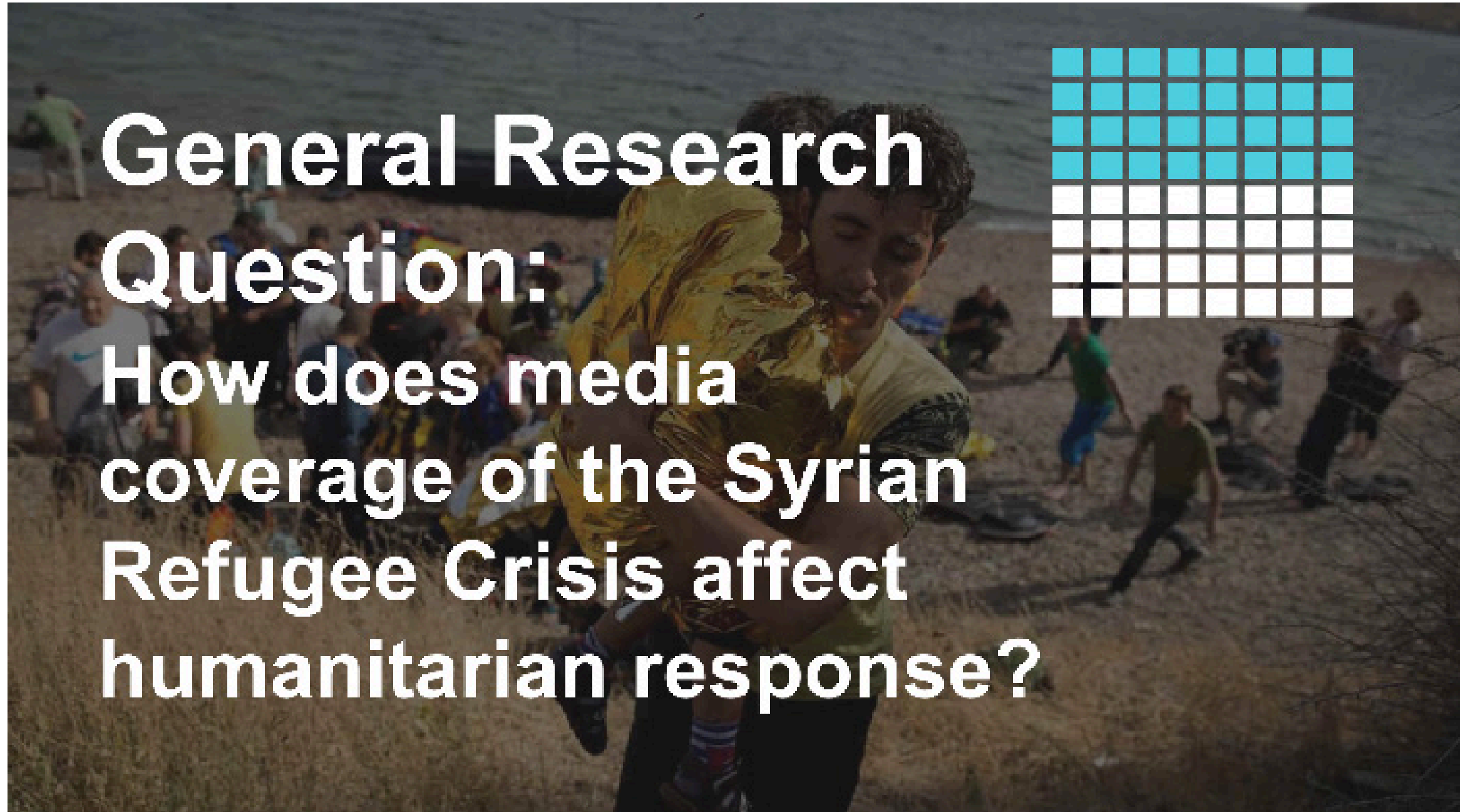
An estimated 9 million refugees have fled Syria since the beginning of the civil war in 2011 (UNHCR)

Increasing influx in surrounding countries (Lebanon, Jordan, Turkey and Greece)

