



Provided by the author(s) and NUI Galway in accordance with publisher policies. Please cite the published version when available.

Title	Newspaper content analysis: print media coverage of Ireland's Child & Family Agency (Tusla) 2014-2017
Author(s)	O'Connor, Patricia; McGregor, Caroline; Devaney, Carmel
Publication Date	2018-12
Publication Information	O'Connor, P., McGregor, C. and Devaney, C. (2018) Newspaper Content Analysis: Print Media Coverage of Ireland's Child and Family Agency (Tusla) 2014-2017, Galway: The UNESCO Child and Family Research Centre, National University of Ireland Galway.
Publisher	UNESCO Child and Family Research Centre, NUI Galway
Link to publisher's version	<a href="http://www.childandfamilyresearch.ie/media/unescochildandfamilyresearchcentre/dmpfinalreports/Newspaper-Analysis.pdf">http://www.childandfamilyresearch.ie/media/unescochildandfamilyresearchcentre/dmpfinalreports/Newspaper-Analysis.pdf</a>
Item record	<a href="http://hdl.handle.net/10379/14923">http://hdl.handle.net/10379/14923</a>

Downloaded 2023-03-23T12:09:06Z

Some rights reserved. For more information, please see the item record link above.





United Nations  
Educational, Scientific and  
Cultural Organization



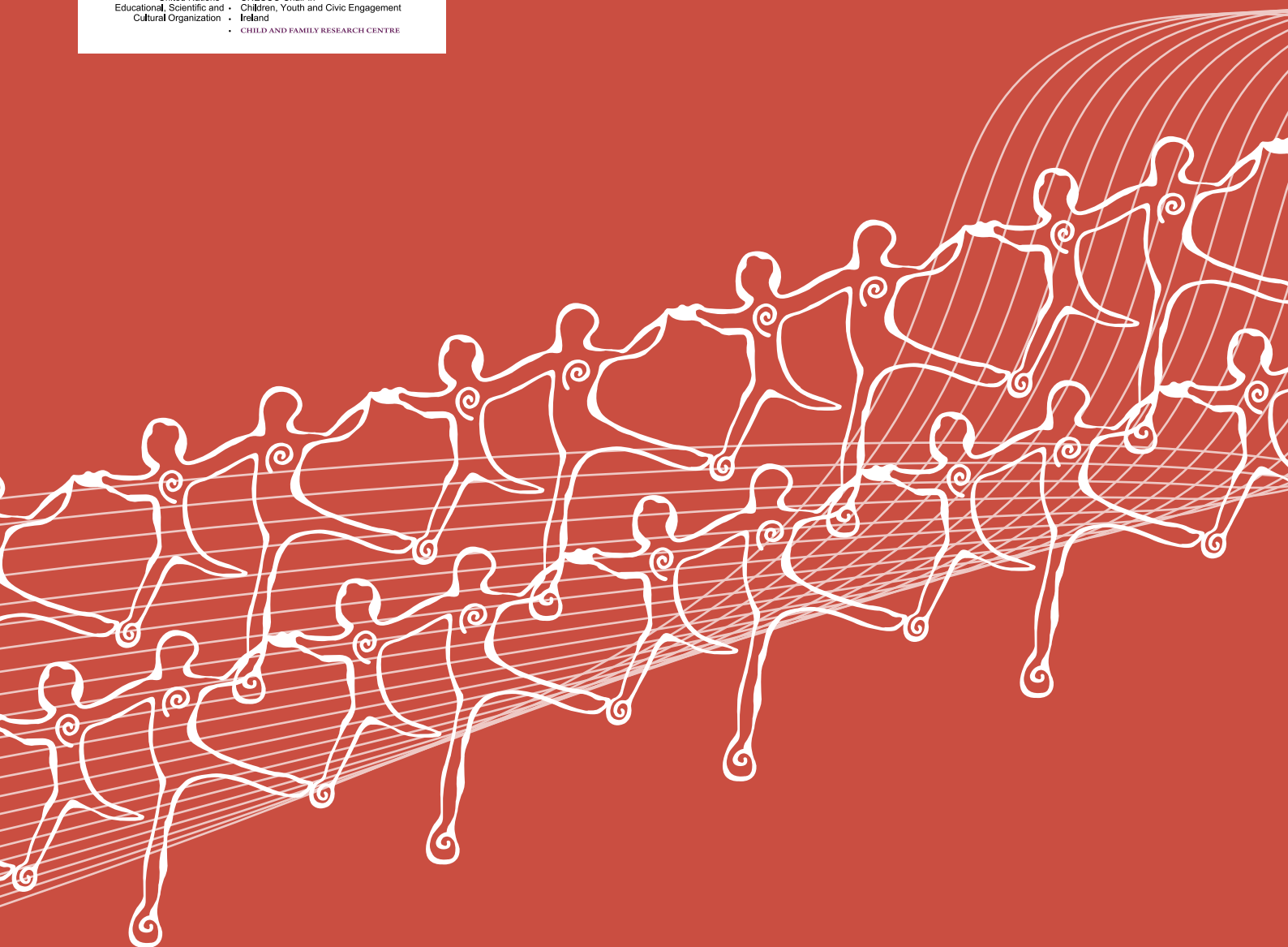
UNESCO Chair in  
Children, Youth and Civic Engagement  
Ireland  
CHILD AND FAMILY RESEARCH CENTRE



NUI Galway  
OÉ Gaillimh



Institute for  
Lifecourse and Society



Newspaper Content Analysis:

## Print Media Coverage Of Ireland's Child & Family Agency (Tusla) 2014-2017

By Ms. Patricia O'Connor, Professor Caroline McGregor and Dr Carmel Devaney  
UNESCO Child and Family Research Centre, NUI Galway

DECEMBER 2018



The authors of this report are:

**Ms. Patricia O'Connor, Professor Caroline McGregor and Dr Carmel Devaney**

Any citation of this report should use the following reference:

O'Connor, P., McGregor, C. and Devaney, C. (2018) Newspaper Content Analysis: Print Media Coverage of Ireland's Child and Family Agency (Tusla) 2014-2017, Galway: The UNESCO Child and Family Research Centre, National University of Ireland Galway.

ISBN: 978-1-905861-71-2

Copyright © UNESCO Child and Family Research Centre (UCFRC), 2018.

For further information, please contact:  
UNESCO Child and Family Research Centre  
Institute for Lifecourse and Society  
Upper Newcastle Road  
National University of Ireland Galway  
Galway, Ireland  
T: +353 91 495 398  
E: [cfrc@nuigalway.ie](mailto:cfrc@nuigalway.ie)  
W: [www.nuigalway.ie/childandfamilyresearch](http://www.nuigalway.ie/childandfamilyresearch)

*The authors are responsible for the choice and presentation of views expressed in this report and for opinions expressed herein, which are not necessarily those of UNESCO and do not commit the Organisation.*

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission in writing of the copyright holder.

For rights of translation or reproduction, applications should be made to the UNESCO Child and Family Research Centre, Institute for Lifecourse and Society, Upper Newcastle Road, National University of Ireland Galway, Ireland.

#### DISCLAIMER

Although the author(s) and publisher have made every effort to ensure that the information in this book was correct at press time, the author or publisher do not assume and hereby disclaim any liability to any party for any loss, damage or disruption caused by errors or omissions, whether such errors or omissions result from negligence, accident or any other cause.

---

# Development and Mainstreaming Programme for Prevention, Partnership and Family Support



The Development and Mainstreaming Programme for Prevention, Partnership and Family Support (PPFS) is a programme of action being undertaken by Tusla, the Child and Family Agency, as part of its National Service Delivery Framework. The programme seeks to embed prevention and early intervention into the culture and operation of Tusla. The UNESCO Child and Family Research Centre, NUI Galway has undertaken an evaluation study focusing on the implementation of and the outcomes from the PPFS programme. The study's overall research question is:

*Is the organisational culture and practice of Tusla and its partners changing such that services are more integrated, preventative, evidence informed and inclusive of children and parents? If so, is this contributing to improved outcomes for children and their families?*

The evaluation study has adopted a Work Package approach reflecting the key components of the PPFS programme. The five work packages are: Meitheal and Child and Family Support Networks, Children's Participation, Parenting Support and Parental Participation, Public Awareness and Commissioning. While stand-alone studies in their own right, each Work Package contributes to the overall assessment of the programme.

**This is the Final Report of the Public Awareness Work Package**

## About the UNESCO Child and Family Research Centre

The UNESCO Child and Family Research Centre (UCFRC) is part of the Institute for Lifecourse and Society at the National University of Ireland, Galway. It was founded in 2007, through support from The Atlantic Philanthropies, Ireland and the Health Service Executive, with a base in the School of Political Science and Sociology, the mission of the Centre is to help create the conditions for excellent policies, services and practices that improve the lives of children, youth and families through research, education and service development. The UCFRC has an extensive network of relationships and research collaborations internationally and is widely recognised for its core expertise in the areas of Family Support and Youth Development.

### Contact Details:

UNESCO Child and Family Research Centre, Institute for Lifecourse and Society, Upper Newcastle Road, National University of Ireland Galway, Ireland.

T: +353 91 495398

E: [cfrc@nuigalway.ie](mailto:cfrc@nuigalway.ie)

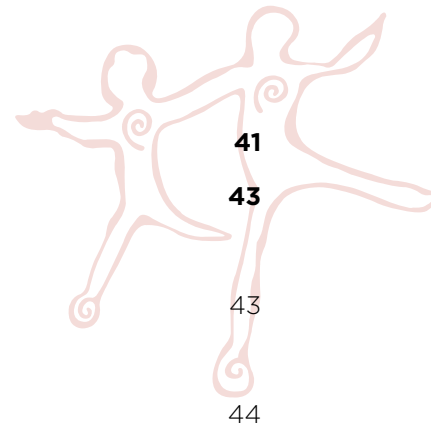
W: [www.nuigalway.ie/childandfamilyresearch](http://www.nuigalway.ie/childandfamilyresearch)

🐦 @UNESCO\_CFRC

f [ucfrc.nuig](http://ucfrc.nuig)

# Table of Contents

<b>Table of Contents</b>	<b>ii</b>
<b>List of Tables</b>	<b>iv</b>
<b>List of Figures</b>	<b>v</b>
<b>Acknowledgements</b>	<b>vi</b>
<b>Executive Summary</b>	<b>vii</b>
<b>1. Introduction and Context</b>	<b>8</b>
1.1 Introduction	8
1.2 Background	8
1.3 Communication and Framing Theory	9
1.4 The Role of the Media in Child Protection and Welfare reporting	10
<b>2. Methodology</b>	<b>11</b>
2.1 Content Analysis	11
2.2 Pilot study	12
2.3 Newspaper content analysis 2014 – 2017	14
2.4 Database Analysis	15
2.5 Limitations	18
<b>3. Results</b>	<b>19</b>
3.1 Introduction	19
3.2 Results	19
3.3 Summary of Results	36
3.3.1 Overall News Items	36
3.3.2 Themes	36
3.3.3 Breakdown by Region	37
National Newspapers:	37
Regional Newspapers:	37
‘Tusla’ in the Headlines:	38
<b>4. Discussion and Conclusion</b>	<b>39</b>
4.1 Discussion of Results	39
4.2 Recommendations	40
4.3 Conclusion	40



<b>References</b>	<b>41</b>
<b>Appendices</b>	<b>43</b>
<b>Appendix 1:</b>	
Four approaches to content analysis	43
<b>Appendix 2:</b>	
Example of a Coding Frame	44
<b>Appendix 3:</b>	
Nine approaches to content analysis (Michaelson & Griffin, 2005)	45
<b>Appendix 4:</b>	
Pilot search results per search term	47
<b>Appendix 5:</b>	
Sample: Pilot Tusla Search Results: 30 articles	50
<b>Appendix 6:</b>	
Summary of 30 Pilot articles:	58
<b>Appendix 7:</b>	
Summary of Search Terms, positive/negative/both and regional/national newspapers	60
<b>Appendix 8:</b>	
Total number of positive/negative/both articles and regional/national newspapers	61
<b>Appendix 9:</b>	
Total Number of Articles by year, positive/negative/both	62

# List of Tables

Table 1: Piloted Tusla Newspaper Analysis Search Terms and Results	13
Table 2: Tusla Newspaper Analysis, 2014-2016	14
Table 3: Tusla Newspaper Analysis 2017	14
Table 4: Newspapers per Database	15
Table 5: 2014 to 2016 results following removal of repeat articles	19
Table 6: 2017 Search results following removal of repeat articles	20
Table 7: Search Results 2014 to 2017	20
Table 8: Articles & News Items by Theme and Rating	23
Table 9: Articles & News Item Themes across 4 Year Period	24
Table 10: News Item Themes Rated Per Year	25

# List of Figures

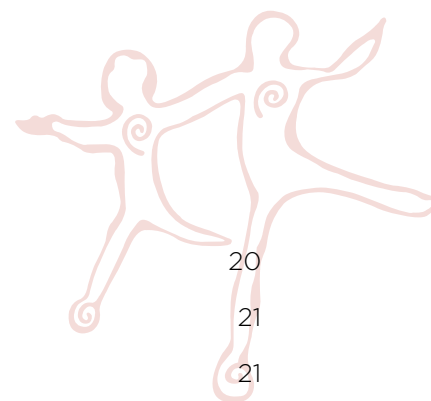


Figure 1: Number of Articles per year (n=1497)	20
Figure 2: Percentage of Articles per year: Positive, Negative, Both	21
Figure 3: 2017 Articles (n=573)	21
Figure 4: 2017 Articles (n=573) with Whistleblowers	22
Figure 5: Percentage of Articles Pos/Neg/Both less Whistleblowers in 2017	22
Figure 6: Percentage of Articles per Region (National, DML, DNE, South, West, NI)	27
Figure 7: Percentage of National Newspaper Articles per Newspaper Title	27
Figure 8: Percentage of all National Newspaper – Positive, Negative, Both	28
Figure 9: Dublin Mid-Leinster (DML) Region Percentage of Items per Newspaper (n=70)	29
Figure 10: Dublin Mid Leinster (DML) Region Percentage of Articles Pos/Neg/Both per Newspaper	29
Figure 11: Dublin North East (DNE) Articles per Newspaper	30
Figure 12: Dublin North East Region – Percentage of Articles per Newspaper	30
Figure 13: South Region percentage of articles per Newspaper	31
Figure 14: South Region Percentage of Articles Pos/Neg/Both per Newspaper	31
Figure 15: West Region percentage of items per Newspaper	32
Figure 16: West Region – Percentage of Articles positive, negative, both per Newspaper	33
Figure 17: Northern Ireland News Items – Percentage per Newspaper Title	34
Figure 18: North of Ireland Articles, positive, negative, both per Newspaper	34
Figure 19: ‘Tusla’ in Headlines (160 Articles: 11%)	35



# Acknowledgements

The authors of this report are grateful to the contribution of the research team from the Prevention, Partnership and Family Support Programme for their ongoing support for the work. Special thanks especially to Dr. John Canavan for his review and valuable feedback relating to this report. Thanks also to Gillian Browne, Clare Tracy and Iwona O'Donohue for their research support and assistance. We sincerely thank our colleagues at Tusla from the Public Awareness Working Group and the Communications team.

# Executive Summary



This report presents the findings of a content analysis carried out on a broad range of national and regional Irish newspapers in order to describe communication about Tusla and its Prevention, Partnership, and Family Support (PPFS) Programme. The PPFS Development and Mainstreaming Programme (DMP) is a major programme of investment by the Atlantic Philanthropies, Ireland, in parenting, prevention, and family support as part of the overall implementation of the new independent child and family agency, Tusla. The UNESCO Child and Family Research Centre at National University of Ireland Galway (NUIG) received investment to evaluate the implementation of this reorientation of services towards early intervention and prevention. There are five work packages in the study, and this report contributes to the Public Awareness work package.

The objectives of this analysis were to explore frequency and change in reporting of PPFS and identify what newspapers and regions were reporting most often, in order to establish whether there is evidence of greater awareness of Tusla services. The literature reviewed in this report pertains to theories of communication and mass communication, a process through which messages are received and understood by an audience. Framing theory is also discussed, whereby the media draws public attention to certain topics and places them in a field of meaning. News coverage strongly influences the way audiences understand news; therefore, if news coverage is dominated by an individuals' frame, learning will be guided by that frame. The role of the media in child protection and welfare reporting offers some insight into the positive and negative impacts of news items. On one hand, the media contributes to raising public awareness, enabling reform and increasing resources for child protection agencies. On the other hand, the media tends to focus more on criminal matters such as sexual and physical abuse, and less on neglect and emotional maltreatment, which can distort public understanding.

Two databases were searched using search terms relating to Tusla and PPFS, yielding a final total of 1,497 news items and articles spanning four years: 2014 to 2017. A pilot study was carried out first, which identified eight themes. Another five themes were identified following analysis of further news items. It is important to note that the themes emerged from a search for PPFS and Tusla content. This study is not about all of Tusla, and it is not about child protection. But what emerges reflects some of the general issues surrounding Tusla. News items across the four years were predominantly negative, the highest occurring in 2016 (53%). The highest percentage of positive items were published in 2014 and 2015 (48%). These results show there is not just one narrative about PPFS and Tusla.

Findings also indicate there is increasing awareness of Tusla and PPFS and a tendency to be more positive than negative when reporting: Support Services more positive than negative in 2014 (65%) up to 82% in 2017; Child Protection more negative than positive in 2014 (62%) and in 2017 (38%); Children and Young People in Care more negative than positive in 2014 (85%) and in 2017 (53%). The results also show that the media reflect a similar perception of PPFS and child protection, in that they do not seem to always be differentiated. The themes that emerged from this analysis are significant to inform how the media report and understand PPFS and how they interpret this in the context of Tusla's services.

Two thirds of all news items appeared in national newspapers, and of the remaining third, in regional newspapers, the highest percentage appeared in the West (18% of all articles). All of the national newspapers published more negative news items than positive, while the majority of regional newspapers published more positive than negative items. The newspaper media play an important role in how PPFS is reported in national and local newspapers. The results show that Tusla's family support activities are reported more positively, especially in local news reporting.

Reporting shows that while news items on Tusla and PPFS are sometimes directed more towards child protection and children in care, there is not just one but a number of strands of news related to the work of Tusla. The themes that emerged are significant to informing how the media interpret and understand PPFS and how they report this to the general public. Focussing on media coverage can enhance understanding and influence public awareness, which creates the need for a strategy towards engagement with the media nationally and locally.

# 1

## Introduction and Context

### 1.1 Introduction

This is a report of a content analysis of regional and national newspaper coverage of Ireland's Child and Family Agency (Tusla) between 2014 and 2017. The overall aim of this report is to quantitatively describe the content of communication about Prevention, Partnership, and Family Support (PPFS) through newspapers during the period 2014 to 2017. It is important to note that this study is focused specifically on PPFS, and it will become clear as the report progresses that there is an overlap in reporting of child protection and family support. The themes that emerged are from specific search terms relating to PPFS. Chapter 1 outlines the context of the media content analysis in light of Tusla's PPFS Development and Mainstreaming Programme (DMP) and provides a brief background to the programme. Communication and Framing theories are also discussed, followed by a brief dialogue on the role of the media in child welfare and protection. Chapter 2, the methodology, details content analysis by defining its purpose and the uses and approaches taken when conducting such an analysis. It presents the pilot study carried out in summer 2017 on a subsample of newspapers. The search terms utilised stemmed from Tusla's Development and Mainstreaming Programme for PPFS which the UNESCO Child and Family Research Centre is researching and evaluating. Chapter 3 sets out the four-year newspaper analysis results and findings, showing the number of articles published per year, their ratings, the themes identified, and further breakdown of newspaper coverage across regions both national and regional (in accordance with Tusla's Area Management Structure). The final chapter discusses the results, offers recommendations, and ends with concluding points.

