

Measuring News Events

Jason Cannon

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Faculty Advisor: Dr. Bruce Bimber

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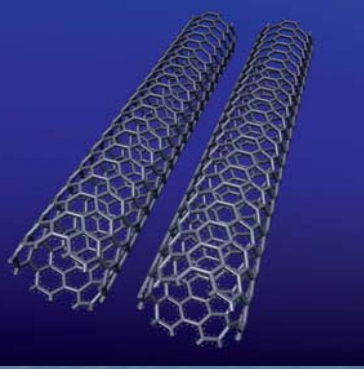
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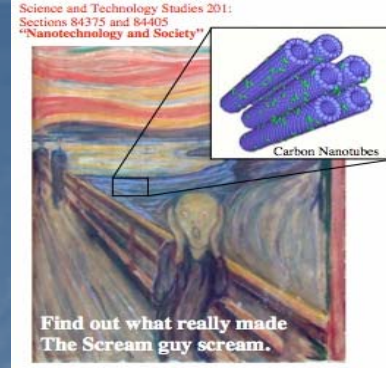
U N I V E R S I T Y O F C A L I F O R N I A , S A N T A B A R B A R A

CNS-UCSB

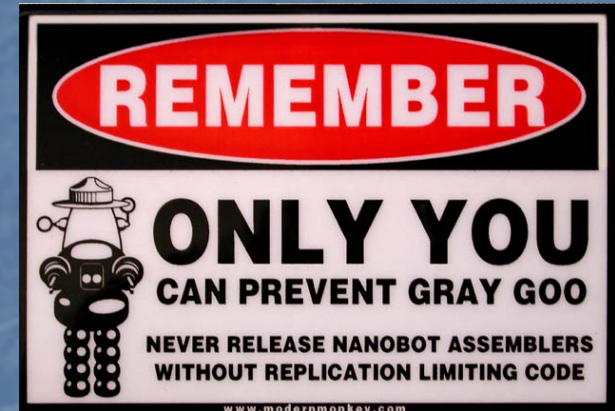
Center for Nanotechnology in Society



Measuring News Events

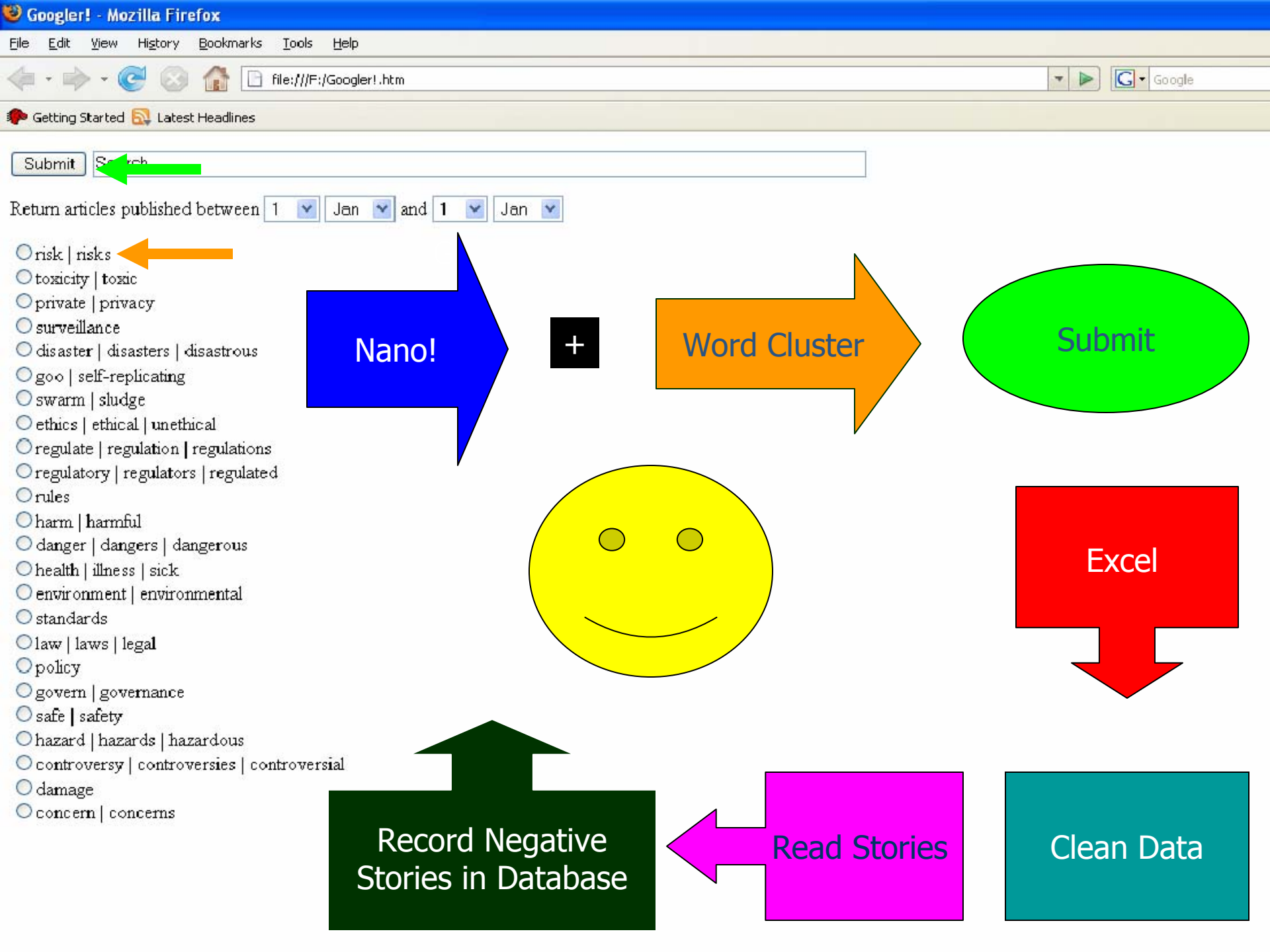


- Does the media influence people's attitudes and actions?
 - Tuna sandwich
 - Spinach
 - Genetically modified foods
 - Nuclear Power
 - Nanotechnology
- Agenda setting and media attention
 - Studies show that the media does influence what people think about (McCombs & Shaw, 1972).
 - Especially when it is the only source.

