

JOHN S. JOHNSON

OCTOBER 2014

“SHAPING THE CONVERSATION” WITH MEDIA

A CASE STUDY OF GASLAND'S INFLUENCE ON THE ISSUE ON FRACKING

PHILANTHROPY NEW YORK

HI

“SHAPING THE CONVERSATION”



AGENDA SETTING

TOPICS BEING DISCUSSED IN THE PUBLIC DISCOURSE

CONVERSATION SHAPING

FRAMES AND SUB-TOPICS BEING DISCUSSED IN THE
PUBLIC DISCOURSE

HOW TO UNDERSTAND “THE CONVERSATION”

VISIBILITY, LEGITIMACY, RESONANCE AND FRAMES

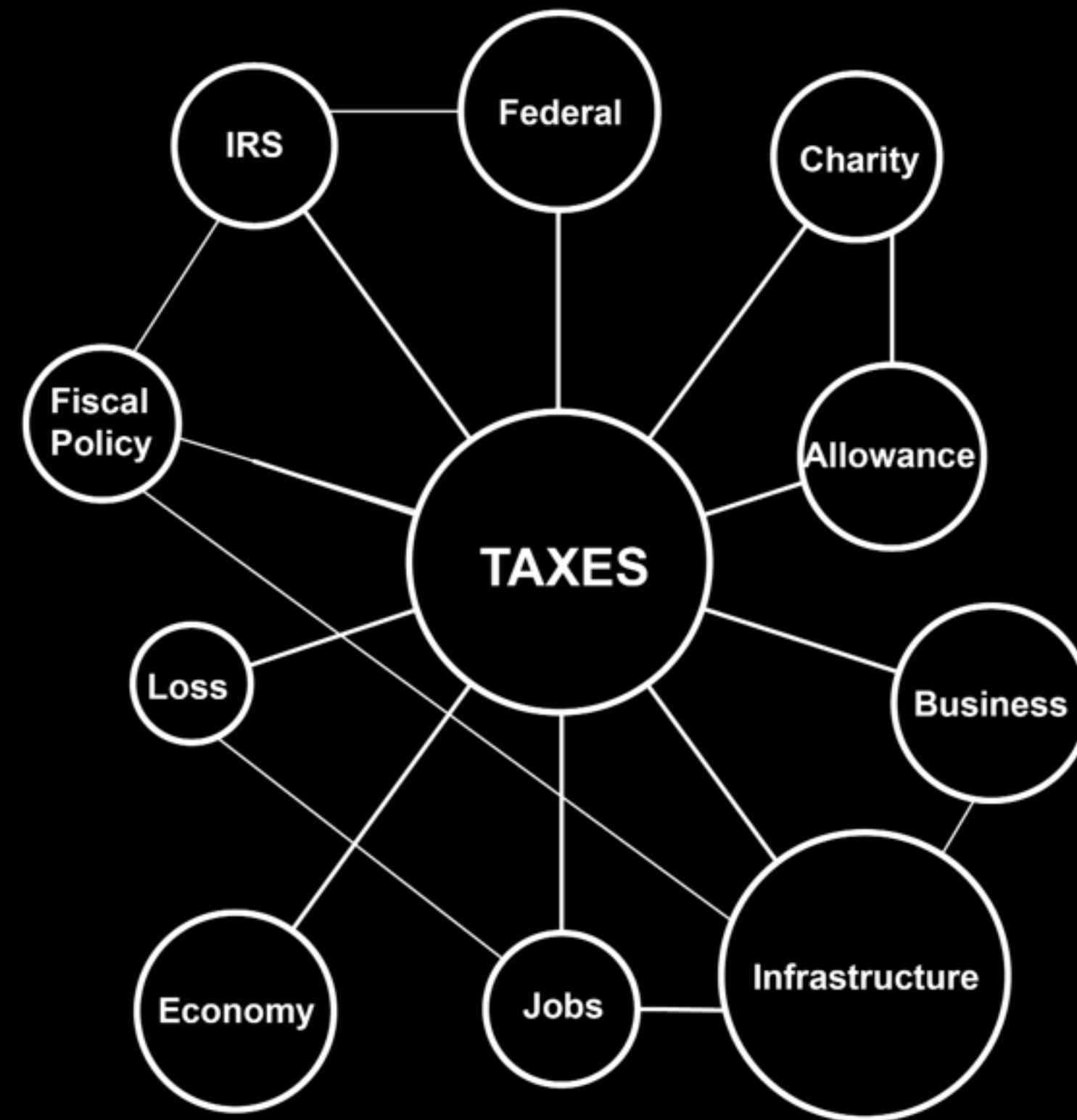
VISIBILITY - FRONT PAGE, WORD COUNT, # OF
SHARES, ETC.

