Second Follow-Up Study
January to December 2013

Children in Bangladesh News Media

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The Team

Research Supervisor
Qurratul-Ain-Tahmina
Journalist and Trainer

Researcher Team
Farid Hossain
CEO
INFOCUS

Syed Ishtiaque Reza
Director, News and Current Affairs
Ekattor TV

Sharier Khan
Deputy Editor
The Daily Star

Zahid Newaj Khan
News Editor
Channel i

Data Management
Mohammad Sahil
Senior Programme Officer, MRDI

Khadiza Begum Kabita
Programme Officer, MRDI

Data Monitoring
Mousumi Akhter, Programme Officer, MRDI
Khadiza Begum Kabita, Programme Officer, MRDI
Jayanta Bhowmik, Former Research Associate, MRDI

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Abstract

This report analyses the findings of a follow-up survey of child-related news contents, in newspapers with an aim to assess the coverage trend and its ethical standards. The survey monitored 10 national-level mainstream dailies over a year (January 2013 to December 2013). A secondary set of data from the arena of general news was analysed in order to explore the impacts of inappropriate news content on children. An introduction to the ethical concerns of news coverage in the context of children is provided.

This follow-up content analysis takes into account the findings of previous two studies on the same subject. One was a baseline study monitoring media over three consecutive months in 2009. And the other, a follow-up study, covered six fortnights spread across a year (June 2010 to May 2011). This exercise began on the premise that journalists can play a strong role in ensuring the wellbeing of children and in minimising any potential harm to them from news consumption.

The comprehensive trend finds a lack of planned focus and consequently, insufficient news coverage of children and their interests or affairs to be a key problem. Dominance of surface coverage of events and issues, inadequacies of reportorial enterprise and a dearth of in-depth coverage appear to be major problems. Insensitivity to the issues of portrayal and dignity, lack of thought to the safety and security of children in sensitive situations, and inconsideration of potential negative impacts of gruesome depictions on child consumers of news could also be noted in the general trend of coverage. However, between 2009 and 2013, a few positive changes can be traced even if disjointedly and sporadically.

The analysis finds that while capacity development of journalists is essential, the desired change in the coverage trend cannot be achieved without ensuring supports at the top levels of management and editorial policy-making.

Introduction

A follow-up study in 2011, preceded by a baseline study done in 2009 (published 2010) explored the ethical standards of journalism in Bangladesh in the context of children. The present analysis of contents in more or less the same set of selected national-level newspapers comes as a second follow-up in continuity.

This second follow-up content analysis tries to get a better comprehension of the trend of news coverage on children and their affairs, and the areas of ethical concerns in this regard. It also cursorily reviews contents in the arena of general news that could have negative impacts on a child reader or viewer.

All these studies began on the premise that journalists can play a strong role in ensuring the wellbeing of children and in minimising any potential harm to them from news consumption. While the baseline study aimed at designing a training programme for journalists, the subsequent two follow-up content analyses aim at indicating further steps required to ensure ethical journalism on and for the children.

JOURNALISM ETHICS AND CHILDREN

Ethical journalism recognises serving the public as its core responsibility. The responsibility is towards truth and towards the public need to know. The ultimate goal is a healthy communal life. In order to serve the community, journalism must keep watch over the public interest and help the processes of democratic discussion, debate, decision-making and accountability of the power to the people.

Journalism itself must render its accounts to the public. Journalists need freedom in order to serve the public. That freedom is only justified by ethical and responsible journalism.

Commitment to truth, impartiality, fairness, integrity and independence, respecting the privacy and other rights of individuals and balancing them with the public interest are professional as well as moral and ethical values that journalists must uphold and adhere to.

In fulfilling its core commitments, journalism needs to take care not to hurt or cause any unwarranted harm or offence to the people involved in the news, to the different sections of the public and to the community as a whole. Compassion is a core moral demand on the journalist.

Journalism must serve and be attentive to all the constituent sections of a community, recognising a special responsibility to the vulnerable, the oppressed and the voiceless.

Children constitute a very special segment of society. They represent the community of the future. Children deserve special attention and care because they are especially vulnerable and impressionable. Their

wellbeing therefore is of special concern to the journalist.[1] All general norms of journalism ethics gain special significance when applied to children.

The interrelationship between children and the news media has three broad dimensions:

1. **Coverage of children and their affairs:** When children are involved in any news event, its coverage by the media has direct implications for their wellbeing. The coverage can serve their best interest or it can cause them serious harm. It has implications for the image and representation of the children and their affairs. The news media coverage of children and their affairs influences the views and actions of the adults, the decision-makers. Just as media coverage can affect children, so does a dearth of coverage. Negligence of issues that are important to children has far reaching ramifications for their interests, rights and development.

2. **Children's Right to be heard:** Children have a right to speak out. Research on children and the media show that children's views are neglected even in issues directly involving or affecting them.[2] Moreover, children's voices are almost never heard in policy matters involving them or in the policy-setting processes that are often set in motion by journalism. What adults decide and do have direct and indirect effects on children. Children therefore need to be heard not just on matters or events directly concerning or featuring them, but in all relevant contexts.

3. **Children as consumers of news media:** Children regularly access news media—print, television or online. While the media must address children's right and need to be informed, journalists need to be aware of the risks of harm caused by any inappropriate content. Since news is primarily packaged for an adult audience, some of the contents could be harmful for a child consumer. Consequently, events and issues as depicted by the media may have serious impacts on child-consumers even if they do not directly involve children. The concerns therefore extend to the general arena of news as well.

News media, especially radio, television and online, package entertainment along with information. And a large volume of advertisements is run alongside news contents. These may seriously influence children. An analysis of this is not within the scope of this content analysis, but is nonetheless important to bear in mind.

All of these dimensions involve ethical concerns for journalists in the context of children. Both the baseline and follow-up study and the present content analysis find that to be ethical and fair to children, journalism in Bangladesh needs to do better in all three of the above-mentioned dimensions.

Sins of Commission and of Omission: Journalists need to bear in mind that children have special rights, special interests, special needs, and special vulnerabilities. Ethical violations or not fulfilling one's responsibilities can be of 'commission' as well as of 'omission.'

There are things journalists must not do in order to ensure children's wellbeing and to avoid causing them any harm from the news coverage. And there are issues and events journalists must cover properly for securing the best interest and welfare of children.

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[1] For the purpose of this content analysis, children are those under the age of 18.
[2] *Children's Rights and Journalism Practice – A Rights-based Perspective*; UNICEF CEE/CIS 2007 and *Baseline Study – Children in Bangladesh News Media*; UNICEF Bangladesh; October 2010

Sins of commission occur when news coverage compromises safety and security of children; adds to their vulnerability; puts them at risks; perpetuates harmful and stereotypical portrayal or discriminatory depictions; stigmatises them; deals with children or their situations insensitively; robs them of dignity; or does not stop to consider the consequences and implications of news decisions for the child involved in news.

Lapses occur when journalists obtain information from a child and use it in a way that endangers him or her and when journalists do not obtain proper consent of the child and that of an adult responsible for his or her care. The younger the child is, the greater the need for acquiring the consent of an adult. The need would depend on the circumstances of the child as well.

Identification of children involved in a news piece always requires very careful considerations. When identity protection is required, journalists need to take care so that a story does not contain bits of information which, pieced together, could disclose the identity of the child. Protection, portrayal concerns and issues of sensitivity and responsibility are particularly crucial when dealing with children in vulnerable situations, but not limited to victims of crimes or abuses, users of illegal drugs and those in conflict with the law.

Sins of commission occur when media coverage uses a child or the child-image opportunistically, for instance, solely to sell a story or attempting to sell sensation.

Sins of commission also occur when news coverage offend and have harmful impacts on children; causes trauma, anxiety or desensitisation; or teaches them unsuitable and risky behaviour.

Sins of omission occur when children are excluded from the news agenda or included poorly; when events and issues crucial for their wellbeing are not covered adequately and properly; or when journalists neglect to tell a story that needs to be told.

Sins of omission occur when journalists do not go beyond covering the obvious and routine daily events and dig into situations important for children which require attention. Sins of omission occur when news coverage of children's affairs does not reflect the diversity of their situations; when marginalised sections are left out of media attention; or when discriminations are made in coverage.

Sins of omission also occur when the news media do not respond to the information needs of children and when the voice of the child is ignored in relevant news coverage.

Balancing Protection with Rights: The need to protect children from harmful content or from risks involving their participation in the news has to be balanced with their right to information and freedom of expression, in accordance with their age.

Codes and Guidelines: Journalism ethics survive in self-regulation. While ethical practices depend on individual journalists and media institutions, codification of journalism ethics or conduct is a rare practice in Bangladesh. The very few codes that are found, do not deal with the ethical concerns regarding children as such.[3]

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[3] Page 80; *রিপোর্টারের জন্য নীতি-নৈতিকতা – প্রসঙ্গ শিশু*; UNICEF Bangladesh, November, 2010

Codes of conduct or ethics and editorial guidelines or values and standards upheld by some of the world's leading organisations of journalists, media institutions and self-regulatory bodies however incorporate special concerns regarding children. The organisations include: International Federation of Journalists—IFJ, which represents journalists from over 100 countries; the National Union of Journalists for the UK and Ireland (NUJ); the Society of Professional Journalists (SPJ, USA); the British Broadcasting Corporation (BBC, UK); and the Press Complaints Commission (PCC, UK).

The IFJ has a complete set of guidelines for reporting on issues involving children. They summarise a key responsibility like this: "Media organisations should regard violation of the rights of children and issues related to children's safety, privacy, security, education, health and social welfare and all forms of exploitation as important questions for investigations and public debates."[4]

The BBC's Editorial Guidelines describe the institution's editorial value regarding children in the following words: 'We will always seek to safeguard the welfare of children and young people[5] who contribute to and feature in our content; wherever in the world we operate. We will preserve their right to speak out and participate, while ensuring their dignity and their physical and emotional welfare is protected during the making and broadcast of our output. Content which might be unsuitable for children will be scheduled appropriately.'[6]

The BBC's Editorial Guidelines has a section on how to deal with people under 18 years of age, who contribute to and interact with the BBC content.[7] The introduction to the section begins with stating that children and young people are very important to the BBC. It goes on to say that the BBC aims to provide them with challenging, educative, enjoyable and interesting content and to help them make sense of the world in which they live. One of the principles held forth in this section concludes with saying that the interests and safety of children must take priority over any editorial requirement. The other principle underscores the need to make sure that they are not caused any unnecessary anxiety or distress by their involvement in the BBC output.

The issue of appropriateness of the BBC content for a child consumer is specifically addressed in another section[8], as well as throughout the Editorial Guidelines.

Ethical Dilemmas and Children: Ethics inevitably involve handling dilemmas—weighing between negative consequences of news decisions and deciding on the action that would cause lesser harm.

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[4] Page 62; Guidelines and Principles for Reporting on Issues Involving Children; *Child Rights and the Media – Putting Children in the Right*; IFJ; 2002. (http://www.ifj.org/assets/docs/247/254/cf73bf7-c75e9fe.pdf; last visited on 15.01.2012) These guidelines were first adopted in draft by journalists' organisations from 70 countries at an UN-sponsored conference in Recife, Brazil. They were finally adopted at the Annual Congress of the IFJ in Seoul in 2001.

[5] The BBC Editorial Guidelines and the media codes or guidelines in the UK classify someone under the age of 15 as children and those aged 15, 16 and 17 as young people. Protection and other issues, including the issue of parental consent, involving the under-18s are considered particularly important for those under 16 years of age.

[6] 1.2.9—Children; Section 1: The BBC's Editorial Values; *Editorial Guidelines—The BBC's Values and Standards* (2010); http://www.bbc.co.uk/guidelines/editorialguidelines/page/guidelines-editorial-values-editorial-values; visited on 15.01.2012

[7] Section 09 - Children and Young People as Contributors; *Editorial Guidelines—The BBC's Values and Standards* (2010); Please go to the section from http://www.bbc.co.uk/editorialguidelines/guidelines/; visited on 15.01.2012

[8] Section 5: Harm and Offence; *Editorial Guidelines—The BBC's Values and Standards* (2010); Please go to the section from http://www.bbc.co.uk/editorialguidelines/guidelines/; visited on 15.01.2012

Thinking through the real needs of the community helps resolve ethical dilemmas. Issues involving children may present dilemmas that would require very careful consideration of probable impacts of the news decisions.

The real needs of the community, or the public interest, can broadly be conceived as matters which ensure public good or wellbeing. Ethical journalism should especially prioritise the wellbeing of children. The Editors' Code of Practice enforced by the Press Complaints Commission—PCC, the self-regulatory body of the newspaper and periodical industry in the UK, provides a working definition of the public interest. It concludes with the statement: 'In cases involving children under 16[9], editors must demonstrate an exceptional public interest to over-ride the normally paramount interest of the child.'[10]

The trend of news coverage on and for the children in the Bangladesh news media has to be assessed in the light of these ethical standards.

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[9] In the UK media guidelines, protection and other issues including the issue of parental consent are considered particularly important for those under 16 years of age.

[10] *The Editors' Code of Practice*; amendments ratified in December 2011; http://www.pcc.org.uk/cop/practice.html; visited on 15.01.2012

OBJECTIVE AND METHODOLOGY

A baseline study, conducted in 2009, had tried to gauge the ethical standards maintained in the child-related news contents of representative national-level mainstream news media in Bangladesh for designing a training programme of journalists. The 2011 trend-analysis survey followed up this baseline study, revisiting similar contents in more or less the same set of news media.[11] The present follow-up survey does the same after a gap of two years.

OBJECTIVE

The second follow-up content analysis was undertaken to:
- Further understand the current trend of news coverage in the national-level mainstream media of Bangladesh on events or issues involving children and assess its ethical standards.
- To compare the key findings with those of the 2011 follow-up study to make a comprehensive assessment of the trend.
- Scrutinise selected content from the general arena of news that could potentially have harmful or negative impacts on a child consumer.

METHODOLOGY

1. Literature Review: Reviewed the *Baseline Study (2009/2010), follow-up study (2011), Children in Bangladesh News Media* and the handbook for ethical reporting on and for children (*রিপোর্টারের জন্য নীতি-নৈতিকতা – প্রসঙ্গ শিশু*), published by the UNICEF Bangladesh in October and November, 2010 respectively.

The previous two studies and the handbook had checked key international codes of ethics and conduct for journalists and studies on children and the media in different countries. These two works had briefly reviewed relevant national laws as well. A review of these works helped the researchers fine-tune the indicators of assessments used for the follow-up content analyses. The reflections from the training programme following the baseline study were also kept in mind.

Who is a Child: The previous two studies had studied The United Nations Convention on the Rights of the Child—UNCRC and the laws in Bangladesh to define the age-limit for childhood.
- The UNCRC defines anyone under the age of 18 as a child. Bangladesh was one of the pioneer states to ratify the UNCRC.
- In Bangladesh National Child policy in 2011 defines all individuals under 18 as children. Among the children, those aged 14-18 are additionally considered as adolescents.

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[11] Both the research works have been conducted by the Management and Resources Development—MRDI on behalf of the UNICEF Bangladesh,

- The Children Act, 2013 is a major law regarding children in Bangladesh. It states no matter what is written anywhere else anyone till reaching 18 years of age is to be termed as a child. The Children Act stresses the state's responsibility to a child's protection needs. It deals with matters of institutional custody and care, protection and safety of children. This law stipulates special measures for destitute children and child offenders. The Act applies special and exclusive trial provisions for child offenders. It says that a child offender, or a child in conflict with the law, can only be dealt with by measures for protection, care and correction. The spirit is to reintegrate such children into society as responsible members.

However, the laws in Bangladesh, as well as in different countries of the world, specify different age-bars to define childhood for different purposes.

- ✓ The Suppression of Repression of Women and Children Act, 2000 (amended in 2003) define a child as anyone under the age of 16.
  The Suppression of Repression of Women and Children Act addresses specific criminal offences including rape and other sexual crimes, trafficking, abduction, dowry, murder, incitement to suicide, and maiming a child with an intention to employ him or her in begging.
  These two laws instruct the news media to protect the identities of child victims. The Children Act extends identity protection to juvenile offenders while reporting the legal proceedings.
- ✓ The Majority Act, 1875 on the other hand sets the age of maturity at 18.
- ✓ The Bangladesh Labour Act 2006 and The Penal Code 1860 limit childhood to younger ages in specific contexts. A few other laws set other age limits.[12]

In tune with the previous two studies, the second follow-up survey regarded 18 as the cut-off age while identifying child-related media contents. The researchers also concluded that this should be the age-limit of childhood for considering the impact of news contents on children.

