



epra

DUBLIN
2008

EUROPEAN PLATFORM OF REGULATORY AUTHORITIES

POLITICAL PARTY PLURALISM IN PUBLIC SERVICE BROADCASTER Evaluation model

PORTUGAL

EPRA, Dublin, October, 2008

*The evaluation scope: **only part of information broadcasted by the public broadcaster.** Other social, economic and cultural key players and events take up public service space and time as decided freely by the operator.*

*The **principle of fair hearing of all political parties is frequently met (in contiguous news in the alignment) by extra-party key players,** such as trade unions, local authorities, career groups, etc., which are also identified in this evaluation model but not covered by reference levels.*

*This **wider scope of pluralism and diversity is dealt with in ERC's Annual Regulation Report.***

METHODOLOGY

Actors/Key players involved

The evaluation model of political party pluralism **covers news reports** in which the key players are figures and institutions of the governmental and political party field:

- 1) Government;
- 2) Parties with seat in parliament;
- 3) Parties not represented in Parliament (*but who ran to the last legislative elections or are registered at the National Elections Commission (NEC).*)

Political institutions included in the assessment of political party pluralism

President of the Republic (PR)
National Government (G)
<i>Political Parties represented in the Parliament (Elected)</i>
Socialist Party (PS)
Social Democratic Party (PPD/PSD)
Communist Party (PCP/CDU)
Social Democratic Centre/Popular Party (CDS/PP)
Left Bloc (BE)
Green Party (PEV) -
<i>MPs who have departed from the positions of the party to which they belong</i>
<i>Political organizations not represented in Parliament (FPNP):</i>
Portuguese Workers Communist Party (PCTP/MRPP)
New Democracy Party (PND)
Humanist Party (PH)
National Renewal Party (PNR)
Socialist Unity Workers Party (POUS)
Atlantic Democratic party (PDA)
Movement for the Patient (MD)
Earth Party Movement (MPT)
Socialist Revolutionary Party (PSR)
People's Monarchic Party (PPM)
Policy XXI (PXXI)
Independent Politicians

Scope of evaluation: channels and programme covered

a) **Daily information** broadcasts (news bulletins)

b) **Non-daily** information programmes – debate, interview and comment.

Entertainment programmes, even if they involve the presence of Government or political party key players, are thus outside the scope of this assessment.



Daily information broadcasts

Identification of explicit references in the contents of the news report to *at least one* key player or institution referred above.

News reports that do not refer to any of the mentioned key players/institutions are outside the scope of the evaluation.

The technique used is *content analysis*.