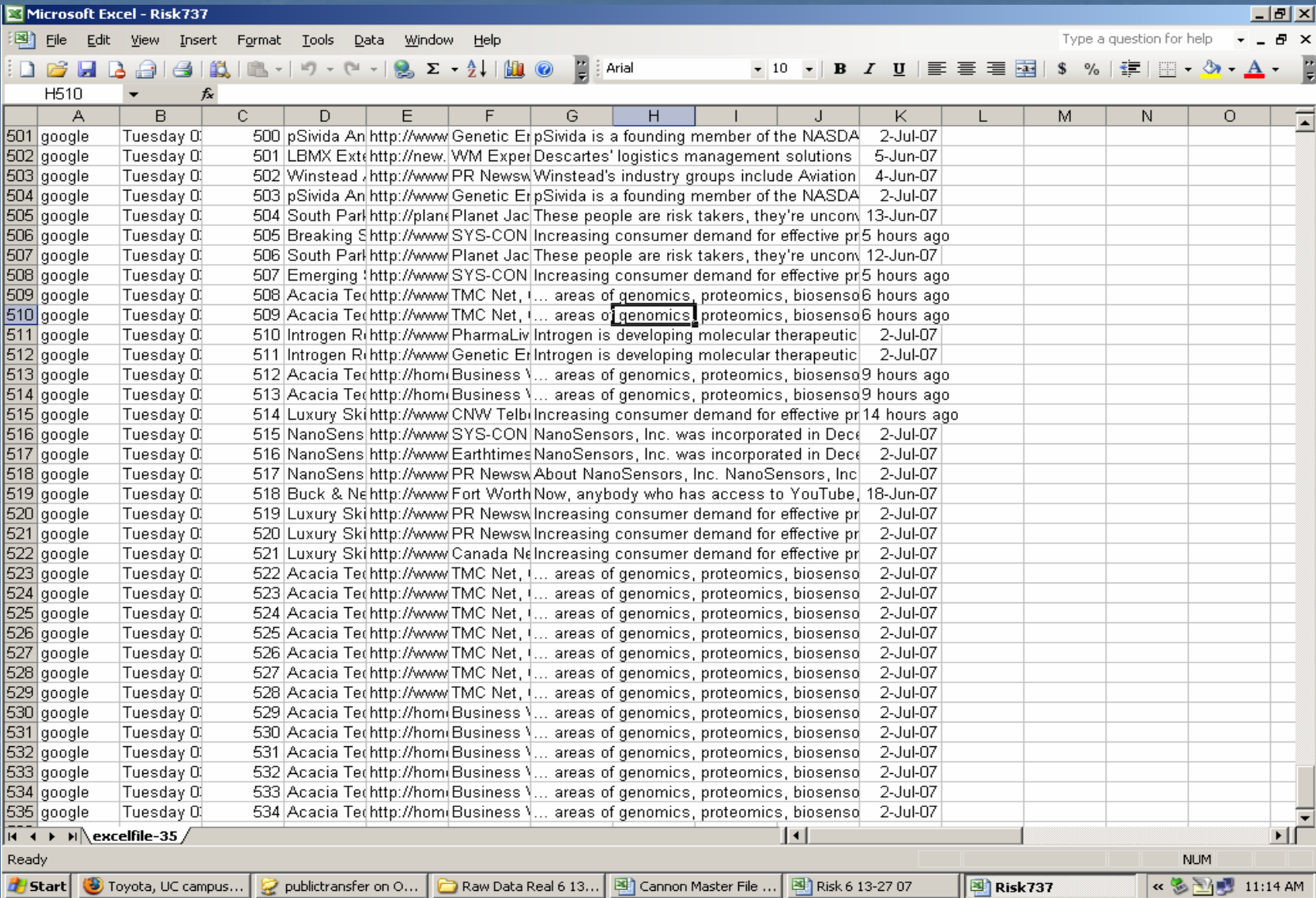


Method

- Google News: continuously updates 4,500 news sources.
- Googler! : Automatic search for nano related word clusters.
- Automatically downloads to Excel
- Clean the data
- Read each article for negative use of the word cluster.
- Save stories in a database in categories for the individual word clusters.



Raw Data



Microsoft Excel - Risk737

File Edit View Insert Format Tools Data Window Help

Type a question for help

Arial 10 B I U

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
501	google	Tuesday 0:	500	pSivida An	http://www	Genetic Er	pSivida is a founding member of the NASDA	2-Jul-07							
502	google	Tuesday 0:	501	LBMX Ext	http://new	WM Exper	Descartes' logistics management solutions	5-Jun-07							
503	google	Tuesday 0:	502	Winstead ,	http://www	PR News	Winstead's industry groups include Aviation	4-Jun-07							
504	google	Tuesday 0:	503	pSivida An	http://www	Genetic Er	pSivida is a founding member of the NASDA	2-Jul-07							
505	google	Tuesday 0:	504	South Parl	http://plan	Planet Jac	These people are risk takers, they're unconv	13-Jun-07							
506	google	Tuesday 0:	505	Breaking S	http://www	SYS-CON	Increasing consumer demand for effective pr	5 hours ago							
507	google	Tuesday 0:	506	South Parl	http://www	Planet Jac	These people are risk takers, they're unconv	12-Jun-07							
508	google	Tuesday 0:	507	Emerging !	http://www	SYS-CON	Increasing consumer demand for effective pr	5 hours ago							
509	google	Tuesday 0:	508	Acacia Tech	http://www	TMC Net, ...	areas of genomics, proteomics, biosenso	6 hours ago							