### 1.2 Background

Public awareness is one of five work packages of Tusla's Development and Mainstreaming Programme for Prevention, Partnership and Family Support (PPFS), for which the UNESCO Child and Family Research Centre, NUI Galway, is providing research and evaluation. This programme of work is being undertaken by Tusla as part of its National Service Delivery Framework, which seeks to transform child and family services by embedding prevention and early intervention into Tusla's operation and culture.

The Public Awareness Package aims, to:

- design and conduct a public awareness campaign on Prevention, Partnership and Family Support
- develop the Tusla website in relation to PPFS which is accessible to children and young people
- launch the National Service Delivery Framework and the PPFS on an inter-agency basis
- develop and produce policy, strategy and guidance documentation and toolkits
- produce localised and child- and family-friendly material

The primary outcome of the Public Awareness Package is that children and families are increasingly aware of available supports and therefore less likely to fall through the gaps. The overall research and evaluation question for this work package is: *What is the current level of knowledge amongst the public about Tusla in 2015?* More particularly, the following questions are explored:



- Do the public understand its role, purpose and processes of how to access services?
- How can the public be made more aware of Tusla, with a view to ensuring the service is maximised as a means of enhancing child and family wellbeing?
- What mechanisms work best for informing the public?
- How has the public's level of awareness changed at the end of 2017?
- How best can Tusla develop its public awareness activities into the future?<sup>1</sup>

The main objectives were achieved through five separate research activities: baseline population survey; follow-up population survey; secondary analysis of HIQA reports 2014-2016; a literature review; and an analysis of the reporting of PPFS in the media via newspapers 2014-2017, which is the focus of this report. Details of each of the research activities can be found in a separate report (McGregor et al., 2018). The overall aim of the media analysis was to objectively, systematically, and quantitatively describe content of communication about PPFS through newspapers from 2014 to 2017. The objectives of the media content analysis were to:

1. Explore if there is a change in frequency and reporting about PPFS.
2. Examine change in nature of reporting about PPFS.
3. Establish whether there is any evidence of greater awareness of Tusla services.
4. Ascertain what newspapers and regions are reporting most often.

### 1.3 Communication and Framing Theory

Communication science, according to Riffe, Stephen & Frederick (2014), is at the centre of all social sciences because 'communication increasingly defines what we do, how we do it, and even who we are individually, socially and culturally' (p. 13). In order to develop communication science pertaining to media communication content must be logically assessed, where the objective is to predict and explain phenomena. Quantitative content analysis can provide reliable and valid communication content whereby communication patterns emerge and, in turn, causes or potential effects begin to develop. A framework to achieve this involves use of theory on processes that affect content, together with the effects of that content. Shoemaker & Reese (1996) outlined three dominant approaches to communication theory: mass communication theories and research; mass media processes and effects; and communication theories origins, methods and uses in the mass media. Mass communication theory originated in the early 20th century when political scientists investigated the effects of propaganda and persuasive messages. It can be defined as the process through which messages are received and understood by an audience and the effects those messages have on an audience (Shoemaker & Reese, 1996).

During the World Wars, propaganda through the use of radio, film, and print media highlighted concerns over mass media messages broadcast to the general public which had the capacity to captivate, mesmerise, capture people's attention, and instigate panic. The rise of advertising agencies that broadcast persuasive campaigns through messages attempted to persuade people to do what the communicators wanted. These powerful effects in the media aligned with behaviourist traditions, and early theories of communication were formed. The powerful effects perspective was later challenged as being simplistic and was replaced by factors that contribute to or mitigate effects (Severin & Tankard, 2000), called the limited effects outlook. Experimental researchers found that in some cases mass media messages could actually change an audience's knowledge but not their attitudes or behaviours (Shoemaker & Reese, 1996). Audience members used media messages for their own purposes; they chose what parts, if any, of the messages to accept, and rejected messages not applicable to their existing beliefs, values and attitudes. In the latter half of the 21st century, communication theorists

<sup>1</sup> Originally another question was included: What impact will a publicity campaign have? However, this was removed as a publicity campaign did not occur and instead a number of public awareness activities were developed. In association with the working group and the project group this question was removed and replaced with: 'how best can Tusla develop its public awareness activities into the future.'

suggested that the above effects of mass media, whether powerful or limited, were dependent on various conditions. This was called the contingency effects perspective; it allowed theorists to speculate that effects of communication messages were not the result of any particular message but relied on a variety of conditions. Harold Lasswell (1948) designed a framework to describe the communication process as: who (the communicator), says what (media content), through which channel (medium), to whom (audience), with what effect. Berelson (1949) also developed a cause-and-effect framework: some kinds of communication, on some kinds of issues, brought to the attention of some kinds of people, under some kinds of conditions, have some kind of effects.

McCombs and Shaw (1993) later theorised that the media not only told people what to think about but also how to think about items and what to think. They called this Agenda Setting Theory, whereby the media set the 'agenda'. Framing theory, whereby the media draw public attention to certain topics, was the original agenda-setting thought (Gupta Om, 2006). A frame represents how the media and media gatekeepers organise and present issues and how audiences interpret them. These frames are abstract notions that structure social meaning and influence the perception of news by the audience. This type of agenda-setting perspective tells us not only what to think about but also how to think about it, while also expanding beyond the issues or messages and focusing on the ethos of the issues. Framing theory is based on the premise that the media focus on certain events and place them in a field of meaning.

Goffman (1974) first theorised framing in his essay on Frame Analysis, stating that people interpret their world through their primary framework. He offered two distinct primary frameworks, natural and social, which help people categorise information and understand it in a wider social context. Effects of frames on news audiences, as discussed by Baran and Davis (2012), suggest that exposure to news coverage can result in learning consistent with frames structuring that coverage. If news coverage is dominated by a person's frame, learning will be guided by that frame. News coverage strongly influences the way audiences understand news, and this is especially true of news involving highly publicised events

## 1.4 The Role of the Media in Child Protection and Welfare Reporting

Saint Jacques et al. (2012) looked at the impact media coverage of children in need of protection had, on the number of cases reported to child protection agencies in Canada. They found a statistically significant relationship between coverage and cases reported. They also stated that the child abuse and neglect cases reported were often sensational and involved tragic outcomes for children, which paints a distorted image of child welfare agencies to the public. Lonne and Parton (2014) focused on how the Australian and English media portrayed child abuse scandals and the impact such coverage had on policy and practice. They state that the media play an important two-way role in the coverage of child maltreatment. On a positive note, the media contribute to raising public awareness, reform and increased resources for child protection agencies. Negatively, the media tend to focus too much on criminal matters such as sexual and physical abuse and less on neglect and emotional maltreatment, which distorts public understanding. The researchers found that there is a lack of children's and parent's voices in media reporting. Such sensationalised coverage has led to official inquiries, which contributes to systems becoming risk-averse. Ayre (2001) examined three decades of what he described as sensationalist coverage of child abuse scandals in England and Wales. He found that the media contributed to the creation of public fear, blame, and mistrust of the child protection system. Stanfield and Beddoe (2013) stated that negative and inaccurate news reports undermine public confidence in protection services, challenge social workers' professionalism, and therefore increase risk to those most vulnerable.

Briar-Lawson et al. (2011) highlight the need to educate the media about the complex work undertaken by child welfare workers. Ayre (2001) states that social care services could learn much about media management from the UK police force, who have developed a competent understanding of the media's needs. Strategies employed by the police when interacting with the media include anticipation of a controversial story breaking, quick response, and availability for interview. Stanfield and Beddoe (2013) introduce the notion of inter-professional collaboration among social workers and journalists, whereby both professions work together to promote public awareness of social issues.

# 2

## Methodology



This chapter explains content analysis and its uses, and outlines various ways it can be conducted. A pilot study was carried out on a sample of 30 Irish newspapers, both regional and national; the search terms used and results yielded are detailed. The four-year newspaper content analysis was conducted on two databases, which are explained in more detail, together with the themes identified. The names of all newspapers and their regions are set out. The chapter ends with some limitations of the study.

### 2.1 Content Analysis

Content analysis is a technique used in research to objectively, systematically and quantitatively describe content of communication (Berelson, 1952). Through the analysis of documents and texts, printed or visual, content analysis seeks to quantify contents in predetermined categories in a systematic and replicable manner which can be applied to varying forms of media (Bryman, 2001). Media content analysis can be a useful source of information about current affairs, public opinions and attitudes, and how society reacts to the media. In addition, by analysing texts and examining communication via texts and transcripts, media content analysis can provide historical insights across time (Macnamara, 2005). It can be used to study books, essays, news articles, and other written material. It can be considered more of a data-reduction technique than an analytical one, because it breaks down long pieces of text into manageable data units (Macnamara, 2005; Neuendorf, 2002).

According to Trueman (2015), media content analysis is the deconstruction of text using either quantitative or qualitative research methods. Quantitative research methods involve a structured form of gathering information from media clips, while qualitative methods interpret the text to identify themes and possible effects of the message. Harold Lasswell introduced media content analysis in 1927 in order to study propaganda (Macnamara, 2005). Berger & Luckman (1967) in their work *The Social Construction of Reality* state that media content texts are open to varying interpretations, and such analyses therefore cannot be objective. Like most methods, content analysis is open to criticism of bias, with particular concerns about subjectivity. As set out below, the level of subjectivity will vary depending on the specific approach to content analysis adopted. Additionally, as Neuendorf (2002) points out, clear prior decisions made regarding variables, measurement and coding reduce risks of bias and invalidity.

According to Pawson (1995) there are four approaches to content analysis: formal content analysis; thematic analysis; textual analysis; and, audience analysis. Formal content analysis systematically classifies texts to identify different features, which are then counted with an emphasis on objectivity and reliability. Thematic analysis is a coding process with a focus on the intentions behind the document. A specific area of the report is chosen then analysed in detail to uncover the underlying purpose and intentions of the authors. A weakness of thematic analysis is that researchers can choose themes that suit themselves, and this can create a lack of understanding of the reasons such themes were chosen. Textual analysis is an analysis of the use of words and phrases and how they may be used to influence readers. Finally, audience analysis looks at the audience responses, whether they accept or reject the content, and what it means to them. Appendix 1 details each of Pawson's (1995) four approaches.

In content analysis, which Busch et al (1994-2012) also refer to as conceptual analysis, a concept is chosen and is analysed by quantifying and tallying its occurrence. According to the authors, there are

six steps involved when conducting content analysis: state the research questions; select text sample and categorise it; read, review and examine; identify themes; code material; and interpret and report the findings. This six step process is the approach adopted in this newspaper content analysis report.

When research questions and a sample have been identified, the text can then be coded into categories. Krippendorff (2004) and Shapiro and Markoff (1997) state that coding involves selectively reducing large pieces of text into more manageable content. This means that the research can then focus on and code for specific words or patterns aligned to the research question objectives. Appendix 2 details an example of a coding frame by setting out different codes for basic information, such as the county the article appeared in, the name of the newspaper, and the date it appeared. The size of the article, its focus and the main themes are coded. Michaelson and Griffin (2005) delineate nine traditional approaches which they state are widely used in content analysis practice. The approaches range from simply counting clips to measures that aim to reach conclusions on the quality of an article's coverage. Included in these approaches are human coding, machine coding, and web-based coding and analysis methods. The methods are often combined when content analysis is being undertaken. Appendix 3 details each method.

Michaelson and Griffin (2005) are of the view that a better approach when conducting content analysis is to determine the presence of four factors: Is the information correct? Is the information incorrect? Is the information misleading? Is information omitted? Having correct information is a fundamental, central aspect to any communication vessel. Fundamental facts include definitions and, or, descriptions of the service; statements; opinions; and points of view that are supported and documented. Misstatements can include errors or incorrect information in an article. They can occur due to incorrect data provision or due to false, unsubstantiated opinions of a reporter. Incomplete information can include a statement or opinion that includes some information but excludes other relevant information. This creates a misleading impression or deception of a service. Omission occurs when key information is not included in an article when it should be. In order to fully understand an omission, the article context has to be understood. The focus of the article will be incomplete unless the omission or basic fact has been included. Following these four approaches, the authors state that human coders should have an in-depth knowledge of the issues being analysed in order to achieve reliable and consistent analyses.

## 2.2 Pilot study

In order to produce a valid and reliable media content analysis, conducting a pilot study can ensure the researcher is thoroughly familiar with and understands the research process and the research objectives by reading a subset of relevant content (Neuendorf, 2002). A pilot search of 30 national and regional newspapers was conducted using the search terms set out in Table 1, which yielded the number of resulting articles set out in the second column. For the pilot sample, the first three search terms were reported on: Tusla and Family Support; Tusla and Parenting; Tusla and Prevention. Results from other search terms are also shown most notably the results from Tusla and PPFS, and Tusla and Parenting, Prevention and Family Support, both of which yielded zero resulting articles. Appendix 4 sets out the number of articles found per year for each of the search terms. This pilot search was carried out for the period 1 January 2014 to 8 April 2017 using the NUIG Newspaper Archive database. The pilot sample identified eight themes (Support Services & Programmes; Childcare Services & Creches; Schooling & Homeschooling; Foster Carers; Funding; Child Protection; Tusla Policies & Procedures; and Young People's Mental Health). A further five themes were identified following analysis of further news items (Advertisement for Foster Carers & Staff; Children & Young People in Care; Adoption and Mother and Baby Homes; Tusla's Legal Spend; and Retrospective Abuse). It is important to be reminded that the themes emerged from a search for PPFS & Tusla content. This study is not about all of Tusla, and it is not about child protection. It is aimed at very specific objectives for the study and search terms. However, what emerges reflects some of the general issues surrounding Tusla. If the search terms were different, the results would in turn have been different.



**Table 1: Piloted Tusla Newspaper Analysis Search Terms and Results**

Search Term	Results
Tusla AND Family Support	651 Results
Tusla AND Parenting	542 Results
Tusla AND Prevention	262 Results
Tusla AND PPFS	0 Results
Tusla AND Parenting, Prevention & Family Support	0 Results
Tusla AND Child Support	602 results
Tusla AND Children	911 results
Tusla AND Adolescents	52 results
Tusla AND Teenagers	247 results
Tusla AND Parenting Support	410 results

SEARCH: From 1 January 2014 .to. 8 April 2017.

The pilot sample of 30 newspapers articles were examined using the first three search terms in Table 1: 'Tusla and Family Support'; 'Tusla and Parenting'; and 'Tusla and Prevention'. The first ten articles from each search term are listed in Appendix 5 with the exception of articles that overlapped between categories and search results that did not include both search terms. The name of each newspaper is given, together with the date and day of the week of each article. The headline of each article and a brief summary of its contents are then set out. Appendix 6 shows the 30 piloted news items detailed by topic, rating and geographical area. Appendix 7 summarises the three search term results, the total number of articles, and whether they are positive, negative, or both, by geographical area of each article. Appendix 8 shows the total number of positive/negative/both articles and whether they were cited in regional or national newspapers. Appendix 9 shows the number of articles per year from 2014 to 8th April 2017 and whether they were positive, negative, or both.



## 2.3 Newspaper content analysis 2014-2017

Table 2 below sets out the search terms utilised when the newspaper content analysis was conducted between June and September 2017 for the period 1 January 2014 to 31 December 2016. Nine search terms yield 2,041 articles to be analysed. The largest number of articles resulted from the search term 'Tusla and Family Support'. The process for conducting the analyses is explained in the database analysis section. A further search was carried out in January and February 2018 for the period 1 January 2017 to 31 December 2017. Table 3 shows the same search terms as delineated above, totalling 999 articles for analysis.

**Table 2: Tusla Newspaper Analysis, 2014-2016**

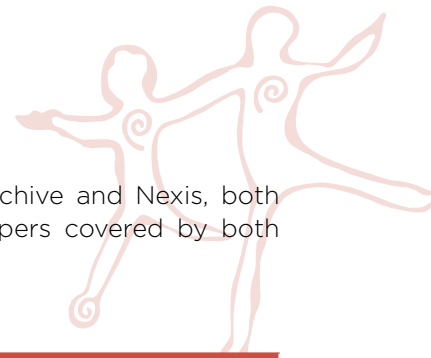
Search Term	Results
Tusla AND Family Support	577
Tusla AND Parenting	485
Tusla AND Prevention	230
Tusla AND PPFS	1 Result
Tusla AND Parenting, Prevention & Family Support	0 Results
Tusla AND Parenting Support	373
Tusla AND Early Intervention	101
Tusla AND Adolescents	46
Tusla AND Teenagers	228
Total Number of Articles	2,041

SEARCH: From 1 January 2014 to 31 December 2016.

**Table 3: Tusla Newspaper Analysis 2017**

Search Term	Results
Tusla AND Family Support	315
Tusla AND Parenting	238
Tusla AND Prevention	119
Tusla AND PPFS	2 Results
Tusla AND Parenting, Prevention & Family Support	0 Results
Tusla AND Parenting Support	143
Tusla AND Early Intervention	38
Tusla AND Adolescents	42
Tusla AND Teenagers	102
Total Number of Articles	999

SEARCH: From 1 January 2017 to 31 December 2017.



## 2.4 Database Analysis

Two databases were used in the newspaper analysis: The Irish Newspaper Archive and Nexis, both of which were accessed through the NIUG website. Table 4 lists the newspapers covered by both databases. Newspapers shown in italics are common to both databases.

**Table 4: Newspapers per Database**

Irish Newspaper Archive - Newspaper Sources	Nexis - Newspaper Sources
Anglo Celt	Corkman
City Tribune	<i>Drogheda Independent</i>
Connacht Sentinel	Irish Daily Mail
Connacht Tribune	<i>Irish Examiner</i>
Connaught Telegraph	Irish Independent
Donegal Democrat	Irish Times
Donegal News	<i>Kerryman</i>
<i>Drogheda Independent</i>	<i>Sligo Champion</i>
Dundalk Democrat	Sunday Business Post
Fermanagh Herald	<i>Sunday Independent</i>
Gaelic Life	Wexford People
<i>Irish Examiner</i>	<b>Nexis - other sources</b>
Irish Independent	Belfast Telegraph Online
<i>Kerryman</i>	Breaking News.ie
Kildare Nationalist	Irish News
Kilkenny People	PA Newswire Ireland
Laois Nationalist	RTE.ie/news
Leinster Express	
Leitrim Observer	
Limerick Leader	
Longford Leader	
Meath Chronicle	
Munster Express	
Nationalist & Leinster Times	
Nenagh Guardian	
<i>Sligo Champion</i>	
Southern Star	
Strabane Chronicle	
<i>Sunday Independent</i>	
Tuam Herald	
Tyrone Herald	
Ulster Herald	
Western People	
Westmeath Examiner	

Each newspaper article was examined and categorized into one of the search terms set out in Table 2. As can be seen in Tables 2 and 3, the total number of articles sourced as per the nine search terms amounted to 3,040. Some articles were common to more than one search term. Therefore, to ensure that no article was repeated and where overlapping occurred, the predominant theme of the article was chosen and categorized accordingly. The search terms chosen in Tables 2 and 3 are not mutually exclusive but are broadly related to Parenting, Prevention and Family Support, which yield a broad overview of public awareness in the results. The final two search terms, Adolescents and Teenagers pertain to the PhD student associated with the Public Awareness Package who is conducting research on Adolescents in rural areas. It is hoped these two search terms and the results will contribute to that research.