Data Base - SPSS

BD PLURALISMO 2008_TODOS_RTP1 e 2.sav [DataSet1] - SPSS Data Editor

File Edit View Data Transform Analyze Graphs Utilities Add-ons Window Help

	Name	Type	Width	Dec...	Label	Values	Mis...	Col...	Align	Measure
73	VALÊNCIAS...	Numeric	8	0	Valência da peça face a Sindicatos	{-2, Claram...	-5	23	Right	Nominal
74	QualidadeIn...	Numeric	8	0	Qualidade em que aparece o Interviente das Formações Política...	{1, De quem...	-5	13	Right	Nominal
75	MovCivForç...	Numeric	8	0	Movimentos Cívicos/Forças Sociais	{22, Movime...	-5	19	Right	Nominal
76	VALÊNCIA...	Numeric	8	0	Valência da peça face a Movimentos CívicosForças Sociais	{-2, Claram...	-5	23	Right	Nominal
77	QualidadeIn...	Numeric	8	0	Qualidade em que aparece o Interviente das Formações Política...	{1, De quem...	-5	13	Right	Nominal
78	OutrasForç...	Numeric	8	0	Outras Forças Políticas e Institucionais	{23, Outras ...	-5	18	Right	Nominal
79	VALÊNCIA...	Numeric	8	0		Claram...	-5	17	Right	Nominal
80	QualidadeIn...	Numeric	8	0		e quem...	-5	17	Right	Nominal
81	Autarquias	Numeric	8	0		Autarqu...	-5	8	Right	Nominal
82	VALÊNCIA...	Numeric	8	0		Claram...	-5	15	Right	Nominal
83	QualidadeIn...	Numeric	8	0		e quem...	-5	17	Right	Nominal
84	TEMAREC	Numeric	8	0		discuss...	-5	28	Right	Nominal
85	Temática	Numeric	8	0		discuss...	-5	3	Right	Nominal
86	CriticaConte...	Numeric	8	0		M, con...	-5	14	Right	Nominal
87	Acontecime...	Numeric	8	0		ctividad...	-5	4	Right	Nominal
88	RECaconte...	Numeric	8	0		ctividad...	-5	29	Right	Nominal
89	Acontecime...	String	500	0			None	39	Left	Nominal
90	EleiçõesPSD	Numeric	8	0		m}...	-5	8	Right	Nominal
91	Protagonista	Numeric	8	0		residen...	-5	32	Right	Nominal
92	VALÊNCIA...	Numeric	8	0	Valência relativamente ao protagonista com maior visibilidade	{-2, Claram...	-5	15	Right	Nominal
93	PartidoPRO...	Numeric	8	0	Pertença Político-partidária do Protagonista com maior visibilidade	{2, Governo}	-5	21	Right	Nominal
94	FonteDOMI...	Numeric	8	0	Fonte Dominante na Peça	{1, Presidên...	-5	17	Right	Nominal
95	NúmFontes	Numeric	8	0	Número de Fontes de Informação dentro da Peça	{1, Fonte ún...	-5	12	Right	Nominal
96	Sondagens	Numeric	8	0	Existência de Sondagens, Barómetros, Estudos de Opinião, etc.	{1, Sim}...	-5	3	Right	Nominal
97	Observações	String	500	0	Observações	None	None	110	Left	Nominal
98	Codificadora	Numeric	8	0	nome da codificadora	{1, Tânia}...	None	17	Right	Nominal
99	...	Numeric	8	0	...	{1,00, Joo...	None	10	Right	Scale

Value Labels

Value:

Label:

Add Change Remove

2 = "Governo"
3 = "PS"
4 = "PSD"
5 = "PCP/CDU"
6 = "CDS-PP"
7 = "BE"
8 = "PEV"

Spelling...

OK Cancel Help

Data View Variable View

SPSS Processor is ready

News report

Source: Media Monitor

e-telenews - Windows Internet Explorer

http://www.e-telenews.com/main/web/frameset.asp

Ficheiro Editar Ver Favoritos Ferramentas Ajuda

Google Go RS Bookmarks Check AutoLink AutoFill Send to Settings

e-telenews

SÁB DOM SEG TER QUA QUI SEX 1

Universo

Diário Análise Comparativa Pesquisa Definições Tops

Televisão Data da Análise: 20080402

RTP1 TeleJornal, 2008/04/02

AUDIENCE PROFILE

Início	Duração	Descrição	Temas	Rat %	Shr %	Info
20:00:14	0:02:57	Mais duas pessoas internadas depois da ingestão de ...	Nacional, Sociedade, Saúde, Governo	9.6	30.6	...
20:03:11	0:02:11	A maioria das farmácias e parafarmácias já deixou ...	Nacional, Sociedade, Saúde	9.8	30.8	...
20:05:22	0:01:42	Explosão abala as instalações de uma escola e Idanha ...	Nacional, Sociedade, Segurança	9.8	30.0	...
20:07:04	0:00:22	Já são completos os estudos sobre a localização da ...	Headline/Teaser	10.0	30.3	...
20:07:26	0:00:48	A crise no BCP está a afectar outras entidades, o ...	Nacional, Economia/Empresas	10.3	31.1	...
20:08:14	0:00:28	Na Madeira o IVA baixará de 15 para 14% por decisão ...	Nacional, Política, Economia/Empresas, Orçãos Regionais e Locais	10.3	31.1	...
20:08:42	0:00:38	Belmiro de Azevedo (SONAE) afirma que a descida de ...	Nacional, Economia/Empresas	10.4	31.3	...
20:09:20	0:02:08	O CDS-PP quer que a autoridade da concorrência ...	Nacional, Política, Economia/Empresas, Partidos Politicos, CDS - PP	10.8	32.0	...
20:11:28	0:02:28	INE revela que os custos com a saúde estão a subir ...	Nacional, Política, Economia/Empresas	10.8	31.8	...
20:13:56	0:00:51	A situação nas escolas leva a uma reunião entre ...	Nacional, Sociedade, Educação	11.0	31.9	...
20:14:47	0:02:37	Foi aberta uma queixa crime a uma professora de ...	Nacional, Sociedade, Educação, Justiça	11.1	31.9	...
20:17:24	0:01:04	Margarida Moreira (DREN) afirma que a indisciplina ...	Nacional, Sociedade, Educação, Justiça	11.0	31.5	...
20:18:28	0:00:22	Eleição de Miss Minas.	Headline/Teaser	11.0	31.3	...