2. Content Analyses—Child-related Items: Monitored the contents of selected national-level daily newspapers (10) covering in total twelve months or one year of outputs.
- ✕ The volume and proportion, types, merits and possible impacts of news-coverage on children and their affairs were probed and analysed in order to get an idea of the prevailing trends and practices.
- ✕ Mainly quantitative analysis of the child-related contents was carried out. The quantitative analysis, however, tried to incorporate basic qualitative assessment of the data.

The first follow-up had analysed the contents of selected national-level daily newspapers (10) and a daily news bulletin of television channels (4), covering in total three months—12 weeks, or to be precise, six fortnights of outputs.

The baseline study had analysed child-related news contents of 12 national-level daily newspapers and one daily bulletin(s) on three national-level TV channels over a period of three consecutive months.

- **The Period monitored:** Monitored outputs of twelve months or one year from January 2013 to December 2013. That makes it in total 365 days of coverage.

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[12] Pages 49-61; *রিপোর্টারের জন্য নীতি-নৈতিকতা – প্রসঙ্গ শিশু*; UNICEF Bangladesh, November, 2010

The first follow-up had monitored outputs of six fortnights in alternate months, spread over one year prior to the commencement of the survey. The year spanned June 2010 to May 2011. For June, August and October of 2010, the first two weeks of the month were monitored. For December 2010, February 2011 and April 2011, the last two weeks of the month were monitored. That makes it in total 89 days of coverage.

The baseline study had monitored similar news contents over June, July and August in 2009. The follow-up survey aimed to get a feel of the broader general trend by spreading the monitoring period over a span of one year.

- **Criteria for selection of the news media:** The national-level newspapers were selected on the basis of their circulation and audience reach. Only broadsheet newspapers were selected.

- **The Newspapers Surveyed:** Monitored 10 national-level dailies—seven Bengali and three English.
  - ✓ **The sampled newspapers are:** *Prothom Alo*, *The Daily Jugantor*, *Shamokal*, *Ittefaq*, *The Daily Naya Diganta*, *The Daily Janakantha*, *Kaler Kantho*, *The Daily Star, New Age* and *Independent*. Except for *Kaler Kantho* and *Independent,* all the others in the list had been covered in the previous two surveys. The *Kaler Kantho* was included in the list during the first follow-up. The *Independent* has been included this time. The baseline sample of newspapers had included dailies *Amar Desh*, *Manabzamin* and *Amader Shomoy*. The follow-up surveys discarded these in order to assess a homogeneous mainstream trend.
  - ✓ **Pages and items scanned:** In tune with the previous two studies, the researchers scanned all news pages except for those on sports, business and international affairs. Besides, the special pages on women, health and culture were also monitored. News items including those generated by various announcements or appeals from members of the public, features, articles and photographs that concerned children and their affairs were taken for analysis.

    The editorial policy of a newspaper plays an important role in deciding its news coverage priorities and the creation of its agenda for public debate and discussion. Editorials reflect the policy priorities of a newspaper. Editorial policies are crucial to creating enabling environments in media institutions for ethical reporting on and for children. The editorials of the sampled newspapers were scanned to gauge the level of importance attached to coverage of events and issues involving children.

3. Data Management and Analyses:

- A set of indicators were developed for identifying and assessing the characteristics of the child-related contents in newspaper. Two code-sheets were developed enlisting these classified indicators. Two more subsidiary code-sheets were developed from the main ones to suit the requirements of the negative impacts assessments for newspapers.
- The data for both quantitative and qualitative analyses were generated by observing and assessing the content items as per these code-sheets. A data-entry sheet was developed for each content item on which the data was recorded as per the code-sheets. **(See Annexure-3 – 'Code Sheets')**
- Crosschecks for assessment and coding consistency were done at regular intervals during the data coding. This was done again while going through the items for studying cases.
- Separate databases were then developed for the four groups of the newspaper contents. Inconsistencies and typing errors were checked and corrected before analysing the data. The

databases were developed and all data analyses were done using SPSS PC version 17.0 statistical software.

The second follow-up survey adopted the indicators used by the previous two studies after fine-tuning them for clearer and more precise observation and assessments. The research team of three members—a lead researcher, a media expert and a junior researcher—did the fine-tuning after reviewing the experiences of the baseline and follow-up monitoring. The lead researcher prepared an explanatory note on the codes and indicators. This was imparted to the other members of the team to ensure assessment consistency. The media expert and the junior researcher assessed and coded the content items under the supervision of the lead researcher.

The junior researcher kept a record of the key events or issues during the surveyed period and recorded pertinent observations on their influences over the media coverage involving children and their affairs.

NOTES ON THE INDICATORS

The complete code sheets are provided in Annexure-3 and 4. The indicators for analysing child-related news contents were developed after careful consideration of the relevant trends and ethical concerns. A few need some clarification.

Definitions: News
- **Event-based Straight Reports:** Straightforward factual accounts of the latest important events or developments; reported immediately, containing the bare essential facts of the day's events; usually brief, limited to the essential facts only.
- **Announcements or appeals:** Items generated by various announcements, notifications or appeals (obituary or obit; missing people; achievements; for help) from members of the public have been marked separately, but they also fall in the category of straight reports in a broader sense.
- **Follow-up Reports:** Reports which follow up events already reported and update readers or viewers on their developments over time. This type of reports belongs to the broad category of straight news.
- **In-depth Reports:** Reports that go beneath the surface of events; provide proper contexts and adequate background information; investigate and delve deep into the causes and clarify the consequences of events; dig out the real truth of an event; unearth wrong doings and fix their responsibility; explain what has really happened; help readers or viewers understand the complex realities; discern the processes and patterns of events and the issues involved; manifest journalistic enterprise. They are usually longer than straight news reports, but length alone is not the deciding criterion. While reports of this nature may not depend on daily events, reports on a day's events could also go in-depth.
- **Features:** Features are longer and in-depth, complex or entertaining stories in newspapers or television bulletins, usually strong in human interest elements or focusing on an offbeat issue or aspect. Features are more attractive and distinctive in style than the straight news pieces. They may focus on a current news event or on a timeless subject or issue.
- **Articles:** For the purpose of this study, articles are newspaper pieces similar to features but more independent of news events and the purposes of which often are to provide information or tips on specific subjects such as health or any matter of current concern to the public.
- **Standalone Photograph:** This term refers to photographs that are published in newspapers without any text story accompanying them. They could be images of daily events or photographs treated as independent feature pieces.

DEFINITIONS: **News Producers**

- **Staff Reporter:** This term refers to reporters who are on the monthly payroll of a media institution, usually based at the headquarter (Dhaka in this case).
- **Local Correspondent:** This term refers to journalists who send reports from outside the centre or districts and rural areas. They are usually paid a monthly retainer allowance and fees as per the outputs they generate.
- **Desk Reports and Compilations:** Reports that are prepared by the desk-based copy editors with information received from different sources such as news agencies or local correspondents. When a desk editor compiles information from different local correspondents or from a number of different sources and produce a composite report, some news media credit these as 'desk compilation'.

TERMINOLOGY: TREATMENT OF NEWS, NEWSPAPERS

- **Fold:** The fold that divides a newspaper page into top and down halves. The top half of the page, above the fold, is considered to be the more important area on a newspaper page.
- **Headline:** Headlines are titles of a newspaper or magazine story, set in display type over the story. 'Headline' also refers to the most important stories of an edition of a newspaper or of a television news bulletin.
- **Headline Size or Span:** Headlines of newspaper items are measured by their column-width or column-span. The column spread of a headline indicates the level of importance that the piece is treated with.
- **Banner Headline:** When a headline spans the width of all the columns on a page, i.e. stretches across the width of a page, it is termed a 'banner'. It usually goes at the very top of a page and is used for stories considered to be of utmost significance. Also called a streamer.
- **Italic Headline:** A headline set in *italic* type to signify its distinction.
- **Colour Headline:** A headline with type set in colour to signify its distinction.
- **Reversed Headline:** A headline with type in white set on strips in black or colour to set it out in reverse.
- **Screens:** Shaded areas of copy on a newspaper page, used to highlight a story or section from other pieces on the page.
- **Box and Border:** Frames or borders around stories and photographs to signify its prominence or to set it apart from other stories.
- **Highlights or Excerpts:** Especially significant or attractive bits of information or quotes excerpted and highlighted in a different typeface within the story space. Also called pull-out quote or pull quote.

A FEW CONCEPTS OF THE CODES

- **Issues and topics that are important for children:** A range of 52 issues or topics, covering a comprehensive realm of child-concerns in six clusters was predetermined. The clusters were as follows: 1. Abuse and Exploitation; 2. Vulnerability; 3. Children in Conflict with the Law; 4. Rights; 5. Children and Governance; 6. Success/Achievements. This list helped the researchers to measure the scope of coverage or neglect of children and their affairs in the media. The baseline study had used a list of 48 issues or topics. Ten more issues were added to this list, based on the indications from the baseline study.

  A single item could touch upon more than one topic or issue and this overlapping was recorded during the data coding. Items covering overlapped issues were also marked out. Additionally, in order to get a broad classification, the total number of items marked within a cluster was counted separately.

Two points require further clarification:

- ✓ **Child death is divided up by four mutually exclusive causes—**The topic 'Death by Accident' refers to deaths caused by any accident. Then we have 'Death from Health-Related Reasons', 'Murder' and 'Suicide'. All four issues are mutually exclusive. Therefore items registering these definitions could be added up for a total count of items featuring child-death.

- ✓ **Overlapping topics—**Items marked by single issues could also be registered under a generic issue. For example, items on 'Rape' could also potentially be marked under 'Sexual Abuse'. No total count is possible between overlapping issues. In such cases, the broader category could give an idea of the total number of items on the related topic. Two carefully marked broader issues are Education and Healthcare. One issue is labelled as 'Legal Support/Aspects'. In most cases, this is not an independent issue. It usually comes as an issue accompanying other relevant topics. As we will see, this marking helped researchers assess an essential quality of items on certain subjects.

- **Human Interest Elements:** This concept was applied to judge readability of stories as well as to analyse qualities of pictures or images in print and broadcast news. Items presenting events or issues in human terms are recognised as containing human interest elements. This is about portraying life and human experience in a way that appeals to the reader or viewer's interest, compassion and which creates a sense of connection. Focusing on the human interest elements of a story can make it much more powerful, but if not exercised carefully, this style could lend itself to making stories soppy, melodramatic, patronising or sensational. Instances of using children solely for creating sympathy could be an example of abusing appeals to human interest.

- **Qualitative Assessment of Text Items:** Qualitative assessment of the text items in newspapers was carried out on four grounds—authenticity, clarity, readability (newspaper items only) and negative tone or implications of the content-matter. Standalone photographs could not be judged on these counts and were evaluated separately.

  Text items were assessed on these counts by using the following indicators:

  - ✓ **Authenticity—**Inadequacies of authenticity in reports, features, articles and editorials were measured against five indicators: information gaps or inaccuracies; sweeping statements; lack of citation of evidence such as documents or direct observation; weak, vague or inadequate sourcing of information, and lastly, lack of coverage of all the parties who are essentially involved in the matter. An item could record more than one inadequacy. Such items were additionally marked as showing multiple problems.

    Three indicators were used to sort out items which were too brief for a proper assessment, items which showed no inadequacy of authenticity and items which were outstanding in authenticity. An item recorded as possessing one of these three characteristics was not marked by any other authenticity indicator. Therefore the total count of these three markings could be taken as the number of items manifesting no authenticity inadequacy.

  - ✓ **Clarity—**Inadequacies of clarity in reports, features, articles and editorials were measured against the following four indicators: information inconsistencies; unanswered questions or incomplete information; unclear focus or lack of focus; and disruptions in the logical order or natural sequence of the story.

    An item could record more than one inadequacy. Such items were additionally marked as showing multiple problems.

Three indicators were used to sort out items which were too brief for a proper assessment, items which showed no inadequacy of clarity and items which were remarkably clear. An item recorded as possessing one of these three characteristics was not marked by any other clarity indicator. Therefore the total count of these three markings could be taken as the number of items manifesting no clarity inadequacy.

✓ **Readability—**Inadequacies of readability in newspaper reports, features, articles and editorials were measured against the following five indicators: use of jargon or difficult words; long and complex sentences; lack of flow of language or structure; irrelevant information or repetition that made items unnecessarily lengthy; and lastly, lack of human interest elements.

An item could record more than one inadequacy. Such items were additionally marked as showing multiple problems.

Three indicators were used to sort out items which were too brief for a proper assessment, items which showed no inadequacy of readability and items which were good to read. An item recorded as possessing one of these three characteristics was not marked by any other readability indicator. Therefore the total count of these three markings could be taken as the number of items manifesting no readability inadequacy.

✓ **Negative Tone and Implications of Content-matter—**A total of 23 indicators arranged in four clusters were used to assess if the text items or narrations contained any negative tone or implications for the children involved in the story or for a child-consumer. The clusters were as follows: 1. Representation—this included stereotypical or negative portrayals of children; 2. Safety and Security—this focused on identity protection to children in sensitive situations and includes the issue of showing their photographs; 3. Impacts and Consequences—this looked into the effects of coverage on children, including stigma or discriminations and detailed descriptions of methods of antisocial or criminal activities that could encourage imitative behaviour; 4. Presentation and Style—this covered issues including graphic depiction of violence, sexual provocation, use of stereotypical words, violation of privacy, or using children solely to elicit sympathy of a viewer.

An item could record more than one inadequacy. Such items were additionally marked as showing multiple problems. Besides, in order to get a broad classification, the total number of items marked within a cluster was counted separately.

In the baseline study, one indicator in the above four clusters had referred to a positive phenomenon. For the follow-up survey, it was omitted from the list.

Three indicators in a fifth cluster were used to sort out items which were too brief for a proper assessment, items which had nothing negative in tone or implications and items which were positive on this count. An item recorded as possessing one of these three characteristics was not marked by any other tone and implications indicator. Therefore the total count of these three markings could be taken as the number of items manifesting no such problem.

In the baseline study, the items too short for a proper assessment could nonetheless be marked for some problems. In the follow-up survey a strict division was maintained between the problematic aspects and non-problematic ones (mutually exclusive) in order to get a clearer picture.

- **The Visuals:** The issue of protection of photographic identity of children involved in sensitive situations was checked along with the tone and implications indicators. A separate set of 12 indicators was used to assess the content of images involving children.

Eight of these indicators were used to identify images which contained negative elements. These were: graphic images of violence or gruesomeness; images of dead bodies; images violating privacy; indecent

images; sexually provocative images; images glorifying crime or criminal activities; images showing criminal or antisocial activities in detail; and lastly, images using children solely to evoke sympathy of a viewer—a phenomenon that could be seen as a form of emotional exploitation of the child-image.

A single photograph or image could record more than one negative element. Such images were additionally marked as showing multiple problems.

Three indicators were used to sort out images not containing any negative element, images containing positive elements and images containing positive human interest elements. An image recorded as possessing one of these three characteristics was not marked by any other indicators for images. Therefore the total count of these three indicators could be taken as the number of images manifesting no negative elements.

- **Angle of Items or News:** The concept refers to the approach or perspective from which an event or issue is viewed. It is the aspect or perspective of a story highlighted or emphasised by the journalist. Angle can be perceived as the slant given to a story. The angle of an item was assessed by two indicators—positive or negative. If the coverage of an event or issue mainly conveyed negative messages, scenarios or implications and denoted largely a negative point of view, it was defined as having a negative angle. If the coverage mainly conveyed positive messages, scenarios or implications and looked at the event or issue largely from a positive point of view, it was defined as having a positive angle.

  A negative angle could potentially imply that the story was focusing mainly on the dark sides of an issue, while ignoring its positive aspects. A positive angle could potentially imply that the story was focusing mainly on the happy sides of an issue, while neglecting the negatives. Angles cannot be perceived as any assessment of the negative or positive qualities of coverage. Angles could only denote the main thrust of the coverage and, arguably, the positive or negative bends of the events or issues concerned.