*The Irish Newspaper Archive* database was found to be unreliable and inconsistent in the results it yielded. For example, while the total number of articles sourced under the 'Tusla AND family Support' search term as per Table 2 was reported as 577, the database did not display 577 articles. Instead, 201 articles were displayed across the 3-year time period specified. The archive staff were contacted by e-mail on a number of occasions but they were unable to rectify the issue. In order to proceed and successfully report on the 577 results generated by the database, the customised dates searched were separated. Articles were searched per year, for example from the 1 January 2014 to 31 December 2014, and per half-year, for example 1 January 2014 to 30 June 2014. Having done this, a total of 580 articles were reported on. This method also had to be carried out for three further search terms (Parenting, Parenting Support, Prevention). All other search terms were displayed in *The Irish Newspaper Archive* database search results.

A further issue experienced when using this database occurred when articles displayed did not contain both search terms in the content. When using the search term 'Tusla and Family Support', some articles contained only 'Tusla' and not 'family support'. This was a consistent issue throughout all search terms. However, the author reported on all results, and all news items which mentioned Tusla as part of the search for PPFs were categorised. In addition, some results did not lead to the exact page in the newspaper where the search term occurred, which resulted in manual searching of each page of the newspaper on the database. During the 2017 search, this database had improved, and all search results were displayed. But again, not all articles contained both search terms.

The *Nexis* database was consistent, clear and accurate in the results it yielded. While the number of articles found was considerably less than from *The Irish Newspaper Archive*, all articles contained the search terms. This means that all articles contained the words 'Tusla' and the second search term, e.g. 'Family Support'. Articles were summarised and entered into a Word document template. The information was then transferred to an Excel Spreadsheet per search term, for individual analysis, and were also combined for overall article analysis.

The name of each regional and national newspaper was recorded, and the area in which each item was published is set out below, in order to compare coverage across regions. The regions are categorised according to Tusla's Area Management Structures.



**National Newspapers:**

*Irish Independent; Independent.ie; Sunday Independent; Irish Examiner; Irish Examiner.com; Evening Herald; Herald.ie; Breaking News.ie; Irish Daily Mail; Irish Times; RTE News; Sunday Business Post; Press Association*

**Regional Newspapers covering the following counties:**

<p><b>Dublin Mid Leinster:</b></p> <p>(including Midlands):</p>	<p>Dublin South Central Dublin South West Co. Kildare Co. Wicklow Co. Longford Co. Westmeath Co. Offaly Co. Laois</p>	<p><i>Metro Herald</i> - <i>Leinster Leader</i> - <i>Longford Leader</i> <i>Westmeath Examiner</i> - <i>Leinster Express/Laois Nationalist</i></p>
<p><b>Dublin North East:</b></p>	<p>Co. Meath Co. Louth</p> <p>Co. Cavan (N/S/E) Co. Monaghan Dublin North/North City</p>	<p><i>Meath Chronicle</i></p> <p><i>Drogheda Independent; Dundalk Democrat</i> <i>Anglo Celt</i> - -</p>
<p><b>South:</b></p>	<p>Co. Cork</p> <p>Co. Kerry Co. Waterford Co. Wexford Co. Kilkenny Co. Carlow</p> <p>South Tipperary</p>	<p><i>Cork Examiner; Southern Star; The Corkman</i> <i>Kerryman</i> <i>Waterford News &amp; Star</i> <i>Wexford People</i> <i>Kilkenny People</i> <i>Nationalist &amp; Leinster Times</i></p> <p>-</p>
<p><b>West:</b></p>	<p>Co. Galway</p> <p>Co. Donegal</p> <p>Co. Leitrim Co. Mayo Co. Sligo Co. Cavan (West) Co. Roscommon Co. Clare Co. Limerick North Tipperary</p>	<p><i>City Tribune; Connacht Sentinel; Connaught Tribune; Connaught Telegraph; Tuam Herald; Western People</i> <i>Donegal Democrat; Donegal News</i> <i>Leitrim Observer</i> <i>Mayo News</i> <i>Sligo Champion</i> <i>Anglo Celt</i> - - <i>Limerick Leader</i> <i>Nenagh Guardian</i></p>
<p><b>Northern Ireland:</b></p>	<p>Co. Tyrone Co. Fermanagh Co. Antrim Co. Down Co. Armagh Co. Derry</p>	<p><i>Tyrone Herald</i> <i>Fermanagh Herald</i> <i>Belfast Telegraph &amp; Online</i> - - -</p>

## 2.5 Limitations

This media content analysis was an exploratory study. The databases used did not always produce exact search results, and results were sometimes difficult to distinguish. However, the search terms were very specific and related closely to PPFS and not more widely to Tusla and its services. This study categorised all results and all articles mentioning Tusla and an aspect of PPFS. Due to limitations in the search functions of one of the databases used, sometimes only Tusla or only PPFS were found, but these were still included if the content of the articles was relevant. Notwithstanding these limitations, there are some key findings that are relevant and point to the need for further investigation.

# 3

## Results



### 3.1 Introduction

This chapter details the results of the newspaper content analysis which was carried out on 1,497 news items and articles across four years (2014-2017). This analysis gives an insight into how national and regional reporting on Tusla and PPFS in Irish newspapers may influence public knowledge. The objective of the analysis was to explore the nature of the reporting on PPFS and any changes that occurred over time. It is important to refer back to the methodology and search terms used when interpreting this data. Search terms related to PPFS and did not include terms relating to child protection, children in care, or Tusla in general. All results and articles which mentioned Tusla and an aspect of PPFS were categorised. Due to limitations in the database, at times only Tusla or only PPFS results emerged but were still included if they contained relevant articles. This section details the number of news items found per year and whether the items were positive, negative, or both. The themes identified are categorised per year and are rated accordingly. Finally the items are detailed per region and per newspaper title, ending with a summary of all results.

### 3.2 Results

A total of 3,040 news items were recorded across the four years 2014-2017. After repeated articles were removed, Table 5 sets out the total number per search term (n = 924). The largest number of articles appeared in the search term Family Support (n = 551), while Parenting, Prevention and Family Support yielded no results. Table 6 details the 2017 search results following removal of repeat articles and reconfiguration of incorrectly placed articles (n = 563). Table 7 sets out both search results from 1 January 2014 to 31 December 2017, giving a grand total of 1,497 articles over the four-year search.

**Table 5: 2014 to 2016 results following removal of repeat articles**

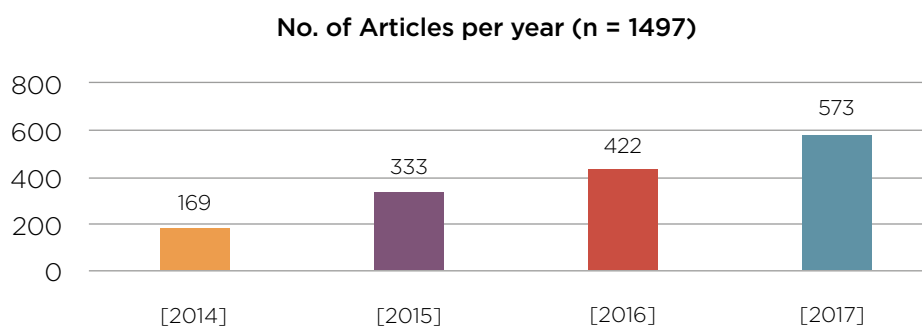
Search Term	Results following removal of repeat articles
Tusla AND Family Support	551
Tusla AND Parenting	43
Tusla AND Prevention	16
Tusla AND PPFS	1 Result
Tusla AND Parenting, Prevention & Family Support	0 Results
Tusla AND Parenting Support	147
Tusla AND Early Intervention	24
Tusla AND Adolescents	36
Tusla AND Teenagers	106
Total Number of Articles	924

**Table 6: 2017 Search results following removal of repeat articles**

Search Term	Results following removal of repeat articles
Tusla AND Family Support	383
Tusla AND Parenting	42
Tusla AND Prevention	23
Tusla AND PPFS	0
Tusla AND Parenting, Prevention & Family Support	0
Tusla AND Parenting Support	45
Tusla AND Early Intervention	13
Tusla AND Adolescents	29
Tusla AND Teenagers	38
Total Number of Articles	573 articles

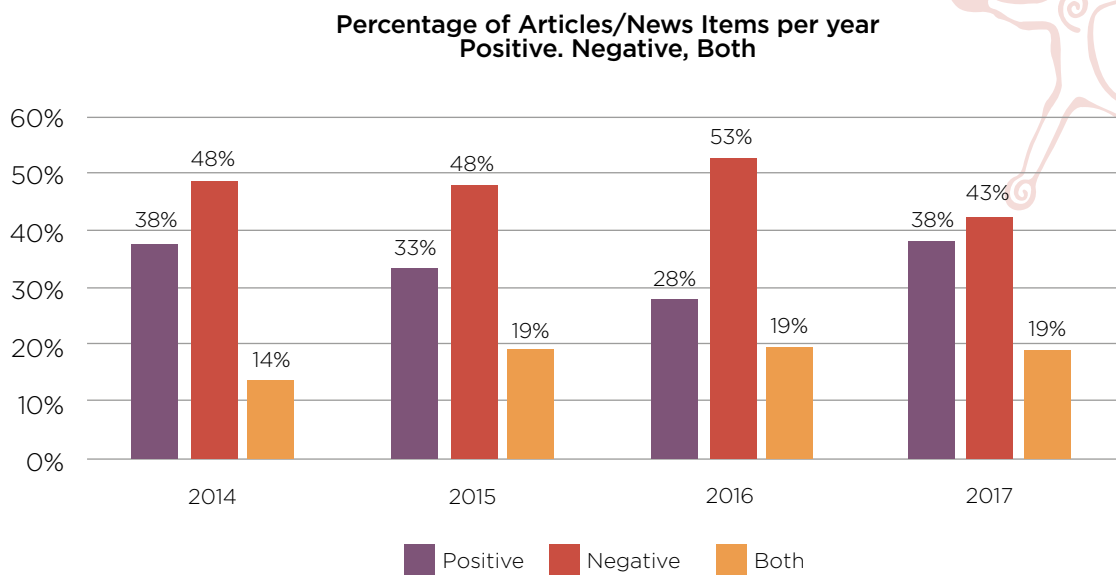
**Table 7: Search Results 2014 to 2017**

Search Term	Results following removal of repeat articles
Tusla AND Family Support	934
Tusla AND Parenting	85
Tusla AND Prevention	39
Tusla AND PPFS	1 Result
Tusla AND Parenting, Prevention & Family Support	0 Results
Tusla AND Parenting Support	192
Tusla AND Early Intervention	37
Tusla AND Adolescents	65
Tusla AND Teenagers	144
Total Number of Articles	1497



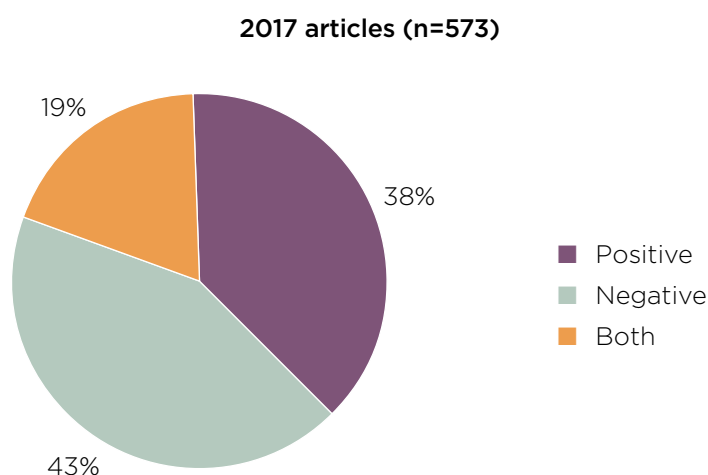
**Figure 1: Number of Articles per year (n=1497)**

Figure 1 shows the number of articles and news items, per year, ranging from 169 in 2014 up to 573 in 2017.



**Figure 2: Percentage of Articles per year: Positive, Negative, Both**

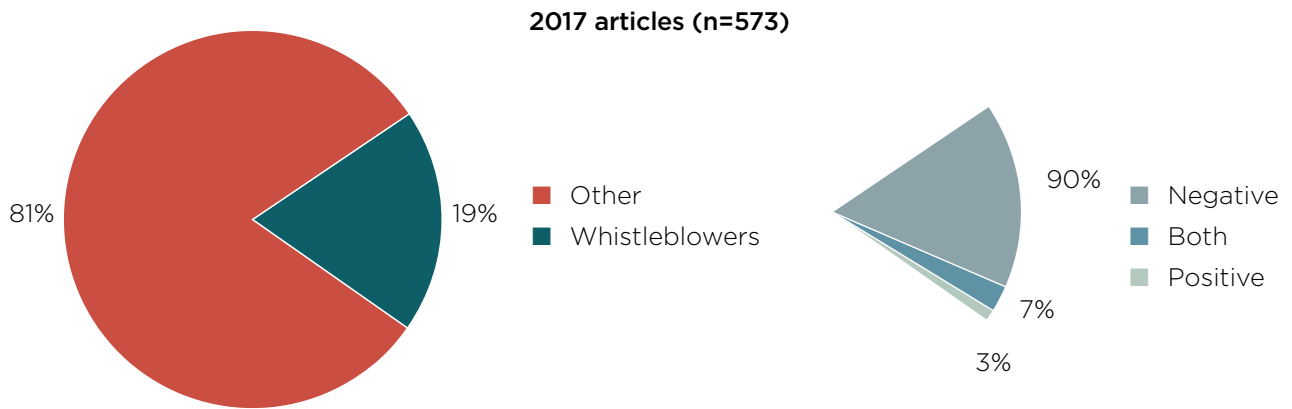
Figure 2 details the percentage of news items which were found to be positive, negative, or both. Across all years, the highest percentage of articles were negative, followed by positive, and lastly a mixture of both. Since Tusla was established on the 1 January 2014, the number of negative articles in the newspapers searched for the first three years (2014 to 2016) have been increasing while the number of positive articles has been consistently decreasing. There has been an increase in the number of articles which fall into the 'both' category from the establishment of Tusla. In 2017 the highest number of articles were negative (43%). However, the number of positive articles increased by over 10% from the previous year (38%): 2017 is the first year since Tusla's establishment that the number of positive articles has increased.



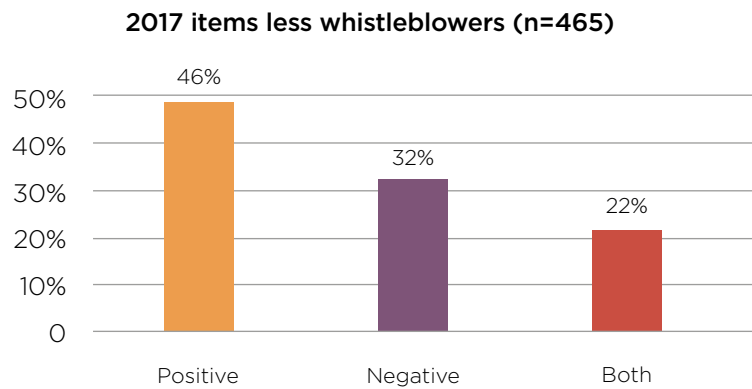
**Figure 3: 2017 Articles (n=573)**

Figure 3 categorises all 573 items collected in 2017. As can be seen, the majority of articles were negative (43%). Figure 4 details the whistle-blower articles (involving McCabe and Harrisson), which gained much coverage in 2017, totalling 19% of all articles; 90% of these were negative, 3% positive, and 7% both positive and negative. If these articles are removed from 2017, a new picture emerges, as shown in Figure 5.



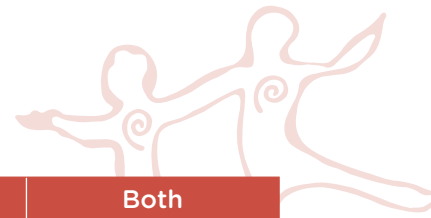


**Figure 4: 2017 Articles with Whistleblowers (n=573)**



**Figure 5: Percentage of Articles Pos/Neg/Both, minus Whistleblowers, in 2017**

Figure 5 shows that when the whistleblower articles (n = 108) are removed from the sample, there are more positive (46%) than negative (32%) articles for the first time since Tusla's establishment in 2014.



**Table 8: Articles & News Items by Theme and Rating**

Theme	Number of Articles	Positive	Negative	Both
Support Services & Programmes	377 (25.2%)	256 (17.2%)	65 (4.3%)	56 (3.7%)
Child Protection	219 (14.6%)	41 (2.7%)	109 (7.3%)	69 (4.6%)
Children & Young People in Care	216 (14.4%)	19 (1.3%)	156 (10.4%)	41 (2.7%)
Funding	185 (12.4%)	58 (3.9%)	104 (6.9%)	23 (1.6%)
Tusla Policies & staffing issues	159 (10.6%)	6(0.4%)	139 (9.3%)	14 (0.9%)
<i>Whistleblowers</i>	108 (7.2%)	3 (0.2%)	97 (6.5%)	8 (0.5%)
Childcare, Services & Crèches	125 (8.4%)	33 (2.2%)	54 (3.6%)	38 (2.6%)
Schooling & Homeschooling	61 (4.1%)	24 (1.6%)	22 (1.5%)	15 (1.0%)
Advert for Foster Carers/ Carers/Staff	51 (3.4%)	50 (3.3%)	0	1 (0.1%)
Adoption & Mother & Baby Homes	47 (3.1%)	9 (0.6%)	28 (1.8%)	10 (0.7%)
Foster Carers	28 (1.9%)	13 (0.9%)	10 (0.7%)	5 (0.3%)
Tusla Legal Spend	16 (1.0%)	0	11 (0.7%)	5 (0.3%)
Young Peoples Mental Health	7 (0.5%)	0	6 (0.4%)	1 (0.1%)
Retrospective Abuse	6 (0.4%)	2 (0.1%)	4 (0.3%)	0
<b>Total</b>	<b>1497 (100%)</b>	<b>511 (34.2%)</b>	<b>708 (47.2%)</b>	<b>278 (18.6%)</b>

Table 8 sets out the 13 Themes identified across each search term and whether the article or news item was positive, negative or both. As stated previously, the pilot sample identified eight themes (Support Services & Programmes; Childcare Services & Crèches; Schooling & Homeschooling; Foster Carers; Funding; Child Protection; Tusla Policies & Procedures; and Young People’s Mental Health). A further five themes were identified following analysis of further news items (Advertisement for Foster Carers & Staff; Children & Young People in Care; Adoption and Mother and Baby Homes; Tusla’s Legal Spend; and Retrospective Abuse).

The highest number of items related to Support Services and Programmes (25.2%), followed by Child Protection (14.6%), then Children and Young People in Care (14.4%). Funding was also in the top four articles identified, at 12.4%. Support Services and Programmes scored highest for positive articles at 17.2% of the 1,497 articles, while articles regarding Children and Young People in Care scored the highest negatively of all articles, at 10.4%. The majority of Child Protection items also scored negatively, at 7.3% of the overall number of articles. With the exception of Support Services and Programmes, most themes scored higher negatively than positively, not taking into account advertisements for foster carers, carers and staff, which were predominantly placed into the ‘positive’ category. In addition, Schooling and Home-schooling scored marginally higher positively (1.6%) than negatively (1.5%) together with Foster Carers who scored positively at 0.9% and negatively at 0.7%.