Internet 100%

Reference levels

Political party pluralism evaluation model: a **quantitative** and **qualitative** weighting

The assessment of the *presence* of these actors/key players is carried out according to percentages – **reference values** – calculated on the basis of the **representativeness of each political party** in the parliamentary framework resulting from the last legislative elections

A salomonic approach

50% to the Government and the party or parties that are supporting the Government

AND

50% to the opposition parties

**Reference levels adopted by ERC
for the Government and majority Party, taken together, and for the parties
with and without parliament representation**

Key player/Institution	Adopted reference levels*
Government + Socialist Party	50%
Parliamentary Opposition* (PSD+PCP/PEV+CDS/PP+BE)	48%
Extra-Parliamentary Opposition *	2%

** Parties that ran to the last legislative elections and are registered at the NEC.*

The presence of the President of the Republic in information provided by the public operator is registered and analysed, however percentages are not conferred.

Reference-levels adopted by ERC broken down by political party

Government and parties <i>with and without</i> parliamentary representation*	Reference levels adopted by ERC
Government + PS	50%
PSD	27.67%
PCP + PEV	7.25%
CDS/PP	6.96%
BE	6.11%
PCTP/MRPP	0.79%
PND	0.66%
PH	0.28%
PNR	0.15%
POUS	0.09%
PDA	0.03%
MPT	0.00%
PPM	0.00%

Simple model and weighted model

There are **two models** used in the assessment of political party pluralism: *simple* and *weighted*

The ***simple model*** isolates the ***presence variable***, counting the number of times the Government or political parties are *present* in news reports (whether in direct or indirect speech). It is an essentially **quantitative** model.

The ***weighted model*** weights the *presence* variable together with other two variables: ***valence/tone*** and ***average audience (rat%)***. This inclusion turns the model variable-sensitive. This is thus a *weighted model* comprising three variables: ***presence, average audience and valence/tone***. It is an essentially **qualitative** model.

Simple model and weighted model

The *weighted model* introduces a **weighing element** in cases where, for example, the *presence* of a key player in a large number of news reports is associated mostly to a ***negative/unfavourable valence/tone***, or a less frequent *presence* is shown mostly in a ***positive/favourable valence/tone***.