  The angle of an item could add some meaning, though not conclusively, when considered against the issue or topic covered by it. For example, if stories on a critical issue largely indicated a positive angle in their coverage, it could suggest that they were overlooking any negative aspect.

LIMITATIONS OF THE FOLLOW-UP TREND ANALYSIS

- In any content analysis survey, the perception of observers coding and generating the data is a potential source of inconsistency and unreliability since it varies between individuals. The research team tried its best to maintain a reasonable level of consistency among the assessments by its three observers and researchers in following the defined indicators. However, a small margin of error and variance especially in the qualitative data which assessed the tones and implications of the content-matter is perhaps inevitable. There is also a scope of difference of opinions in defining the in-depth coverage, but only in a very small number of cases.
- This follow-up survey, as well as the previous two studies, did not explore the contents on special pages targeted at children, as not all news media have them. Besides, these pages may not include news in their content for children. The objectives of these content-analyses required them to focus exclusively on mainstream news coverage. Monitoring such contents would be essential for finding out to what extent the news media are fulfilling the information needs of children.
- The monitoring and analysis of photographs or images could benefit from a more thorough and intensive investigation. The broad general parameters of the follow-up survey did not have a scope to

do that. The issue of protection of photographic identity of children in sensitive cases was checked along with the tone and implications indicators. This check excluded the standalone photographs, which are not high in number, but nonetheless could reveal some problems in this regard.

- The assessment of the angles of media outputs used two extreme indicators, i.e. positive and negative. A third indicator for recording the items which had an appropriate balance in their angles would have provided a more useful insight.

TABLES: NEWSPAPERS

Note: For those sets of codes where indicators may overlap in a single item, figures will not add up. These sets are marked by one code registering the phenomenon of multiple hits.

COVERAGE BASICS: NEWSPAPERS

- Over the 12 months of monitoring, the sampled pages of the 10 surveyed dailies yielded 13,176 items[13] directly or incidentally involving children or their interests and affairs.
- Of these, 12,986 (99%) were news items and 190 (1%) were Editorials. Of the news items, 690 were standalone photographs, i.e. photographs without any accompanying report. Thus all text news items totalled 12,296, while all text items including the editorials totalled 12,486. The newspapers published in total 4,646 child-related photographs and 3,956 of them accompanied text pieces.
- To get an idea of the proportion of children-related coverage, all items on the sampled pages over the 12 months were counted.[14] This totalled 342,324. Of these 334,500 (98%) were news items, while 7,824 (2%) were editorials. All photographs totalled 18,684.

Total Coverage and Child-related Coverage

	News (including photograph)	Editorial	Total
All items	334500	7824	342324
Child-related items	12,986 (3.88%)	190 (2.42%)	13,176(3.84%)

Note-
Number of all Text Items including Editorials: 12,486
Number of all Text News Pieces (Reports): 12,296

	All photographs	Total child-related photographs
	18,684	4,646 (24.86%)

Note- Child-related Standalone Photograph: 690; Photographs Accompanying Reports: 3,956

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[13] Ideally, contents are measured by the spaces they occupy but for the purpose of this study a rough estimation by number were considered adequate. The categorization of news indicated sufficient characteristics to assess the effective coverage volume and depth.

[14] To get an idea of the proportion of children-related coverage, all items on the pages monitored were counted for the last month. This number was then multiplied by 12 (months) to get an approximate number of total news items on the sampled pages over the study period. The total number of editorials published over this period was calculated in the same method.

Observation:

In 2013 less than 4% of all items were related to children and their affairs. Compared to the 2011 survey, child-related total coverage and news coverage increased fractionally (less than 1 percentage point). Child-related editorials however saw a similar decrease (0.58 percentage point). The share of child-related photographs shows an abnormal rise—from 4% in 2011 to 25% in 2013; this perhaps indicates a miscalculation of total number of photographs.

The coverage trend continues to indicate an insignificant coverage of children and their affairs was a key problem. This insignificance has again been accentuated by the dominant nature and quality of coverage as well.

Child related coverage Breakdown by Months

Months	Frequency	Percent
August	1615	12.3
May	1447	11.0
January	1229	9.3
September	1215	9.2
December	1049	8.0
November	1046	7.9
March	1043	7.9
June	1038	7.9
July	964	7.3
October	875	6.6
February	828	6.3
April	827	6.3
Total	13176	100.0

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[15] To get an idea of the proportion of children-related coverage, all items on the pages monitored were counted for the first month. The count for news items (29,176) was then multiplied by three (months) to get an approximate number of total news items on the sampled pages over the study period. The total number of editorials published over this period was counted separately and added to the total number of news items to estimate the total number of all items.

Base	13176	

Monthly Distribution of Child-related Items (follow-up 2011): June 2010—14.6; August 2010—17.8%; October—12.9%; December 2010--22.1%; February 2011—17.1%; April 2011—15.4%

Observation:
The number of child-related items varied depending on the corresponding flow of events. The 2011 follow-up study had matched the coverage pattern with an even start, thus confirming this observation. Therefore to understanding the ebb and flow in child related coverage, one needs to check the major events of the period as well as special days, weeks or programs on the calendar.

KEY FEATURES OF EDITORIALS

Breakdown of Editorials by Months:

Months	Child-related Editorial	Percentage by per month
August	24	12.6
November	24	12.6
December	21	11.1
September	20	10.5
March	19	10.0
April	17	8.9
May	16	8.4
January	14	7.4
February	11	5.8
June	10	5.3
July	8	4.2
October	6	3.2
Total	**190**	**100.0**

Monthly Distribution of Child-related Editorials (follow-up 2011): Total number of editorials: 55 June 2010—4; August 2010—10; October—7; December 2010--17; February 2011—8; April 2011—9.

Issues Covered by Child-Related Editorials

Issues	No. of Editorials	% of 190
Abuse and Exploitation: Cluster Total	**52**	**27.36**
Sexual Abuse/Harassment	2	1.05
Trafficking	2	1.05
Kidnapping/Abduction	8	4.21
Physical Abuse	3	1.58
Psychological Abuse	8	4.21

Corporal Punishment at School	2	1.05
Murder	27	14.21
Suicide	1	0.53
Rape	10	5.26
Vulnerability: Cluster Total	**29**	**15.26**
Vulnerable Children-Street	2	1.05
Vulnerable Children-Domestic work	4	2.11
Vulnerable Children-Other hazardous labour	2	1.05
Other forms of Child Labour	2	1.05
Vulnerable Children-Child Marriage/Mothers	7	3.68
Children with Disabilities	2	1.05
Death by Accident	10	5.26
Accident	1	0.53
Children in conflict with the law: Cluster Total	**20**	**10.52**
Drug Abuse and Peddling	4	2.11
Violence and other 'Crimes'	18	9.47
Rights: Cluster Total	**116**	**61.05**
Education	60	31.58
Maternal and Child Nutrition	11	5.79
Healthcare	12	6.32
Child Birth Registration	1	0.53
Recreation/Sports/Culture	1	0.53
Freedom of Expression	2	1.05
Legal Support/Legal Aspects	12	6.32
Survival	17	8.95
Lifestyle	2	1.05
Discrimination/ Injustice	11	5.79
Children and Governance: Cluster Total	**22**	**11.57**
Govt. Policies Related to Children	7	3.68
Announcements by Govt./State Dignitaries	1	0.53
Govt. Allocations	1	0.53
Bad Governance and/or Corruption	14	7.37
Govt. Special Institutions for Children	2	1.05
Success/Achievements: Cluster Total	**6**	**3.15**
Academic Achievements/Excellence	7	3.68
Editorials covering multiple Issues	**64**	**33.68**
Base: All child related editorials-190		

Follow-up 2011: Most-covered Editorial Issues: Education (33%) Government policies related to children (18%) Legal supports/aspects (15%) Murder (9%). Murder, suicide and death from health related reasons in total claimed 15% of the editorials

Observation:
Issues related to education again generated the highest number of editorials. Child death, especially murder, led to a good number of editorials. Involvement of children in violence and other crimes drew some attention. As many as 64 editorials (34%) registered multiple hits on the code of issues.

Authenticity (Editorials)

Authenticity	Number of editorials (Total:190	%
Info gaps/Inaccuracy	1	0.53
Sweeping Statement	5	2.63
Evidence- Documents/ Direct observation- not cited	2	1.05
Weak, vague or inadequate sourcing	2	1.05
All the essentially involved parties not covered	2	1.05
Multiple authenticity problems	1	0.53
Not showing any problem of authenticity	179	94.21
Base: All child related editorials-190		

Observation

No editorials could be marked as outstanding in authenticity this time and also during the follow-up study. However, the share of editorials showing no authenticity problems increased significantly (85% in 2011; 94% in 2013)

Clarity (Editorials)

Clarity	Total editorials-190	%
Information Inconsistency	2	1.05
Unanswered Questions/Incomplete Information (Gaps in context, cause, consequences)	11	5.79
Unclear Focus /Lack of Focus	4	2.11
Multiple Clarity problems	2	1.05
No problem with clarity	155	81.58
Good and Clear	20	10.53
Base: All child related editorials-190		

Observation

Good and clear editorials increased significantly, 2% in 2011 and 11% in 2013

CATEGORIES OF CHILD-RELATED ITEMS

Classification: All child-related Items

Items by classification	Frequency	Percent
Event-based Straight Report	9342	70.90
Follow-up Report	1363	10.34
In-depth Report	206	1.56
Feature	234	1.78
Editorial	190	1.44
Standalone Photograph/Pic	690	5.24
Opinion Report	113	0.86
Appeal for Help	469	3.56
Announcement of Achievement	200	1.51
Obit Announcement	15	0.11
Announcement of Missing Children	132	1.01
Article	222	1.68
Base: All Child -related Items(13176)		

Classification: All child-related News Items (Excluding Editorials)

News items by classification	Frequency	Percent
Event-based Straight Report	9342	71.94
Follow-up Report	1363	10.50
In-depth Report	206	1.59
Feature	234	1.80
Standalone Photograph/Pic	690	5.31
Opinion Report	113	0.87
Appeal for Help	469	3.61
Announcement of Achievement	200	1.53
Obit Announcement	15	0.12
Announcement of Missing Children	132	1.02
Article	222	1.71
Base: All child-related news items (12986)		

Broad Classification: Child-related Reports

Items	Frequency	% of total news reports
Event-based Straight Reports including Follow-up Reports	10705	87.06
All Appeals and announcements	816	6.63
In-Depth Report + feature+ opinion+ articles	775	6.30
Base: All child-related reports (12296)		

All Child-related Straight Reports: 10,705 (87% of all Child-related Reports) and All Child-related In-depth Reports including Features, Opinion Reports and Articles: 775 (6% of all Child-related Reports)

2011 Follow-up: All Child-related Straight Reports: 91% of all Child-related Reports) and All Child-related In-depth Reports including Features, Opinion Reports and Articles: 9% of all Child-related Reports)

Observation:
Event-based straight reports continue to dominate the scenario, with follow-up reports showing a slight increase. But, the share of in-depth coverage has gone down.

TREATMENT: CHILD-RELATED NEWS

Placement of items		
	Frequency	Percent
Above the fold	8006	60.8
Below the fold	5170	39.2
Total	13176	100.0

Follow-up2011: Above the fold: 62%;

Distribution of all child-related items by page

Pages	Frequency	Percent
Front	1020	7.7
Back	1091	8.3
Metro	989	7.5
National	6337	48.1
Other News pages	2987	22.7
Sponsored pages	163	1.2
Cultural	67	.5
Women's	57	.4
Health	119	.9
Others(editorial and op-ed page)	346	2.6
Total	13176	100.0

Note: In others pages editorials-190 and op-ed page 156

Follow-up 2011: Front page: 14%; Back page: 14%; Metro page: 10%; National page: 34%; Other news pages: 22% each; Editorials on Editorial pages: 2%

Distribution of news items by page (Excluding Editorials)

Pages	Frequency	Percent
Front	1020	7.85
Back	1091	8.40
Metro	989	7.62
National	6337	48.80
Other News pages	2987	23.00
Sponsored pages	163	1.26
Cultural	67	0.52
Women's	57	0.44
Health	119	0.92
Others	156	1.20
Total	12986	
Base: All child related News Items -12986		

Observation:

The shares of news in district pages have gone even higher. Coverage on child-related issues has however got down significantly compared to the 2011 survey.

Special treatments awarded to child-related items

Nature of special treatments	Number of items	% of 13176
Boxed Items	1904	14.45
Headline in Italic	6	0.05
Headline Fonts in Colour	263	2.00
Reversed Headline	350	2.66
Screen as Background	623	4.73
Logo	379	2.88
Highlights (Excerpted Text)	728	5.53
Report with Photographs(Standalone pic and report with photograph)	4646	35.26
Multiple Special Treatments	2141	16.25
No Special treatment	6854	52.02
Base: All Child –related Items(13176)		

Note- Child-related Standalone Photograph: 690; Photographs Accompanying Reports: 3,956

Follow-up 2011: No special treatment 54%; Special treatments 46%;
Key special treatments: reports with photographs 35%; Box 12%; Multiple special treatments 16%

Observation:

About half the items got 1 or multiple (16.25%) special treatments. This picture is more or less the same as in 2013.

Headline span of child-related news items

Span of headline	Frequency	Percent
Single-Column	6198	47.7
Double-Column	3815	29.4
3-Column	1490	11.5
4-Column	471	3.6
5-Column	161	1.2
6-Column	111	.9
7-Column	23	.2
Banner	27	.2
Standalone Single Column	2	.0
Standalone Pic double column	96	.7
Standalone Pic 3-column	585	4.5
Standalone Pic 7-Column	7	.1
Base: All child related News Items -12986	12986	100.0

Follow-up 2011: Single-Column 51%; Double-Column 25%; 3-6 columns 21%; 7-column to banner 1% (Percentages of all news items including standalone photographs).

Observation:
Nearly half of the child-related news items remain single-column affairs.
News items receiving single-column treatment

Items	No. of stories	% of base
Event-based Straight Report	4733	36
Follow-up Report	673	5
In-depth Report	8	0
Feature	9	0
Standalone Photograph/Pic	1	0
Opinion Report	4	0
Appeal for Help	464	4
Announcement of Achievement	153	1
Obit Announcement	13	0
Announcement of Missing Children	126	1
Article	14	0
	6208	48

Observation:
Single-column items were mainly event-based straight reports and some announcements. However, a few in-depth reports and features also received single-column treatment.

Some features of child-related items

	2 Paragraphs or Less	Seminar/Round table/Workshop / Programme	Public exam results	Day observation	Incidental Involvement	Good role models	Lead story	Special page for children less frequent	Death by Drowning	Dead victim's name (sensitive case)	Special page for children weekly
Event-based Straight Report	3997	867	540	129	346	200	19	3	658	43	0
Follow-up Report	255	70	1	1	18	1	8	1	7	13	0
In-depth Report	0	1	8	6	2	1	2	3	1	1	0
Feature	0	1	0	2	1	6	0	104	4	1	1
Editorial	0	1	8	1	2	0	0	0	0	0	0
Standalone Photograph/Pic	0	135	60	13	4	9	0	0	0	0	0
Opinion Report	0	0	3	3	2	0	0	7	0	0	0
Appeal for Help	296	0	0	0	0	0	0	0	0	0	0
Announcement of Achievement	90	1	20	0	0	173	0	0	0	0	0
Obit Announcement	12	1	0	1	0	0	0	0	0	0	0
Announcement of Missing Children	116	0	0	0	0	0	0	0	0	0	0
Article	3	1	1	8	0	0	0	18	0	0	0
	4769	1078	641	164	375	390	29	136	670	58	1

Some features of child-related coverage

The features	No. of items	percent	Base
2 Paragraphs or Less	4769	39	12,296 (all reports)
Seminar/Roundtable/Workshop/ Programme	1078	8	13,176 (all items)
Public exam results	641	5	13,176
Day observation	164	1	13176
Incidental Involvement	375	3	12,986(all news items including standalone pic)
Good role models	390	3	13,176
Lead story	29	0.23	12,296
Special page for children less frequent	136	1	12,296
Death by Drowning	670	5	13,176
Dead victim's name (sensitive case)	58	0.47	12,296
Special page for children weekly	1		

Observation:

More than one-third child-related items spanned two paragraphs or less. These tiny reports are infact nearly 40% of all text reports (12296). This is another indication of insignificant coverage.