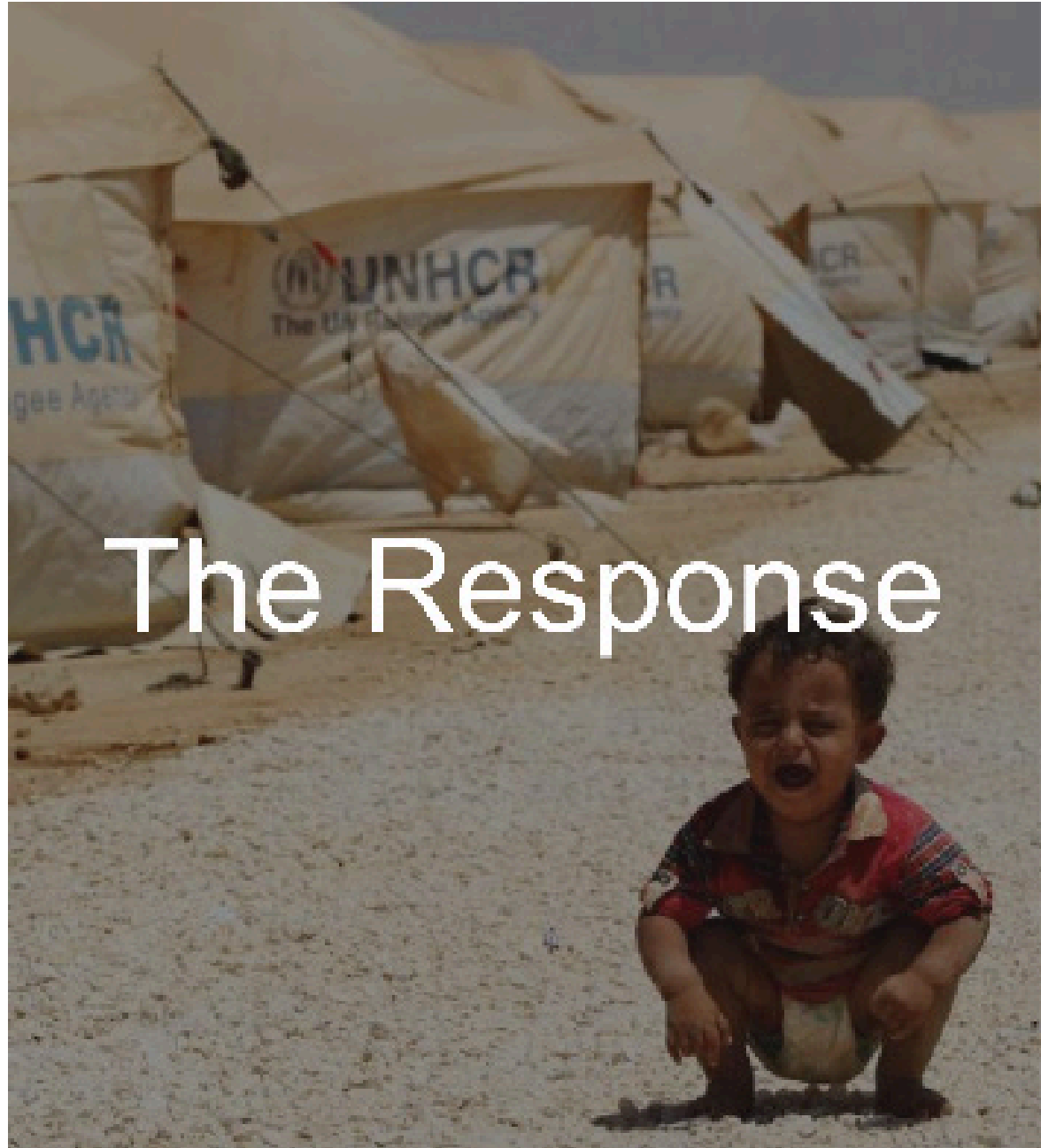
Impact European and other Western nations