LEGITIMACY - ACCEPTANCE FROM GATEKEEPERS

RESONANCE - HOW MUCH IS THE STORY GETTING
PICKED UP OR RETWEETED?

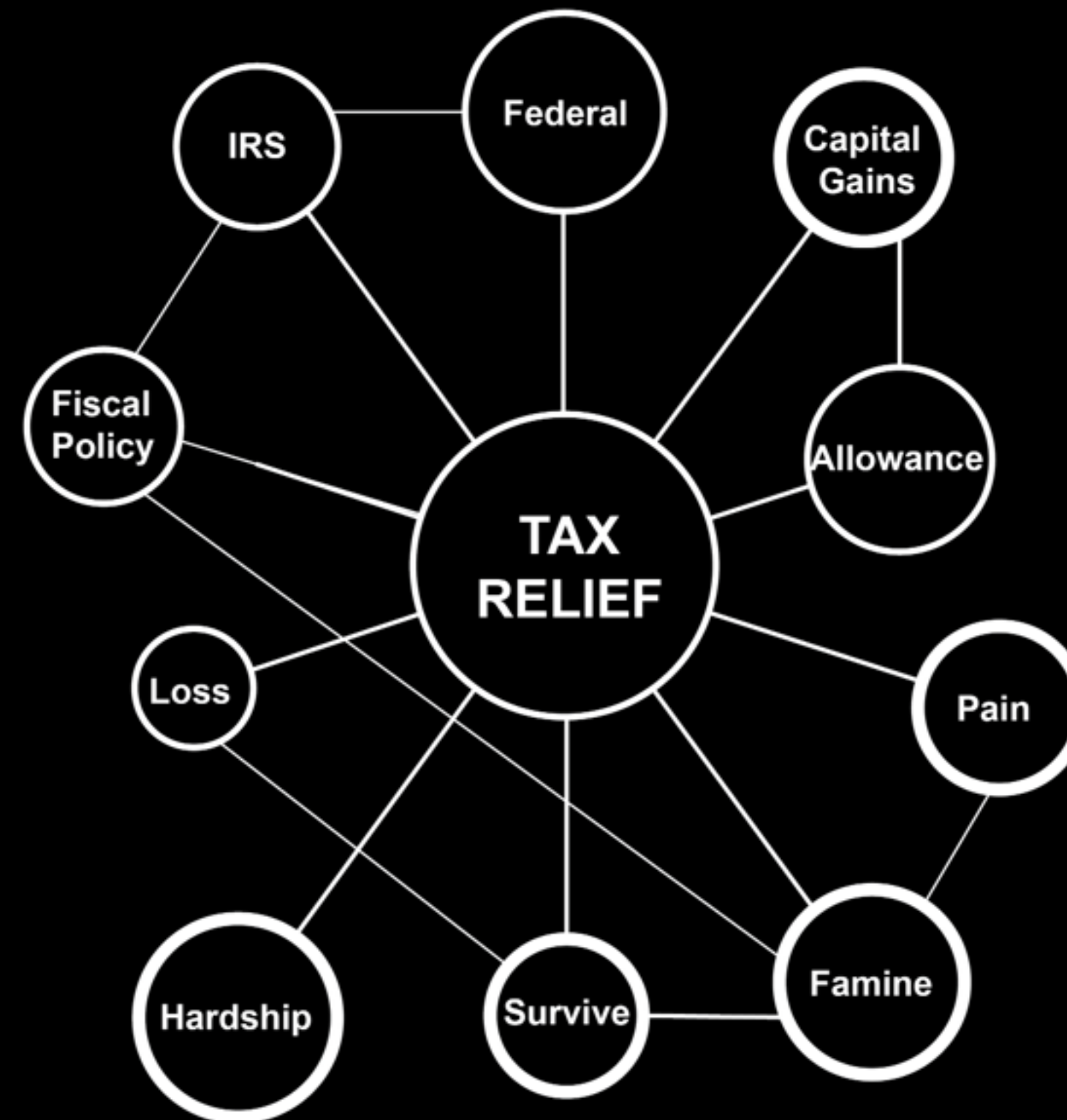
HOW TO UNDERSTAND “THE CONVERSATION”