**Table 9: Articles & News Item Themes across 4-Year Period**

Theme	Percentage of News Items				
	2014	2015	2016	2017	Total
Support Services & Programmes	52 (3.5%)	100 (6.7%)	120 (8%)	105 (7%)	25.2%
Child Protection	16 (1.1%)	43 (2.8%)	69 (4.6%)	91 (6.1%)	14.6%
Children & Young People in Care	20 (1.3%)	48 (3.2%)	97 (6.5%)	51 (3.4%)	14.4%
Funding	27 (1.8%)	72 (4.8%)	26 (1.7%)	60 (4%)	12.3%
<i>Tusla Policies &amp; staffing issues</i>	0%	7 (0.5%)	3 (0.2%)	149 (10%)	10.7%
Whistleblowers				108 (7.2%)	
Childcare, Services & Crèches	19 (1.3%)	18 (1.2%)	47 (3.1%)	41 (2.7%)	8.3%
Schooling & Homeschooling	9 (0.6%)	7 (0.5%)	27 (1.8%)	18 (1.2%)	4.1%
Advert for Foster Carers/ Carers/Staff	14 (0.9%)	14 (0.9%)	12 (0.8%)	11 (0.7%)	3.3%
Adoption & Mother & Baby Homes	5 (0.3%)	11 (0.7%)	10 (0.6%)	21 (1.5%)	3.1%
Foster Carers	0%	3 (0.2%)	3 (0.2%)	22 (1.5%)	1.9%
Tusla Legal Spend	6 (0.4%)	3 (0.2%)	3 (0.2%)	4 (0.3%)	1.1%
Young Peoples Mental Health	0%	3 (0.2%)	4 (0.3%)	0%	0.5%
Retrospective Abuse	1 (0.1%)	4 (0.3%)	1 (0.1%)	0%	0.5%
<b>Total</b>	<b>11.3%</b>	<b>22.2%</b>	<b>28.1%</b>	<b>38.4%</b>	<b>100%</b>

Table 9 shows the themes across the four year period. The largest number of items appeared in the theme Support Services & Programmes in 2016 (n=120). The number of items under Child Protection increased steadily from 2014 to 2017. Children and Young People in Care news items increased from 2014 to 2016, but coverage almost halved from 2016 (n = 97) to 2017 (n = 51). News items regarding funding appeared similarly in 2014 and 2016 but were covered more in 2015 and 2017. As can be seen under the Tusla Policies & Staffing issues, most items pertained to the Whistleblower scandals. When these are removed, coverage of Tusla’s policies and staffing issues rose sharply in 2017. Childcare services were covered most often in 2016 (3.1%) and 2017 (2.7%) compared to the first two years. Advertising for foster carers and staff has remained steady across each year. Coverage of items pertaining to Adoption and Mother and Baby Homes increased sharply in 2017 (1.5%) compared with 2014 (0.3%). Foster Carers items also increased sharply in 2017 (1.5%). Retrospective Abuse news items did not appear in 2017. Very little coverage was given to Young People’s Mental Health (0.5%) and Retrospective Abuse (0.5%).

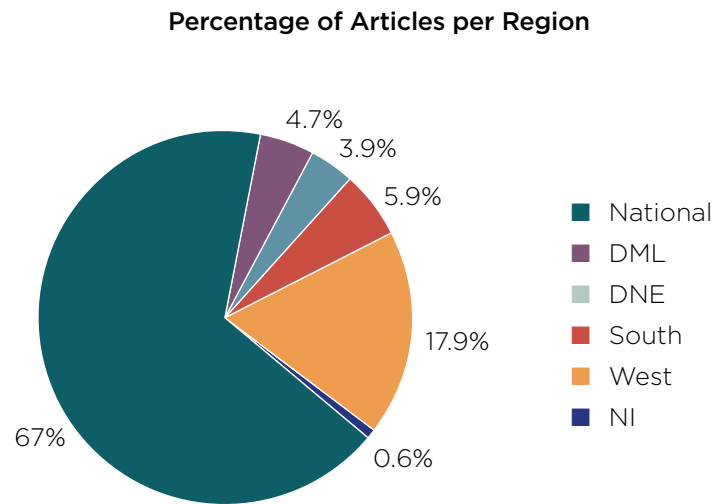


**Table 10: News Item Themes Rated Per Year**

Theme	Percentage of News Items			
	2014	2015	2016	2017
Support Services & Programmes	65% = Pos 25% = Neg (n=52) 10% = Both	57% = Pos 19% = Neg (n=100) 24% = Both	66% = Pos 20% = Neg (n=120) 14% = Both	82% = Pos 8% = Neg (n=105) 10% = Both
Child Protection	13% = Pos 62% = Neg (n=16) 25% = Both	9% = Pos 56% = Neg (n=43) 35% = Both	12% = Pos 58% = Neg (n=69) 30% = Both	30% = Pos 38% = Neg (n=91) 32% = Both
Children & Young People in Care	10% = Pos 85% = Neg (n=20) 5% = Both	15% = Pos 73% = Neg (n=48) 12% = Both	4% = Pos 79% = Neg (n=97) 17% = Both	12% = Pos 53% = Neg (n=51) 35% = Both
Funding	26% = Pos 67% = Neg (n=27) 5% = Both	18% = Pos 72% = Neg (n=72) 10% = Both	8% = Pos 84% = Neg (n=26) 8% = Both	60% = Pos 20% = Neg (n=60) 20% = Both
Tusla Policies & staffing issues	0% = Pos 0% = Neg (n=0) 0% = Both	0% = Pos 71% = Neg (n=7) 29% = Both	0% = Pos 67% = Neg (n=3) 33% = Both	4% = Pos 89% = Neg (n=149) 7% = Pos
Childcare Services & Creches	16% = Pos 42% = Neg (n=19) 42% = Both	28% = Pos 44% = Neg (n=18) 28% = Both	11% = Pos 66% = Neg (n=47) 23% = Both	49% = Pos 17% = Neg (n=41) 34% = Both
Schooling & Homeschooling	11% = Pos 67% = Neg (n=9) 22% = Both	57% = Pos 43% = Neg (n=7) 0% = Both	30% = Pos 40% = Neg (n=27) 30% = Both	61% = Pos 11% = Neg (n=18) 28% = Both
Advert Foster Carers/Carers/Staff	100% = Pos 0% = Neg (n=14) 0% = Both	100% = Pos 0% = Neg (n=14) 0% = Both	92% = Pos 0% = Neg (n=127) 8% = Both	100% = Pos 0% = Neg (n=11) 0% = Both
Adoption & Mother & Baby Homes	0% = Pos 100% = Neg (n=5) 0% = Both	46% = Pos 27% = Neg (n=11) 27% = Both	10% = Pos 60% = Neg (n=10) 30% = Both	14% = Pos 67% = Neg (n=21) 19% = Both

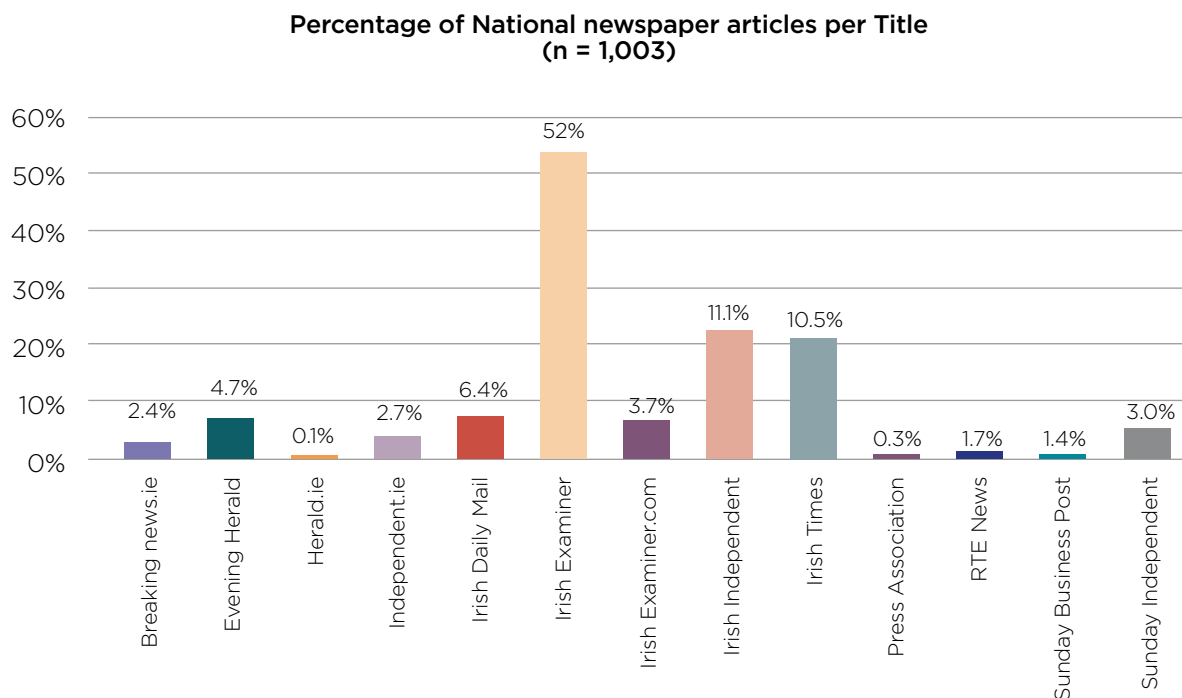
Theme	Percentage of News Items			
Foster Carers	0% = Pos 0% = Neg (n=0) 0% = Both	33% = Pos 33% = Neg (n=3) 34% = Both	0% = Pos 100% = Neg (n=3) 0% = Both	55% = Pos 27% = Neg (n=22) 18% = Both
Tusla Legal Spend	0% = Pos 83% = Neg (n=6) 17% = Both	0% = Pos 100% = Neg (n=3) 0% = Both	0% = Pos 67% = Neg (n=3) 33% = Both	0% = Pos 25% = Neg (n=4) 75% = Both
Young People's mental health	0% = Pos 0% = Neg (n=0) 0% = Both	0% = Pos 100% = Neg (n=3) 0% = Both	0% = Pos 75% = Neg (n=4) 25% = Both	0% = Pos 0% = Neg (n=0) 0% = Both
Retrospective Abuse	100% = Pos 0% = Neg (n=1) 0% = Both	25% = Pos 75% = Neg (n=4) 0% = Both	0% = Pos 100% = Neg (n=1) 0% = Both	0% = Pos 0% = Neg (n=0) 0% = Both

Table 10 details each theme across the four-year period, with each item rated positive, negative, or both. The highest percentage of positive items relating to Support Services & Programmes were published in 2017 (82%). Negative items in this area have decreased from 2014 (25%) to 2017 (8%). Regarding Child Protection, the percentage of negative items decreased from 62% in 2014 to 38% in 2017. The highest number of items published on Children and Young People in Care appeared in 2016 (n = 97) and remained predominantly negative. However, the percentage of articles rated 'both' increased from 5% in 2014 to 35% in 2017. Positive coverage of Funding items increased from 26% in 2014 to 60% in 2017. Negative coverage rose steadily across 2014 (67%), 2015 (72%), and 2016 (84%) but dropped in 2017 to 20%. Positive coverage of Childcare Services & Crèches rose from 16% in 2014 to 49% in 2017. Negative coverage fell from 42% in 2014 to 17% in 2017. Further, Schooling & Homeschooling positive coverage rose from 11% in 2014 to 61% in 2017. Adoption and Mother & Baby Home coverage appeared most often in 2017 (n = 21) and was largely negative (67%). Foster Carers coverage appeared most often in 2017 and was mostly positive (55%). Young People's Mental Health items were not published in 2014 or in 2017.



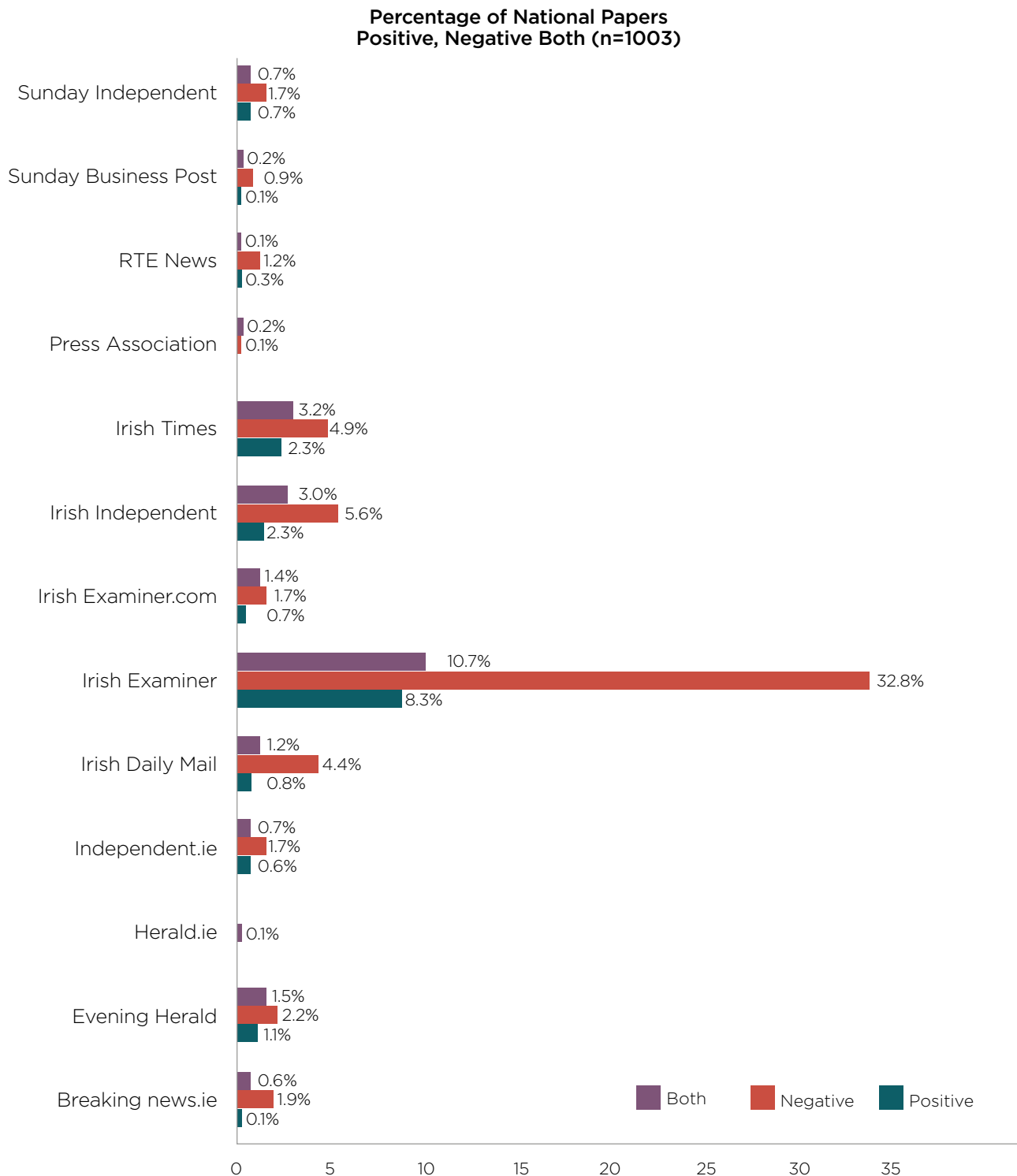
**Figure 6: Percentage of Articles per Region (National, DML, DNE, South, West, NI)**

Figure 6 shows the percentage of newspaper items published in each region of Ireland. Two-thirds of the articles were published in a national newspaper which is not surprising given that most national papers analysed were daily papers and the regional papers were published weekly. The highest number of regional papers were found in the West (17.9%), while the lowest were found in Northern Ireland (0.6%).



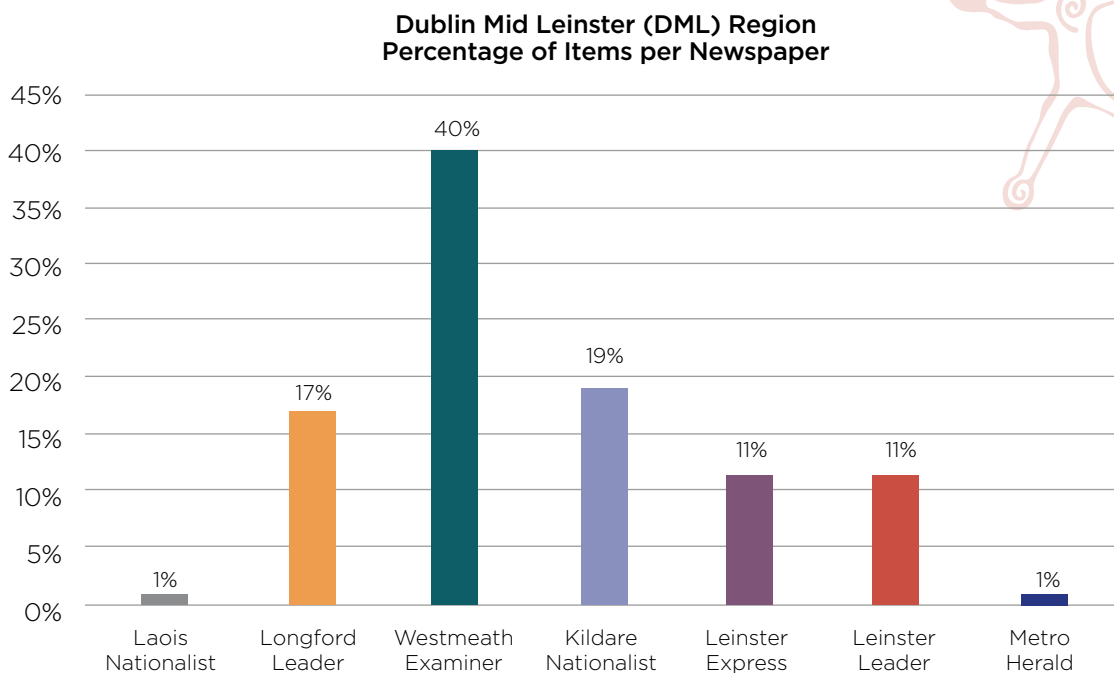
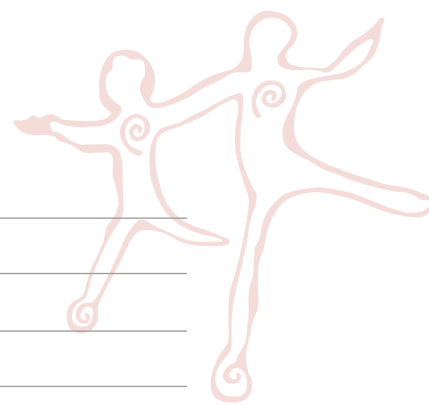
**Figure 7: Percentage of National Newspaper Articles per Newspaper Title**

Figure 7 shows the percentage of national articles per newspaper title. The highest number of national articles appeared in the *Irish Examiner* (52%) followed by the *Irish Independent* (11.1%), the *Irish Times* (10.5%), and the *Irish Daily Mail* (6.4%). The *Sunday Business Post* published the fewest items (1.3%) with the exception of *Herald.ie* (0.1%) and the *Press Association* (0.3%). The *Irish Examiner* has been publishing articles extensively on Tuusula since the organisation's establishment in 2014.