Number of registered Syrian refugees





**General Research
Question:
How does media
coverage of the Syrian
Refugee Crisis affect
humanitarian response?**



The Response

- Public response
- Policy response
- Humanitarian aid response

Previous Research

Media Coverage

- Influence on government action
- Catalyst for monetary giving
- Agenda Setting
- Framing

Aid Response

- Communication with aid organizations
- Tracking mechanisms

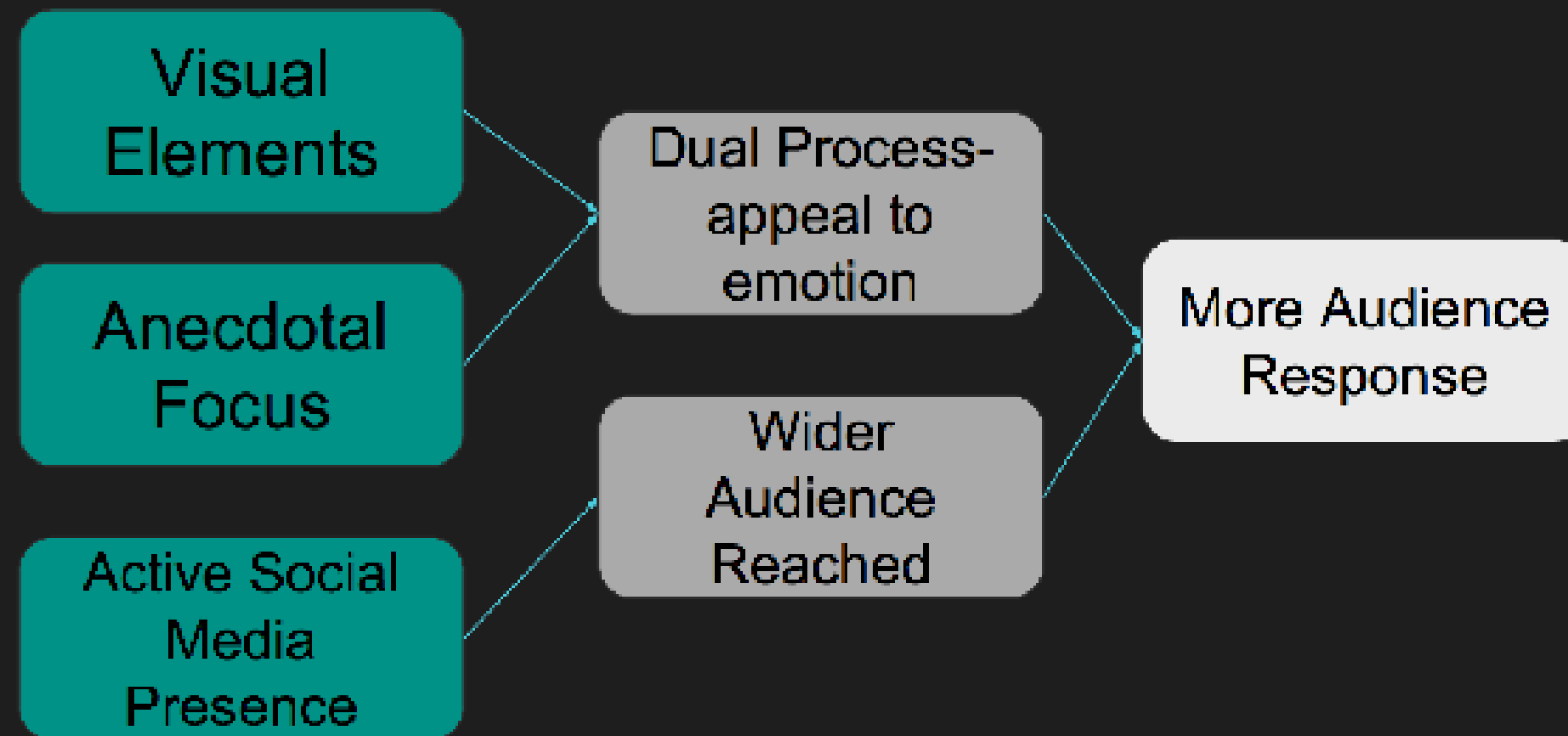
Refugees

- Access to information
- Timeliness of response
- Voice for the voiceless

Dual Process Theory

- Appealing to the emotional level
- Appealing to the rational level

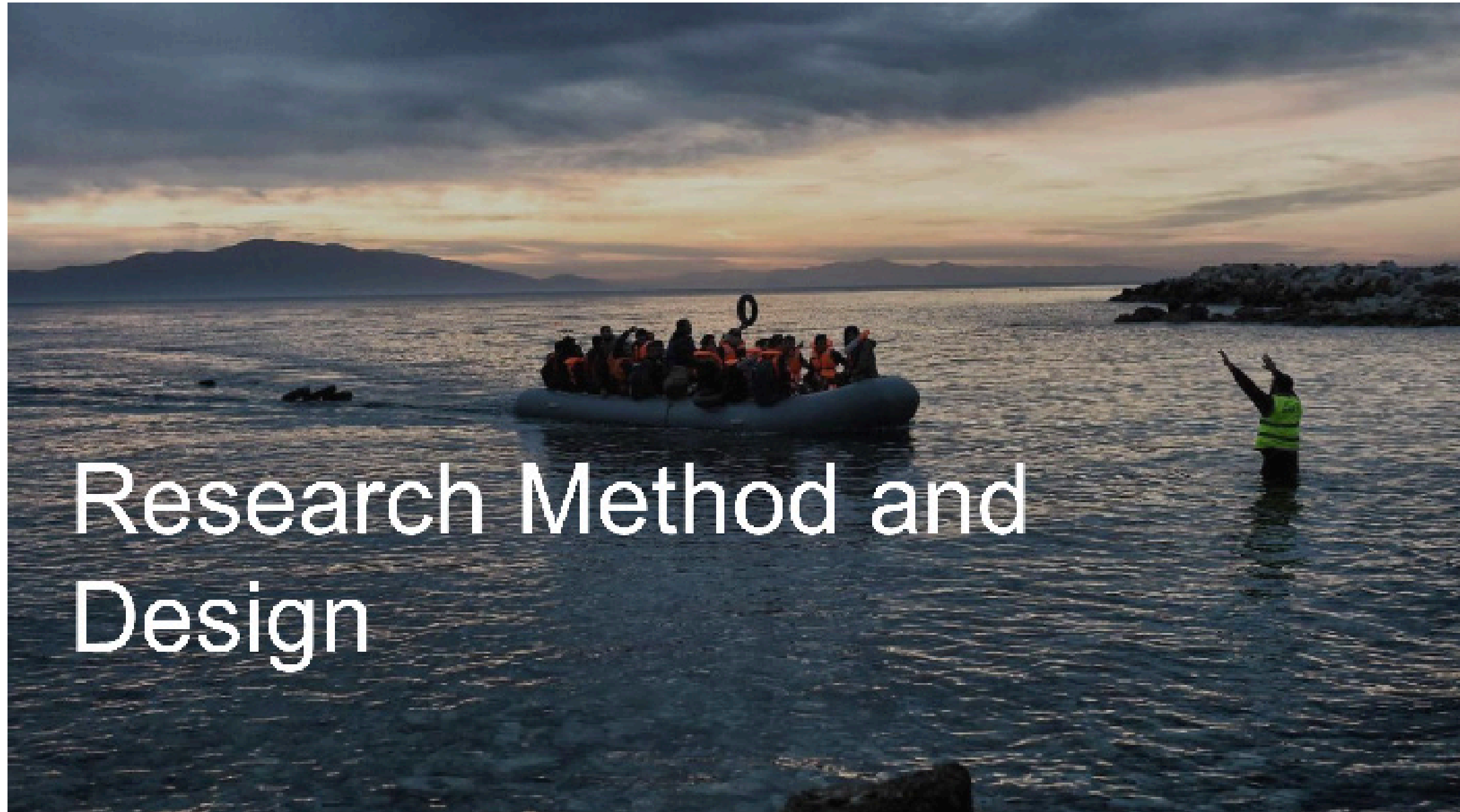
Theory



Research Questions

What kind of media content generates the most audience response and interaction?

What kind of media content results in amplified news coverage?