COVERAGE OF ISSUES

Issues/topics covered by the child-related items

Issues and topics	Number of items	%
Abuse and Exploitation: Cluster Total	**4,220**	**32.02**
Sexual Abuse/Harassment	413	3.13
Incest	13	0.10
Trafficking	115	0.87
Kidnapping/Abduction	694	5.27
Physical Abuse	288	2.19
Psychological Abuse	145	1.10
Corporal Punishment at School	70	0.53

Acid Attacks	42	0.32
Murder	1664	12.63
Suicide	350	2.66
Rape	1116	8.47
Vulnerability: Cluster Total	**3,269**	**24.81**
Vulnerable Children-Street	75	0.57
Vulnerable Children-Sex-work	11	0.08
Vulnerable Children-Domestic work	164	1.24
Vulnerable Children-Other hazardous labour	93	0.71
Other forms of Child Labour	41	0.31
Vulnerable Children-Child Marriage/Mothers	339	2.57
Children with Disabilities	230	1.75
Other Marginalized Groups—Adivasis/Scheduled Caste/Sex Worker's children/Gypsies etc.	70	0.53
Death by Accident	1863	14.14
Accident	194	1.47
Missing Children	235	1.78
Children in conflict with the law: Cluster Total	**488**	**3.70**
Drug Abuse and Peddling	76	0.58
Violence and other 'Crimes'	339	2.57
Police Handling/Police Custody/ Custody/Juvenile Justice	148	1.12
Shelter Homes/Correction Centers	34	0.26
Rights: Cluster Total	**6,180**	**46.90**
Rescue/Rehabilitation	236	1.79
Education*	2288	17.36
Maternal and Child Nutrition	225	1.71
Healthcare	1008	7.65
Death from Health-related Reasons	194	1.47
HIV and AIDS or STDs	3	0.02
Reproductive Health	41	0.31
Child Birth Registration	12	0.09
Recreation/Sports/Culture	601	4.56
Freedom of Expression	318	2.41
Legal Support/Legal Aspects	800	6.07
Children's Associations	36	0.27
Survival	1005	7.63
Lifestyle	125	0.95
Discrimination/Injustice	145	1.10
Children and Governance: Cluster Total	**650**	**4.93**
Govt. Policies Related to Children	128	0.97
Announcements by Govt./State Dignitaries	112	0.85

Govt. Allocations	28	0.21
Bad Governance and/or Corruption	203	1.54
Govt. Special Institutions for Children	16	0.12
NGO initiative	196	1.49
Success/Achievements: Cluster Total	**1,526**	**11.58**
Creativity	236	1.79
Innovation	1	0.01
Social Contribution	234	1.78
Academic Achievements/Excellence	969	7.35
Other Positive Subjects	121	0.92
Items covering multiple Issues	**4,310**	**32.71**
Base: All child-related items(13176)		

Observation:

* 28% of the items covering Education focused on the results of the public examinations (50% in 2011). This indicates greater diversification of items on education.

** in total 469 items were appeals from members of the public seeking financial help. These were, almost all, on grounds of illness and treatment. This shows that 47% of the items covering Healthcare issues were actually such appeals.

Note: 10 issues go covered by 5percent or a higher proportion of items. During the 2011 follow-up study 16 issues got covered by 5 percent or a higher proportion of items. During the baseline period 10 issues had got up to this scale of coverage.

On a general note, items on education saw a decrease while those on death by accident scaled higher.

Total number of stories belonging to the Rights cluster decreased considerably (67% cluster in 2011). So did items in children and governance cluster (16% in 2011).

Top 10 child-related issues covered

Top 10 Issues	Freq	%
Education	2288	17.36
Death by Accident	1863	14.14
Murder	1664	12.63
Rape	1116	8.47
Healthcare	1008	7.65
Survival	1005	7.63
Academic Achievements/Excellence	969	7.35
Legal Support/Legal Aspects	800	6.07
Kidnapping/Abduction	694	5.27
Recreation/Sports/Culture	599	4.55
Base: All child-related items(13176)		

Legal aspect is not really an independent issue

Follow-up 2011: The Top Ten Issues
Education 22%; Rape 8%; Recreation sports culture 7%; Academic achievement 6%; Freedom of expression 6%; psychological abuse 6%; Legal support aspects 17%; Killing 14%; Health care 10.27%; Death by accident 8.9%; of all child-related items (2644). All other issues had been covered by less than 5% of the items.

Top four generic issues

Issues	No. of Items	% of 13176
Child death	4,071	30.90
Education	2288	17.36
Healthcare	1008	7.65
Recreation	599	4.55

Follow-up 2011: Top Four Generic Issues
Child-death (30%); Education (22%), Healthcare (10%) Recreation 7%

Death coverage: Breakdown

Child-death Issues	No. of Items	% of 13176
Murder	1,664	12.63
Death by Accident	1863	14.14
Death from health related reasons	194	1.47
Suicide	350	2.66
	4,071	30.90

Follow-up 2011: *Murder 14%, Death by accident 9%, Health related 1.37% Suicide 5%, Total death coverage 30%*

Observation:
Child death continues to dominate the coverage on children.

Child-death: Editorials (Total 190, child death 38—20%)

Murder	27
Death by Accident	10
Suicide	1

Follow-up 2011: *Child-death editorials— in total 15% (8) of all editorials (55)*

Observation:
Editorial attention to child-death seems to have gone up.

Child-death: In-depth reports, features and articles

Murder (In-depth)	6	1
Suicide(In-depth)	1	0
Death by Accident(In-depth)	1	0
Murder (Feature)	2	0
Death from health related reasons (Feature)	3	0
Death by Accident (Feature)	8	1
Murder (Articles)	10	1
Death by Accident (Articles)	1	0
Total	32	4.12
Base: All in-depth+feature+articles	775	

Follow-up 2011: Total 29% of all depth reports, features and articles covered issues of child-death.

Observation:

The share of in-depth coverage on child-death issues shows a sharp decline. This probably also reflects a flow of incidents involving child-death.

Zero to 1% coverage of issues (0%— 12 issues, 1%— 17 issues)

	Issues and topics	Hits	%
1	Innovation	1	0.01
2	HIV and AIDS or STDs	3	0.02
3	Vulnerable Children-Sex-work	11	0.08
4	Child Birth Registration	12	0.09
5	Incest	13	0.10
6	Govt. Special Institutions for Children	16	0.12
7	Govt. Allocations	28	0.21
8	Shelter Homes/Correction Centres	34	0.26
9	Children's Associations	36	0.27
10	Other forms of Child Labour	41	0.31
11	Reproductive Health	41	0.31
12	Acid Attacks	42	0.32
13	Corporal Punishment at School	70	0.53
14	Other Marginalized Groups—Adivasis/Scheduled Caste/Sex Worker's children/Gypsies etc.	70	0.53
15	Vulnerable Children-Street	75	0.57
16	Drug Abuse and Peddling	76	0.58
17	Vulnerable Children-Other hazardous labour	93	0.71
18	Announcements by Govt./State Dignitaries	112	0.85
19	Trafficking	115	0.87
20	Other Positive Subjects	121	0.92
21	Lifestyle	125	0.95
22	Govt. Policies Related to Children	128	0.97
23	Psychological Abuse	145	1.10
24	Discrimination	145	1.10
25	Police Handling/Police Custody/ Custody/Juvenile Justice	147	1.12
26	Vulnerable Children-Domestic work	164	1.24
27	Accident	194	1.47
28	Death from Health-related Reasons	194	1.47
29	NGO initiative	196	1.49
Base: All child-related items(13176)			
	Bad Governance and/or Corruption	203	1.54

Maternal and Child Nutrition		225	1.71
Children with Disabilities		230	1.75
Social Contribution		234	1.78
Missing Children		235	1.78
Rescue/Rehabilitation		236	1.79
Creativity		236	1.79

Observation:

The 0 to 1% coverage list of 25 issues has remained more or less the same. Two issues belonging to this group in 2011 (creativity and social contributions) has barely made it to 2% coverage. But, social contributions and creativity have gone below 1% of coverage.

PAGE-1 ISSUES

Issues	No. of reports	%
Abuse and Exploitation: Cluster Total	**278**	**27**
Sexual Abuse/Harassment	9	1
Incest	1	0
Trafficking	4	0
Kidnapping/Abduction	25	2
Physical Abuse	24	2
Psychological Abuse	16	2
Corporal Punishment at School	3	0
Acid Attacks	1	0
Murder	157	15
Suicide	5	0
Rape	90	9
Vulnerability: Cluster Total	**155**	**15**
Vulnerable Children-Street	4	0
Vulnerable Children-Sex-work	0	0
Vulnerable Children-Domestic work	22	2
Vulnerable Children-Other hazardous labour	8	1
Other forms of Child Labour	0	0
Vulnerable Children-Child Marriage/Mothers	6	1
Children with Disabilities	2	0
Other Marginalized Groups—Adivasis/Scheduled Caste/Sex Worker's children/Gypsies etc.	3	0
Death by Accident	92	9
Accident	20	2
Missing Children	0	0
Children in conflict with the law: Cluster Total	**90**	**9**
Drug Abuse and Peddling	21	2
Violence and other 'Crimes'	79	8

Police Handling/Police Custody/ Custody/Juvenile Justice	41	4
Shelter Homes/Correction Centers	1	0
Rights: Cluster Total	**710**	**70**
Rescue/Rehabilitation	13	1
Education	159	16
Maternal and Child Nutrition	6	1
Healthcare	186	18
Death from Health-related Reasons	17	2
HIV and AIDS or STDs	0	0
Reproductive Health	0	0
Child Birth Registration	0	0
Recreation/Sports/Culture	16	2
Freedom of Expression	23	2
Legal Support/Legal Aspects	162	16
Children's Associations	0	0
Survival	269	26
Lifestyle	27	3
Discrimination	34	3
Children and Governance: Cluster Total	**38**	**4**
Govt. Policies Related to Children	15	1
Announcements by Govt./State Dignitaries	10	1
Govt. Allocations	1	0
Bad Governance and/or Corruption	9	1
Govt. Special Institutions for Children	0	0
NGO initiative	8	1
Success/Achievements: Cluster Total	**45**	**4**
Creativity	7	1
Innovation	0	0
Social Contribution	2	0
Academic Achievements/Excellence	32	3
Other Positive Subjects	4	0

Reports covering multiple Issues	494	48
Base: All child related items on page-1 (1020)		

Abuse and Exploitation Items Covering Legal Aspects

Cluster coverage: 646 items; 15.30 percent of cluster total (4220 items)	No of Items covering legal aspects	% of each item total hits
Sexual Abuse/Harassment	73	17.68
Trafficking	6	5.22
Kidnapping/Abduction	84	12.10
Physical Abuse	22	7.64
Psychological Abuse	12	8.28
Acid Attacks	2	4.76
Murder	359	21.57
Suicide	4	1.14
Rape	183	16.40

Observation: The dearth of covering legal aspects in serious cases remains a major concern.

Children and Governance: Breakdown per month

Month	Number of items
January	73
February	37
March	36
April	34
May	92
June	65
July	59
August	61
September	59
October	44
November	53
December	37
Cluster Total	**650 items**

Children and governance Breakdown:

Breakdown	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	
Children and Governance: Cluster Total	**73**	**37**	**36**	**34**	**92**	**65**	**59**	**61**	**59**	**44**	**53**	**37**	**650**
Govt. Policies Related to Children	10	6	2	2	15	24	20	17	15	2	5	10	128
Announcements by Govt./State Dignitaries	3	2	11	10	5	10	15	11	21	17	3	4	112
Govt. Allocations	5	3	0	0	6	6	4	3	0	1	0	0	28
Bad Governance and/or Corruption	11	15	16	15	42	17	13	17	9	13	21	14	203
Govt. Special Institutions for Children	3	2	2	0	2	2	3	0	1	1	0	0	16
NGO initiative	45	10	8	7	26	11	11	17	15	11	24	11	196

ANGLE OF ITEMS

Angle of Child-related items		
Angle	Frequency	Percent
Positive	5132	38.9
Negative	8044	61.1
Total	13,176	100.0

Breakdown

Angle and Issues	Positive	Negative	Item hits	% of positive to each issue/topic total item hits
Abuse and Exploitation (Cluster Total: 4220 items. Positive angle: 673= 15.94 percent)				
Sexual Abuse/Harassment	78	335	413	18.89
Incest	1	12	13	7.69
Trafficking	36	79	115	31.30
Kidnapping/Abduction	152	542	694	21.90
Physical Abuse	30	258	288	10.42
Psychological Abuse	16	129	145	11.03
Corporal Punishment at School	8	62	70	11.43
Acid Attacks	7	35	42	16.67
Murder	280	1384	1664	16.83
Suicide	8	342	350	2.29
Rape	142	974	1116	12.72
Vulnerability (Cluster Total: 3269 items. Positive angle: 621= 18.99 percent)				
Vulnerable Children-Street	49	26	75	65.33
Vulnerable Children-Sex-work	3	8	11	27.27
Vulnerable Children-Domestic work	51	113	164	31.10
Vulnerable Children-Other hazardous labour	27	66	93	29.03
Other forms of Child Labour	12	29	41	29.27
Vulnerable Children-Child Marriage/Mothers	191	148	339	56.34
Children with Disabilities	159	71	230	69.13
Other Marginalized Groups—Adivasis/Scheduled Caste/Sex Worker's children/Gypsies etc.	27	43	70	38.57
Death by Accident	58	1805	1863	3.11
Accident	10	184	194	5.15
Missing Children	37	198	235	15.74
Children in conflict with the law (Cluster Total-				

: 488 items. Positive angle: 64= 13.11 percent)				
Drug Abuse and Peddling	12	64	76	15.79
Violence and other 'Crimes'	41	298	339	12.09
Police Handling/Police Custody/ Custody/Juvenile Justice	7	141	148	4.73
Shelter Homes/Correction Centers	16	18	34	47.06
Rights (Cluster Total: 6180 items. Positive angle: 3777= 61.11 percent)				
Rescue/Rehabilitation	176	60	236	74.58
Education	1666	622	2288	72.81
Maternal and Child Nutrition	138	87	225	61.33
Healthcare	709	299	1008	70.34
Death from Health-related Reasons	12	182	194	6.19
HIV and AIDS or STDs	2	1	3	66.67
Reproductive Health	21	20	41	51.22
Child Birth Registration	4	8	12	33.33
Recreation/Sports/Culture	563	38	601	93.68
Freedom of Expression	185	133	318	58.18
Legal Support/Legal Aspects	269	531	800	33.63
Children's Associations	32	4	36	88.89
Survival	504	501	1005	50.15
Lifestyle	49	76	125	39.20
Discrimination	37	108	145	25.52
Children and Governance (Cluster Total: 650 items. Positive angle: 371= 57.07 percent)				
Govt. Policies Related to Children	97	31	128	75.78
Announcements by Govt./State Dignitaries	88	24	112	78.57
Govt. Allocations	24	4	28	85.71
Bad Governance and/or Corruption	17	186	203	8.37
Govt. Special Institutions for Children	8	8	16	50.00
NGO initiative	157	39	196	80.10
Success/Achievements (Cluster Total: 1526 items. Positive angle: 1494= 97.90 percent)				

Creativity	234	2	236	99.15
Innovation	1	0	1	100.00
Social Contribution	233	1	234	99.57
Academic Achievements/Excellence	952	17	969	98.25
Other Positive Subjects	115	6	121	95.04
Items covering multiple Issues- 4310 items				

Angles standalone pictures		
Standalone pictures (690)	Total	% of 690
Positive	460	66.7
Negative	230	33.3

Angle of lead stories

Lead Story total	29
Positive angle	**6 (21%)**

Follow-up 2011: Angle of child-related items: Negative (49%);
Issue/topics which had been largely negative in angle included: Psychological abuse, killing, suicide, drug abuse, Death by accident, sexual abuse and harassment, kidnapping
Issue/topics which were largely positive in angle included: Maternal and Child nutrition, freedom of expression, recreation, child birth registration, government policies related to children and Announcements by state dignitaries, NGO initiative, creativity, government special institution

Observation:
The percentage of stories in a negative angle has increased consecutively. Child birth registration falls within this category. NGO initiatives, government policy related stories, maternal and child nutrition issues, education and different achievement topics continued to be mostly done in a positive angle.