510	google	Tuesday 0:	509	Acacia Tech	http://www	TMC Net, ...	areas of genomics, proteomics, biosenso	6 hours ago							
511	google	Tuesday 0:	510	Introgen Ri	http://www	PharmaLiv	Introgen is developing molecular therapeutic	2-Jul-07							
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515	google	Tuesday 0:	514	Luxury Ski	http://www	CNW Tel	Increasing consumer demand for effective pr	14 hours ago							
516	google	Tuesday 0:	515	NanoSens	http://www	SYS-CON	NanoSensors, Inc. was incorporated in Dec	2-Jul-07							
517	google	Tuesday 0:	516	NanoSens	http://www	Earthtime	NanoSensors, Inc. was incorporated in Dec	2-Jul-07							
518	google	Tuesday 0:	517	NanoSens	http://www	PR News	About NanoSensors, Inc. NanoSensors, Inc	2-Jul-07							
519	google	Tuesday 0:	518	Buck & Ne	http://www	Fort Worth	Now, anybody who has access to YouTube,	18-Jun-07							
520	google	Tuesday 0:	519	Luxury Ski	http://www	PR News	Increasing consumer demand for effective pr	2-Jul-07							
521	google	Tuesday 0:	520	Luxury Ski	http://www	PR News	Increasing consumer demand for effective pr	2-Jul-07							
522	google	Tuesday 0:	521	Luxury Ski	http://www	Canada Ne	Increasing consumer demand for effective pr	2-Jul-07							
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524	google	Tuesday 0:	523	Acacia Tech	http://www	TMC Net, ...	areas of genomics, proteomics, biosenso	2-Jul-07							
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Ready

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Start Toyota, UC campus... publictransfer on O... Raw Data Real 6 13... Cannon Master File ... Risk 6 13-27 07 Risk737 11:14 AM

Risk cluster returned 535 websites!