Research Method and Design

Content Analysis

International News
Organizations

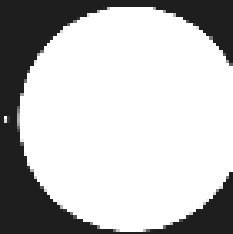
Twitter Coverage
of Crisis

Audience
engagement



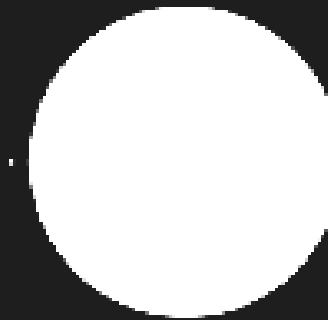
Step 1

Compare the
four one-week
segments



Step 2

Determine the
different
indicators and
categories



Step 3

Run tests to
determine
significance and
correlation



The BBC



The New York
Times



Reuters



The Economist

 The New York Times  @nytimes Following

Brutal images of Syrian boy drowned off Turkey must be seen, activists say nyti.ms/1Ob07Ap



1,371 Retweets 716 Likes

11:20 PM - 9 Sep 2015

18 Retweets 148 Likes 718

 Reply to @nytimes

 The New York Times  @nytimes Following

How big is the migrant crisis? nyti.ms/1Nkr59X



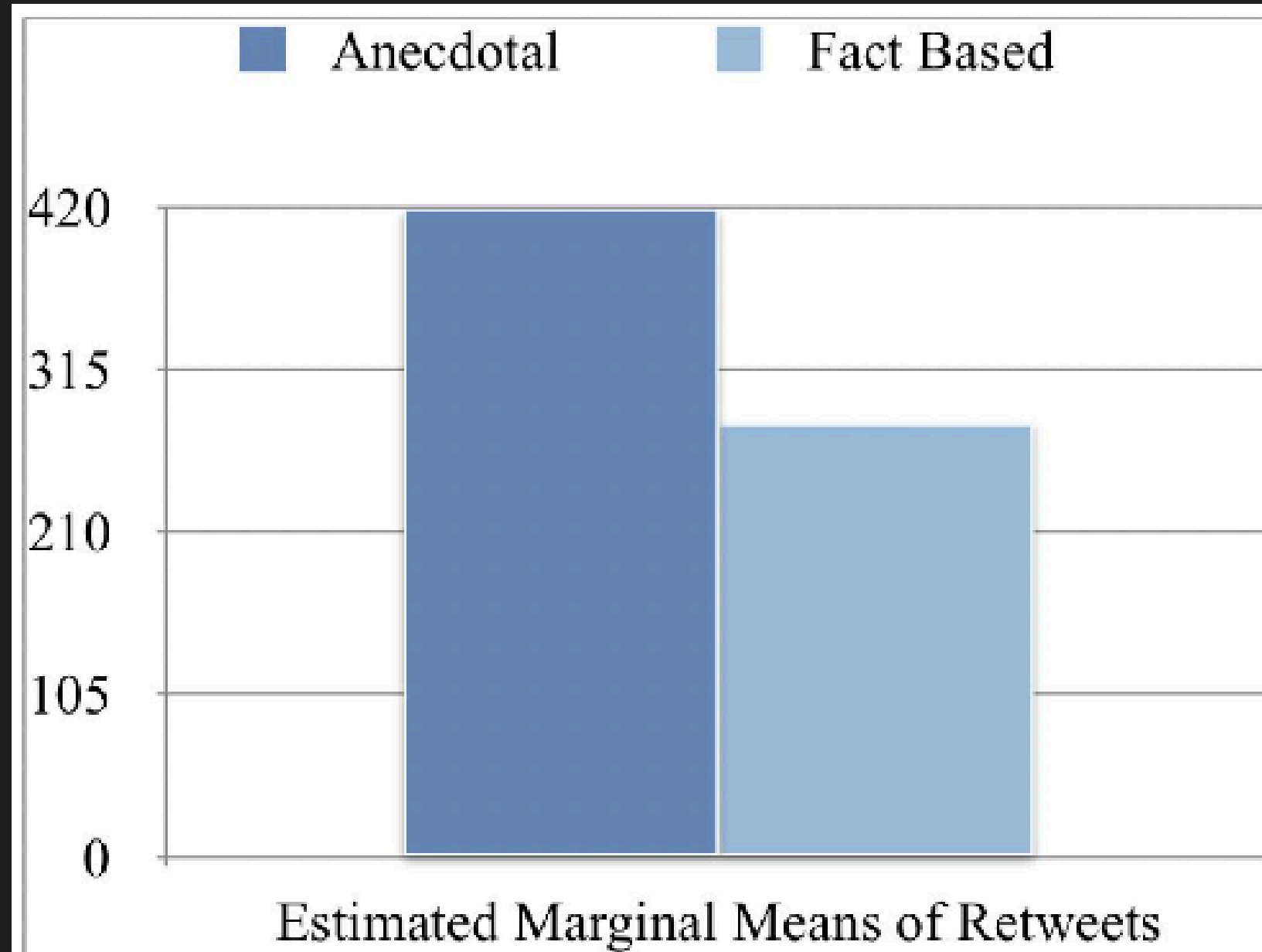
160,000	600,000	794,000
migrants released in the proposal	migrant arrivals in Greece, Italy and Hungary	applied for asylum