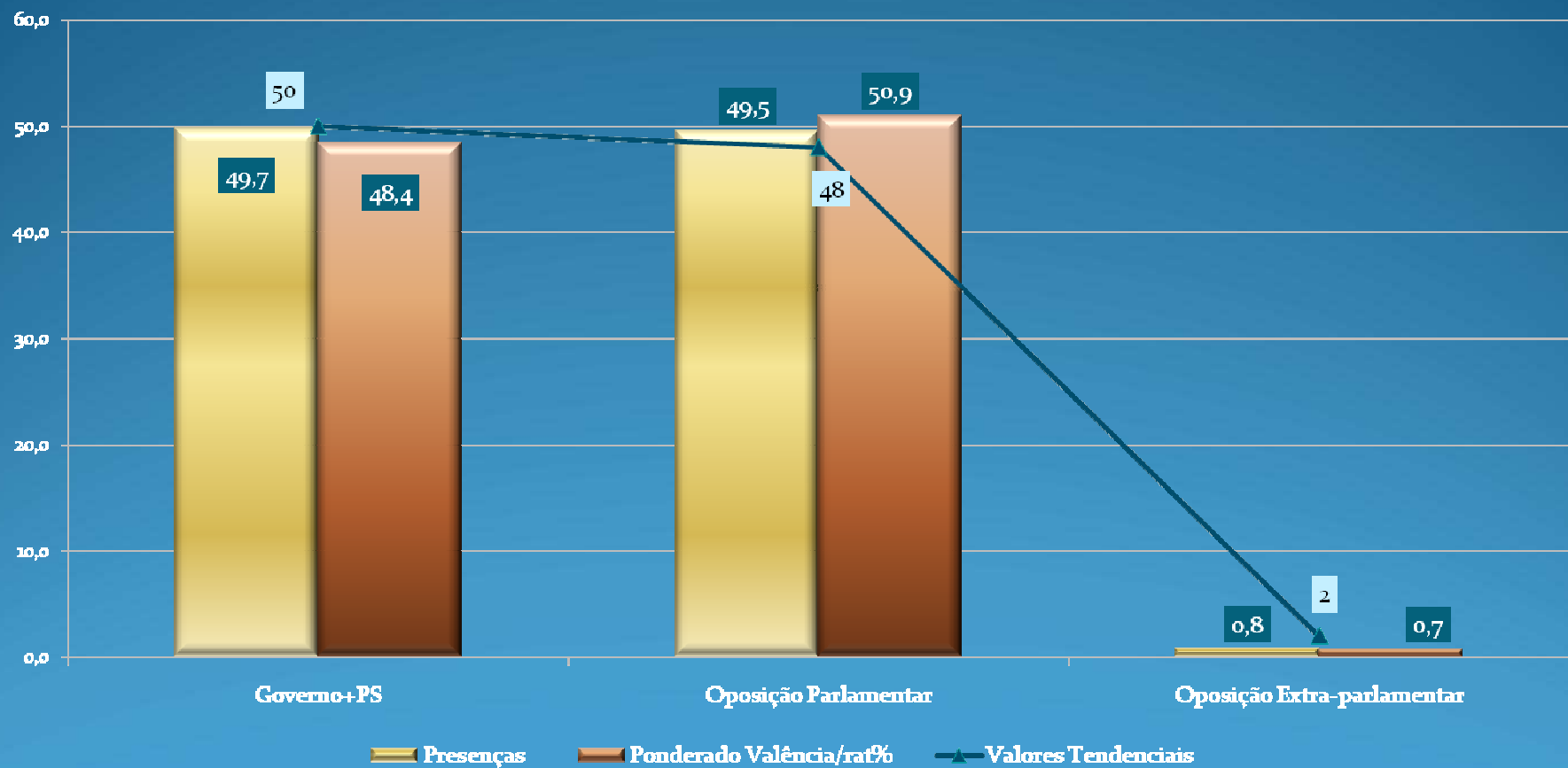
Placing data in context

To put in context data resulting from the application of the simple and weighted models, the following variables were created:

- ***Subject-matters*** (according to pre-defined categories);
- Main political party ***sources*** (according to pre-defined categories);
- ***Style of speech***: *descriptive; explanatory /interpretative*;
- ***Type of event***: identifies whether events concerned in news reports covered by the assessment are planned or not by starring institutions.