FRAMES: META FRAMES, MEMES AND SPECIFIC
LINGUISTIC CONSTRUCTIONS



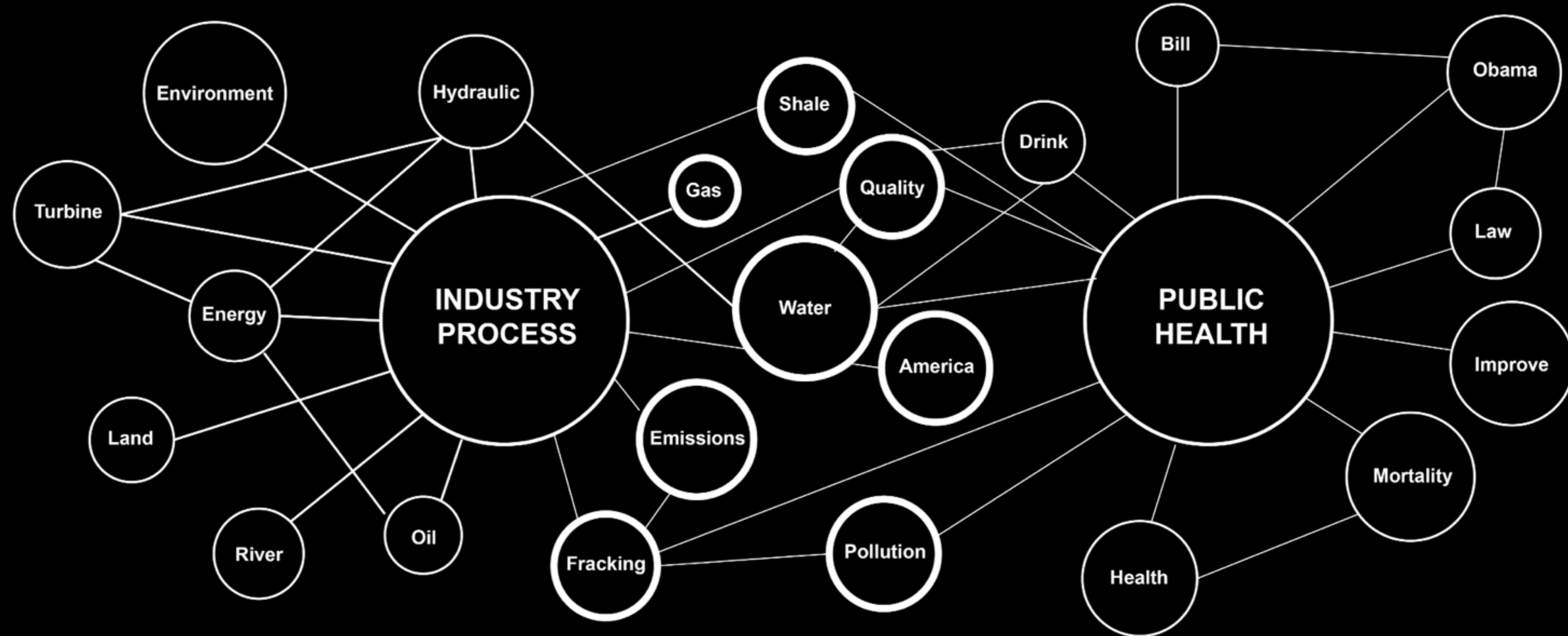
HOW TO UNDERSTAND “THE CONVERSATION”

FRAMES: META FRAMES, MEMES AND SPECIFIC
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HOW TO UNDERSTAND “THE CONVERSATION”

FRAMES: META FRAMES, MEMES AND SPECIFIC
LINGUISTIC CONSTRUCTIONS



A close-up photograph of a person's hands lighting a cigarette. The person is wearing a light-colored sweater and a silver ring on their left hand. They are holding a silver lighter in their right hand, which is lit and held over the cigarette. The cigarette is held in their left hand, and a small flame is visible at the tip. The background is slightly blurred, showing what appears to be a kitchen counter and a metal pot.