196 Retweets 107 Likes

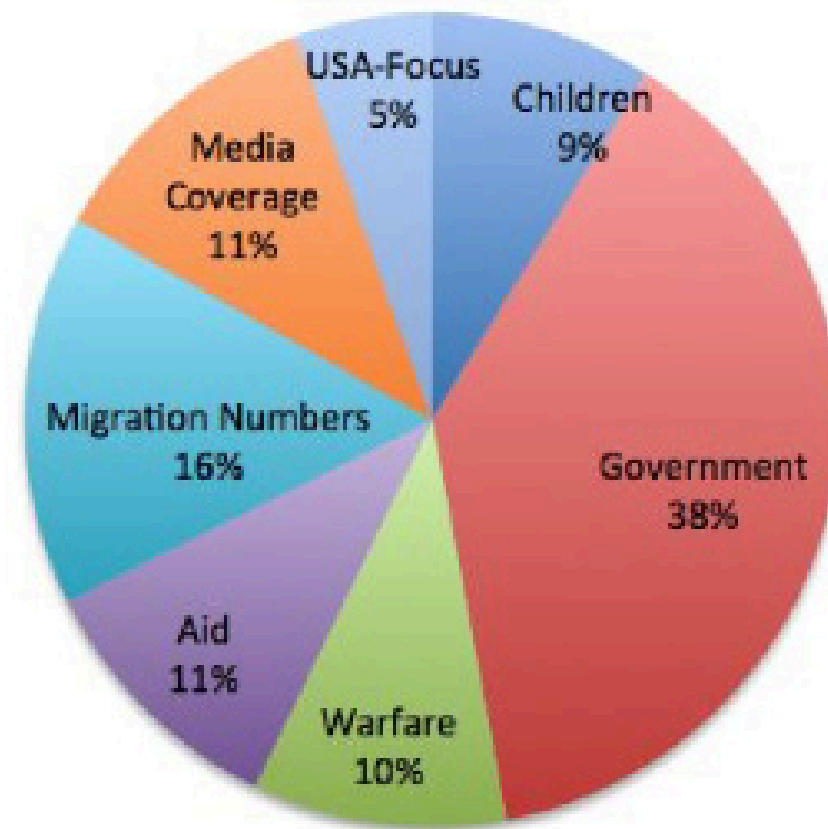
1:26 PM - 10 Sep 2015

18 Retweets 148 Likes 107

 Reply to @nytimes