Simple model and weighted model

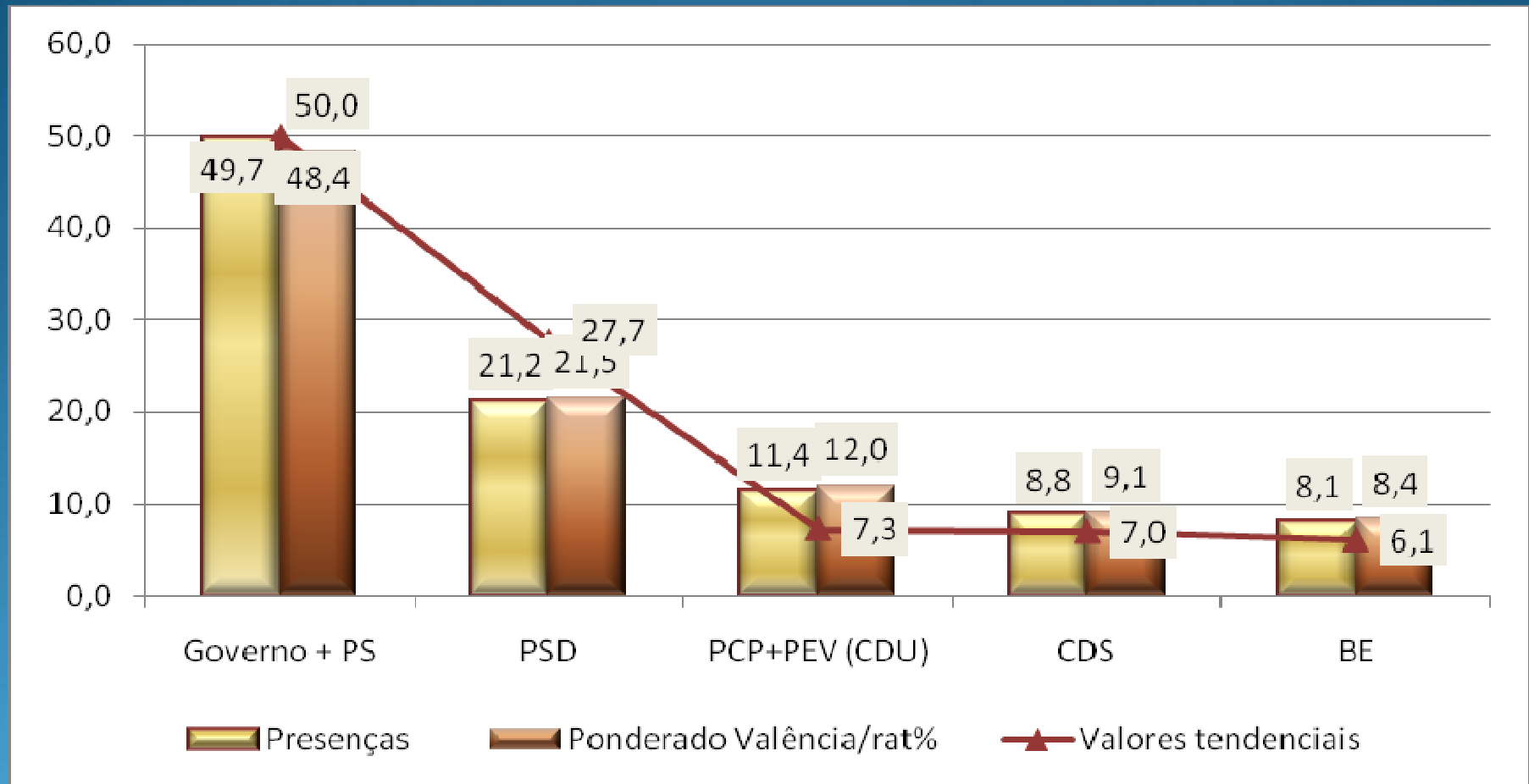
Gov+majority Party *Versus* Opposition Parties (together)



first half of 2008

Simple model and *weighted* model

Gov+majority Party *Versus* Opposition Parties (taken separatly)