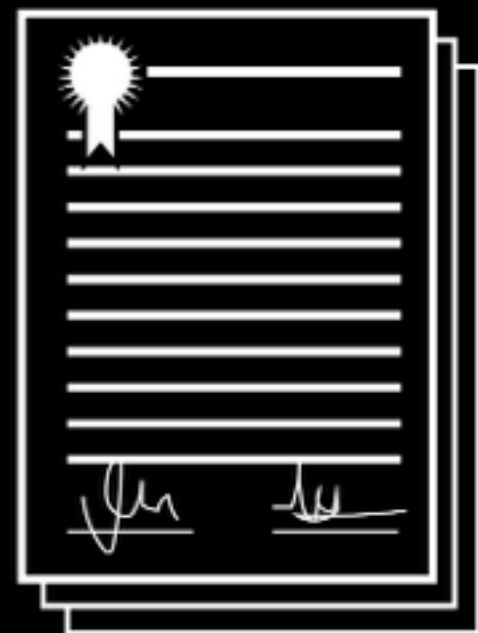
HI

GAS LAND

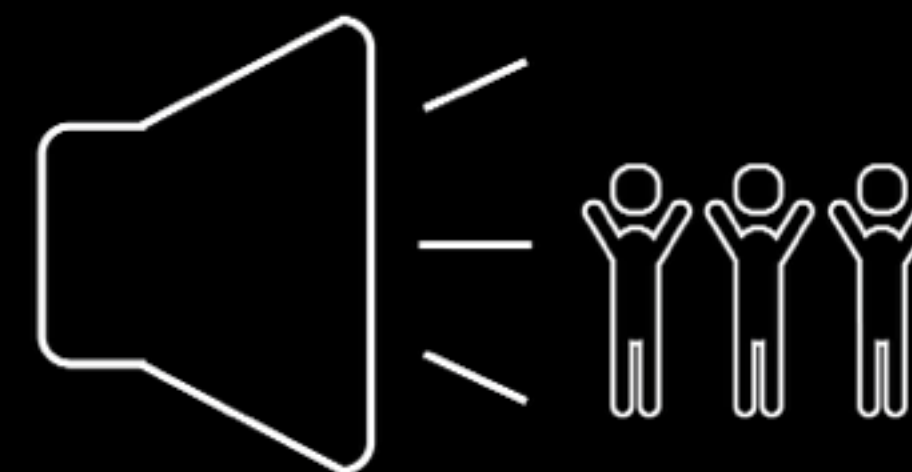
WHY IS “THE CONVERSATION” IMPORTANT?

ISSUE GOALS FOR WHICH SHAPING THE CONVERSATION IS A FACTOR

Legislative/Policy

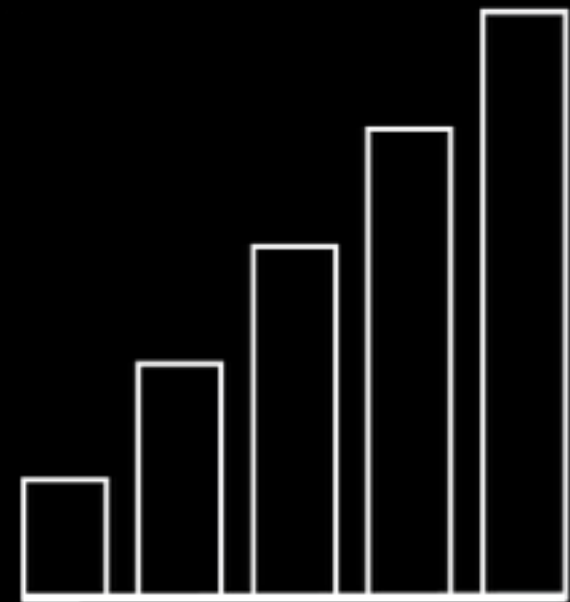


Awareness Building



MEASURING THE SHIFT IN CONVERSATION

HOW IT'S TYPICALLY DONE



Quantitative

Counting direct
responses:
Retweets
Likes
Comments

Qualitative

Key influencers
Focus groups
Word-of-mouth
Surveys



PROBLEMS WITH THESE METHODOLOGIES

EXPENSIVE AND THEY DON'T SCALE WELL

LITTLE RELATIONAL INSIGHT

RESPONSE BIAS

AMOUNT OF CONVERSATION CAN BE OVERWHELMING

WHAT IS TOPIC MODELING?

TECHNIQUE THAT HELPS COMPUTERS IDENTIFY THE UNDERLYING RELATIONSHIPS BETWEEN WORDS.

WHY IS IT IMPORTANT?

COMPUTERS ARE BAD AT UNDERSTANDING ANYTHING IMPLICIT. TOPIC MODELING HELPS US DRAW CONNECTIONS.



Topic modeling based off key terms

Figure A Gasland

Key terms:

- water
- shale
- law
- activist
- drink
- gas
- marcellus
- light
- fire
- light
- attack
- respond

	Topic 1	Topic 2	Topic 3	Topic 1	Topic 2	Topic 3	Topic 1	Topic 2	Topic 3	Topic 1	Topic 2	Topic 3	
News	Keywords sorted in increasing order of contribution to topic.(Bottom to Top)			film	water	june	film	tax	water	gas	movi	speech	
				min	gas	nw	festive	secur	gas	natur	director	grit	
				director	drill	mass	movi	terror	drill	drill	film	king	
				sundanc	frack	galleri	pg	week	frack	water	oscar	network	
				life	oil	art	star	offic	oil	free	critic	TRUE	
				world	fox	center	art	rendel	energi	librari	pictur	fighter	
				festiv	compani	saturday	school	law	process	jan	award	social	
				featur	industri	north	student	homeland	natur	theater	sundanc	incept	
				award	chemic	museum	featur	activist	hydraul	oil	includ	swan	
				ticket	bp	free	director	servic	drink	street	star	bone	
Twitter	farsund	sundanc	sundanc	english	energi	juli	live	bulletin	chemic	center	time	toy	
	festive	film	film	subtitl	gross	theatr	pictur	propos	industri	friday	releas	actor	
	sundanc	festiv	stori	program	process	st	park	shale	million	energi	writer	actress	
	film	stori	festiv	short	shale	librari	music	fbi	shale	frack	million	coen	
	stori	farsund	farsund	cinema	leas	street	lennon	institut	blog	sunday	earn	black	
	Time Frame			11/24/09	Festival Premiere 01/24/10 -		HBO Premiere: 06/21/10 -		DVD Release: 12/14/10 -				
	News	thin	josh	film	screen	sundanc	water	fox	water	natur	industri	watch	restrepo
		line	fox	sundanc	director	hbo	gas	josh	natur	mark	oscar	frack	exist
		denton	sundanc	water	live	fest	apo	pm	tap	ruffalo	nod	hbo	gift
		fest	doc	fest	pm	josh	expos	th	watch	amaz	frack	docu	wast
premier		premier	thin	interview	festiv	hbodoc	free	drink	hbo	attack	natur	job	
film		gas	line	air	miss	frack	award	expos	compani	watchlist	director	oscar	
doc		thin	doc	middl	daili	tap	win	oil	gas	hazard	draw	limit	
gas		line	josh	frack	review	hazard	night	fire	trailer	oil	week	schist	
sundanc		fest	fox	talk	check	danger	tomorrow	light	list	ire	week	activist	
josh		film	premier	disast	stewart	preview	filmak	america	bp	yokoono	trailer	scruffi	
fox	denton	gas	video	clip	watch								
water	water												
Time Frame			11/24/09	Festival Premiere 01/24/10 -		HBO Premiere: 06/21/10 -		DVD Release: 12/14/10 -					

Figure B Fracking

Key terms:

- bill
- water
- shale
- marcellus
- river
- drink
- vote
- committee
- law
- vote
- congress
- gasland
- activist
- fire
- film
- drink
- pa
- rock
- toxic
- ehh
- compani
- method
- josh