CHILD-RELATED REPORTS: THE GENDER PERSPECTIVE

Genders addressed in child-related reports

	Frequency	Percent
Male	3714	28.2
Female	4466	33.9
Both	3917	29.7
Not Applicable	1079	8.2
Total	13176	100.0

Gender and Angel

Gender and Angel	Positive	Negative	Total
Male	879	2835	3714
Female	1213	3253	4466
Both	2458	1459	3917
Not Applicable	582	497	1079
Base: All child related items (13176)			

Appeals for financial help (healthcare) and gender

Gender of child	Frequency	Percent
Male	273	58.2
Female	182	38.8
Both	14	3.0
Total	469	100.0
Base: 469		

Gender and issues

	Gender				Total
Issues	Male	Female	Both	Not	

				Applicable	
Abuse and Exploitation: Cluster Total	1413	2399	222	186	4220
Sexual Abuse/Harassment	17	328	33	35	413
Incest	0	12	1	0	13
Trafficking	24	46	18	27	115
Kidnapping/Abduction	320	333	27	14	694
Physical Abuse	92	153	25	18	288
Psychological Abuse	15	91	25	14	145
Corporal Punishment at School	28	21	19	2	70
Acid Attacks	4	32	6	0	42
Murder	950	606	58	50	1664
Suicide	77	253	18	2	350
Rape	14	1013	30	59	1116
Vulnerability: Cluster Total	1362	1107	634	166	3269
Vulnerable Children-Street	11	6	46	12	75
Vulnerable Children-Sex-work	0	8	1	2	11
Vulnerable Children-Domestic work	3	141	11	9	164
Vulnerable Children-Other hazardous labour	33	2	47	11	93
Other forms of Child Labour	11	13	11	6	41
Vulnerable Children-Child Marriage/Mothers	3	245	72	19	339
Children with Disabilities	55	60	94	21	230
Other Marginalized Groups—Adivasis/Scheduled Caste/Sex Worker's children/Gypsies etc.	3	21	30	16	70
Death by Accident	1021	513	281	48	1863
Accident	89	52	32	21	194
Missing Children	155	64	13	3	235
Children in conflict with the law: Cluster Total	159	198	84	47	488
Drug Abuse and Peddling	12	38	18	8	76
Violence and other 'Crimes'	108	154	54	23	339
Police Handling/Police Custody/ Custody/Juvenile Justice	45	82	14	7	148

Shelter Homes/Correction Centers	3	9	8	14	34
Rights: Cluster Total	**1164**	**1616**	**2762**	**638**	**6180**
Rescue/Rehabilitation	87	103	23	23	236
Education	192	283	1586	227	2288
Maternal and Child Nutrition	2	10	171	42	225
Healthcare	301	266	316	125	1008
Death from Health-related Reasons	65	76	27	26	194
HIV and AIDS or STDs	0	1	2	0	3
Reproductive Health	3	16	13	9	41
Child Birth Registration	0	0	9	3	12
Recreation/Sports/Culture	30	64	408	99	601
Freedom of Expression	78	84	133	23	318
Legal Support/Legal Aspects	214	540	28	18	800
Children's Associations	1	2	23	10	36
Survival	470	333	153	49	1005
Lifestyle	11	52	44	18	125
Discrimination	14	98	19	14	145
Children and Governance: Cluster Total	**30**	**88**	**376**	**156**	**650**
Govt. Policies Related to Children	3	8	77	40	128
Announcements by Govt./State Dignitaries	9	21	50	32	112
Govt. Allocations	0	1	18	9	28
Bad Governance and/or Corruption	14	17	142	30	203
Govt. Special Institutions for Children	2	1	8	5	16
NGO initiative	4	43	96	53	196
Success/Achievements: Cluster Total	**200**	**238**	**981**	**107**	**1526**
Creativity	16	26	174	20	236
Innovation	0	1	0	0	1
Social Contribution	18	34	154	28	234
Academic Achievements/Excellence	138	157	628	46	969
Other Positive Subjects	30	29	47	15	121

Items covering multiple issues	1025	1701	1307	277	4310

Gender, portrayal and tone

	Male	%	Female	%	Both	%	Not Applicable	%	Total
Portrayed as Passive Victims or as a mere 'child'	113	33	187	55	33	10	7	2	340
Portrayed as Criminals	31	57	12	22	6	11	5	9	54
Stigma or Blame/Negative Image Attached to Child	24	16	112	73	12	8	5	3	153
Stereotypical words/Adjectives	80	23	212	60	50	14	12	3	354
Insensitivity /Patronizing attitude/Overplay of emotions—Tear jerker /Derogatory—About Child or Situation	15	31	24	49	7	14	3	6	49

Of Tones and Implications
Tones and Implications of Content-matter (Text Items)

	Total hits	% of all items minus standalone pictures (12,486)
A. Representation : Cluster total	**443**	**4**
Portrayed as Passive Victims or as a mere 'child'	340	3
Excluding child's voice/perspective in the pertinent stories	30	0
Portrayed as Criminals	54	0
Portrayed as Sexual Images	7	0
Featuring and Promoting Bad Role-models/ Negative Roles	27	0
B. Safety and Security: Cluster total	**400**	**3**
Name of Child victims of Sexual or other Sensitive Abuses/Situations	89	1
Name of Children in Conflict with the Law	194	2
Address/other Identification of Child Victims of Sexual or other Sensitive Abuses/Situations	87	1
Address/other Identification of Children in Conflict with the Law	68	1
Photo/Image of Child Victims of sexual or other Sensitive Abuses/Situations	17	0
Photo/Image of Children in conflict with the law	34	0
Multiple Identification	11	0
C. Impacts/Consequences: Cluster total	**177**	**1**
Stigma or Blame/Negative Image Attached to Child	153	1
Racial/Class/Gender Discrimination or Negative Portrayal is Evident	6	0
Detailed Description of Methods of Crime/Anti-social activities or of harmful imitative behavior	19	0
D. Presentation/Style: Cluster total	**824**	**7**

Excessive descriptions of violence	90	1
Sexual provocation	37	0
Sensational (other means)	316	3
Using children for Eliciting Sympathy only	41	0
Stereotypical words/Adjectives	354	3
Violation of Privacy/Unnecessary Personal Info	111	1
Insensitivity /Patronizing attitude/Overplay of emotions—Tear jerker /Derogatory—About Child or Situation	49	0
Out of Context Statements/Information	48	0
E. Showing no problems: Cluster total	**11048**	**88**
Too Brief for proper Assessment	987	8
Nothing Negative in Content-matter	8372	67
Positive	1689	14
Items covering multiple negative elements	**588**	**5**

Total Problems	1438	**12**
Total No problems	11048	**88**
Total	**12486**	**100**

Items disclosing identities of children in a few sensitive cases

	Issues								Remarks
	Sexual Abuse/Harassment	%	Rape	%	Violence and other 'Crimes'	%	Police Handling/Police Custody / Custody /Juvenile Justice	%	Dead victim's name sensitive cases (in total 58 items)
Name of Child victims of Sexual or other Sensitive Abuses/Situations	13	3	22	2	0	0	2	1	7
Name of Children in Conflict with the Law	17	4	27	2	150	44	39	26	2
Address/other Identification of Child Victims of Sexual or other Sensitive Abuses/Situations	17	4	23	2	3	1	2	1	1
Address/other Identification of Children in Conflict with the Law	7	2	17	2	51	15	11	7	2
Photo/Image of Child Victims of sexual or other Sensitive Abuses/Situations	4	1	3	0	2	1	0	0	3
Photo/Image of Children in conflict with the law	0	0	0	0	29	9	15	10	0
Multiple Identification	0	0	2	0	0	0	0	0	0
Base (total items per issue)	**413**		**1,116**		**339**		**148**		

Follow-up 2011: Items having nothing negative in content matter 62% including 18% items that were too brief for proper assessment.

Observation:

About 88% items have been judged as showing no problems in tone and implications of content matter but as detailed analysis of some aspects show, there are reasons to be concerned. For example, in general there is a tendency to disclose identities of children in conflict with the law. Besides these are subjective judgements and some oversights cannot be ruled out.

AUTHENTICITY, CLARITY AND READABILITY OF CHILD-RELATED TEXT ITEMS INCLUDING EDITORIALS

Authenticity of text items

Authenticity indicator	Frequency	% of all items minus standalone pic(12,486)
Info gaps/Inaccuracy	314	2.51
Sweeping Statement	234	1.87
Evidence- Documents/ Direct observation- not cited	138	1.11
Weak, vague or inadequate sourcing	700	5.61
All the essentially involved parties not covered	979	7.84
Multiple authenticity problems	233	1.87
Too brief for proper assessment	600	4.81
Not showing any problem of authenticity	9781	78.34
Outstanding in authenticity	15	0.12
Base: All Child-related text items (12,486)		
No problem of authenticity (Includes those too brief)	**10,396**	**83.26%**
Problems of Authenticity	**2,090**	**16.73%**

Observation:
The 2011 follow-up survey showed items having No problem to be 60%.
The monitors this time recorded significant improvement.

Authenticity by item types

Authenticity of items	Info gaps/ Inaccuracy	Sweeping Statement	Evidence- Documents/ Direct observation- not cited	Weak, vague or inadequate sourcing	All the essentially involved parties not covered	Multiple authenticity problems	Too brief for proper assessment	Not showing any problem of authenticity	Outstanding in authenticity
Event-based Straight Report	263	148	113	623	843	179	546	7014	7
Follow-up Report	39	55	19	65	106	43	25	1098	3
In-depth Report	5	10	3	6	15	7	1	171	4
Feature	2	2	0	1	3	1	1	226	0

Editorial	1	5	2	2	2	1	0	179	0
Opinion Report	0	10	0	0	3	0	0	100	0
Appeal for Help	1	0	0	1	1	0	7	459	0
Announcement of Achievement	0	0	0	0	0	0	8	192	0
Obit Announcement	1	0	0	0	0	0	1	13	0
Announcement of Missing Children	1	0	1	1	1	1	11	118	0
Article	1	4	0	1	5	1	0	211	1
Indicator total	314	234	138	700	979	233	600	9781	15

Clarity of text items

Clarity	Frequency	Percent
Information Inconsistency	202	1.62
Unanswered Questions/Incomplete Information (Gaps in context, cause, consequences)	2319	18.57
Unclear Focus /Lack of Focus	461	3.69
Disruptions in the Logical Order or Natural Sequence of the Story	208	1.67
Multiple Clarity problems	504	4.04
Too brief for proper assessment	1584	12.69
No problem with clarity	7827	62.69
Good and Clear	406	3.25
Base: All Child-related text items (12,486)		
No problem of clarity (Includes those too brief)	9817	78.62%
Problems of clarity	2669	21.37%

Observation:

The 2011 follow-up survey showed items having No problems in clarity to be 60%.
The monitors this time recorded significant improvement.

Clarity by item types

Clarity of items	Information Inconsistency	Unanswered Questions/Incomplete Information (Gaps in context, cause, consequences)	Unclear Focus /Lack of Focus	Disruptions in the Logical Order or Natural Sequence of the Story	Multiple Clarity problems	Too brief for proper assessment	No problem with clarity	Good and Clear
Event-based Straight Report	156	1967	340	153	389	1385	5493	251
Follow-up Report	39	269	64	38	85	60	959	21

In-depth Report	1	31	16	5	10	2	114	47
Feature	0	10	17	5	8	0	181	29
Editorial	2	11	4	0	2	0	155	20
Opinion Report	1	8	6	6	3	0	78	17
Appeal for Help	0	3	3	0	2	39	426	0
Announcement of Achievement	0	1	1	0	0	64	133	1
Obit Announcement	0	1	0	0	0	2	12	0
Announcement of Missing Children	1	10	0	0	1	29	93	0
Article	2	8	10	1	4	3	183	20
Indicator total	202	2319	461	208	504	1584	7827	406

Readability of items

Readability	Frequency	Percent
Jargons/Difficult words	217	1.74
Long and Complex Sentences	573	4.59
Lack of flow of language and structure	1243	9.96
Irrelevant information/Repetition/Unnecessary Length	573	4.59
Lacking in Human Interest	204	1.63
Multiple readability problems	505	4.04
Too short for assessment	1623	13.00
No problem with readability	8194	65.63
Good to read	400	3.20
Base: All Child-related text items (12,486)		
No problem of readability(Includes those too brief)	**10217**	**81.82%**
Problems of readability	**2269**	**18.17%**

Observation:

The 2011 follow-up survey showed items having No problems with readability to be 59%.
The monitors this time recorded significant improvement.

Readability by item type

	Jargons/Difficult words	Long and Complex Sentences	Lack of flow of language and structure	Irrelevant information/Repetition/Unnecessary Length	Lacking in Human Interest	Multiple readability problems	Too short for assessment	No problem with readability	Good to read
Event-based Straight Report	153	395	1030	408	174	360	1422	5890	245
Follow-up Report	34	117	156	111	17	96	62	949	22
In-depth Report	7	15	16	17	4	12	3	110	47
Feature	8	15	18	14	3	16	0	167	30
Editorial	2	9	4	3	2	2	0	153	19
Opinion Report	2	6	4	11	2	5	0	77	17
Appeal for Help	0	2	0	0	0	0	39	428	0
Announcement of Achievement	0	0	2	2	0	0	65	131	0
Obit Announcement	0	0	0	0	0	0	1	14	0
Announcement of Missing Children	0	2	1	1	1	1	28	100	0
Article	11	12	12	6	1	13	3	175	20
Indicator total	217	573	1243	573	204	505	1623	8194	400

PRODUCERS OF NEWS ITEMS

Producers of Child-related News

Source of items	Frequency	Percent
Staff Reporter/Special Correspondent	2522	19.42
Local Correspondent	6426	49.48
Staff Photojournalist/Artist	675	5.20
Feature/Special Writer	569	4.38
Desk Compilation/Report	769	5.92
News Agency	281	2.16
Foreign Correspondent	19	0.15
Press Release/Handout—without any additional input	712	5.48
Byline	1013	7.80
Total	12986	

Sources and Items

Item source	Code for items											Total
	Event-based Straight Report	Follow-up Report	In-depth Report	Feature	Standalone Photograph/Pic	Opinion Report	Appeal for Help	Announcement of Achievement	Obit Announcement	Announcement of Missing Children	Article	
Staff Reporter/Special Correspondent	1867	464	11	0	0	0	171	3	0	6	0	2522
Local Correspondent	5642	650	20	0	0	0	45	27	3	39	0	6426
Staff Photojournalist/Artist	0	0	0	0	675	0	0	0	0	0	0	675
Feature/Special Writer	0	0	0	234	0	113	0	0	0	0	222	569
Desk Compilation/Report	719	36	0	0	0	0	5	9	0	0	0	769
News Agency	245	21	0	0	14	0	0	0	0	1	0	281
Foreign Correspondent	5	14	0	0	0	0	0	0	0	0	0	19
Press Release/Handout—without any additional input	202	3	0	0	1	0	248	160	12	86	0	712
Byline	662	175	175	0	0	0	0	1	0	0	0	1013
(+190 Editorials)	9342	1363	206	234	690	113	469	200	15	132	222	12986

Journalists and authenticity

Authenticity indicator	Staff Reporter/Special Correspondent	%of 2522	Local Correspondent	% of 6426
Info gaps/Inaccuracy	59	2.34	210	3.27
Sweeping Statement	36	1.43	137	2.13
Evidence- Documents/ Direct observation- not cited	29	1.15	92	1.43
Weak, vague or inadequate sourcing	100	3.97	477	7.42
All the essentially involved parties not covered	140	5.55	696	10.83
Multiple authenticity problems	42	1.67	154	2.40
Too brief for proper assessment	75	2.97	451	7.02
Not showing any problem of authenticity	2126	84.30	4548	70.77
Outstanding in authenticity	5	0.20	0	0.00

Journalists and clarity

Clarity indicator	Staff Reporter/Special Correspondent	%of 2522	Local Correspondent	% of 6426
Information Inconsistency	53	2.10	119	1.85
Unanswered Questions/Incomplete Information (Gaps in context, cause, consequences)	417	16.53	1517	23.61
Unclear Focus /Lack of Focus	101	4.00	231	3.59
Disruptions in the Logical Order or Natural Sequence of the Story	46	1.82	100	1.56
Multiple Clarity problems	107	4.24	303	4.72
Too brief for proper assessment	180	7.14	1107	17.23
No problem with clarity	1769	70.14	3589	55.85
Good and Clear	68	2.70	75	1.17