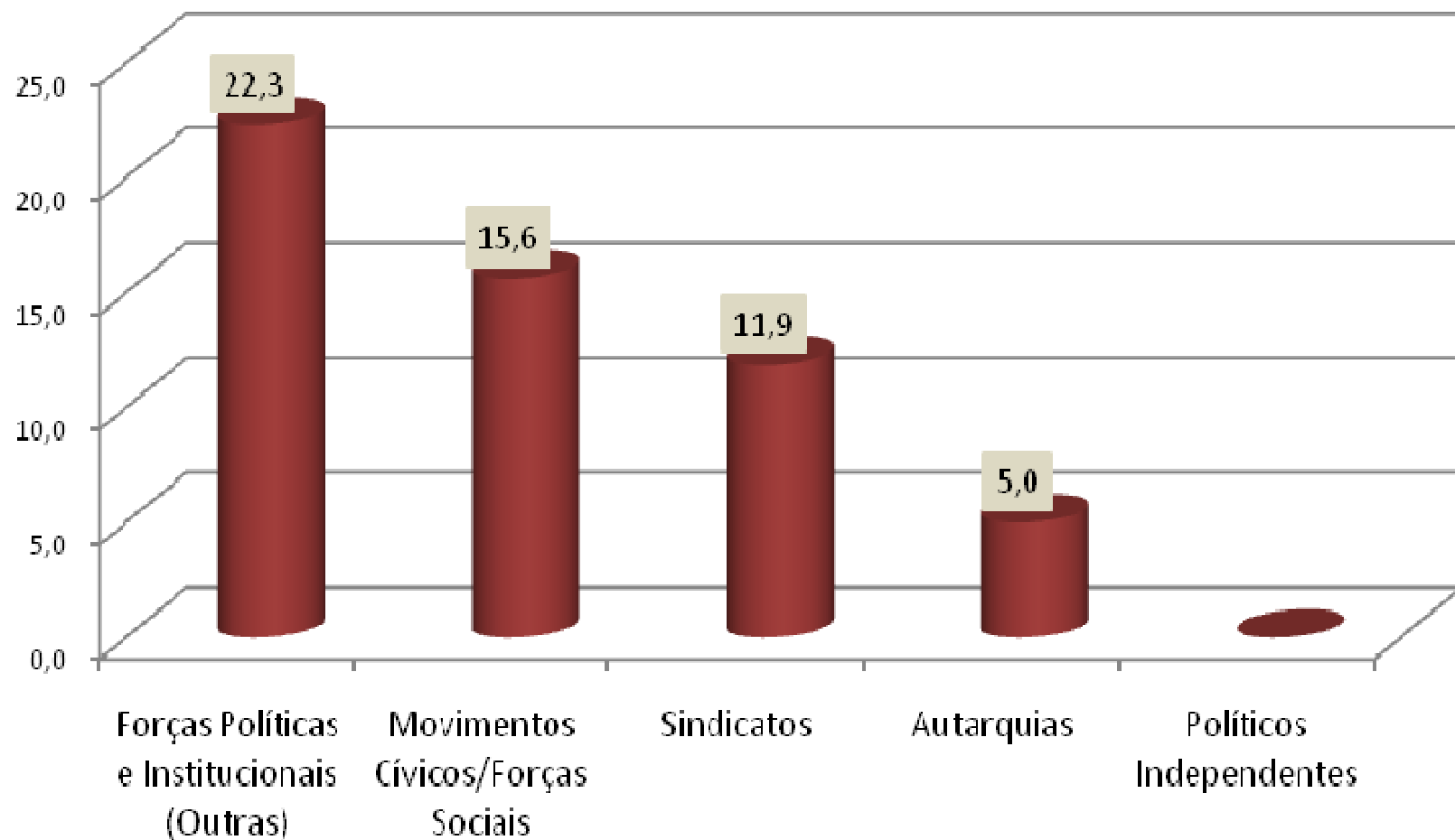
first half of 2008 (sample)

Other actors/key players which may be also present in the news report are also identified, such as *trade unions, civil movements and social players, associations, career groups, etc., according to pre-defined categories*

Data gathered for this variable enable the identification of the *presence of co-key players outside the scope of the Government and political party field*, in news reports starred by the latter. This shows whether there are other key players' positions and voices (contrary or supporting) in news reports starred by political party and Government actors.