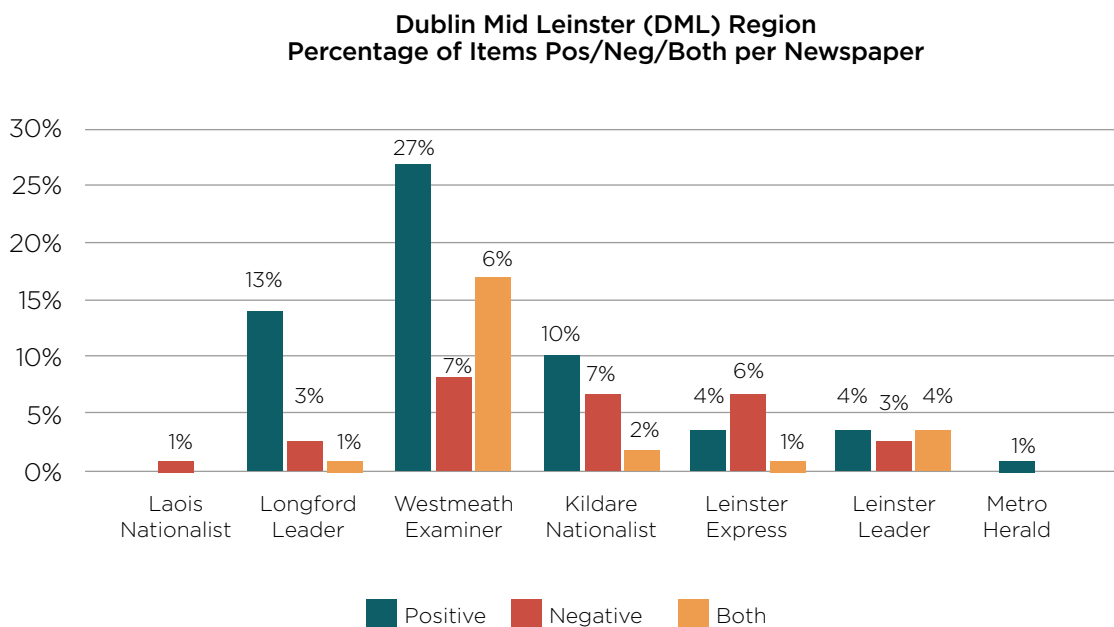
**Figure 8: Percentage of all National Newspaper – Positive, Negative, Both**

As previously stated, the highest percentage of articles were published in the *Irish Examiner*. All national newspapers had a higher percentage of negative articles than positive articles or than articles with elements of both positive and negative. The *Irish Examiner* published the highest number of negative articles (32.8%) followed by the *Irish Independent* (5.6%), the *Irish Times* (4.9%), and the *Irish Daily Mail* (4.4%). The highest number of positive articles also appeared in the *Irish Examiner* (8.3%) (although this was four times less than the number of negative articles), as did the highest number of positive and negative articles (10.7%).



**Figure 9: Dublin Mid-Leinster (DML) Region Percentage of Items per Newspaper (n=70)**

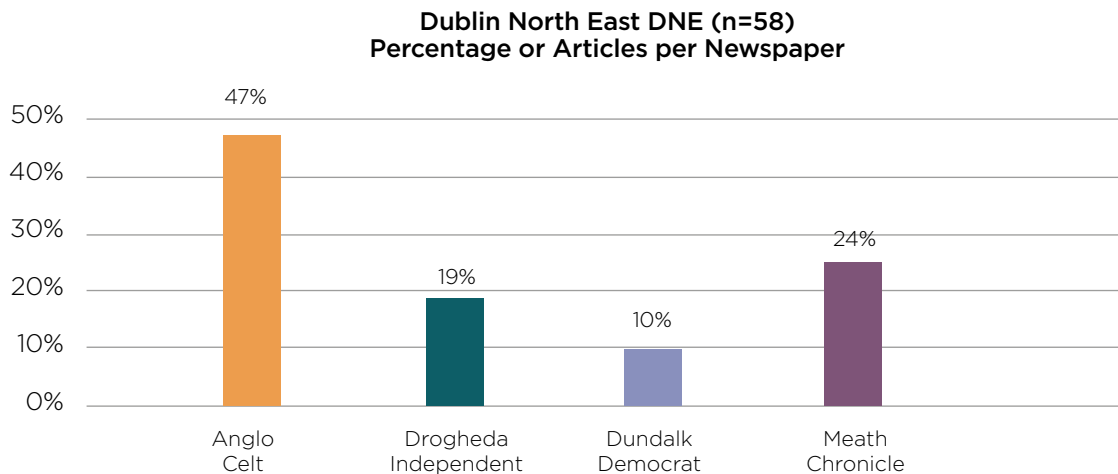
Figure 9 shows Dublin Mid-Leinster (DML) newspaper coverage. The highest percentage of items was found in the *Westmeath Examiner* (40%), while the lowest percentage was found in the *Laois Nationalist* and *Metro Herald* (1%).



**Figure 10: Dublin Mid Leinster (DML) Region Percentage of Articles Pos/Neg/Both per Newspaper**

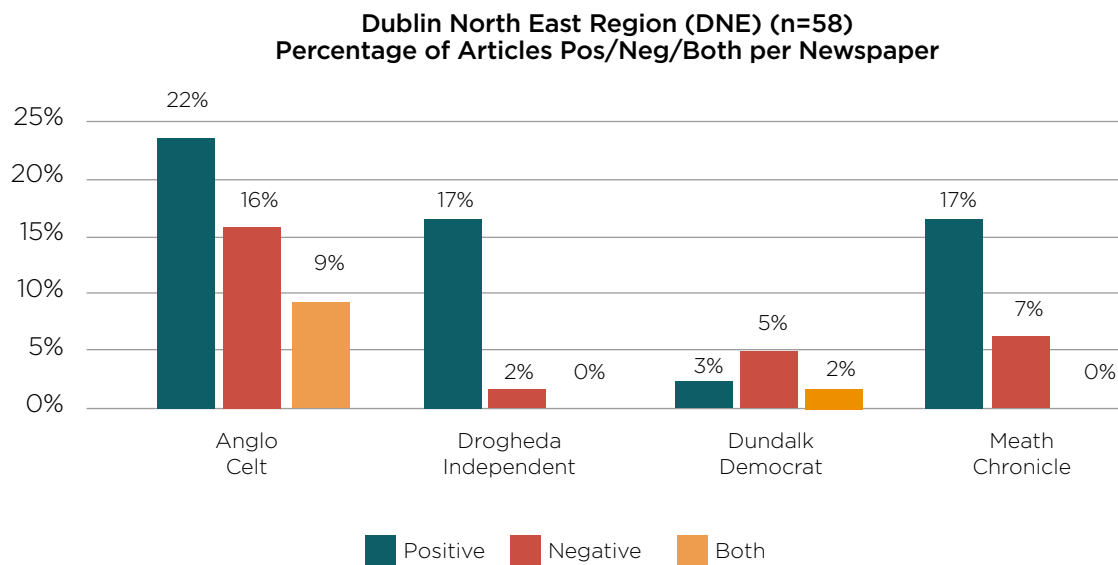
Figure 10 shows that more positive than negative articles were published in the Dublin Mid-Leinster (DML) region, with the *Westmeath Examiner* publishing 27% positive articles followed by the *Longford Leader* at 13%.





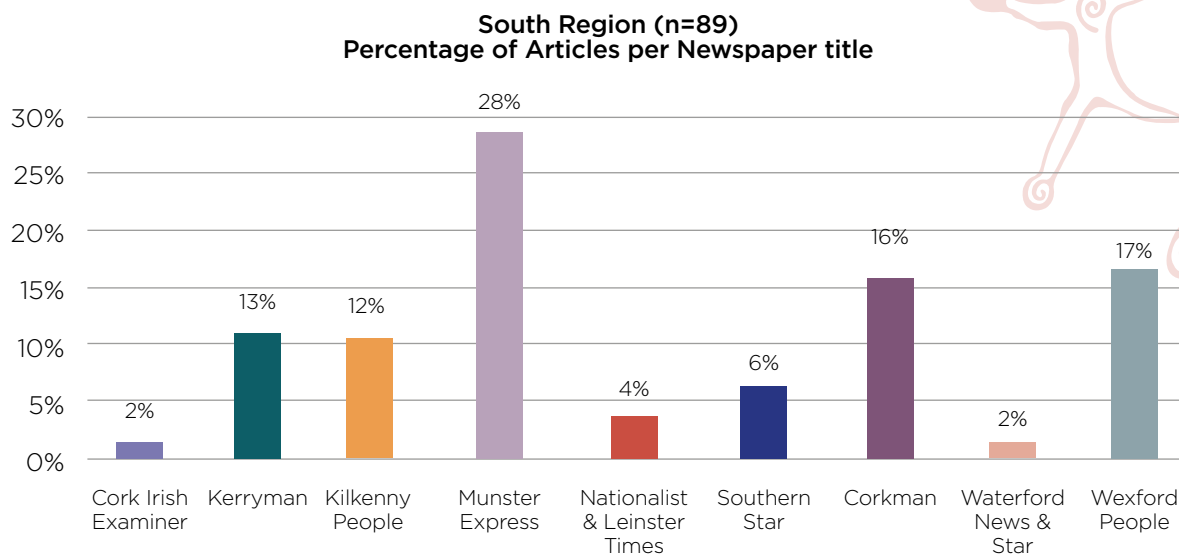
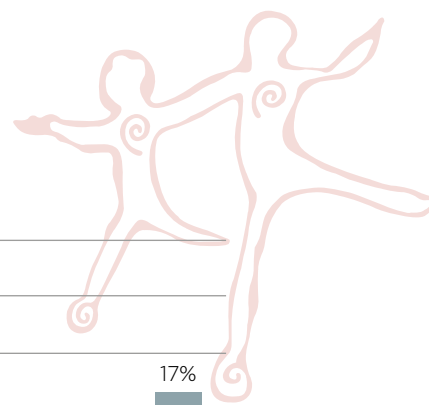
**Figure 11: Dublin North East (DNE) Articles per Newspaper**

Figure 11 shows that the highest percentage of items published in the Dublin North East (DNE) region were in the *Anglo Celt* (47%), followed by the *Meath Chronicle* (24%) and the *Drogheda Independent* (19%). The *Dundalk Democrat* had the fewest items (10%).



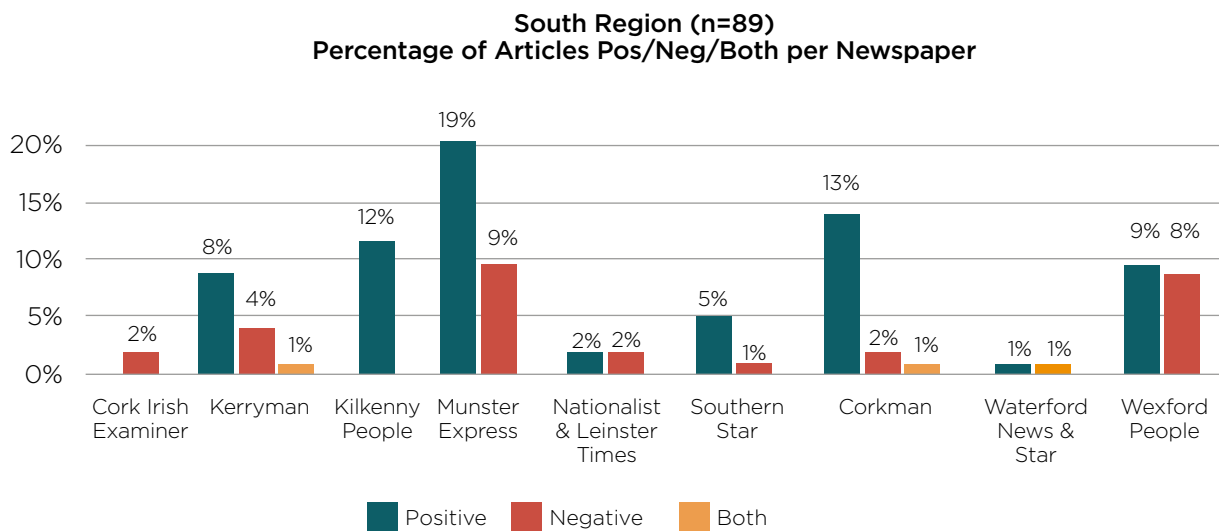
**Figure 12: Dublin North East Region – Percentage of Articles per Newspaper**

In the Dublin North East region (Figure 12), the highest number of positive items appeared in the *Anglo Celt* (22%), followed by the *Drogheda Independent* and *Meath Chronicle* (17%). All newspapers in this region published more positive than negative items with the exception of the *Dundalk Democrat*, which published more negative items (5%) than positive (3%). The highest number of negative articles was found in the *Anglo Celt* (16%).



**Figure 13: South Region percentage of articles per Newspaper**

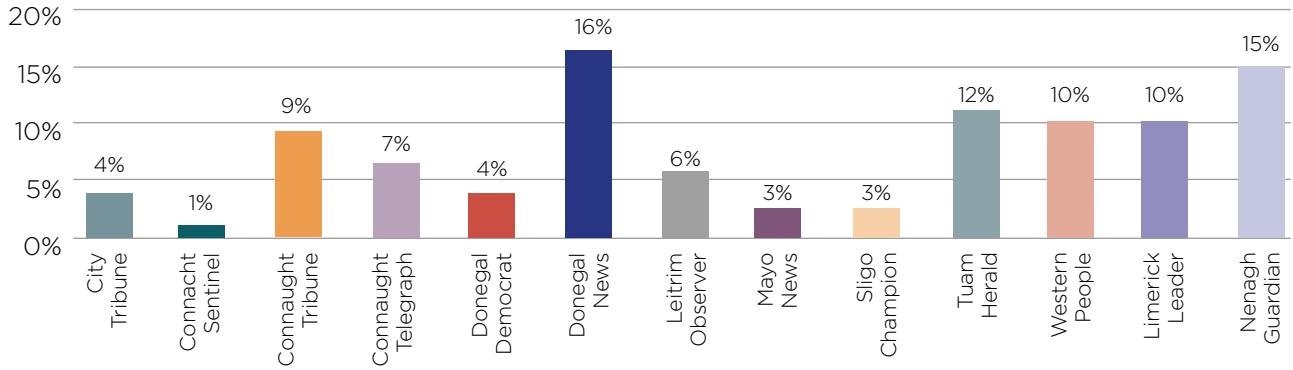
Figure 13 shows the percentage of articles per newspaper title in the South region. The highest number of articles were published in the *Munster Express* (28%), followed by the *Corkman* (16%), the *Kerryman* (13%), and the *Kilkenny People* (12%). The *Cork Irish Examiner* and *Waterford News & Star* published the fewest items, at 2%.



**Figure 14: South Region Percentage of Articles Pos/Neg/Both per Newspaper**

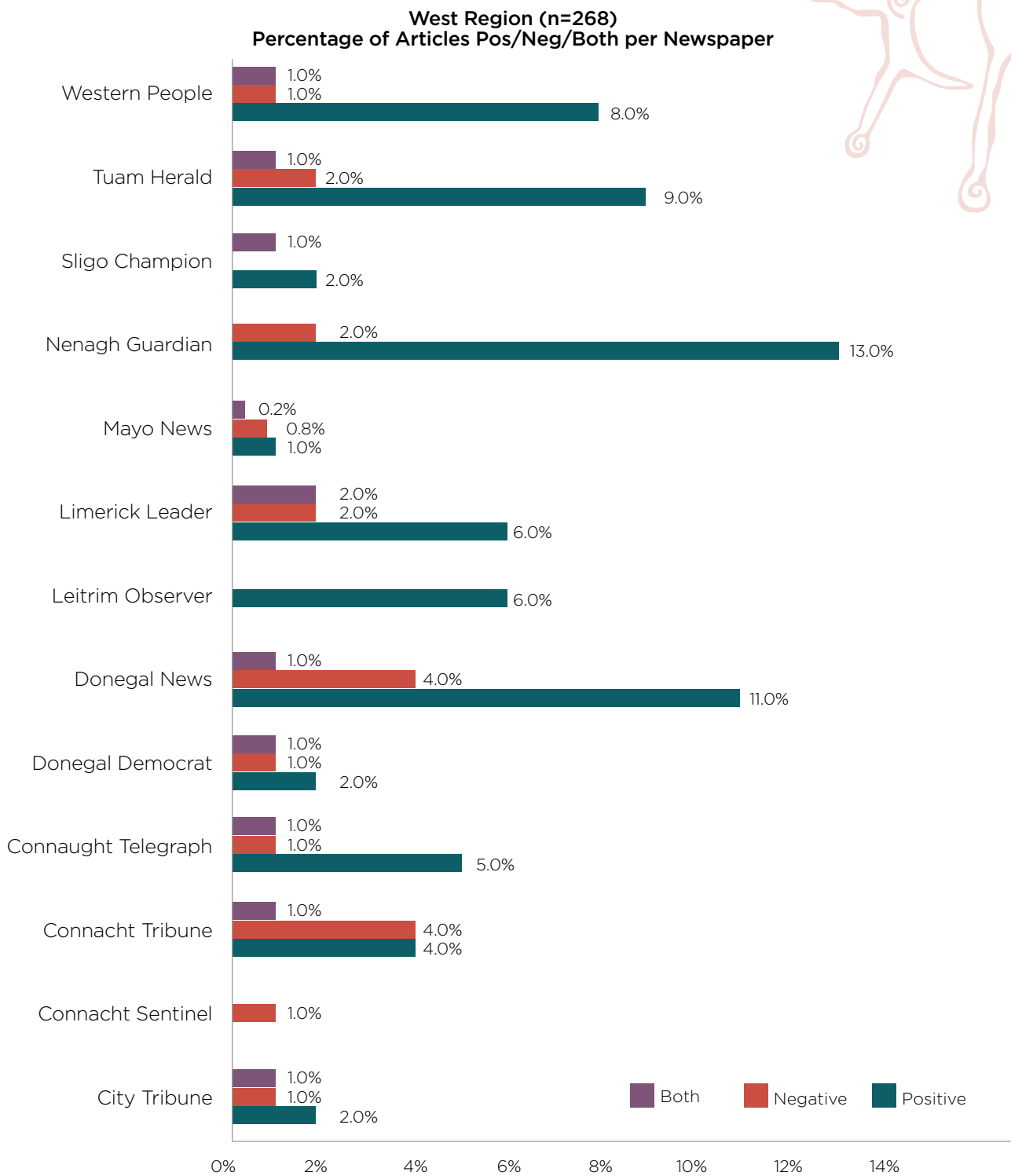
As can be seen in Figure 14, the news items covered in the South region were more positive than negative. The *Munster Express* had the highest percentage of positive items at 19% of all South region items, followed by the *Corkman* (13%) and the *Kilkenny People* (12%). The highest percentage of negative items was also found in the *Munster Express* (9%).