Cleaning Data

Microsoft Excel - Risk 6 13-27 07

Type a question for help

A7 google

	A	B	C	D	E	F
28	google	Tuesday 0:	262	Europe launches consultation on nanomaterials in cosmetic products	http://www.nanowire.com	Nanowire LLC, HI (Nanowire assess the might be ne The "Nano f to help com potential ris
29	google	Tuesday 0:	23	DuPont Addresses Nano-Safety	http://www.redherring.com	Red Herring, CA ... "When we g researchers such as na
30	google	Tuesday 0:	99	Cees Dekker wil synthetisch leven	http://www.scienceguide.nl	ScienceGuide, Netherlands The Nano F world by sm regulatory e
31	google	Tuesday 0:	24	DuPont and Environmental Defense launch Nano Risk Framework	http://www.smalltimes.com	Small Times Maynard al edge and c require a sc
32	google	Tuesday 0:	13	Nanotechnology: Risks and Benefits	http://www.technologynewsdaily.com	Technology News Daily, AZ The Nano F potential ris nanotechno
33	google	Tuesday 0:	102	DuPont releases nanotech guidelines	http://blog.nj.com/	The Gloucester County Times, NJ The Nano F potential ris nanotechno
34	google	Tuesday 0:	78	DuPont, environmental group issue nanotech guidelines	http://www.delawarenewsjournal.com	The News Journal, DE The report c look at the growing pra
35	google	Tuesday 0:	33	Report focuses on nanotechnology risks	http://www.delawarenewsjournal.com	The News Journal, DE
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Start Toyota, UC campus... publictransfer on O... PowerPoint Present... 3 Microsoft Offic... untitled - Paint Microsoft PowerPoi... 11:20 AM

Risk cluster produced 30-40 relevant negative stories.

Final Coded Data

Microsoft Excel - Cannon Master File Coded

File Edit View Insert Format Tools Data Window Help

Type a question for help

George Whitesides Clear Voices

	A	B	C	D	E	F	G
1	Database	Collected	Record	Title	Link	Publication	Blurb
2	google	Tuesday 0	43	Nanotech Concerns	http://abclocal.c	ABC7Chicago.com, USA	This kitchen and bath paint claim to be better at resisting mildew thanks to nanotechnology. This nano car wax claims to fill scratches and give a glossier ...
3	google	Tuesday 0	16	Convince Consumers Benefits of Nanotechnology Outweigh Risks ...	http://www.azor	AZoNano.com, Australia	Maynard also suggested that America's competitive edge and continued world leadership in nanotechnology require a sound innovative risk management plan.
4	google	Tuesday 0	212	Explaining How Depleted Uranium Is Killing Civilians, Soldiers, Land	http://www.glob	Center for Research on Globaliz	Fulk, who has developed a "particle theory" about how DU nanoparticles affect human DNA, donates his time and expertise to help bring information about DU ...
5	google	Tuesday 0	77	Consumer Reports says more testing, regulation needed for ...	http://www.chat	Chatham Journal Weekly, NC	But the risks of nanotechnology have been largely unexplored, and government and industry monitoring has been minimal. Moreover, consumers have been left in ...
6	google	Tuesday 0	81	Seeing the environmental wood for the nanotech trees	http://www.rsc.c	Chemistry World, UK	Patricia Cameron, chemicals policy and nanotechnology expert at Bu in Berlin, says that most environmental lobby groups are aware of the potential risks ...
							The scientist is part of a panel devoted to addressing and managing the potential health, environmental and safety risks of ...

Sheet1 Sheet2 Sheet3

Ready NUM

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Data Categories

The screenshot shows a Microsoft Excel spreadsheet titled "George Whitesides Clear Voices". The spreadsheet has columns labeled J through W. Row 1 contains word clusters: Day, Date, risk!, toxic!, priva!, surveillance, disaster!, goo, ethic!, regulat!, harm, danger!, health, environment. Rows 2-6 show data for dates and counts.