Media Categories



Experimental Design

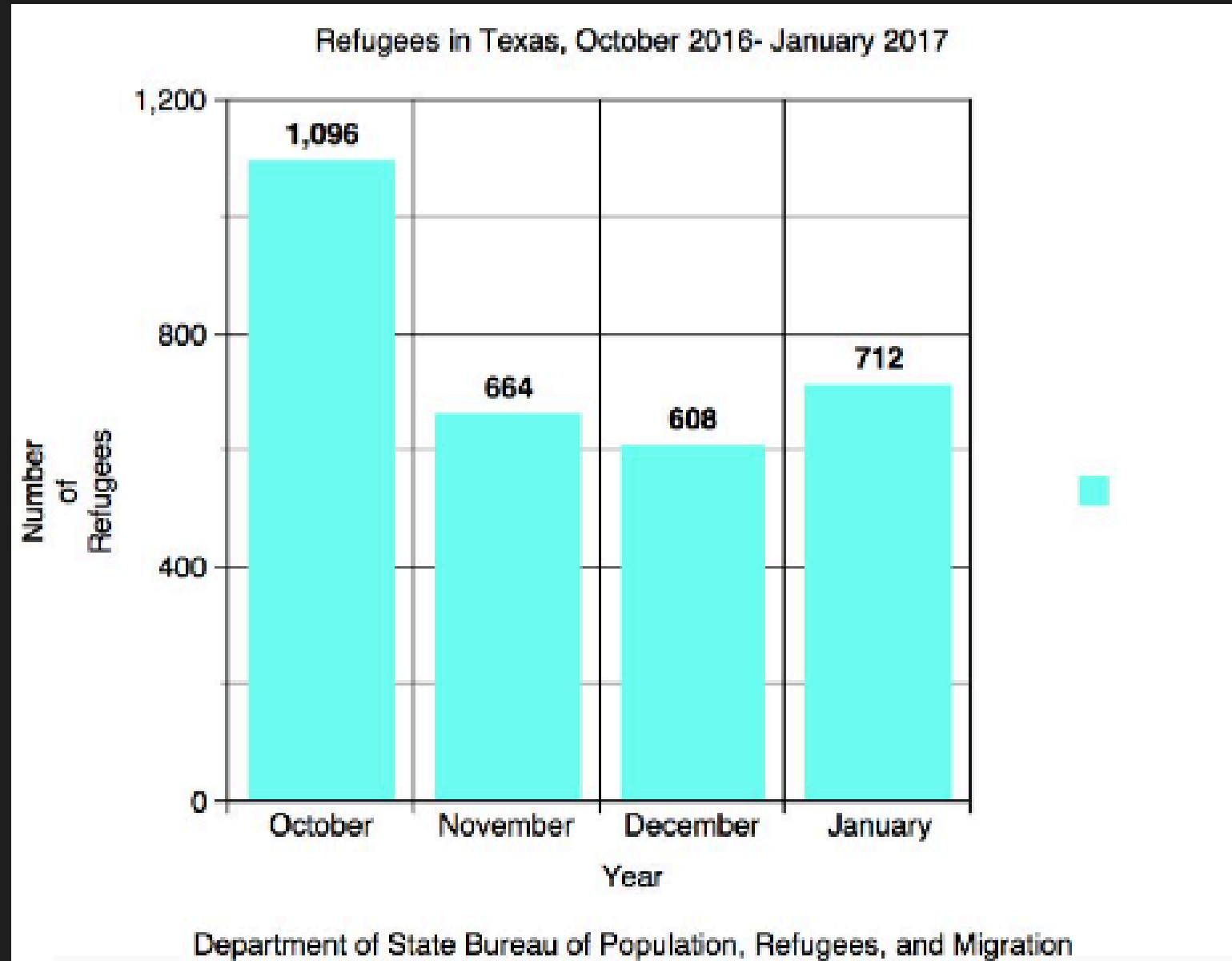
1. Partner with local
refugee organization