**West Region (n=268)  
Percentage of Items per Newspaper**



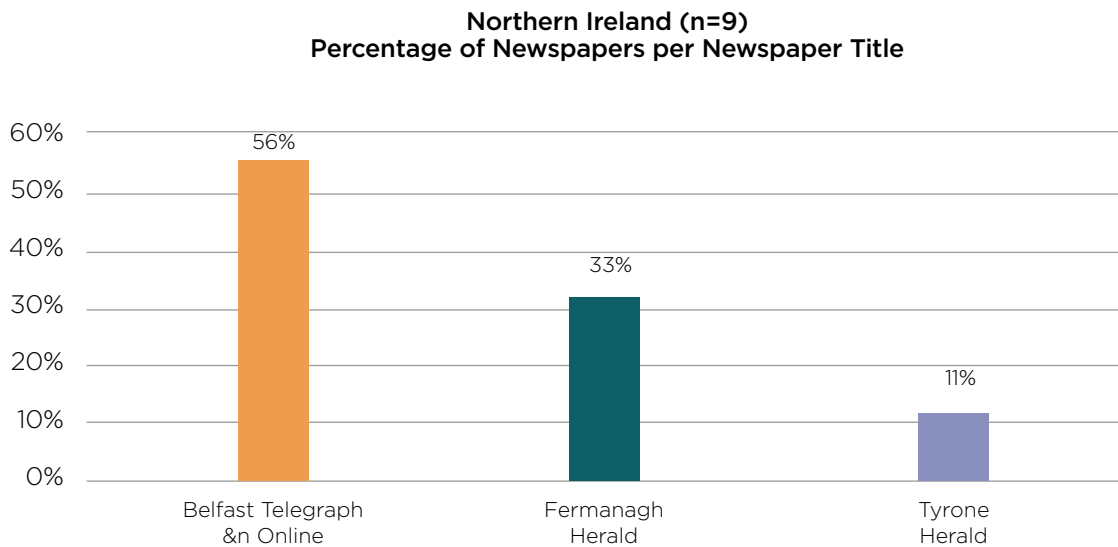
**Figure 15: West Region percentage of items per Newspaper**

The highest percentage of items published in the Western Region were found in the *Donegal News* (16%), followed by the *Nenagh Guardian* (15%) and the *Tuam Herald* (12%). The fewest items were found in the *Connacht Sentinel* (1%). See Figure 15.



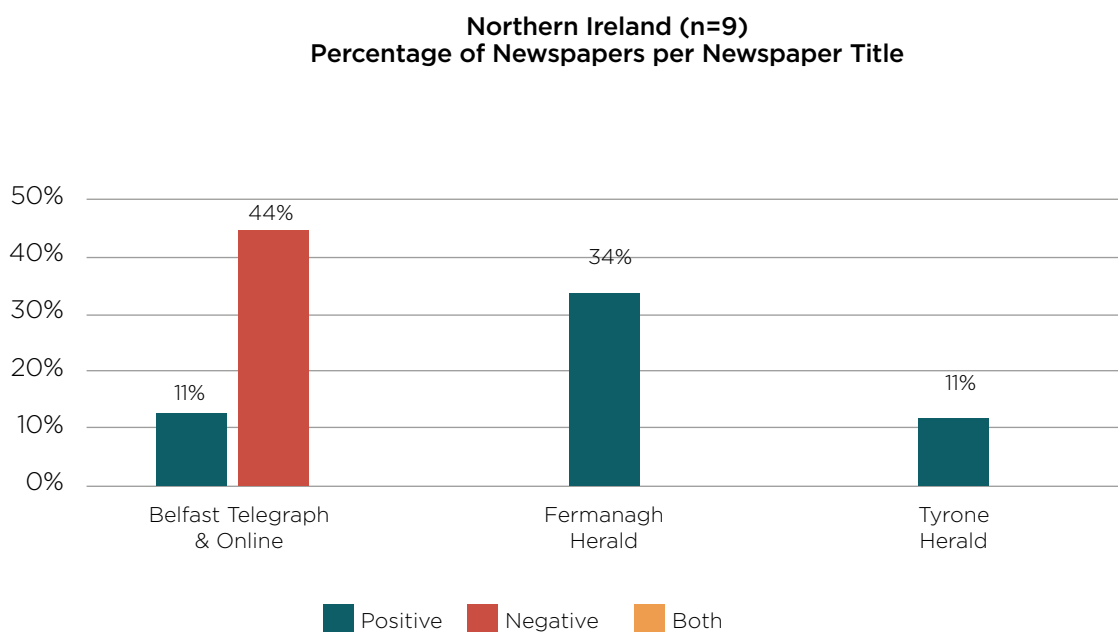
**Figure 16: West Region - Percentage of Articles positive, negative, both per Newspaper**

Figure 16 shows that the highest percentage of positive items published in the West region were found in the *Nenagh Guardian* (13%), followed by the *Donegal News* (11%), and the *Tuam Herald* (9%). The highest percentage of negative articles was found in the *Connacht Tribune* and the *Donegal News*, at 4%. The majority of newspapers in the West region published more positive than negative news items.



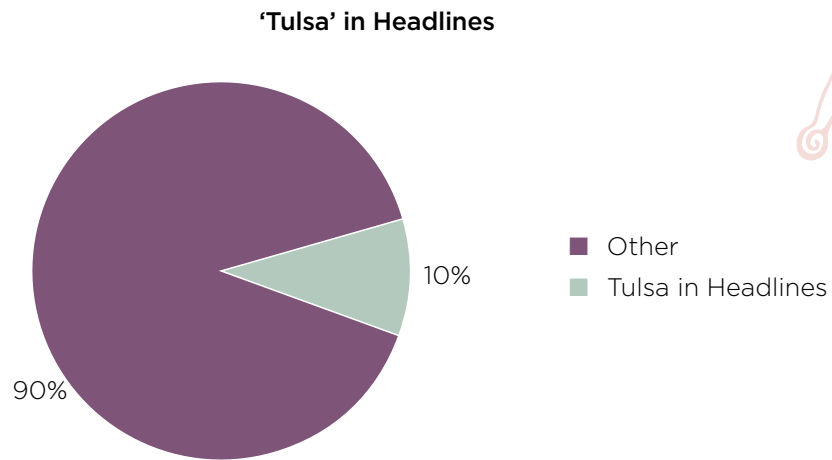
**Figure 17: Northern Ireland News Items – Percentage per Newspaper Title**

Figure 17 shows the percentage of articles in the North of Ireland in each Newspaper. The majority of articles appeared in the *Belfast Telegraph* and the same paper online (56%). The second-highest percentage of articles appeared in the *Fermanagh Herald* (33%), while the *Tyrone Herald* published the fewest articles (11%).



**Figure 18: North of Ireland Articles, positive, negative, both per Newspaper**

Figure 18 shows that the *Belfast Telegraph* and its online version published more negative items at 44% of all items in Northern Ireland. The *Fermanagh Herald* and the *Tyrone Herald* only published positive items at 33% and 11% of Northern Ireland news items respectively.



**Figure 19: 'Tulsa' in Headlines (160 Articles: 10%)**

Figure 19 shows the percentage of articles where 'Tulsa' was mentioned in the headlines, a total of 10% of all articles. Most items (57%) were negative, 24% were both positive and negative and 19% were positive. A total of 25 of those items (16%) were on the front page, 68% of which were negative, 12% positive and 20% both positive and negative.

### 3.3 Summary of Results

The results give an insight into how PPFS is reported in Ireland's print media both nationally and locally. They show there is not just one narrative about PPFS and Tusla: positive and negative reports are published. As discussed in the final Public Awareness Report (McGregor et al., 2018), the print media hold a similar perception of PPFS and child protection as the general public, in that they do not always seem to differentiate them. Further, the print media tend to view family support work more in terms of child protection and children in care in terms of family support approaches or specific programmes.

The results also show increasing awareness of Tusla and PPFS and a tendency to be more positive than negative when reporting on PPFS: Support Services more positive than negative in 2014 (65%), up to 85% in 2017; Child Protection more negative than positive in 2014 (62%), down to 38% in 2017; Children and Young People in Care more negative than positive in 2014 (85%), down to 53% in 2017. The themes that emerged from this analysis are significant to inform how the media report on and understand PPFS and how they interpret this in the context of Tusla's services.

#### 3.3.1 Overall News Items

- A total of 1,497 news items were analysed, including articles, editorials, advertisements, acknowledgements, and notifications.
- Most items were negative across all four years (2014 to 2017)
- 2017 had the lowest percentage of negative items and was the first year since Tusla was established that the number of positive items increased
- Following removal of all whistleblower items, 2017 publications were more positive than negative

#### 3.3.2 Themes

13 themes were identified:

1. Support Services & Programmes
  2. Child Protection
  3. Children & Young People in Care
  4. Funding
  5. Tusla Policies, Procedures & Staffing Issues
  6. Childcare & creches
  7. Schooling & Homeschooling
  8. Advertisements for Foster Carers/Carers/Staff
  9. Adoption & Mother and Baby Homes
  10. Foster Carers
  11. Tusla Legal Spend
  12. Young People's Mental Health
  13. Retrospective Abuse
- The highest percentage of news items were found in Support Services & Programmes, followed by Child Protection; Children & Young People in Care; Funding; and Tusla's Policies, Procedures & Staffing Issues.
  - Support Services and Programmes contained more positive than negative news items, with the exception of Schooling & Homeschooling; Advertisements; and Foster Carers.



- All other themes contained more negative than positive news coverage.
- Coverage of Child Protection increased across all four years.
- Tusla Policies & Procedures coverage rose in 2017 (excluding Whistleblower articles).
- There was little coverage of Young People's Mental Health and Retrospective Abuse.
- 2017 saw the highest number of positive news items pertaining to Support Services & Programmes (82%).
- Negative news coverage of Support Services & Programmes decreased from 25% in 2014 to 8% in 2017.
- Negative cover of Child Protection decreased from 62% in 2014 to 38% in 2017.
- Positive news coverage of Funding increased from 26% in 2014 to 60% in 2017.
- Positive coverage of Schooling & Homeschooling increased from 11% in 2014 to 61% in 2017.
- Young People's Mental Health coverage was predominantly negative, and no items were published in 2014 or in 2017.

### 3.3.3 Breakdown by Region

- 67% of all news items appeared in National Newspapers.
- 4% of items were published in Dublin Mid Leinster (DML).
- 4% of items were published in Dublin North East (DNE).
- 6% of items were published in the South region.
- 18% of items were published in the West region.
- 1% were published in Northern Ireland.

#### **National Newspapers:**

- The *Irish Examiner* (print and online) published the highest percentage of items (55.7%).
- Second-highest coverage was found in the *Irish Independent* (print and online) (13.8%).
- Lowest percentage of items found in the *Sunday Business Post* (1.3%).
- All National newspapers published more negative news items than positive.
- 32.8% of the overall articles (n = 1497) were negative and were found in the *Irish Examiner*.

#### **Regional Newspapers:**

- The majority of regional newspapers published more positive than negative news items.
- In the Dublin Mid-Leinster region, 40% of all news coverage appeared in the *Westmeath Examiner*. The newspapers covered more positive than negative items with the exception of the *Laois Nationalist* and the *Leinster Express*.
- In the Dublin North East region, all newspapers published more positive than negative items, with the exception of the *Dundalk Democrat*. The highest number of items were published in the *Anglo Celt* (47%).
- The highest amount of positive coverage appearing in the Dublin North East region was published by the *Anglo Celt* (22%).
- In the South region, the highest number of articles were published in the *Munster Express* (28%). Most articles published in this region were more positive than negative.
- The *Donegal News* published 16% of articles in the West region and the *Nenagh Guardian* published 15%. Most news coverage was positive in this region with the exception of the *Connacht Sentinel*.



- North of Ireland newspapers published more negative than positive items, most of which appeared in the *Belfast Telegraph*. However, the number in the North was quite small (n = 9).

**‘Tusla’ in the Headlines:**

- 10% of all articles had the word ‘Tusla’ in the Headline of the news item.
- 57% of those were negative; 19% were positive.
- 16% of those Headlines appeared on the front page, and 68% of those were negative.

# 4



## Discussion and Conclusion

This chapter discusses the results of the media analysis and considers their implications for Tusla regarding future public awareness activities.

### 4.1 Discussion of Results

The aims of the study were to:

1. explore if there is a change in frequency and reporting about PPFS
2. examine change in nature of reporting about PPFS
3. establish whether there is any evidence of greater awareness of services from Tusla
4. ascertain what newspapers and regions are reporting most often.

Overall, the findings give insight into how PPFS is reported in the media, both nationally and locally. The 13 themes that emerged from the media analysis tells us what the media are focussing on when they talk about PPFS, and what their understanding of it is, in the wider context of Tusla services. While no specific search for child protection reporting was made, a number of themes emerged pertaining to this dimension of Tusla's work. Again, it should be noted that this study was not about all of Tusla and its services: it was driven from very specific objectives for the study and the PPFS search terms utilised.

Both positive and negative reporting is published, which shows there is more than one narrative about Tusla and PPFS. It also shows that the media reflect a similar perception of PPFS and Child Protection in that they do not always seem to be differentiated. The final Public Awareness Report's population survey also shows there is some confusion amongst the public surrounding knowledge of child protection and family support and the media analysis shows it is not just the public who believe family support to be part of child protection (McGregor et al, 2018): those who research and write for newspapers in Ireland perceive this too. There is also a tendency towards more positive reporting about Tusla's family support activities, which is more evident in local news reporting.

As can be seen from communication theory and, more particularly, framing theory discussed earlier, the media analysis findings could be linked to the way the media is framing the work of Tusla by drawing public attention to certain topics. The frame, for example, the way the media present child protection and family support, is what the media focuses on and places those issues within a field of meaning. The effects of those frames on the audience suggest that exposure to such news coverage can result in learning consistent with the frames structuring that coverage. Such coverage of child protection and family support has the ability to strongly influence the way the readers understand news, especially coverage of highly publicised events and how those events are framed to the general public.

The media content analysis shows that the media are changing their level of awareness and how they report on issues surrounding family support, child protection, prevention and early intervention. Communication patterns are emerging, and potential causes and effects begin to develop. More positive than negative reporting trends are beginning to be seen. The newspaper media are one source of public

awareness and understanding about PPFS, and they play an important role in how PPFS is reported in national and local newspapers. Further research is needed to explore these issues in more depth.

It is important to pay attention to print media reporting of PPFS locally and nationally. This analysis shows mixed results in knowledge about PPFS and some indication that there is a move towards greater understanding of family support. In addition, Tusla's family support activities are reported more positively, especially in local news reporting. Further, it appears the media are changing their level of awareness and reporting on family support issues, child protection, prevention, and early intervention.

## 4.2 Recommendations

The reporting shows that while news items regarding Tusla and PPFS are sometimes skewed towards child protection and children in care, there is not just one but a number of strands of news related to the work of Tusla. The themes that emerged from the search are of significance to informing how the media interpret and understand PPFS. Communication theory and framing theory highlight the need to consider how Tusla services are communicated and how messages are framed to the public. A focus on media coverage can enhance understanding and influence public awareness, which creates the need for a differentiated strategy towards engagement with the media at national and local levels.

The media play a key role in influencing public knowledge and understanding. Both the media and the general public need to be better informed about what family support is and how it relates to child protection in the context of Tusla services. We recommend that greater partnership work with the media, through local and national events, be established as part of the ongoing public awareness work.

## 4.3 Conclusion

This report has presented the results of a content analysis of a wide range of national and local Irish newspaper coverage of Tusla and PPFS over a four-year period (2014 to 2017). The first chapter set out the context of the analysis and provided a brief description of the background to the Development and Mainstreaming Programme of work being carried out by the UNESCO Child and Family Research Centre at NUI Galway. The literature reviewed has been presented, including communication and framing theories, which help us to understand the ways the media portray their understanding of Tusla and PPFS to the wider public. The methodology chapter described the methods used to undertake this content analysis, including details of the pilot study carried out in advance of the larger analysis. Chapter 3 sets out the results and findings of the four-year newspaper analysis. News items are broken down into various categories including year, rating, theme, national or regional. The final chapter has discussed these results and offered some recommendations for the Child and Family Agency going forward. This report gives us increased knowledge of how media coverage can enhance our understanding and how it can be used to influence public awareness of Tusla and its services.

# References



- Ayre, P. (2001) 'Child protection and the media: lessons from the last three decades', *British Journal of Social Work*, 31, pp. 887-901.
- Baran, S. & Davis, D. (2012) *Mass Communication Theory: Foundations, Ferment and Future*, 6th ed. Boston USA: Wadsworth.
- Berelson, B. (1949) 'What missing the newspaper means'. In P.F. Lazarsfeld, & F.M. Stanton (Eds.), *Communication Research 1948-9* (pp. 111-129). NY: Duell, Sloan and Pearce.
- Berelson, B. (1952) *Content Analysis in Communication Research*. New York: Free Press.
- Berger, P. & Luckmann, T. (1967) *The social construction of reality*. New York: Hafner.
- Briar-Lawson, K., Martinson, K., Briar-Bonpane, J. & Zox, K (2011) 'Child welfare, the media, and capacity building', *Journal of Public Child Welfare*, 5(2-3), pp. 185-199.
- Bryman, A. (2001) *Social Research Methods*. Oxford: Oxford University Press.
- Busch, C., De Maret, P.S., Flynn, T., Kellum, R., Brad S.L., White, R. & Palmquist, M. (1994 - 2012). *Content Analysis*. Writing@CSU. Colorado State University. Available at: <https://writing.colostate.edu/guides/page.cfm?pageid=1309&guideid=61> (accessed 10 Jan 2018).
- Goffman, E. (1974) *Frame Analysis: An Essay on the Organization of Experience*. New York, NY et al.: Harper & Row.
- Gupta Om, H. (2006) *Encyclopaedia of Journalism of Mass Communication*. Delhi: Isha Books.
- Krippendorff, K. (2004). *Content Analysis: An Introduction to its Methodology*. 2nd ed. Thousand Oaks, CA: Sage.
- Lasswell, H. (1984) 'The structure and function of communication in society'. In: L. Bryson (ed.) *The Communication of Ideas*. New York: Institute for Religious and Social Studies, p. 117.
- Lonne, B. & Parton, N. (2014) 'Portrayals of child abuse scandals in the media in Australia and England: impacts on practice, policy and systems', *Child Abuse & Neglect*, 38, pp. 822-836.
- Macnamara, J. (2005) 'Media content analysis: Its uses, benefits and best practice methodology', *Asia Pacific Public Relations Journal*, 6(1), pp. 1-34.
- McCombs, M. E. and Shaw, D. L. (1993) 'The evolution of agenda-setting research: twenty-five years in the marketplace of ideas'. *Journal of Communication*, 43, pp. 58-67.
- McGregor, C., Canavan J. and O'Connor, P. (2018) *Public Awareness Work Package Final Report: Tusla's Programme for Prevention, Partnership and Family Support*. Galway: UNESCO Child and Family Research Centre, National University of Ireland Galway.
- Michaelson, D. & Griffin, T.L. (2005) 'A new model for media content analysis', *Institute for Public Relations*. Available at: <http://www.instituteforpr.org/wp-content/uploads/MediaContentAnalysis.pdf> (Accessed: 20 April 2017).
- Neuendorf, K. (2002) *The Content Analysis Guidebook*, Thousand Oaks, CA: Sage Publications.
- Pawson, R. (1995) 'Methods of content/document/media analysis' in M. Haralambos (ed.) *Developments in Sociology* Vol. 11, pp. 107-128, Ormskirk: Causeway Press.

Riffe, D., Stephen, L., & Frederick, F. (2014) *Analyzing Media Messages: Using Quantitative Content Analysis in Research*, 3rd ed. Taylor and Francis.

Saint-Jacques, M.C., Villeneuve, P., Turcotte, D., Drapeau, S. & Ivers, H. (2012) 'The role of the media in reporting child abuse', *Journal of Social Service Research*, 38(3), pp. 292-304.