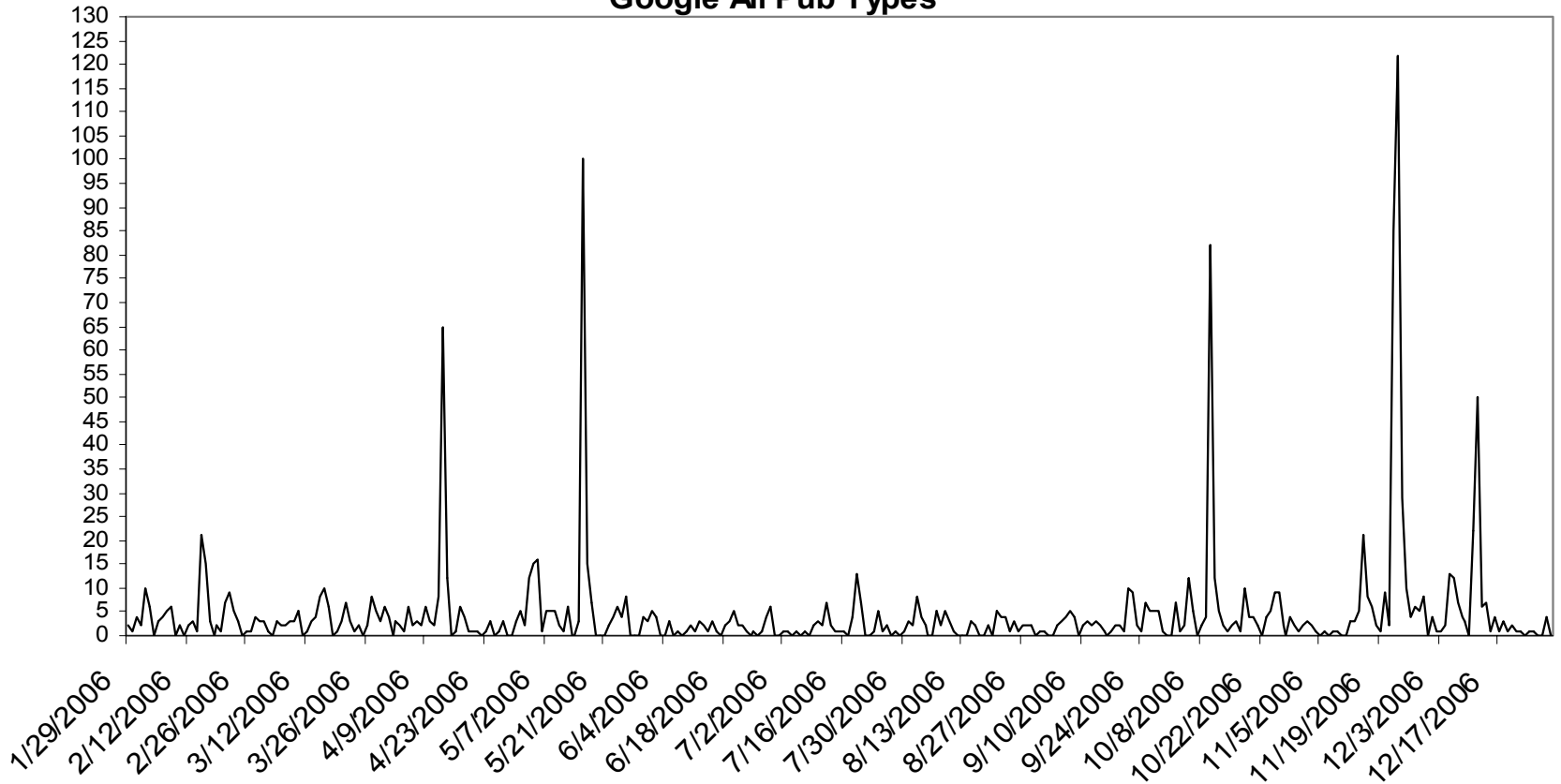
	J	K	L	M	N	O	P	Q	R	S	T	U	V	W
1	Day	Date	risk!	toxic!	priva!	surveillance	disaster!	goo	ethic!	regulat!	harm	danger!	health	environment
2		27-Jun-07	1											
3		25-Jun-07	1								1			
4		17-Jun-07	1								1	1		
5		22-Jun-07	1								1			
6		27-Jun-07	1											

A story may have more than one word cluster

One Year of Google News

Number of Negative Stories

Google All Pub Types



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U N I V E R S I T Y O F C A L I F O R N I A , S A N T A B A R B A R A

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