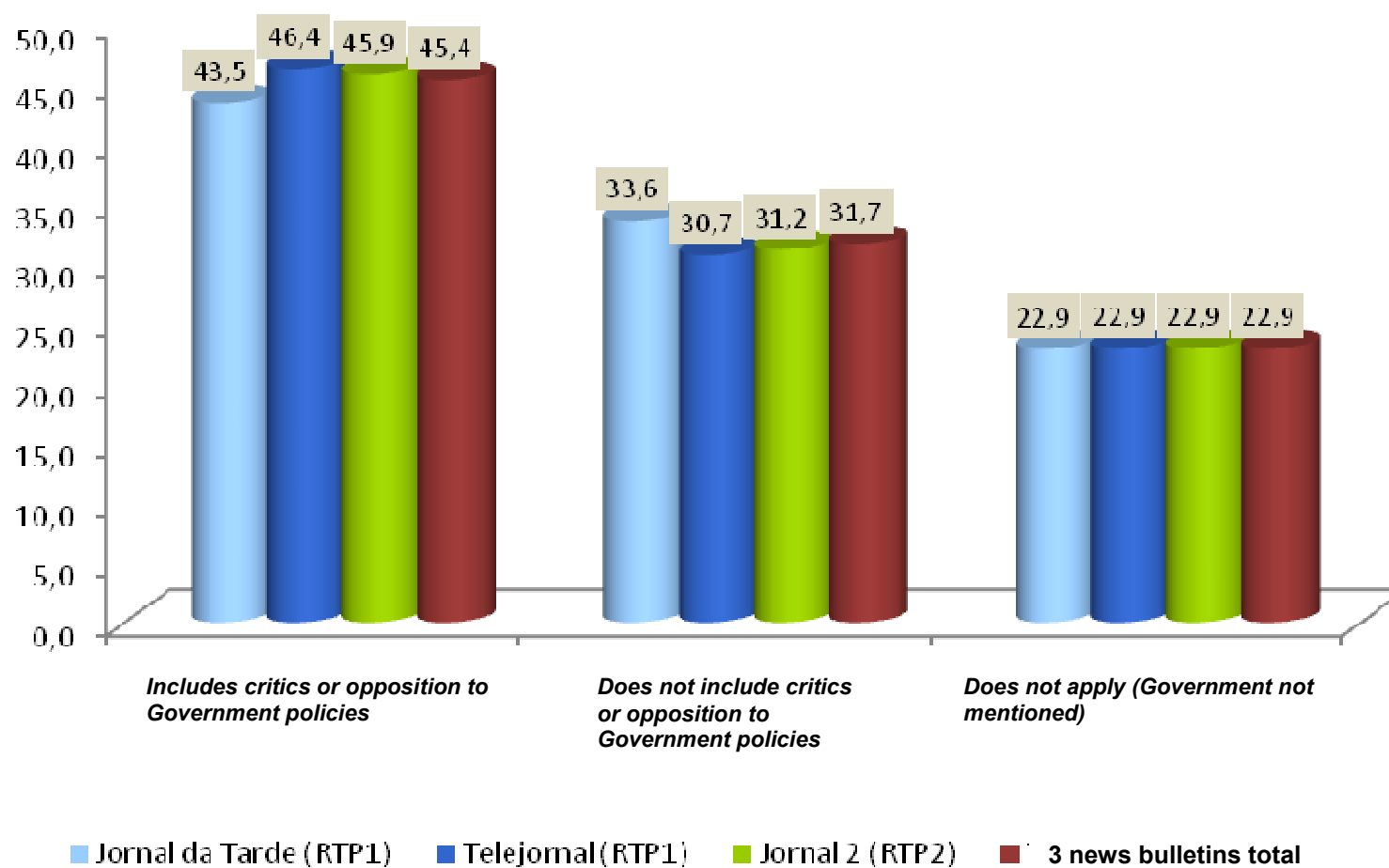
Other actors external to the political party field

present in news reports starred by Government and political party



Government-Opposition: news reports including opposition to Government policies

Critics or objections to Government policies, per news bulletin



first half of 2008 (sample)

NON-DAILY INFORMATION

Political party pluralism covers also non-daily programmes of genres such as

debate, interview and comment,

identified according to the schedule of the different television public service channels, in which the *presence of actors/key players of the Government and political parties* is verified

Indicators for *non-daily information*:

- **Government and political party *actors/key players*** or their representatives. The encoding procedure identifies the *presence* of all *actors/key players* of the Government and political parties in selected programmes broadcasted.
- ***Activity/Role***: role played by the actor/key player in the programme.
- ***Subject-matter***: indicator applied to programmes with a main focus.
- ***Duration of the programme***: Indication the broadcast/rebroadcast period of time in hours, minutes and seconds (h:m:s).
- ***Rebroadcast***: programme of a given channel repeated in its own programming schedule or relayed from another channel.
- ***Audience***: audience levels are analysed on the basis of Media Monitor/Marktest data according to two variables: **rating – average audience per second** and **rating in thousands**.

Political comment

In its September 2008 Report on Pluralism, ERC verified that the public broadcaster didn't give an adequate representation to all parties in the political commentary field;

Only two ideological trends were present in the political commentary in the first semester 2008: socialist and social-democrat. Absent were, for instance, the communists and commentaries from the right.

However, political commentary, as we define it in the evaluation model, **doesn't represent the parties.**

End of Presentation

Thank you for your
attention!