Severin W.J. & Tankard, J.W. (2000) *Communication Theories: Origins, Methods and Uses in the Mass Media*. Boston: Allyn & Bacon.

Shapiro, G. & Markoff, J. (1997) 'A matter of definition'. In C.W. Roberts (ed.), *Text Analysis for the Social Sciences: Methods for Drawing Statistical Inferences from Texts and Transcripts*, pp. 9-31. Mahwah, NJ: Lawrence Erlbaum.

Shoemaker, P. & Reese, S. (1996) *Mediating the Message: Theories of Influences on Mass Media Content*, 2nd ed. New York: Longman.

Stanfield, D. & Beddoe, L. (2013) 'Social work and the media: a collaborative challenge', *Aotearoa New Zealand Social Work*, 25(4) pp. 41-51.

Trueman, C.N. (2015) *Media content analysis*. Available at: <http://www.historylearningsite.co.uk/> (Accessed: 22 March 2017).



# Appendix 1

## Four approaches to content analysis

Formal Content Analysis	Thematic Analysis	Textual Analysis	Audience Analysis
<ul style="list-style-type: none"><li>• Systematic sample of texts</li><li>• Classification system</li><li>• Identify different features of text</li><li>• Count them</li><li>• Emphasis on objectivity &amp; reliability</li></ul>	<ul style="list-style-type: none"><li>• Coding</li><li>• Intentions behind the document</li><li>• Pick an area</li><li>• Detailed analysis</li><li>• Uncover underlying purpose &amp; intentions of authors</li><li>• WEAKNESS: researcher chooses themes - lack of understanding as to why specific themes were chosen</li></ul>	<ul style="list-style-type: none"><li>• Analysis of use of words &amp; phrases</li><li>• How words &amp; phrases influence the reader</li></ul>	<ul style="list-style-type: none"><li>• Looks at responses of the audience</li><li>• Do they accept or reject the content?</li><li>• What does it mean to them?</li></ul>

# Appendix 2

## Example of a Coding Frame

1. Basic Information		
101	County	(1=Galway, 2=Roscommon etc.)
102	Item No.	ID no. of article
103	Newspaper Name	
104	Month	(1-12)
105	Day	(1-31)
106	Year	(2 digits)
2. News		
107	Size of article	(1=small, 2=medium, 3=large)
108	News format	(1=article, 2=investigation, 3=interview etc.)
109	Author	
110	Focus	(1=Tusla focus, 2=Tusla reference)
3. The Story		
111	Main actor	
112	Sector	(1=public, 2=private, etc.)
113	Main themes	

OR

Add standard variable fields into coding list

Media categorization	highly circulated - higher score than smaller media
Prominence	Page no.
Positioning	Headline/first paragraph/passing mentions
Size of article	Size
Sources quoted	Balance of opposing & supportive sources cited
Credibility of source	Government official/known expert/unqualified source

# Appendix 3

## Nine approaches to content analysis (Michaelson & Griffin, 2005)



- 1. Clip counting** – List the publications; sort by date; total article count; no insight, discussion, interpretation is carried out when clip counting. Large amounts of data are often generated.
- 2. Circulation and Readership Analysis** – Adds information on each article through secondary sources – Companies who provide number of readers; number of copies distributed; total number of actual readers (circulation multiplied by average number of readers for each copy), demographic profiles of readership (age, gender, income, education etc.)
- 3. Advertising Value Equivalence (AVE)** – estimate of cost of purchase of advertising equivalent to the size and location of a given publication on a specific day.
- 4. Simple Content Analysis** – classifies what is written into categories that can be statistically analysed. Codes are developed by analysing a sample of articles and the remaining articles are analysed based on the presence of those codes. Each article is read for presence of information according to the codes. Information from those codes is then entered into a database to determine the frequency of those codes or information classifications. This method produces analyses based on information that is actually written, not what is intended or interpreted.
- 5. Message Analysis** – Analysis is centred on presence of intended messages in the articles. These key messages are created based on communication objectives which are then translated into codes to form the basis of analysis. Articles are coded by presence of those key messages in articles. Those codes are then entered into a database for statistical analysis.
- 6. Tonality Analysis** – Uses subjective assessment to determine if article content is favourable or unfavourable to the person/company/organisation/product which it is discussing. (Positive, neutral, negative); (zero to 100).
  - (a) Assess overall tone of article
  - (b) Assess tone of a specific code
  - (c) Assess tone of a specific message
  - (d) Finding aggregated to present an overall assessment of the tone of the articles.



**7. Prominence Analysis** – takes 6 factors into account:

- (i) The publication
- (ii) Where the article appears
- (iii) Date of appearance
- (iv) Overall size of article
- (v) Where in publication it appears
- (vi) Presence of photography/artwork
- (vii) Size of headlines.

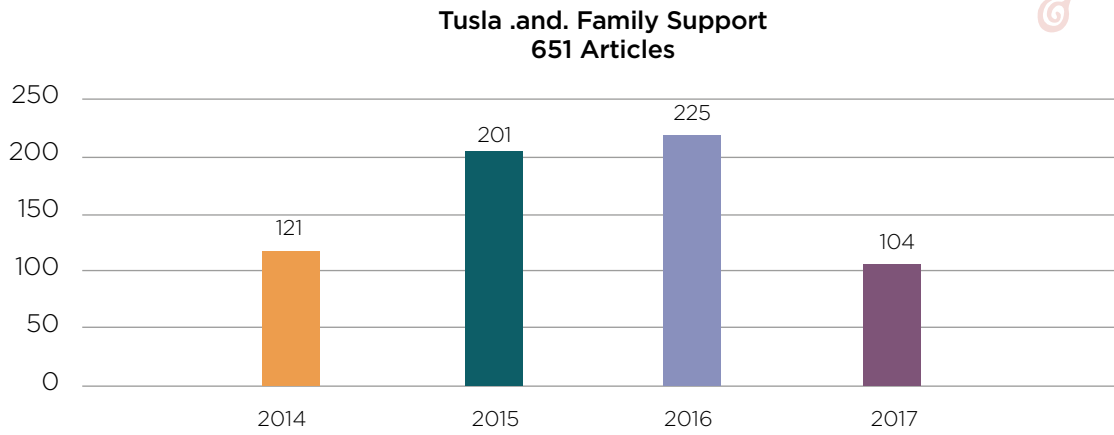
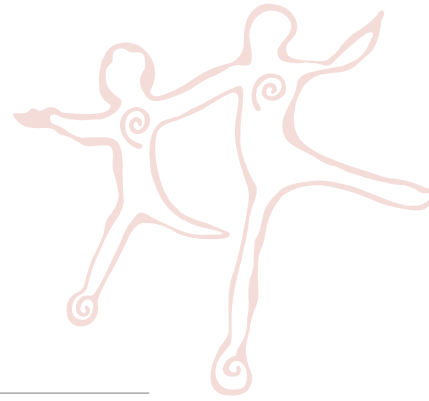
Each article is given a weight which creates an overall score for each one which then determines the prominence of the article. Some publications are rated as having higher prominence than others (e.g. Irish Times). Usually this is based on the size and perceived quality of the readership. Date of appearance can be a factor as readership can be higher on certain days (e.g. Sunday). Articles with higher prominence scores are given more emphasis in the analysis as it is assumed that the high readership or prominence of the publication, the size and placement, or a combination of all of these, leads to higher communication effectiveness.

**8. Quality of Coverage** – Combines factors such as tonality; prominence; inclusion of specific messages; overall volume of articles. Each factor generates a score for each article in the analysis which generates a quality of coverage score.

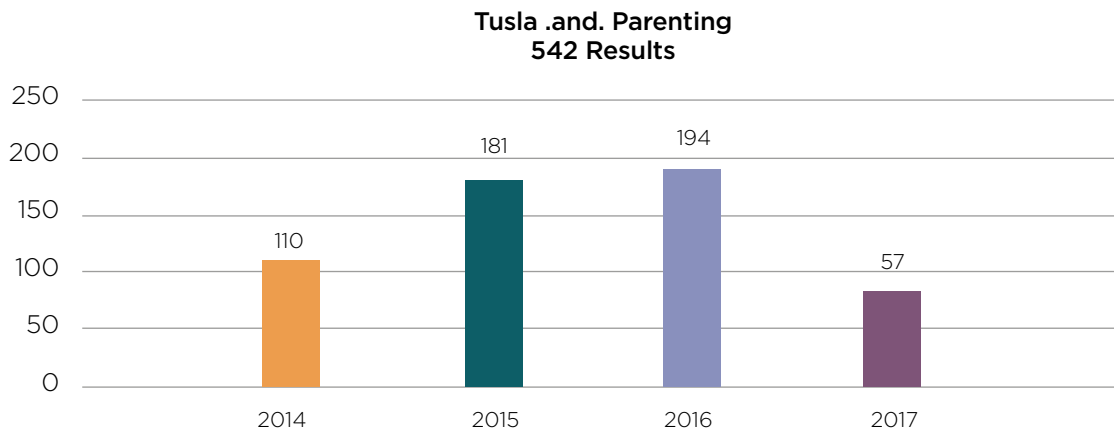
**9. Competitive Analysis** – Compares the performance of companies, brands, topics/events on the media coverage. Comparisons of the total number of clips .to. overall prominence one company receives over another. Can be used to assess relative performance in the media.

# Appendix 4

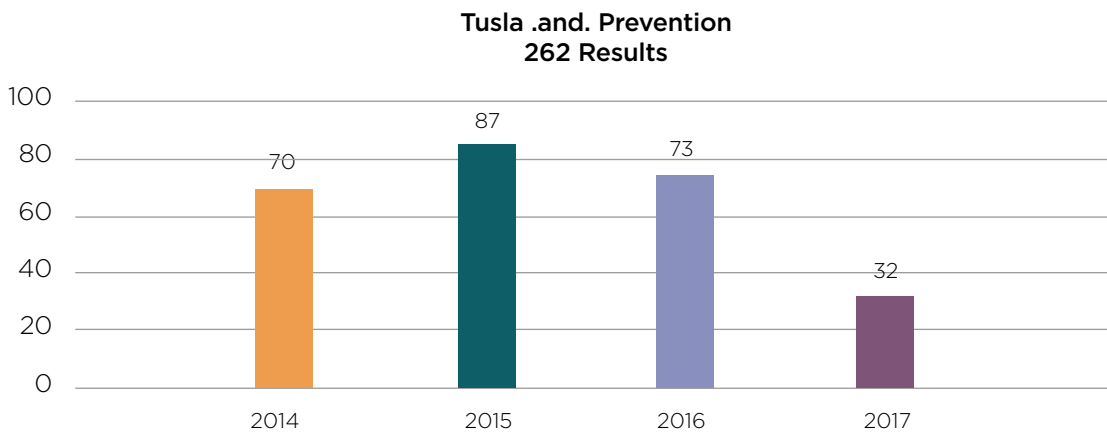
## Pilot search results per search term



**Figure a. Tusla .and. Family Support**

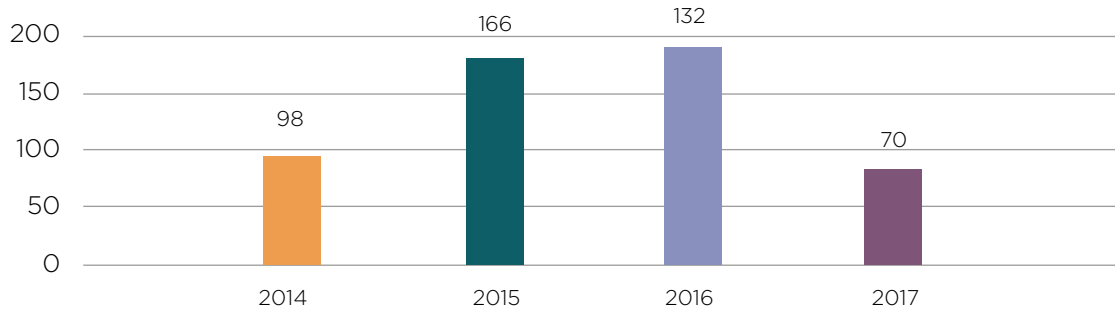


**Figure b. Tusla .and. Parenting**



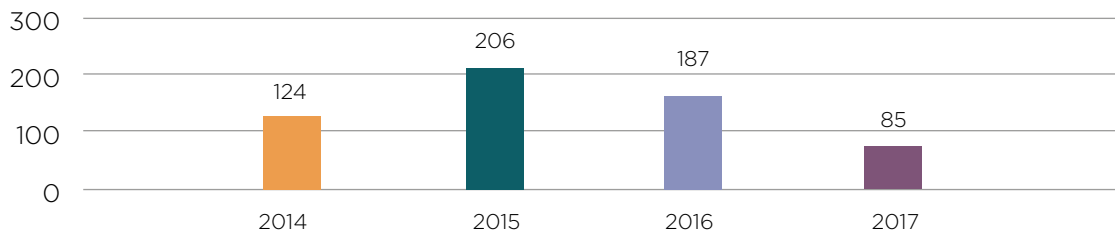
**Figure c. Tusla .and. Prevention**

**Tusla .and. Child Protection  
466 Results**



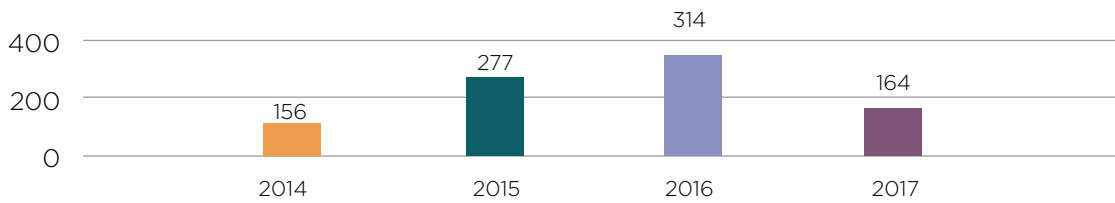
**Figure d. Tusla .and. Child Protection**

**Tusla .and. Child Support  
602 Results**

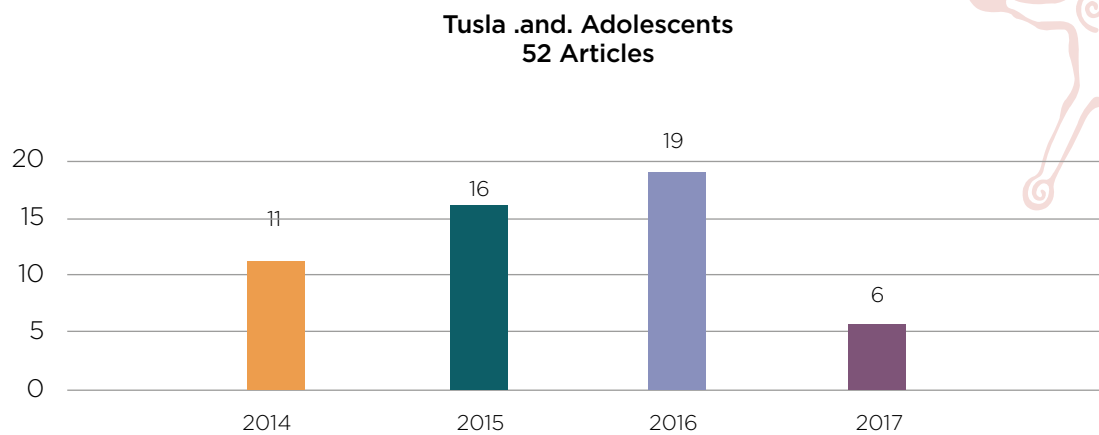
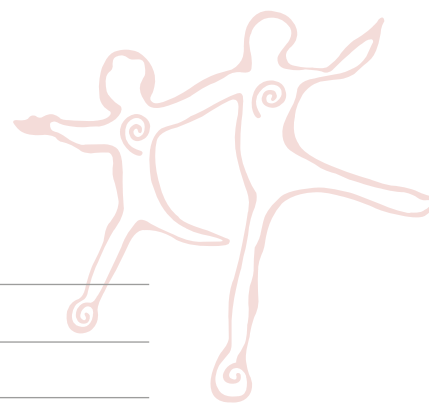


**Figure e. Tusla .and. Child Support**

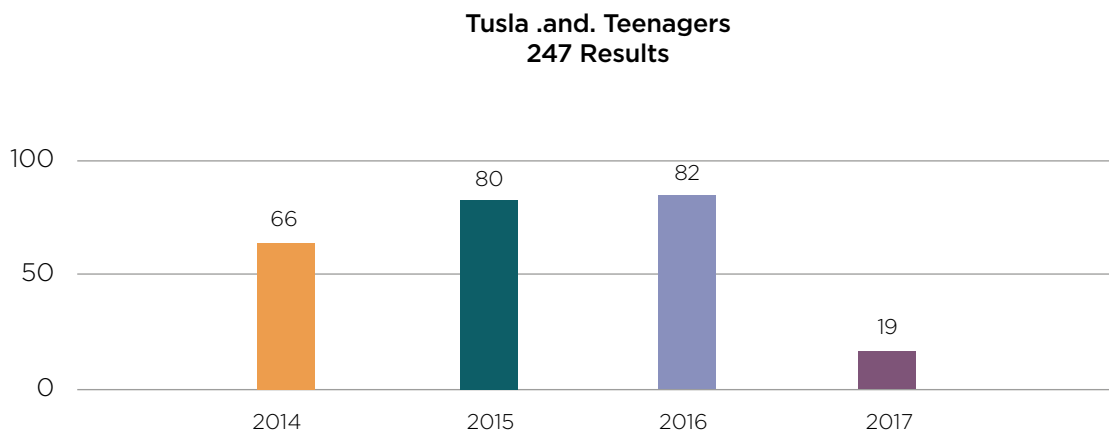
**Tusla .and. Children  
911 Results**



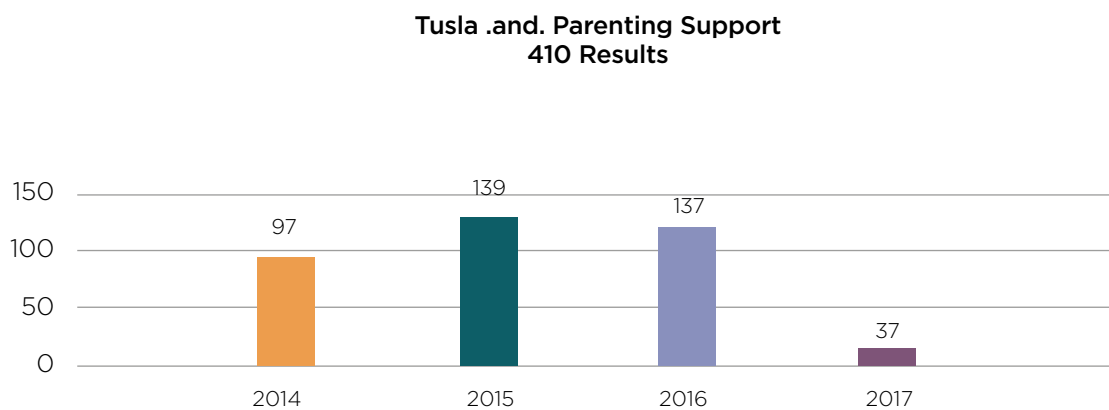
**Figure f. Tusla .and. Children**



**Figure g. Tusla .and. Adolescents**



**Figure h. Tusla .and. Teenagers**



**Figure i. Tusla .and. Parenting Support**

# Appendix 5

## Sample: Pilot Tusla Search Results: 30 articles

	Tusla .and. Family Support 651 results Pilot – 10 results	Tusla .and. Parenting 542 results Pilot – 10 results	Tusla .and. Prevention 262 Results Pilot – 10 results
<b>1</b>	<p><b>Nenagh Guardian</b> 04/02/2017 (Sat.)</p> <p><i>'Successful Family Support Event'</i></p> <p>Tusla event for staff working with children and families in North Tipperary. Presentation by Pat Dolan. Tusla's Ger Brophy, Area Manager in attendance.</p>	<p><b>Nenagh Guardian</b> <b>22/02/2014 (Sat)</b></p> <p><i>'Incredible Years Parenting Programme Launches in Tipperary'</i></p> <p>First roll out of Incredible Years Parenting Programme in North Tipperary. Free of charge. Open to all parents. Consortium made up of Barnardos, North Tipp. Community Service, Leader and Tusla</p>	<p><b>Irish Independent</b> <b>16/06/2015 (Tues)</b></p> <p><i>'Cutting Lifeline to Vulnerable Victims of Rape is a callous move by the state'</i></p> <p>Tusla stripped Rape Crisis Network Ireland (RCNI) of all of its funding €184,000. RCNI will not be able to withstand its decision. Tusla stated it was due to 'funding pressures' in 2015 Budget. RCNI collect data and carry out research – which informs policy &amp; prevents sexual violence.</p>
<b>2</b>	<p>Meath Chronicle 03/05/2014 (Sat)</p> <p><i>'New Website "signpost" for Family Support Services is Launched'</i></p> <p>Launch of new website to support children &amp; families in Meath by Meath Children's Services Committee in Beaufort College, Navan. Attended by Leonard Callaghan, Tusla</p>	<p>Westmeath Examiner 30/07/2016 (Sat)</p> <p><i>'HIQA Report Small Number of Abuse Allegation Files Yet to be Dealt with - Tusla says it is addressing deficiencies'</i></p> <p>Child Protection &amp; Welfare Service deficiencies in the Midlands were identified in a HIQA Report and are being addressed Tusla stated.</p> <p>Jim Gibson (Chief Operations Officer, Tusla) stated Tusla were committed to improving child protection and welfare services.</p> <p>228 files were reviewed</p> <p>12 children were met with 8 parents.</p>	<p>Donegal News 17/07/2015</p> <p><i>'Tackling Suicide in Donegal'</i></p> <p>Plan (Connecting for Life) involved widespread consultations. Action plan sets out 5 year strategy to reduce suicide levels.</p> <p>Key objectives of the Connecting for Life plan include improving understanding of mental health and well-being and provide communities capacity to prevent suicidal behaviour. Led by the HSE and developed in partnership with Education Sector Representatives, Gardaí and Tusla. Reps from all agencies attended the launch.</p>