Journalists and readability

	Staff Reporter/Special Correspondent	% of 2522	Local Correspondent	% of 6426
Jargons/Difficult words	42	1.67	122	1.90
Long and Complex Sentences	108	4.28	328	5.10
Lack of flow of language and structure	221	8.76	733	11.41

Irrelevant information/Repetition/Unnecessary Length	132	5.23	275	4.28
Lacking in Human Interest	43	1.70	126	1.96
Multiple readability problems	110	4.36	278	4.33
Too short for assessment	196	7.77	1130	17.58
No problem with readability	1830	72.56	3934	61.22
Good to read	68	2.70	69	1.07

Follow-up 2011—Producers of Items
Staff Reporter—36%; Local Correspondents— 45%; Staff Photographers—6%; Feature/Special Writers—2%; Desk Reports/Compilations—4%; News Agency—2%; Press Release—4%; Foreign Correspondents—0%

IN-DEPTH COVERAGE

In-depth Monthly coverage

	In-depth items
January	21
February	8
March	8
April	3
May	25
June	16
July	20
August	35
September	27
October	11
November	15
December	17
Total	**206**

Issues covered by In-depth reports

Issues	In-depth	% of 206
Abuse and Exploitation: Cluster Total	**25**	**12**
Sexual Abuse/Harassment	2	1
Trafficking	2	1
Kidnapping/Abduction	2	1
Physical Abuse	2	1

Psychological Abuse	4	2
Murder	6	3
Suicide	1	0
Rape	10	5
Vulnerability: Cluster Total	**32**	**16**
Vulnerable Children-Street	3	1
Vulnerable Children-Other hazardous labour	7	3
Other forms of Child Labour	1	0
Vulnerable Children-Child Marriage/Mothers	6	3
Children with Disabilities	5	2
Other Marginalized Groups—Adivasis/Scheduled Caste/Sex Worker's children/Gypsies etc.	6	3
Death by Accident	1	0
Accident	4	2
Children in conflict with the law: Cluster Total	**21**	**10**
Drug Abuse and Peddling	9	4
Violence and other 'Crimes'	13	6
Police Handling/Police Custody/ Custody/Juvenile Justice	5	2
Shelter Homes/Correction Centers	1	0
Rights: Cluster Total	**157**	**76**
Rescue/Rehabilitation	1	0
Education	58	28
Maternal and Child Nutrition	42	20
Healthcare	27	13
Death from Health-related Reasons	1	0
Reproductive Health	2	1
Child Birth Registration	2	1
Recreation/Sports/Culture	6	3
Freedom of Expression	1	0
Legal Support/Legal Aspects	6	3
Children's Associations	1	0
Survival	17	8
Lifestyle	1	0
Discrimination	4	2
Children and Governance: Cluster Total	**30**	**15**
Govt. Policies Related to Children	6	3

Govt. Allocations	3	1
Bad Governance and/or Corruption	21	10
Govt. Special Institutions for Children	2	1
NGO initiative	2	1
Success/Achievements: Cluster Total	**3**	**1**
Creativity	1	0
Academic Achievements/Excellence	2	1
In-depth reports covering multiple issues	**79**	**38**
Base: All in-depth reports-206		

Note: Total Number of items will not add up as single items could register multiple hits

In-depth: Producers

Producers	Frequency	Percent
Staff Reporter/Special Correspondent	11	5.3
Local Correspondent	20	9.7
Byline	175	85.0
Total	206	100.0

In-depth: Angles

	In-depth	%
Positive	52	25.2
Negative	154	74.8
Total	206	100.0

Authenticity of In-depth reports

Authenticity Indicator	total in - depth (206)	%
Info gaps/Inaccuracy	5	2.43
Sweeping Statement	10	4.85
Evidence- Documents/ Direct observation- not cited	3	1.46
Weak, vague or inadequate sourcing	6	2.91
All the essentially involved parties not covered	15	7.28
Multiple authenticity problems	7	3.40
Too brief for proper assessment	1	0.49
Not showing any problem of authenticity	171	83.01

	4	1.94
Outstanding in authenticity	4	1.94
In-depth reports without any problems of authenticity	**176**	**85.44**
With problems	**30**	**14.56**

Note: Total Number of items will not add up as single items could register multiple hits

Clarity of In-depth reports

Clarity Indicator	total in - depth (206)	%
Information Inconsistency	1	0.49
Unanswered Questions/Incomplete Information (Gaps in context, cause, consequences)	31	15.05
Unclear Focus /Lack of Focus	16	7.77
Disruptions in the Logical Order or Natural Sequence of the Story	5	2.43
Multiple Clarity problems	10	4.85
Too brief for proper assessment	2	0.97
No problem with clarity	114	55.34
Good and Clear	47	22.82
In-depth reports without any problems of clarity	**163**	**79.13**
With problem	**43**	**20.87**

Readability of In-depth report

Readability indicators	total in - depth (206)	%
Jargons/Difficult words	7	3.40
Long and Complex Sentences	15	7.28
Lack of flow of language and structure	16	7.77
Irrelevant information/Repetition/Unnecessary Length	17	8.25
Lacking in Human Interest	4	1.94
Multiple readability problems	12	5.83
Too short for assessment	3	1.46
No problem with readability	110	53.40
Good to read	47	22.82
In-depth reports without any problems of readability	**160**	**77.67**
With problem	**46**	**22.33**

Note: Total Number of items will not add up as single items could register multiple hits

Death covered In-depth

Issues covering child death	Frequency	% of 206
Murder	6	2.91
Suicide	1	0.49
Death by Accident	1	0.49
Death from Health-related Reasons	1	0.49
Base: Death Total	**9**	

In-depth: Tone and Implications

Tone and implication indicators	No. of reports	%
Representation: Cluster Total	**5**	**2.43**
Portrayed as Passive Victims or as a mere 'child'	2	0.97
Excluding childs voice/perspective in the pertinent stories	2	0.97
Portrayed as Criminals	1	0.49
Portrayed as Sexual Images	1	0.49
Safety and Security: Cluster Total	**6**	**2.91**
Name of Children in Conflict with the Law	4	1.94
Address/other Identification of Children in Conflict with the Law	1	0.49
Photo/Image of Child Victims of sexual or other Sensitive Abuses/Situations	1	0.49
Photo/Image of Children in conflict with the law	3	1.46
Impacts/consequences: Cluster Total	**4**	**1.94**
Stigma or Blame/Negative Image Attached to Child	4	1.94
Presentation/Style: Cluster Total	**13**	**6.31**
Excessive descriptions of violence	1	0.49
Sensational (other means)	9	4.37
Stereotypical words/Adjectives	5	2.43
Violation of Privacy/Unnecessary Personal Info	1	0.49
Out of Context Statements/Information	1	0.49
Showing No problem: Cluster Total	**187**	**90.78**
Too Brief for proper Assessment	0	0.00
Nothing Negative in Content-matter	164	79.61
Positive	23	11.17
In-depth reports containing multiple problems	**9**	**4.37**
Base: All in-depth reports (206)		

Total number of items without any problem of tone and implications   187   91%
With problem   19   9%

Note: Total Number of items will not add up as single items could register multiple hits

Follow-up 2011:
Total number of items without any problem of tone and implications   62   48%
With problem   68   52%

Observation:
In line with the general assessment of tone and implication, the proportion of in-depth stories showing no problem in these aspects has jumped up.

Features

Issues	No. of features	% of 234 total feature
Abuse and Exploitation: Cluster Total	**19**	**8**
Sexual Abuse/Harassment	5	2
Physical Abuse	6	3
Psychological Abuse	6	3
Corporal Punishment at School	2	1
Murder	2	1
Rape	6	3
Vulnerability: Cluster Total	**73**	**31**
Vulnerable Children-Street	5	2
Vulnerable Children-Domestic work	11	5
Vulnerable Children-Other hazardous labour	4	2
Other forms of Child Labour	4	2
Vulnerable Children-Child Marriage/Mothers	23	10
Children with Disabilities	10	4
Other Marginalized Groups—Adivasis/Scheduled Caste/Sex Worker's children/Gypsies etc.	9	4
Death by Accident	8	3
Children in conflict with the law: Cluster Total	**9**	**4**
Drug Abuse and Peddling	4	2
Violence and other 'Crimes'	3	1
Police Handling/Police Custody/ Custody/Juvenile Justice	1	0
Shelter Homes/Correction Centers	1	0
Rights: Cluster Total	**158**	**68**

Rescue/Rehabilitation	4	2
Education	35	15
Maternal and Child Nutrition	17	7
Healthcare	19	8
Death from Health-related Reasons	3	1
HIV and AIDS or STDs	1	0
Reproductive Health	17	7
Child Birth Registration	2	1
Recreation/Sports/Culture	12	5
Freedom of Expression	14	6
Legal Support/Legal Aspects	2	1
Children's Associations	4	2
Survival	19	8
Lifestyle	21	9
Discrimination	11	5
Children and Governance: Cluster Total	**18**	**8**
Govt. Policies Related to Children	9	4
Govt. Allocations	2	1
Bad Governance and/or Corruption	2	1
NGO initiative	5	2
Success/Achievements: Cluster Total	**8**	**3**
Creativity	4	2
Academic Achievements/Excellence	1	0
Other Positive Subjects	6	3
Features covering multiple issues	**67**	**29**
Base- all features-234		

Angle of Features

Angle	Frequency	Percent
Positive	111	47.4
Negative	123	52.6
Total	234	100.0

Articles

Issues	No. of articles	% of total 222 article
Abuse and Exploitation: Cluster Total	**16**	**7**
Sexual Abuse/Harassment	1	0
Kidnapping/Abduction	3	1
Physical Abuse	3	1
Psychological Abuse	1	0
Acid Attacks	1	0
Murder	10	5
Rape	4	2
Vulnerability: Cluster Total	**24**	**11**
Vulnerable Children-Domestic work	8	4
Vulnerable Children-Other hazardous labour	2	1
Vulnerable Children-Child Marriage/Mothers	7	3
Children with Disabilities	4	2
Other Marginalized Groups—Adivasis/Scheduled Caste/Sex Worker's children/Gypsies etc.	1	0
Death by Accident	1	0
Accident	1	0
Children in conflict with the law: Cluster Total	**7**	**3**
Drug Abuse and Peddling	2	1
Violence and other 'Crimes'	4	2
Police Handling/Police Custody/ Custody/Juvenile Justice	2	1
Rights: Cluster Total	**193**	**87**
Education	26	12
Maternal and Child Nutrition	31	14
Healthcare	103	46
Reproductive Health	6	3
Child Birth Registration	2	1
Recreation/Sports/Culture	3	1
Legal Support/Legal Aspects	8	4
Survival	9	4
Lifestyle	14	6
Discrimination	9	4
Children and Governance: Cluster Total	**7**	**3**
Govt. Policies Related to Children	4	2
Bad Governance and/or Corruption	1	0
NGO initiative	2	1
Success/Achievements: Cluster Total	**4**	**2**
Creativity	1	0
Academic Achievements/Excellence	1	0
Other Positive Subjects	2	1
Articles covering multiple issues	**38**	**17**
Base: All articles-222		

Angle of Articles

Angel	Frequency	Percent
Positive	151	68.0
Negative	71	32.0
Total	222	100.0

WHAT PHOTOS SHOW

Photographs involving children

	Frequency	% of total child-related items(13176)
No pictures	**8530**	**65**
Total Child- related Pictures	**4646**	**35**
Indicators: Pictures		**% of total child-related pictures**
Violent/traumatic images	100	2
Dead bodies	15	0
Violation of privacy	73	2
Indecent images	24	1
Sexually provocative images	3	0
Glorifying crime/criminals	15	0
Harmful depiction of Anti-social/Criminal activities	22	0
Using children for sympathy only	120	3
Multiple Negative Elements	48	1
No Negative Elements	1909	41
Positive Elements	2085	45
Positive: Human interest	328	7
Total Child-related Items- **13176**		
Total Child-related Photos	**4646**	
Photos without problem	**4322**	**93**
Photos with problem	**324**	**7**

Follow-up 2011: Photographs
Photos showing human interest element: 29%
Photos showing no negative elements: 90%

Note: The picture that emerged from the second follow-up survey could potentially reveal a more consistent trend because of a stricter scrutiny and also because of its longer stretch of period covering a wider variety of events or issues

COMPARISONS BETWEEN NEWSPAPERS

A. Child-related coverage and coverage pattern

All items on the monitored pages (Yearly)

Dailies	News items	Editorials	Photos
Prothom Alo	26544	744	1020
Jugantor	49380	1116	1128
Samakal	41856	756	1092
Ittefaq	46260	744	1404
Naya Diganta	41508	744	5388
Janakantha	34980	744	1560
Kaler Kantho	31584	744	960
The Daily Star	41856	744	2196
New Age	21732	720	1896
The Independent	25236	768	2040
Total	**360936**	**7824**	**18684**

All Child-related items in newspapers

Newspapers	Child related Items	Total items	% of Child related items
Prothom Alo	1261	27288	4.62
Jugantor	1606	50496	3.18
Samakal	1677	42612	3.94
Ittefaq	1876	47004	3.99
Naya Diganta	1343	42252	3.18
Janakantha	1431	35724	4.01
Kaler Kantho	1355	32328	4.19
The Daily Star	1102	42600	2.59
New Age	612	22452	2.73
The Independent	913	26004	3.51
Base: All items on monitored pages of each newspaper	**13176**	**368760**	**3.57**

Child-related news items

Newspapers	Child related Items	Total News	% of child related news
Prothom Alo	1232	26544	4.64
Jugantor	1588	49380	3.22
Samakal	1645	41856	3.93
Ittefaq	1859	46260	4.02
Naya Diganta	1333	41508	3.21
Janakantha	1412	34980	4.04
Kaler Kantho	1335	31584	4.23
The Daily Star	1083	41856	2.59
New Age	598	21732	2.75
The Independent	901	25236	3.57
Base: All news items published on monitored pages of each newspaper(excluding editorials)	**12986**	**360936**	

Broad classification of child-related items

Newspaper	Event-news+follow-up	In-depth Report+feature+article+opinion	Appeal for Help+achievement+obit+missing	Editorial	Standalone Photograph/Pic	Total
Prothom Alo	891	183	85	29	73	1261
Jugantor	1406	79	59	18	44	1606
Samakal	1473	92	40	32	40	1677
Ittefaq	1572	25	201	17	61	1876
Naya Diganta	1049	72	186	10	26	1343
Janakantha	1135	35	187	19	55	1431
Kaler Kantho	1104	99	35	20	97	1355
The Daily Star	830	140	10	19	103	1102
New Age	451	24	1	14	122	612
The Independent	794	26	12	12	69	913
Total	**10705**	**775**	**816**	**190**	**690**	**13176**

Broad classification of child-related photos

Newspapers	Standalone Photograph/Pic	Report with Photographs	Total child-related photographs	Total Photographs	Proportion
Prothom Alo	73	567	640	1020	62.75
Jugantor	44	377	421	1128	37.32
Samakal	40	500	540	1092	49.45
Ittefaq	61	606	667	1404	47.51
Naya Diganta	26	571	597	5388	11.08
Janakantha	55	341	396	1560	25.38
Kaler Kantho	97	380	477	960	49.69
The Daily Star	103	327	430	2196	19.58
New Age	122	98	220	1896	11.60
The Independent	69	189	258	2040	12.65
Total	**690**	**3956**	**4646**	**18684**	

Base: All photographs on monitored pages of each newspaper

Note: Due to overlapping of marking, the number of photographs with reports per newspaper would vary by plus/minus 1 to 6. The total numbers of photos (standalone and photos with reports) however are checked and confirmed. The number of child-related photographs for each newspaper given with the photo-content table below is the correct figure.