2. Purchase ad
on Facebook

3. Generate two
ads using
different media

4. Boost the ad to
certain members
of population

5. Evaluate
number of click
throughs on
partner website



Ad #1

Total reach: 5,342

Reactions: 14

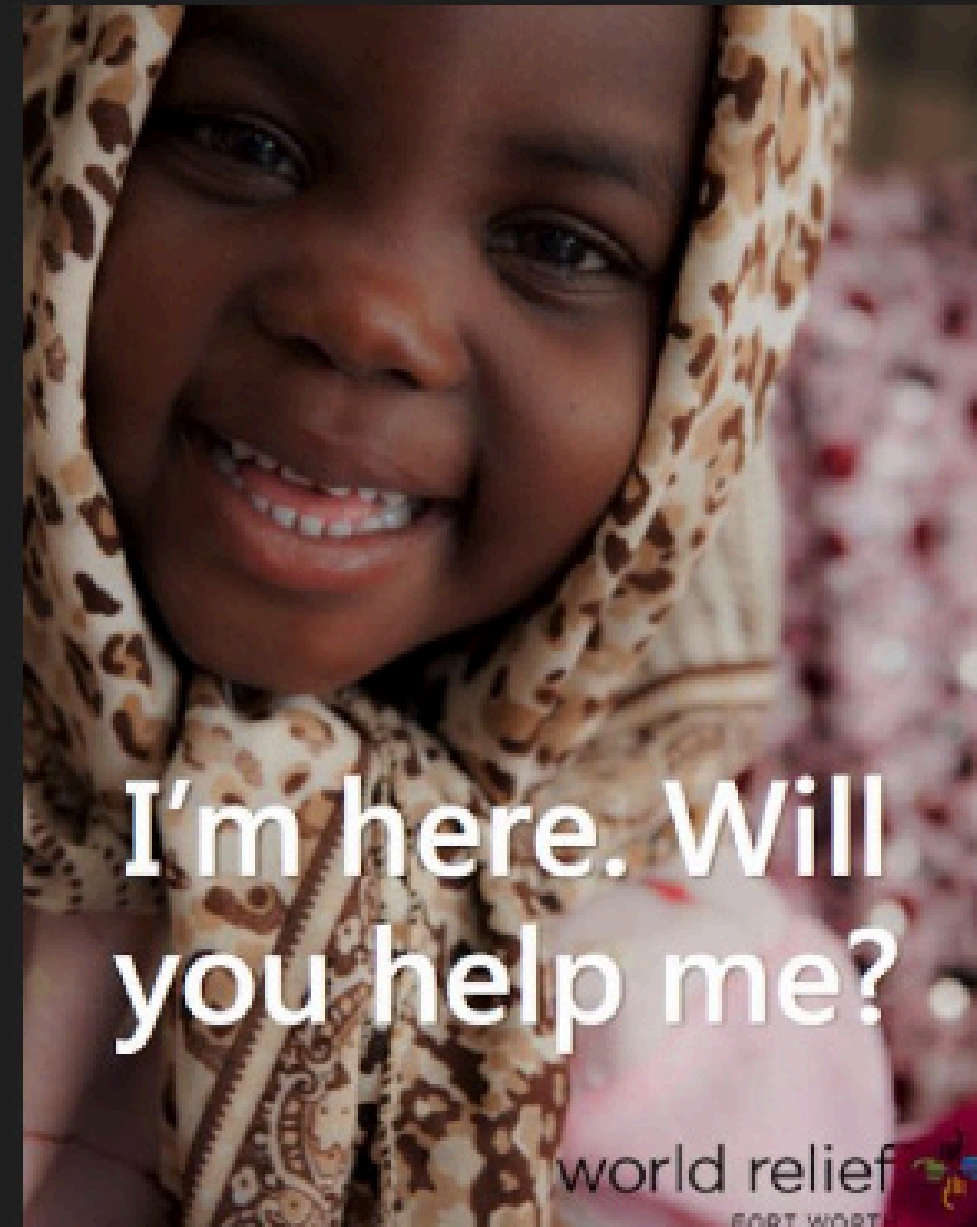
Click throughs: 12

Ad #2

Total reach: 23,651

Reactions: 45

Click throughs: 17



Interviews

Interview 1: Past strategies of World Relief's social media

Process: Gained access to social media accounts, linked ads to World Relief's website

Interview 2: Follow up of success rate of ads, recommendations for future

Research Question 1:

What type of media content generates audience response?

Research Question 2:

What type of media content results in more news coverage?

Aid organizations and news outlets
need to develop a closer relationship
to create the most effective media
strategies

Conclusion