	Topic 1	Topic 2	Topic 3	Topic 1	Topic 2	Topic 3	Topic 1	Topic 2	Topic 3	Topic 1	Topic 2	Topic 3
News	tax	water	wind	township	water	tax	gas	bill	oil	gas	water	corbett
	energi	drill	TRUE	counti	drill	massa	drill	hous	compani	diesel	drill	school
	health	chemic	wyom	water	gas	bill	water	senat	gas	coal	gas	district
	polit	compani	turbin	drill	marcellus	favor	marcellus	tax	coal	oil	shale	parti
	chang	hydraul	power	dep	process	news	chemic	elect	pipelin	energi	marcellus	famili
	clean	york	energ	sentenc	oil	Ing	shale	polit	drill	fuel	fluid	vote
	epa	gas	rang	eog	industri	senat	hydraul	obama	energi	power	report	dec
	price	process	acr	lake	compani	america	industri	parti	leas	compani	chemic	citi
	major	site	farm	bradford	shale	budget	compani	vote	bp	billion	river	tax
	nuclear	permit	sage	encana	chemic	obama	epa	committe	fuel	price	produc	live
rule	marcellus	grous	grove	york	sage	process	corbett	wind	produc	studi	librari	
creat	suppli	busi	lehman	river	fund	natur	democrat	project	bakken	hydraul	blog	
nation	safe	compani	towanda	drink	climat	drink	law	produc	market	permit	talk	
care	rock	counti	probat	million	presid	studi	editor	land	china	virginia	hear	
			offens	feet	pipelin	counti	york	blog	shale	york	budget	
Time Frame			11/24/09	Festival Premiere 01/24/10 -		HBO Premiere: 06/21/10 -		DVD Release: 12/14/10 -				
Twitter	water	gas	deal	gulf	studi	rule	hear	ban	chemic	epa	petit	gasland
	gas	exxon	law	safeti	epa	oil	mark	york	epa	water	money	oscar
	natur	ban	congress	bill	impact	shale	ruffalo	governor	compani	driller	ioppon	shale
	drill	energi	world	oil	risk	approv	epa	bill	food	studi	mark	nomin
	ny	xto	exxonxto	spill	fight	wyom	debat	ny	disclos	pollut	probe	concern
	green	ceo	pass	worsen	drink	pbs	actor	assembl	subpoena	drink	ruffalo	chang
	fluid	safeti	termin	health	method	sand	human	pass	fluid	gas	firm	survey
	dec	mobil	worker	hous	shale	cocacola	film	approv	studi	releas	york	awar
	drink	process	fight	climat	care	york	upstat	spill	muck	draft	buffalo	uk
	pa	favor	weigh	care	cleaner	shoot	york	veto	uranium	diesel	support	american
rock	chief	exxon	gasland	citi	marcellus	mess	action	wyom	wast	broken	water	
toxic	chu	demolish	nyc	begin	fire	heat	protect	rule	arkansa	governor	josh	
action	eye	heat	help	activist	holi	peopl	senat	seek	waterway	industri	half	
oscar	buyout	york	stop	rang	slate	ny	paterson	ap	ground	sign	futur	
josh	question	parti	crack	cornel	feed	check	stop	found	natur	law	live	
Time Frame			11/24/09	Festival Premiere 01/24/10 -		HBO Premiere: 06/21/10 -		DVD Release: 12/14/10 -				