Child-related Standalone Photographs and Text Items

Newspapers	Standalone Photograph/Pic	Total child-related items	All Child related text items including editorials
Prothom Alo	73	1261	1188
Jugantor	44	1606	1562
Samakal	40	1677	1637
Ittefaq	61	1876	1815
Naya Diganta	26	1343	1317
Janakantha	55	1431	1376
Kaler Kantho	97	1355	1258
The Daily Star	103	1102	999
New Age	122	612	490
The Independent	69	913	844
Total	**690**	**13176**	**12486**

B. Child-related editorials and in-depth items

Child-related Editorials and newspapers

Newspapers	Child-related Editorials	All editorials	% of editorials related to children
Prothom Alo	29	744	3.90
Jugantor	18	1116	2.42
Samakal	32	756	4.30
Ittefaq	17	744	2.28
Naya Diganta	10	744	1.34
Janakantha	19	744	2.55
Kaler Kantho	20	744	2.69
The Daily Star	19	744	2.55
New Age	14	720	1.88
The Independent	12	768	1.61
Total:	190	7824	
Base: All editorials of each newspaper during monitoring			

Child-related In-depth reports and newspapers

Newspapers	Child-related in-depth reports	All Child-related news (text)	%
Prothom Alo	33	1159	2.85
Jugantor	28	1544	1.81
Samakal	21	1605	1.31
Ittefaq	4	1798	0.22
Naya Diganta	24	1307	1.84
Janakantha	11	1357	0.81
Kaler Kantho	51	1238	4.12
The Daily Star	14	980	1.43
New Age	14	476	2.94
The Independent	6	832	0.72
Total	206	12,296	
Base: All child-related news (text) each paper			

Child-related features and newspapers

Newspaper	Feature
Prothom Alo	76
Jugantor	18
Samakal	19
Ittefaq	3
Naya Diganta	13
Janakantha	13
Kaler Kantho	5
The Daily Star	80

The Independent		7
Total		**234**

Child-related articles and newspapers

Newspapers	Number of articles	All Child-related news (text)	%
Prothom Alo	47	1159	4.06
Jugantor	26	1544	1.68
Samakal	38	1605	2.37
Ittefaq	11	1798	0.61
Naya Diganta	20	1307	1.53
Janakantha	9	1357	0.66
Kaler Kantho	25	1238	2.02
The Daily Star	30	980	3.06
New Age	6	476	1.26
The Independent	10	832	1.20
Total	**222**	**12296**	
Base: All child-related news (text) each paper			

C. Treatment of Child-related items

Placement of items

Newspapers	Upper	Lower	Total	% (Above fold with total)
Prothom Alo	1020	241	1261	80.89
Jugantor	907	699	1606	56.48
Samakal	1120	557	1677	66.79
Ittefaq	1177	699	1876	62.74
Naya Diganta	533	810	1343	39.69
Janakantha	812	619	1431	56.74
Kaler Kantho	850	505	1355	62.73
The Daily Star	690	412	1102	62.61
New Age	354	258	612	57.84
The Independent	543	370	913	59.47
Total	**8006**	**5170**	**13176**	
Base: All child-related items per newspaper				

Headline spans of Child-related News Items (Standalone photo—S/A segregated)

Newspaper	Single-Column	Double-Column	3-Column	4-Column	5-Column	6-Column	7-Column	Banner	Standalone Single Column	Standalone Pic double column	Standalone Pic 3-column	Standalone Pic 7-Column	Total
Prothom Alo	517	277	270	71	11	8	2	3	2	7	64	0	1232
Jugantor	863	411	184	26	19	32	1	8	0	10	31	3	1588
Samakal	669	722	149	39	18	6	2	0	0	11	28	1	1645
Ittefaq	858	697	207	23	7	6	0	0	0	17	44	0	1859
Naya Diganta	882	252	116	38	14	4	1	0	0	5	21	0	1333
Janakantha	769	490	66	19	8	3	1	1	0	12	43	0	1412
Kaler Kantho	655	332	163	70	11	7	0	0	0	15	82	0	1335
The Daily Star	215	446	177	75	28	22	6	11	0	7	93	3	1083
New Age	260	66	60	48	30	4	7	1	0	10	112	0	598
The Independent	510	122	98	62	15	19	3	3	0	2	67	0	901
Total	**6198**	**3815**	**1490**	**471**	**161**	**111**	**23**	**27**	**2**	**96**	**585**	**7**	**12986**

Note: Editorials were not measured by headline spans

Special treatment of child-related items

Special Treatment	Newspapers										
	PA	Jug	SMK	Itt	ND	Jan	KK	TDS	NA	Ind	Total
Boxed Items	188	191	447	314	87	365	165	111	6	30	1904
Headline in Italic	0	1	1	1	0	1	0	0	2	0	6
Headline Fonts in Colour	39	40	36	43	31	24	41	6	0	3	263
Reversed Headline	51	54	44	62	71	38	28	0	0	2	350
Screen as Background	8	135	286	101	2	8	60	16	4	3	623
Logo	107	11	52	8	20	100	49	32	0	0	379
Highlights (Excerpted Text)	142	127	81	47	24	86	96	61	2	62	728
Report with Photographs	640	421	540	667	597	396	477	430	220	258	4646
Multiple Special Treatments	312	269	445	261	188	282	232	105	7	40	2141
No Special treatment	**505**	**941**	**695**	**924**	**718**	**816**	**710**	**558**	**385**	**602**	**6854**

Angle of child-related items

Newspaper	Angle of stories		Total	% of positive
	Positive	Negative		
Prothom Alo	535	726	1261	42.43
Jugantor	487	1119	1606	30.32
Samakal	671	1006	1677	40.01
Ittefaq	841	1035	1876	44.83
Naya Diganta	634	709	1343	47.21
Janakantha	561	870	1431	39.20
Kaler Kantho	493	862	1355	36.38
The Daily Star	337	765	1102	30.58
New Age	243	369	612	39.71
The Independent	330	583	913	36.14
Total	**5132**	**8044**	**13176**	

D. Tone and implications, authenticity, clarity and readability of child-related text items (including editorials)

Tone and implications of Child-related Text Items (News + Editorials): Nothing Negative

	Too Brief for proper Assessment	Nothing Negative in Content-matter	Positive	No problem total	Newspaper total Child-related Text Items	% of no problem
Prothom Alo	37	895	225	1157	1188	97.39
Jugantor	173	1056	157	1386	1562	88.73
Samakal	163	1129	180	1472	1637	89.92
Ittefaq	194	1034	383	1611	1815	88.76
Naya Diganta	132	803	185	1120	1317	85.04
Janakantha	105	988	98	1191	1376	86.56
Kaler Kantho	72	826	138	1036	1258	82.35
The Daily Star	57	727	141	925	999	92.59
New Age	22	358	67	447	490	91.22
The Independent	32	556	115	703	844	83.29
Total	**987**	**8,372**	**1,689**	**11,048**	**12,486**	

Compromising Safety and Security of children involved (news + editorials)

Safety and Security	Newspapers										Total
	Prothom Alo	Jugantor	Samakal	Ittefaq	Naya Diganta	Janakantha	Kaler Kantho	The Daily Star	New Age	The Independent	
Name of Child victims of Sexual or other Sensitive Abuses/Situations	0	16	11	11	6	27	4	3	2	9	89
Name of Children in Conflict with the Law	5	32	18	27	20	21	20	26	12	13	194
Address/other Identification of Child Victims of Sexual or other Sensitive Abuses/Situations	2	9	7	12	12	16	13	1	6	9	87
Address/other Identification of Children in Conflict with the Law	3	12	5	17	5	12	7	2	3	2	68
Photo/Image of Child Victims of sexual or other Sensitive Abuses/Situations	0	2	5	2	3	1	2	1	0	1	17
Photo/Image of Children in conflict with the law	2	7	8	3	7	2	4	0	0	1	34
Multiple Identification	2	1	1	0	1	1	4	0	0	1	11
Newspaper's total child-related Text Items (News + Editorials):	**1188**	**1562**	**1637**	**1815**	**1317**	**1376**	**1258**	**999**	**490**	**844**	**Total child-related text items (12486)**

Authenticity of Child-related Text Items (News + Editorials): No inadequacy

Newspaper	Too brief for proper assessment	Not showing any problem of authenticity	Outstanding in authenticity	No problem Total	Newspaper total Child-related Text Items	% of no problem
Prothom Alo	36	1093	9	1138	1188	95.79
Jugantor	104	1130	0	1234	1562	79.00
Samakal	113	1229	0	1342	1637	81.98
Ittefaq	135	1328	1	1464	1815	80.66
Naya Diganta	44	1015	0	1059	1317	80.41
Janakantha	60	1019	1	1080	1376	78.49
Kaler Kantho	53	995	2	1050	1258	83.47
The Daily Star	31	874	0	905	999	90.59
New Age	8	422	2	432	490	88.16
The Independent	16	676	0	692	844	81.99
Total	**600**	**9781**	**15**	**10396**	**12486**	
Base: Each paper's Total Text (News + Editorials)						

Clarity of Child-related Text Items (News + Editorials): No inadequacy

Newspaper	Too brief for proper assessment	No problem with clarity	Good and Clear	No problem total	Newspaper total Child-related Text Items	% of no problem
Prothom Alo	82	886	136	1104	1188	92.93
Jugantor	258	846	12	1116	1562	71.45
Samakal	257	1075	48	1380	1637	84.30
Ittefaq	399	976	18	1393	1815	76.75
Naya Diganta	197	815	19	1031	1317	78.28
Janakantha	139	888	2	1029	1376	74.78
Kaler Kantho	99	786	83	968	1258	76.95
The Daily Star	74	640	61	775	999	77.58
New Age	26	363	24	413	490	84.29
The Independent	53	552	3	608	844	72.04
Total	**1584**	**7827**	**406**	**9817**	**12486**	
Base: Each paper's Total Text (News + Editorials)						

Readability of Child-related Text Items (News + Editorials): No Inadequacy

Newspaper	Too short for assessment	No problem with readability	Good to read	No problem total	Newspaper total Child-related Text Items	% of no problem
Prothom Alo	82	911	136	1129	1188	95.03
Jugantor	267	831	12	1110	1562	71.06
Samakal	277	1126	51	1454	1637	88.82
Ittefaq	400	1050	17	1467	1815	80.83
Naya Diganta	196	898	18	1112	1317	84.43
Janakantha	147	929	1	1077	1376	78.27
Kaler Kantho	96	836	81	1013	1258	80.52
The Daily Star	72	736	59	867	999	86.79
New Age	31	374	22	427	490	87.14
The Independent	55	503	3	561	844	66.47
Total	**1623**	**8194**	**400**	**10217**	**12486**	
Base: Each paper's Total Text (News + Editorials)						

Authenticity: Detailed

Indicators	Newspapers										
	PA	Jug	Sam	Itte	ND	JK	KK	DS	NA	Ind	
Info gaps/Inaccuracy	10	40	56	50	23	37	36	23	11	28	314
Sweeping Statement	8	26	14	27	37	21	71	8	6	16	234
Evidence- Documents/ Direct observation- not cited	3	14	16	21	11	12	35	8	8	10	138
Weak, vague or inadequate sourcing	13	127	82	136	62	96	48	47	13	76	700
All the essentially involved parties not covered	19	164	162	159	138	150	88	32	25	42	979
Multiple authenticity problems	3	29	31	38	11	16	64	19	4	18	233
Too brief for proper assessment	36	104	113	135	44	60	53	31	8	16	600
Not showing any problem of authenticity	1093	1130	1229	1328	1015	1019	995	874	422	676	9781
Outstanding in authenticity	9	0	0	1	0	1	2	0	2	0	15
Total Child-related Text Items (news + editorials- 12486)	**1188**	**1562**	**1637**	**1815**	**1317**	**1376**	**1258**	**999**	**490**	**844**	

Clarity: Detailed

Indicators	Newspapers										
	PA	Jug	Sam	Itte	ND	JK	KK	TDS	NA	IND	
Information Inconsistency	1	35	14	30	14	18	50	16	7	17	202
Unanswered Questions/Incomplete Information (Gaps in context, cause, consequences)	73	392	215	387	267	304	242	190	63	186	2319
Unclear Focus /Lack of Focus	9	54	40	69	39	82	75	41	7	45	461
Disruptions in the Logical Order or Natural Sequence of the Story	9	43	26	14	8	25	28	10	11	34	208
Multiple Clarity problems	8	73	36	77	42	79	101	32	11	45	504
Too brief for proper assessment	82	258	257	399	197	139	99	74	26	53	1584
No problem with clarity	886	846	1075	976	815	888	786	640	363	552	7827
Good and Clear	136	12	48	18	19	2	83	61	24	3	406
Total Child-related Text Items (news + editorials- 12486)	**1188**	**1562**	**1637**	**1815**	**1317**	**1376**	**1258**	**999**	**490**	**844**	

Readability: Detailed

Indicators	Newspapers										
	PA	Jug	Sam	Itte	ND	JK	KK	TDA	NA	IND	
Jargons/Difficult words	5	23	10	46	29	26	34	22	1	21	217
Long and Complex Sentences	6	64	26	78	47	80	94	43	26	109	573
Lack of flow of language and structure	36	329	94	187	84	152	141	69	26	125	1243
Irrelevant information/Repetition/Un necessary Length	11	68	46	81	81	72	93	28	11	82	573
Lacking in Human Interest	10	36	39	31	4	24	16	22	3	19	204
Multiple readability problems	8	63	29	73	40	53	119	46	4	70	505
Too short for assessment	82	267	277	400	196	147	96	72	31	55	1623
No problem with readability	911	831	1126	1050	898	929	836	736	374	503	8194
Good to read	136	12	51	17	18	1	81	59	22	3	400
Total Child-related Text Items (news + editorials- 12486)	**1188**	**1562**	**1637**	**1815**	**1317**	**1376**	**1258**	**999**	**490**	**844**	

Types of items per newspaper:

Item types	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Event-based Straight Report	714	524	717	614	1160	766	693	1132	823	651	751	797	9342
Follow-up Report	275	117	127	70	37	84	97	194	161	65	106	30	1363
In-depth Report	21	8	8	3	25	16	20	35	27	11	15	17	206
Feature	15	20	15	14	18	12	34	26	18	23	15	24	234
Editorial	14	11	19	17	16	10	8	24	20	6	24	21	190
Standalone Photograph/Pic	44	82	69	34	75	50	28	75	55	47	50	81	690
Opinion Report	8	4	5	9	6	9	7	24	24	3	10	4	113
Appeal for Help	46	39	41	42	29	31	50	47	42	39	34	29	469
Announcement of Achievement	56	9	23	3	62	13	0	15	7	0	0	12	200
Obit Announcement	2	0	3	0	0	4	4	1	1	0	0	0	15
Announcement of Missing Children	20	9	8	10	6	14	10	14	10	9	14	8	132
Article	14	5	8	11	13	29	13	28	27	21	27	26	222
Total	**1229**	**828**	**1043**	**827**	**1447**	**1038**	**964**	**1615**	**1215**	**875**	**1046**	**1049**	**13176**

INAPPROPRIATE GENERAL NEWS CONTENTS: NEWSPAPERS

Inappropriate contents in the general arena of news could have immediate or lasting negative impacts on those in the audience under 18 years of age. To explore this issue, researchers monitored the sampled pages and bulletins of the 10 newspapers over the study period. All general news items were scanned and those clearly considered potentially harmful for a child reader or viewer were taken for quantitative analysis. The items totalled 60.

THE KEY CONCERNS

General news items which could potentially have negative influences or impacts on an underage reader or viewer were not found to be very large in number. While a proper study of this phenomenon would require monitoring over a longer stretch of time and across a wider range of pages or news programmes, the limited samples of this survey provided some useful insights.

- The primary concerns were found to be with the visuals—in what the photographs in newspapers showed.
- Closely following were problems in the tones of these news stories, their approach to a sensitive event or issue and in their choice of words.
- The most common negative aspect of these news items was disrespect to the dead, i.e. showing dead bodies in an exploitative manner, in some instances denoting a celebration of morbid horror and gruesomeness, presumably in an attempt to shock the viewers and sell sensations. More stories on television showed dead bodies, than did newspaper stories.
- Other common problematic dispositions were making stories sensational in a melodramatic way; glorifying or celebrating crimes and violence; dwelling on details of violence and antisocial or criminal activities; and falling into prejudicial or stereotypical generalisations. Often wrongs were committed on the notes of sympathy or righteousness, especially in the television pieces.
- Such irresponsibility or lapses were more frequent in items covering crimes, accidents and drug problems. Some of the newspapers and channels seemed more inclined to such coverage, when the nature of the events provided the scope to do so.
- Interestingly, exploitation of sexuality or sex appeals featured only discreetly in a handful of these items.