	Tusla .and. Family Support 651 results Pilot - 10 results	Tusla .and. Parenting 542 results Pilot - 10 results	Tusla .and. Prevention 262 Results Pilot - 10 results
<b>3</b>	<p>Irish Independent 21/11/2014 (Fri)</p> <p><i>'Charges Against Crèche in RTE Probe Struck Out'</i></p> <p>Tusla are reviewing Judge Hugh O'Donnell's decision to strike out alleged breaches of childcare regulations by a crèche in Co. Dublin featured in RTE's Primetime programme in 2013. Judge O'Donnell ruled TUSLA did not have retrospective powers. Chief Executive of Tusla Gordon Jeyes asked Tusla legal office to review decision urgently.</p>	<p>Nenagh Guardian 25/07/2016 (Sat)</p> <p><i>'Group Complete Innovative Parenting Programme'</i></p> <p>Completion of first ever Nenagh Incredible Years Parenting Programme. 13 sessions 2.5 hours each Joint initiative between North Tipperary Community Service and Tusla.</p>	<p>Anglo Celt 15/01/2015 (Thurs)</p> <p><i>'Doing Nothing is Not an Option - Humphrey's Programme Tackling Childhood Obesity in Cavan/Monaghan launched'</i></p> <p>Launch of programme tackling childhood obesity attended by programme coordinators, Barnardos Rep; Minister Heather Humphreys TD, Early Intervention Manager Tusla; Cllr. Madeline Argue &amp; Bernie Brady, Tusla.</p> <p>2 Free programmes aimed at promoting and maintaining healthier lifestyles: Prevention and Management.</p>
<b>4</b>	<p>Kildare Nationalist 21/06/2016 (Tues)</p> <p><i>'Teach Dara Community &amp; family Resource Centre, Kildare: First Public Launch for its Annual report'</i></p> <p>Report outlines activities undertaken over the year with a 33.8% increase in footfall. Attendees: Teach Dara Board Members, Manager, Chairperson and Noreen Gill, Tusla.</p>	<p>Irish Independent 05/09/2014 (Fri)</p> <p><i>'Why we should remember the Nazis were the first to ban home-schooling'</i></p> <p>Germany - prohibition on home-schooling. Some families come to Ireland to home-school. Irish couple had to register with Tusla to do so. Couple felt their constitutional rights were being violated. Tusla has a duty to ensure children who are home-schooled receive a certain minimum educational standard.</p>	<p>Irish Examiner 09/06/2015 (Tues)</p> <p><i>'State has job to do and Tusla is not the answer'</i></p> <p>In 2014 the Government addressed many failings on sexual violence by founding Tusla. Its capacity and remit addresses gaps and failings in the states response to the crime of sexual violence. Tusla alone does not fulfil state's responsibility on sexual violence. Government cannot just hand over all its responsibility to Tusla as they have insufficient capacity and fragmented approaches to the prevention of sexual violence.</p>

	Tusla .and. Family Support 651 results Pilot - 10 results	Tusla .and. Parenting 542 results Pilot - 10 results	Tusla .and. Prevention 262 Results Pilot - 10 results
5	<p>Donegal News 30/01/2017 (Mon)</p> <p><i>'Foster Carers needed in Donegal: Children now being fostered in Derry'</i></p> <p>Tusla stated there are occasions when the best available placement for a child in foster care is in a neighbouring county to their own. Donegal - lack of foster carers. Tusla's Fostering Team in Donegal - planning a major recruitment campaign for foster carers in early 2017.</p>	<p>Irish Independent 03/12/2014</p> <p><i>'A lost generation? In a rush for votes, politicians strive to look after the middle classes and elderly first.'</i></p> <p>Fine Gale/Labour Government of 2011 forgot the very children who will be doing the electing in the future. GUI study states Irish children and families are becoming more economically vulnerable. Government took some steps to safeguard children with the creation of Tusla.</p>	<p>Irish Examiner 14/04/2015 (Tues)</p> <p><i>'Philanthropy fund gives €8m to national child support plan'</i></p> <p>The Child and Family Agency (Tusla) has announced a major programme of early intervention measures for children after it received over €8m in one-off Atlantic Philanthropies funding. This means 'a stronger focus on prevention and early intervention rather than crisis management' (Minister James Reilly). The Prevention Partnership and Family Support Programme will begin this year and will run into 2018.</p>



	Tusla .and. Family Support 651 results Pilot - 10 results	Tusla .and. Parenting 542 results Pilot - 10 results	Tusla .and. Prevention 262 Results Pilot - 10 results
<b>6</b>	<p>Connacht Tribune 13/01/2017 (Fri)</p> <p><i>'Family Resource Centres Grant'</i></p> <p>Loughrea Family &amp; Community Resource Centre awarded funding of €80,000 from Tusla towards purchase of new premises.</p>	<p>Irish Examiner 11/02/2017 (Sat)</p> <p><i>'McCabe plans to sue state over sex abuse allegations'</i></p> <p>Solicitor for Mr. McCabe, Sean Costello, plans to sue the state - rumours of sex abuse largely based on a file in Tusla created in 2013. Mr. McCabe, as any parent, relative, whoever, sees these things written about in this sense, that Mr. McCabe being posed a potential risk is devastating.</p>	<p>Irish Examiner 18/04/2016</p> <p><i>'Wasn't Tusla supposed to make sure we didn't return to the past?'</i></p> <p>We may not be good at assessing risk but we agree that reducing it is a good move. Or we did until along came a man named Fred McBride the new head of Tusla. In foster homes if you want to prevent children from being harmed from another family member you remove either the children or the accused. According to Mr. McBride, media expectations of what child protection workers could or should achieve are "utterly absurd". He went on to state that responsibility should be knocked into parents rather than taking the kids into care.</p>



	Tusla .and. Family Support 651 results Pilot - 10 results	Tusla .and. Parenting 542 results Pilot - 10 results	Tusla .and. Prevention 262 Results Pilot - 10 results
<b>7</b>	<p>Westmeath Examiner 08/10/2016</p> <p><i>'Tusla host event to promote child welfare service in the area'.</i></p> <p>Information briefing session held by Tusla in Mullingar attended by 55 HSE Reps. An Garda Siochana, voluntary agencies, Tusla's education and welfare service in North Westmeath to promote Tusla within the area and highlight its services, emphasise important of all agencies working together.</p>	<p>Irish Examiner 23/02/2017 (Thurs)</p> <p><i>'ISPCC warns of cyber threat to children'.</i></p> <p>Children are spending up to 5 hours a day online engaging in dangerous activity (including sexting) with their parents unaware of the dangers. ISPCC state there is a need for Office of Digital Safety Commissioner and a National Cyber Safety Strategy for Children. Need for policy change and roles for Tusla, education and other departments and creation of new offences reflecting the online world.</p>	<p>Munster Express 12/05/2015 (Tues)</p> <p><i>'Foróige Youth Project Launches New Premises in Tramore'</i></p> <p>After almost 20 years working in the community, the Tramore Youth &amp; Family Project, operated by Foróige, hosted the official launch of their new Summerhill premises. Tusla manager, Jim Gibson, spoke about the importance of having a service like this: Foróige is a strategic partner with Tusla. They are very much involved with us in providing prevention and family support services.</p>



	Tusla .and. Family Support 651 results Pilot - 10 results	Tusla .and. Parenting 542 results Pilot - 10 results	Tusla .and. Prevention 262 Results Pilot - 10 results
<b>8</b>	<p>Connacht Sentinel 15/07/2014 (Tues)</p> <p><i>'Not exactly a tús maith for Tusla agency'</i></p> <p>Tusla's savage cuts to budget of therapeutic learning centre in Ballinasloe - 50% cuts rob over 60 Toddlers of early intervention therapy throughout Galway.</p>	<p>Irish Examiner 29/09/2016</p> <p><i>'Ombudsman faced delays on Tusla Criticisms'</i></p> <p>Office of the Ombudsman experienced 'significant delays' when handling complaints relating to Tusla in 2015. Delays relating to Tusla are frustrating for children and families. Niall Muldoon (Ombudsman). Nuala Ward (Director of Investigations for the Ombudsman) stated that Tusla " should dedicate time to ensure it has a good complaint handling service'. In 2015 1,639 complaints were made, an 8% increase on 2014. Majority of complaints made by parents (75%).</p>	<p>Mayo News 23/06/2015</p> <p><i>'Rape Crisis Network Ireland cuts demeaning to survivors.'</i></p> <p>State terminating core funding to RCNI, the body that collects and collates evidence of sexual violence. Tusla has terminated 100% of RCNI's core funding, essentially closing it down. Tusla says it will take over responsibility but data protection laws mean existing data cannot be transferred and Tusla has no alternative in place. Tusla states maximum resources will go directly to frontline support services. Prevention is better than cure. Preventative strategies are long overdue. The RSA receives millions in state funding to prevent road deaths. Why can we not adopt a similar approach to preventing sexual violence. "Tusla have defunded the collection of evidence in an area where there is not a lot of evidence and an awful lot of silence" RCNI Acting Director, Dr. Cleona Saidléar.</p>

	Tusla .and. Family Support 651 results Pilot - 10 results	Tusla .and. Parenting 542 results Pilot - 10 results	Tusla .and. Prevention 262 Results Pilot - 10 results
9	<p>Meath Chronicle 03/05/2014 (Sat)</p> <p><i>'Navan Centre to run IFPA Speakeasy Programme'</i></p> <p>Tusla's CFA Family Resource Centre in Navan will run the first Irish Family Planning Association (IFPA) in Meath during May. A 6-8 week course for parents/carers of children and teens. A needs led service - which listened to people who attended the family resource centre.</p>	<p>Irish Independent 17/02/2015</p> <p><i>'Government in race to pass new child law ahead of marriage vote'</i></p> <p>The Children and Family Relationships Bill 2015 - Government decision expected today. The new Bill will take into account new &amp; diverse families; guard children's rights when cared for by married parents; unmarried parents; parent &amp; partner; grandparents or other relatives acting as parents; expert panel to be appointed; Disabled parents can become guardians by informing Tusla; grandparents access; civil partners</p>	<p>Irish Examiner 27/12/2016 (Tues)</p> <p><i>'Striving for a proactive approach to children'</i></p> <p>Niall Muldoon, Ombudsman for Children, states huge strides have been made in recent years pointing to the Department of Children and Youth Affairs and the separation in 2014 of Tusla from the HSE. Tusla should "invest in children before they find themselves in trouble at school or with the Gardaí". Social Workers, he states, could prevent so much if they could give families a helping hand in the early days. Early intervention would prevent the torrent of child abuse complaints that can overwhelm child and family services.</p>

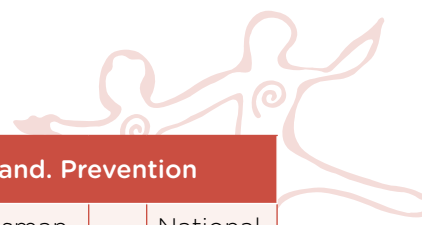


	Tusla .and. Family Support 651 results Pilot - 10 results	Tusla .and. Parenting 542 results Pilot - 10 results	Tusla .and. Prevention 262 Results Pilot - 10 results
10	<p>Munster Express 05/08/2014 (Tues)</p> <p><i>'St. Brigid's Family and Community Centre Family Fun Day in Wyse Park'</i></p> <p>Successful family fun day including storytelling; puppet show; music; dancing; games. St Brigid's thanked all supporters including Tusla.</p>	<p>Galway City Tribune 11/11/2016 (Fri)</p> <p><i>'Guidelines for Youth Events: Party Organisers are urged to make safety paramount'</i></p> <p>New set of Guidelines to help people hosting youth events (discos; party nights) was launched at the Ardilaun Hotel. Guidelines drawn up through multi-agency discussions with young people, parents, Gardaí, Drug &amp; Alcohol Task force; Tusla and HSE. Guidelines offer advice to organisers on all relevant aspects of planning and running a safe event. Paul Tannian (Tusla) was one of the individuals involved in developing the guidelines.</p>	<p>Irish Examiner 27/10/2015</p> <p><i>'Therapy seen as key to prevent re-offending'</i></p> <p>The need for sex offenders to have access to appropriate treatment services is recognized by Children First the national guideline for the protection and welfare of children. One of these programmes is Buddy Better Lives (BBL) sex offender programme. "All the men attending have sexually abused children and all are aware that both Tusla and the Gardaí are made aware of the identities of those who attend" Maeve Lewis, Executive Director.</p>

# Appendix 6

## Summary of 30 Pilot articles:

	Tusla .and. Family Support			Tusla .and. Parenting			Tusla .and. Prevention		
	Topic/ Theme	+ / -	Area	Topic/Theme	+ / -	Area	Topic/Theme	+ / -	Area
<b>1</b>	Tusla family support Event (Support)	+	Nenagh	Parenting Programme Launch (Support Prog)	+	Tipp.	Cuts to RCNI (Funding)	-	National
<b>2</b>	Launch of new website re: support services (Support)	+	Meath	HIQA – Tusla deficiencies	-	Westmeath	Suicide Action Plan (mental health)	+	Donegal
<b>3</b>	Tusla review of Crèche Charges struck out (Childcare)	-	Dublin	Parenting Programme (support)	+	Nenagh	Programme Launch re: Child Obesity (Child Prot)	+	Cav/ Mon
<b>4</b>	CFRC Annual Report Launch (Support)	+	Kildare	Home-schooling	Both	National	Tusla not equipped re: sexual violence (Ch. Prot)	-	National
<b>5</b>	Lack of Foster Carers (Foster Carers)	Both	Donegal	Child & Family Poverty rise (Ch. Prot)	Both	National	PPFS Funding awarded	+	National
<b>6</b>	Fam. Res. Centre Grant awarded	+	Galway	McCabe to sue state (Tusla Policies & Procedures)	-	National	Foster Care	-	National
<b>7</b>	Tusla event to promote ch. Welfare serv. (Support)	+	West. Meath	Cyber Threat to children (Child Prot.)	-	National	Foróige launch new premises (Support)	+	Tramore
<b>8</b>	Cuts to Therapeutic Centre (Funding)	-	B.sloe	Ombudsman – delays dealing with complaints (Ch. Prot)	-	National	RCNI Cuts (Funding)	-	National



	Tusla .and. Family Support			Tusla .and. Parenting			Tusla .and. Prevention		
<b>9</b>	Parenting Course Launch (Support)	+	Meath	Ch. & Fam. Relationships Bill 2015 (Support)	+	National	Ombudsman wants prevention & early intervention (Support)	-	National
<b>10</b>	Family Fun Day (Support)	+	Munster	Guidelines for Youth Events Launch (Ch. Prot)	+	National	Sex Offender Programme (Ch. Prot)	+	National

## Appendix 7

Summary of Search Terms, positive/negative/both and regional/national newspapers

Tusla .and. family Support			Tusla .and. Parenting			Tusla .and. Prevention		
Pos.	Neg.	Both	Pos.	Neg.	Both	Pos.	Neg.	Both
7 (regional)	2 (regional)	1 (regional)	4 (2 = reg. 2 = nat)	4 (3 = nat 1 = reg)	2 (national)	5 (3 = reg 2 = nat)	5 national	0

## Appendix 8

Total number of positive/negative/both articles and regional/national newspapers



Total Positive Articles		Total Negative Articles		Total Both	
16		11		3	
12 = regional	4 = national	3 = regional	8 = national	1 = regional	2 = national



## Appendix 9

Total Number of Articles by year, positive/negative/both

2014	2015	2016	2017 (to April)
<b>8 Articles</b>	<b>9 Articles</b>	<b>8 Articles</b>	<b>5 Articles</b>
4 positive 2 negative 2 both	6 positive 3 negative	4 positive 4 negative	2 positive 2 negative 1 both







UNESCO Child and Family Research Centre  
Institute for Lifecourse and Society  
Upper Newcastle Road  
National University of Ireland Galway  
Galway, Ireland

T: +353 91 495 398  
E: [cfrc@nuigalway.ie](mailto:cfrc@nuigalway.ie)  
W: [www.nuigalway.ie/childandfamilyresearch](http://www.nuigalway.ie/childandfamilyresearch)  
• [@UNESCO\\_CFRC](https://twitter.com/UNESCO_CFRC)  
• [ucfrc.nuig](https://www.facebook.com/ucfrc.nuig)



**TUSLA**

An Ghníomhaireacht um  
Leanaí agus an Teaghlach  
Child and Family Agency

**Tusla – Child and Family Agency**

The Brunel Building  
Heuston South Quarter  
Saint John's Road West  
Dublin 8  
D08 X01F

T: +353 1 771 8500  
E: [info@tusla.ie](mailto:info@tusla.ie)  
W: [www.tusla.ie](http://www.tusla.ie)  
• [@tusla](https://twitter.com/tusla)