Terms related to: ■ Industry Process ■ Public Health ■ Policy Change

<p>water gas natur drill ny green fluid dec drink pa rock toxic ehn compani method</p>	<p>gas exxon ban energi xto ceo safeti mobil process favor chief chu eye buyout question</p>	<p>deal law congress world exxonxto pass termin worker fight weigh exxon demolish heat york parti</p>	<p style="color: green;">gulf safeti bill oil spill worsen health hous climat care gasland nyc help stop crack</p>	<p style="color: green;">studi epa impact risk fight drink human method shale cleaner citi begin activist rang cornel</p>	<p style="color: green;">rule oil shale approv wyom pbs sand cocacola york shoot marcellus fire holi slate feed</p>	<p style="color: red;">hear mark ruffalo epa debat actor gasland film upstat york mess heat peopl ny check</p>	<p style="color: red;">ban york governor bill ny assembl pass approv spill veto action protect senat paterson stop</p>	<p style="color: red;">chemic epa compani food disclos subpoena fluid studi muck uranium wyom rule seek ap found</p>	<p style="color: blue;">epa water driller studi pollut drink gas releas draft diesel wast arkansa waterway ground natur</p>	<p style="color: blue;">petit money ioppon mark probe ruffalo firm york buffalo support broken governor industri sign law</p>	<p style="color: blue;">gasland oscar shale nomin concern chang survey awar uk american water josh half futur live</p>
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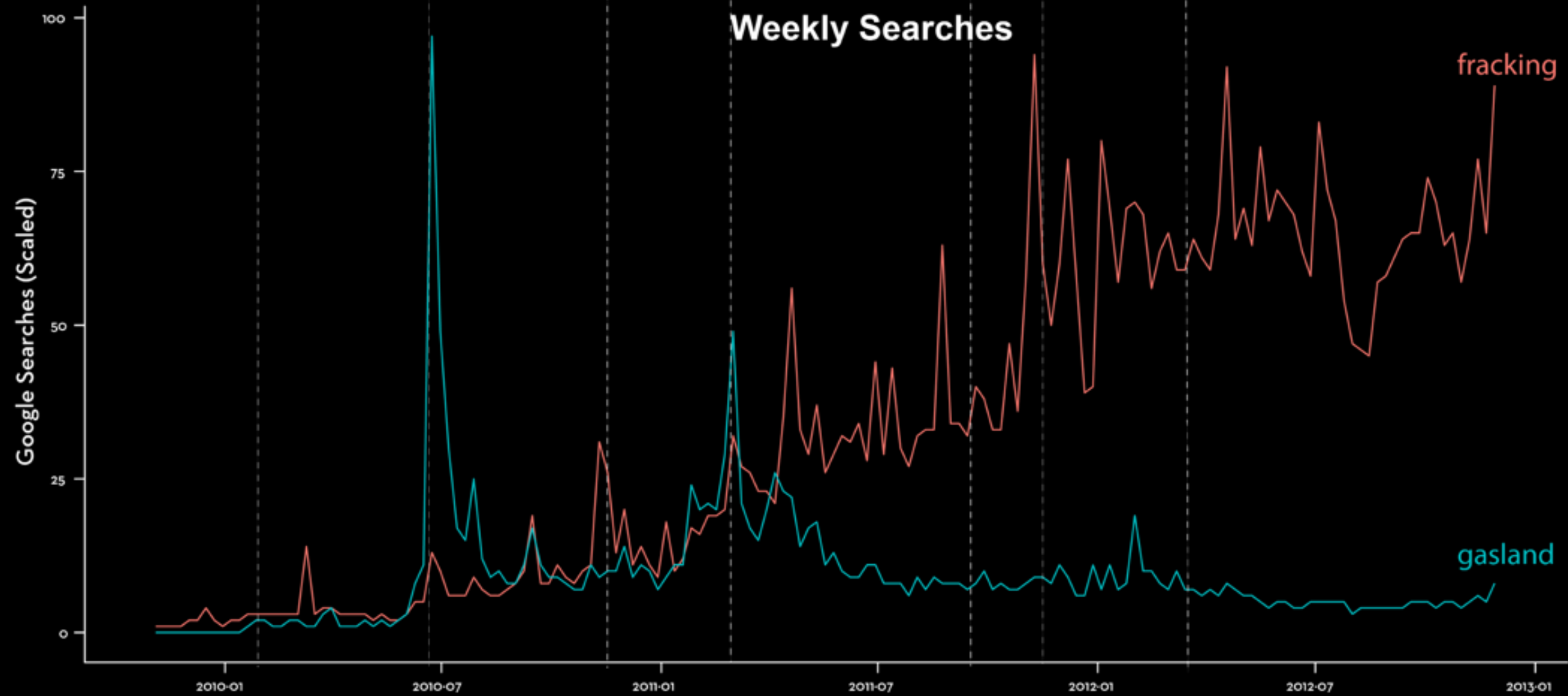
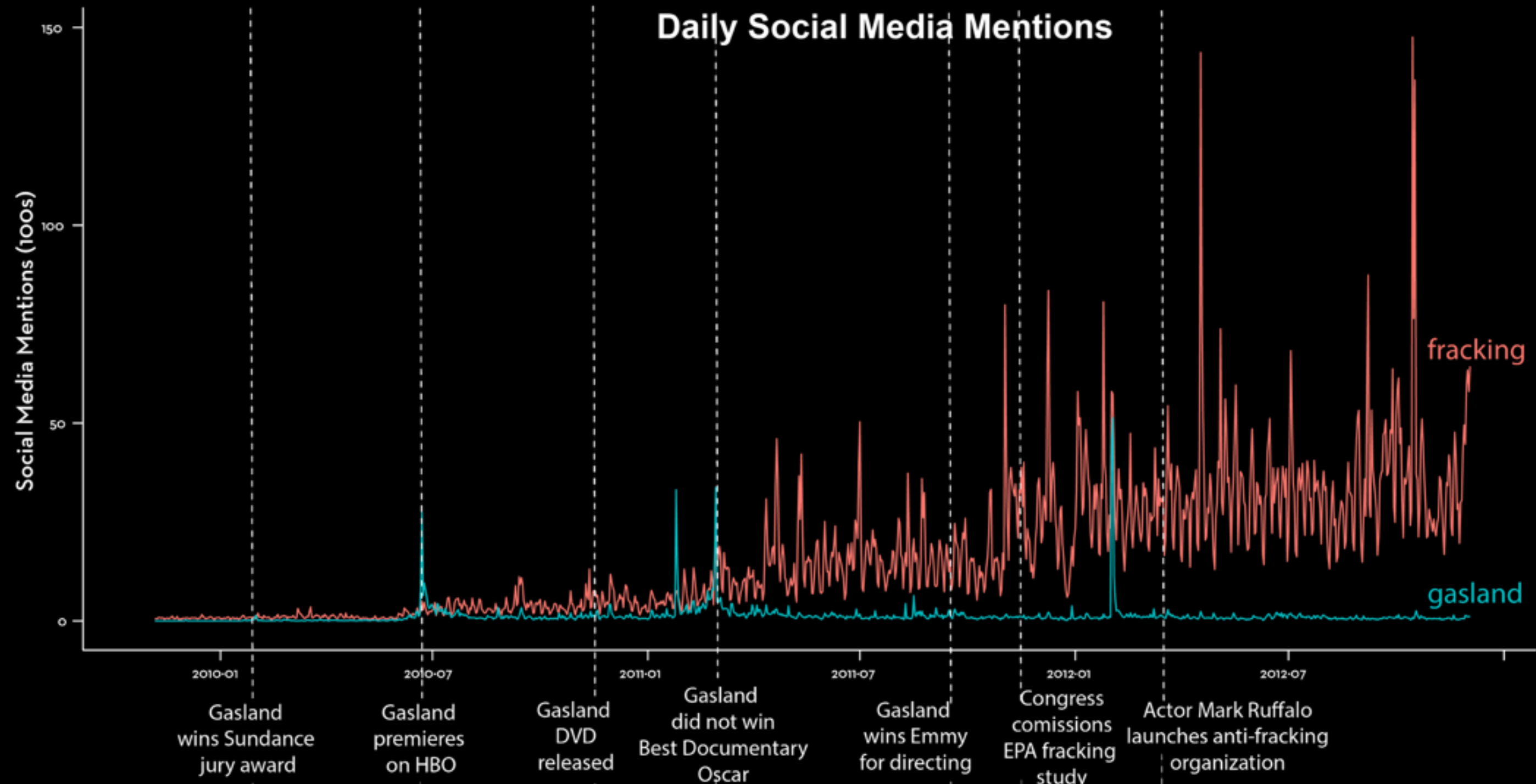
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SUMMARY

THE “CONVERSATION” IS THE PUBLIC DISCOURSE AROUND A PARTICULAR TOPIC AND SALIENT FRAMES, METAFRAMES, MEMES, AND DISCOURSE ATTRIBUTES (VISIBILITY, LEGITIMACY, RESONANCE).

THIS IS IMPORTANT: WITH THE RIGHT ATTRIBUTES, “CONVERSATION” IS LINKED TO (AND EVEN PREDICTIVE) OF ACTION/MOBILIZATION.

THIS STUDY ILLUSTRATES HOW GASLAND SHAPED THE NATIONAL DIALOGUE AROUND “FRACKING”.

WITH A HIGH DEGREE OF PROBABILITY, THE FILM WAS A KEY FACTOR IN SHIFTING THE CONVERSATION FROM TO A PUBLIC HEALTH FRAME FROM THAT OF INDUSTRIAL PROCESS.



THANK YOU

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