KEY FINDINGS

BASICS

Dailies

Dailies	Frequency	Percent
Prothom Alo	4	6.7
Jugantor	15	25.0
Shamokal	5	8.3
Ittefaq	4	6.7
Naya Diganta	7	11.7
Janakantha	2	3.3
Kaler Kantho	7	11.7
Daily Star	12	20.0
New Age	4	6.7
Total	**60**	**100.0**

Code for items

Items	Frequency	%
Event-based Straight Report	12	20.0
Feature	2	3.3
Standalone Photograph/Pic	46	76.7
Total	**60**	**100.0**

Sources of items

Sources of items	Frequency	Percent
Staff Reporter/ Special Correspondent	4	6.7
Local Correspondent	1	1.7
Staff Photojournalist/Artist	47	78.3
Feature/Special Writer	2	3.3
News Agency	1	1.7
Byline	5	8.3
Total	**60**	**100.0**

HARMFUL/OFFENSIVE CONTENT

Picture content code

Picture	N	Percent
Violent/traumatic images	41	58.6%
Dead bodies	12	17.1%
Indecent images	9	12.9%
Harmful depiction of Anti-social/Criminal activities	1	1.4%
Using children for sympathy only	2	2.9%
Multiple Negative Elements	5	7.1%
Total	**70**	**100.0%**

Inappropriate content

Inappropriate code	Frequency	Percent
Violence	28	46.7
Indecency	11	18.3
Detailed description of crime/ Anti-social activities	1	1.7
Sensational	1	1.7
Too Depressive/Promoting negative world view	10	16.7
Other	9	15.0
Total	**60**	**100.0**

TREATMENT OF HARMFUL CONTENT

Span of headlines

Span of headlines	Frequency	Percent
Single-Column (S/C)	1	1.7
Double-Column (D/C)	6	10.0
3-column	7	11.7
4-column	1	1.7
5-column	1	1.7
Standalone Pic D/C	8	13.3
Standalone Pic 3/C Up to 6/C	34	56.7
Standalone Pic 7/C and Banner	2	3.3
Total	60	100.0

Pages

Pages	Frequency	Percent
Front Page	23	38.3
Back Page	9	15.0
Metro Page	4	6.7
National Page (District News)	2	3.3
Other News Pages	20	33.3
Women's Page	2	3.3
Total	60	100.0

Placement of items

Placement	Frequency	Percent
Upper Fold	53	88.3
Lower Fold	7	11.7
Total	60	100.0

Special treatment

Special treatment	Frequency	Percent
Boxed	5	6.9%
Insert	2	2.8%
Reports with pictures	60	83.3%
Multiple	5	6.9%
Total	72	100.0%

HARMFUL CONTENT AND NEWSPAPERS

Dailies and items	Event-based Straight Report	Feature	Standalone Photograph/Pic	Total	Percent (%)
Prothom Alo	1	0	3	4	7
Jugantor	3	0	12	15	25
Shamokal	4	1	0	5	8
Ittefaq	0	0	4	4	7
Naya Diganta	0	1	6	7	12
Janakantha	2	0	0	2	3
Kaler Kantho	2	0	5	7	12
Daily Star	0	0	12	12	20
New Age	0	0	4	4	7
Total				60	100

Dailies and Pages

Dailies and Pages	Front Page	Back Page	Metro Page	National Page (District News)	Other News Pages	Women's Page	Total
Prothom Alo	1	1	0	1	1	0	4
Jugantor	4	4	0	0	7	0	15
Shamokal	3	0	0	0	1	1	5
Ittefaq	1	1	1	1	0	0	4
Naya Diganta	3	1	0	0	2	1	7
Janakantha	2	0	0	0	0	0	2
Kaler Kantho	3	0	0	0	4	0	7
Daily Star	4	0	3	0	5	0	12
New Age	2	2	0	0	0	0	4
Total							60

Pictures and Newspapers

Picture and daily	Violent/ traumatic images	Dead bodies	Indecent images	Harmful depiction of Anti-social/Criminal activities	Using children for sympathy only	Multiple Negative Elements	Total	Percent (%)
Prothom Alo	3	0	1	0	0	0	4	7
Jugantor	9	4	2	1	0	1	15	25
Shamokal	3	2	0	0	0	0	5	8
Ittefaq	2	0	2	0	0	0	4	7
Naya Diganta	3	5	0	0	0	1	7	12
Janakantha	2	0	0	0	0	0	2	3
Kaler Kantho	7	1	0	0	1	2	7	12
Daily Star	8	0	4	0	1	1	12	20
New Age	4	0	0	0	0	0	4	7
Total							**60**	**100**

ANNEXURE 1 PRINT MEDIA CODES

Ethical Child Reporting: Print Media Codes-1 (Follow-up survey)
January-December 2013

Codes for National Dailies

Prothom Alo	1
The Daily Jugantor	2
Shamokal	3
Ittefaq	4
The Daily Naya Diganta	5
The Daily Janakantha	6
Kaler Kantho	7
The Daily Star	8
New Age	9
The Independent	10

Codes for Items

Event-based Straight Report	1
Follow-up Report	2
In-depth Report	3
Feature	4
Editorial	5
Standalone Photograph/Pic	6
Opinion Report/ Opinion	7
Appeal for Help	8
Announcement of Achievement	9
Obit Announcement	10
Announcement of Missing Children	11
Article	12

Codes for Source of Items

Staff Reporter/Special Correspondent	1
Local Correspondent	2
Staff Photojournalist/Artist	3
Feature/Special Writer	4
Desk Compilation/Report	5
News Agency	6
Foreign Correspondent	7
Press Release/Handout—without any additional input	8
Editorial Writer	9
Byline	10
Other	11

Codes for Span of Headlines

Single-Column (S/C)	1
Double-Column (D/C)	2
3/C, 4/C, 5/C, 6/C, 7/C	3/ 4/5/6/7
Banner	8
Standalone Pic S/C	9
Standalone Pic D/C	10

Standalone Pic 3/C Up to 6/C	11
Standalone Pic 7/C and Banner	12

** Janakantha 3-column = 4-column and J 4-5-columns = 5-7 columns of others

Codes for Pages

Front Page	1
Back Page	2
Metro Page	3
National Page (District News)	4
Other News Pages	5
Sponsored Page	6
Cultural Page	7
Women's Page	8
Health Page	9
Others (Editorial & O-ped page)	10

Codes for Placements of Items

Upper Fold	1
Lower Fold	2

Codes for Special Treatments/Info graphics

Boxed Items	1
Headline in *Italic*	2
Headline Fonts in Colour	3
Reversed Headline	4
Screen as Background	5
Logo	6
Highlights (Excerpted Text)	7
Report with Photographs	8
Multiple Special Treatments	9
No Special treatment	10

Note: 10 will not overlap with any of the indicators. All others may be overlapping.

Codes for Authenticity

Info Gaps/Inaccuracy	1
Sweeping Statement	2
Evidence—Documents/Direct observation—not cited	3
Weak, Vague or Inadequate Sourcing	4
All the Essentially Involved Parties not Covered	5
Multiple Authenticity Problems	6
Too Brief for Proper Assessment	7
Not Showing any Problem of Authenticity	8
Outstanding in Authenticity	9

Note: 7, 8 & 9 will not overlap with any of the indicators. All others may be overlapping in an item.

Codes for Issues/Topics

A. Abuse and Exploitation	
Sexual Abuse/Harassment	1
Incest	2
Trafficking	3
Kidnapping/Abduction	4
Physical Abuse	5
Psychological Abuse	6
Corporal Punishment at School	7
Acid Attacks	8
Murder	9
Suicide	10
Rape	11
B. Vulnerability	
Vulnerable Children-Street	12
Vulnerable Children-Sex-work	13
Vulnerable Children-Domestic work	14
Vulnerable Children-Other hazardous labour	15
Other forms of Child Labour	16
Vulnerable Children-Child Marriage/Mothers	17
Children with Disabilities	18
Other Marginalized Groups—Adivasis/Scheduled Caste/Sex Worker's children/Gypsies etc.	19
Death by Accident	20
Accident	21
Missing Children	22
C. Children in Conflict with the Law	
Drug Abuse and Peddling	23
Violence and other 'Crimes'	24
Police Handling/Police Custody/Custody/Juvenile Justice	25
Shelter Homes/Correction Centers	26
D. Rights	
Rescue/Rehabilitation	27
Education	28
Maternal and Child Nutrition	29
Healthcare	30
Death from Health-related Reasons	31
HIV and AIDS or STDs	32
Reproductive Health	33
Child Birth Registration	34
Recreation/Sports/Culture	35
Freedom of Expression	36
Legal Support/Legal Aspects	37
Children's Associations	38
Survival	39
Lifestyle	40
Discrimination/ Injustice	41
E. Children and Governance	
Govt. Policies Related to Children	42
Announcements by Govt./State	43

Dignitaries	
Govt. Allocations	44
Bad Governance and/or Corruption	45
Govt. Special Institutions for Children	46
NGO initiative	47
F. Success/Achievements	
Creativity	48
Innovation	49
Social Contribution	50
Academic Achievements/Excellence	51
Other Positive Subjects	52
Multiple Issues/Topics	53

Codes for Negative Tones and Implications of Content-Matter

A. Representation	
Portrayed as Passive Victims or as a mere 'child'	1
Excluding childs voice/perspective in the pertinent stories	2
Portrayed as Criminals	3
Portrayed as Sexual Images	4
Featuring and Promoting Bad Role-models/Negative Roles	5
B. Safety and Security	
Name of Child victims of Sexual or other Sensitive Abuses/Situations	6
Name of Children in Conflict with the Law	7
Address/other Identification of Child Victims of Sexual or other Sensitive Abuses/Situations	8
Address/other Identification of Children in Conflict with the Law	9
Photo/Image of Child Victims of sexual or other Sensitive Abuses/Situations	10
Photo/Image of Children in conflict with the law	11
Multiple Identification	12
C. Impacts/ Consequences	
Stigma or Blame/Negative Image Attached to Child	13
Racial/Class/Gender Discrimination or Negative Portrayal is Evident	14
Detailed Description of Methods of Crime/Anti-social activities or of harmful imitative behavior	15
D. Presentation/Style	
Excessive descriptions of violence	16
Sexual provocation	17
Sensational (other means)	18
Using children for Eliciting Sympathy only	19
Stereotypical words/Adjectives	20
Violation of Privacy/Unnecessary Personal Info	21
Insensitivity /Patronizing attitude/Overplay of emotions—Tear jerker /Derogatory—About Child or Situation	22
Out of Context Statements/Information	23
E. Showing No Problem	
Too Brief for proper Assessment	24

Nothing Negative in Content-matter	25
Positive	26
Multiple Problems	27

Note: 24, 25 & 26 will not overlap with any of the indicators. All others may be overlapping.

Codes for Clarity

Information Inconsistency	1
Unanswered Questions/Incomplete Information (Gaps in context, cause, consequences)	2
Unclear Focus /Lack of Focus	3
Disruptions in the Logical Order or Natural Sequence of the Story	4
Multiple Clarity problems	5
Too brief for proper assessment	6
No problem with clarity	7
Good and Clear	8

Note: 6, 7 & 8 will not overlap with any of the indicators. All others may be overlapping.

Codes for Readability

Jargons/Difficult words	1
Long and Complex Sentences	2
Lack of flow of language and structure	3
Irrelevant information/Repetition/Unnecessary Length	4
Lacking in Human Interest	5
Multiple readability problems	6
Too short for assessment	7
No problem with readability	8
Good to read	9

Note: 7, 8 & 9 will not overlap with any of the indicators. All others may be overlapping.

Codes for Angle of Items

Positive	1
Negative	2

Picture Content Code

No picture	1
Violent/traumatic images	2
Dead bodies	3
Violation of privacy	4
Indecent images	5
Sexually provocative images	6
Glorifying crime/criminals	7
Harmful depiction of Anti-social/Criminal activities	8
Using children for sympathy only	9
Multiple Negative Elements	10
No Negative Elements	11
Positive Elements	12
Positive: Human interest	13

Note: 1, 11, 12 and 13 will not overlap with any of the indicators. All others may be overlapping.

Codes for Gender of child Involved

Male	1
Female	2
Both	3
Not Applicable	4

Remarks

2 Paragraphs or Less	1
Seminar/Roundtable/Workshop/ Programme	2
Public exam results	3
Day observation	4
Incidental Involvement	5
Good role models	6
Lead story	7
Special page for children less frequent	8
Death by Drowning	9
Dead victim's name (sensitive case)	11
Special page for children weekly	12

Annexure 2 Print Media 2 Code Sheet

Ethical Child Reporting: Print Media Codes-2 (Follow-up survey)

(Having impact on children) January-December 2013

Codes for National Dailies

Prothom Alo	1
The Daily Jugantor	2
Shamokal	3
Ittefaq	4
The Daily Naya Diganta	5
The Daily Janakantha	6
Kaler Kantho	7
The Daily Star	8
New Age	9
The Independent	10

Codes for Items

Event-based Straight Report	1
Follow-up Report	2
In-depth Report	3
Feature	4
Editorial	5
Standalone Photograph/Pic	6
Opinion Report	7
Appeal for Help	8
Announcement of Achievement	9
Obit Announcement	10
Announcement of Missing Children	11
Article	12

Codes for Source of Items

Staff Reporter/ Special Correspondent	1
Local Correspondent	2
Staff Photojournalist/Artist	3
Feature/Special Writer	4
Desk Compilation/Report	5
News Agency	6
Foreign Correspondent	7
Press Release/Handout—without any additional input	8
Byline	9

Codes for Span of Headlines

Single-Column (S/C)	1
Double-Column (D/C)	2
3/C, 4/C, 5/C, 6/C, 7/C	3/ 4/5/6/7
Banner	8
Standalone Pic S/C	9
Standalone Pic D/C	10
Standalone Pic 3/C Up to 6/C	11
Standalone Pic 7/C and Banner	12

** Janakantha 3-column = 4-column and J 4-5-columns = 5-7 columns of others

Codes for Pages

Front Page	1
Back Page	2
Metro Page	3
National Page (District News)	4
Other News Pages	5
Sponsored Page	6
Cultural Page	7
Women's Page	8
Health Page	9
Others (Editorial page)	10

Placement Codes

Upper Fold	1
Lower Fold	2

Special Treatment Codes

Boxed	1
Italic Heading	2
Colored Heading	3
Reversed Heading	4
Screen	5
Logo	6
Insert	7
Reports with pictures	8
Multiple	9
No Special treatment	10

Angle of stories/items

Positive	1
Negative	2

Picture Content Code

No picture	1
Violent/traumatic images	2
Dead bodies	3
Violation of privacy	4
Indecent images	5
Sexually provocative images	6
Glorifying crime/criminals	7
Harmful depiction of Anti-social/Criminal activities	8
Using children for sympathy only	9
Multiple Negative Elements	10
No Negative Elements	11

Note: 1 and 11 will not overlap with any of the indicators. All others may be overlapping.

Codes for Potentially and Pronouncedly Inappropriate Content in General New Stories

Violence	1
Indecency	2
Sexual content	3
Detailed description of crime/ Anti-social activities	4
Wrong role model	5
Extreme falsehood/distortion/confusion	6

Racial/Gender discrimination *(Promotion of negative racial or gender portrayal)*	7
Sensational	8
Too Depressive/Promoting negative world view	9
Provoking negative behaviour/imitative behaviour	10
Other	11

ANNEXURE 3 PRINT MEDIA DATA ENTRY SHEET

Ethical Child Reporting: Print Media Monitoring Data Form 1

Clip#_____ Date: _____/____/2013 Daily Code: _____ Item Code: _____Source Code: _____

Headline _____

_____

Headline Size: _____ Page Code: _____ Placement Code: _____ Spl. Treat Code: _____

Authenticity Code: _____ Issue/Topic Code: _____

Negative Tones/Implication Code: _____ Clarity: _____ Readability: _____

Item angle: _____ Picture Content: _____ Gender: _____ _____

Remarks: _____

Clip No:

ANNEXURE 4 PRINT MEDIA DATA ENTRY SHEET

Ethical Child Reporting: Print Media Monitoring Data Form 2

Clip#_____ Date: _____/____/2013 Daily Code: _____ Item Code: _____Source Code: _____

Headline _____

_____

Headline Size: _____ Page Code: _____ Placement Code: _____ Spl. Treat Code: _____

Item angle: _____ Picture Content: _____ Inappropriate content Code:_____

Clip No: