# NZ media & the crisis in the oceans: How news norms shape marine coverage

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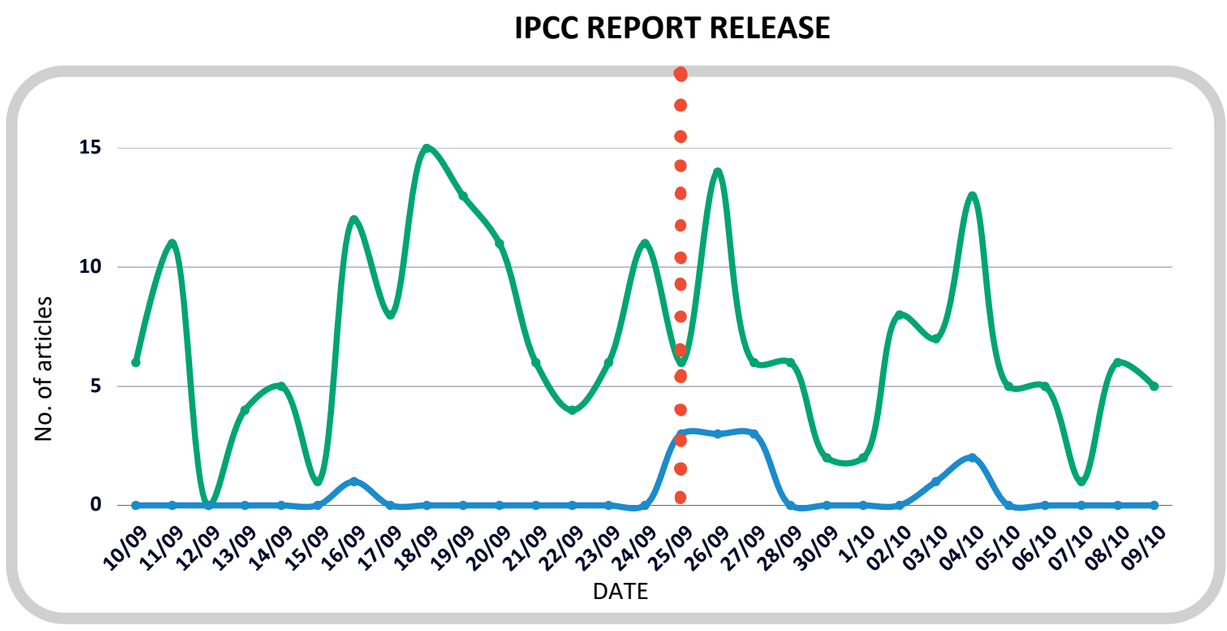
## WHY?

- Marine media coverage is linked to public support and awareness of conservation issues and subsequent policy decisions.
- Does an oceans report of global urgency (2019 IPCC report) influence reporting of threats/harms and sources used?
- Do the threats covered align with main scientific concerns?

| Main Risk/Threat | Pre-Report | Post-report |
|---|---|---|
| Acidification | 2.7 % (3) | 1.0% (1) |
| Climate change | 27.4% (31) | 22.2% (22) |
| Erosion | 8.0 % (9) | 4.0% (4) |
| Fishing-related | 7.0% (8) | 9.1% (9) |
| Multiple impacts | 6.2% (7) | 7.1% (7) |
| Oil-related | 7.1% (8) | 4.0% (4) |
| Invasive Species | 2.7% (3) | 4.0% (4) |
| Plastic related pollution | 3.5% (4) | 7.1% (7) |
| Pollution (other) | 8.9% (10) | 7.1% (7) |
| **Sea Level Rise** | **3.5% (4)** | **13.1% (13)** |
| Seabed/marine mining | 4.4% (5) | 2.0% (2) |
| Other risks | 10.6% (12) | 16.2% (16) |
| No risk mentioned | 8.0% (9) | 3.0% (3) |

| Potential Harm to: | Pre-Report | Post-report |
|---|---|---|
| Biodiversity | 3.5% (4) | 0% (0) |
| Economy | 6.2% (7) | 2.0% (2) |
| Food supply | 1.8% (2) | 5.1% (5) |
| Human life | 7.1% (8) | 6.1% (6) |
| Public health | 4.4% (5) | 1.0% (1) |
| Local communities | 1.8% (2) | 1.0% (1) |
| **Island nations** | **4.4% (5)** | **10.1% (10)** |
| Ice shelves | 2.7% (3) | 3.0% (3) |
| Infrastructure | 6.2% (7) | 5.1% (5) |
| Marine Environment | 14.2% (16) | 12.1% (12) |
| Mass Extinction | 0% (0) | 1.0% (1) |
| Marine Fauna | 19.5% (22) | 28.3% (28)* |
| Marine Life | 6.2% (7) | 2.0% (2) |
| **Multiple harms** | **3.5% (4)** | **9.1% (9)** |
| No harm | 7.1% (8) | 4.0% (4) |
| Non specific | 5.3% (6) | 4.0% (4) |
| Property | 5.3% (6) | 6.1% (6) |
| Recreation | 0.9% (1) | 0% (0) |



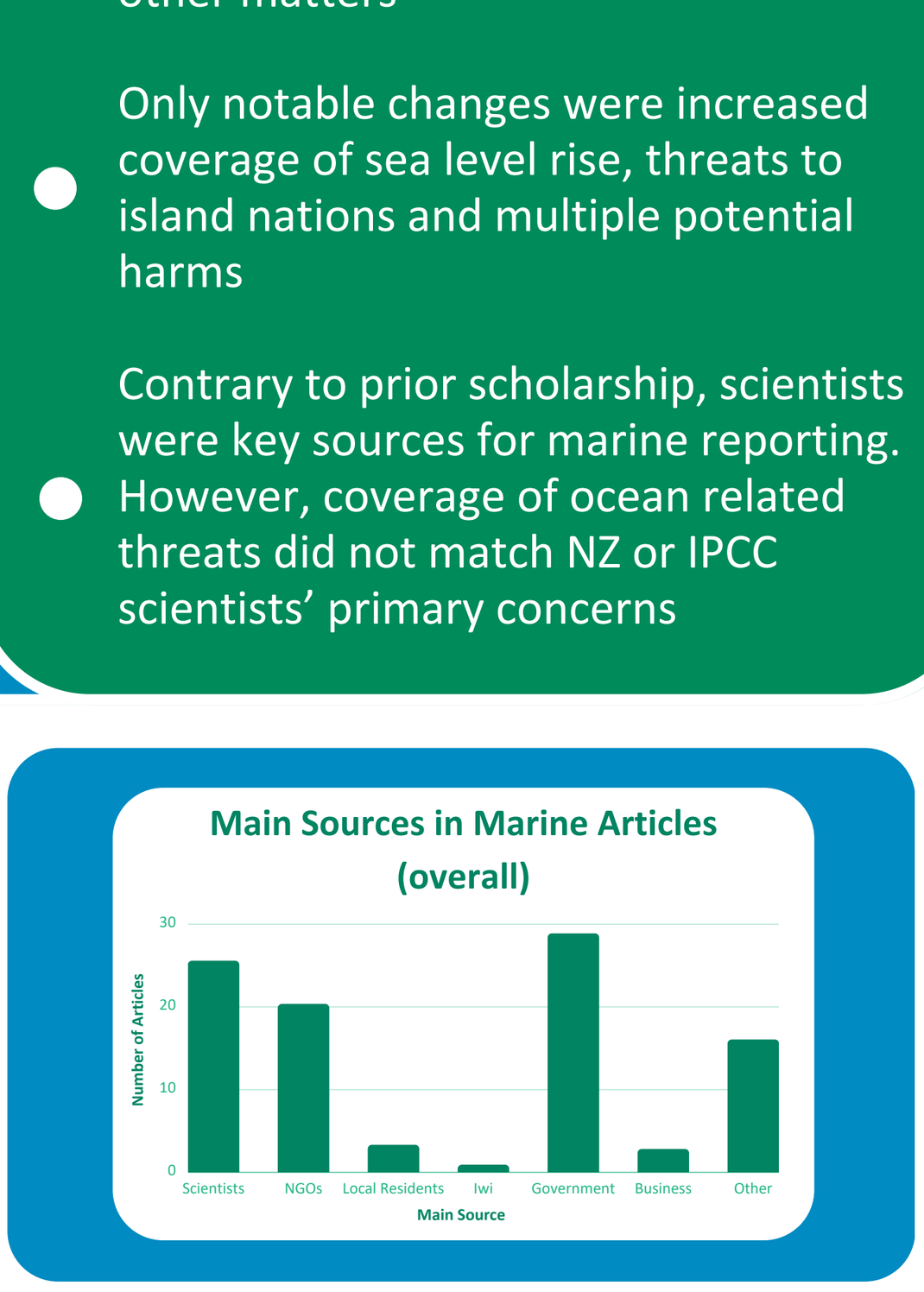

## RESULTS

- News norms prevail. NZ media covered the IPCC report as it would any other - reporting on it initially, then shifting to other matters
- Only notable changes were increased coverage of sea level rise, threats to island nations and multiple potential harms
- Contrary to prior scholarship, scientists were key sources for marine reporting. However, coverage of ocean related threats did not match NZ or IPCC scientists' primary concerns

## RECOMMENDATIONS

for better science communication

- SMALLER, MORE FREQUENT REPORTS
- CONTRIBUTE CONTEXTS THAT EXPLAIN CURRENT PHENOMENA
- COLLABORATE ON INTERNATIONAL, ACADEMIC MEDIA, E.G. THE BIG Q
- SHORT POLICY DOCUMENTS
- VIDEO SCIENCE ANALYSIS




*This research is associated with the 'Communicating Risk and Uncertainty to Aid Decision Making' project.*

References:
IPCC. (2019). IPCC Special Report on the Ocean and Cryosphere in a Changing Climate [H.-O. Pörtner, D.C. Roberts, V. Masson-Delmotte, P. Zhai, M. Tignor, E. Poloczanska, K. Mintenbeck, A. Alegría, M. Nicolai, A. Okem, J. Petzold, B. Rama, N.M. Weyer (eds.)]

*increase in marine fauna coverage unrelated to IPCC report

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