TV News Coverage of Dementia from 2000 to 2009: The Case of South Korea*

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【Abstract】

This study examines Korean TV news coverage of dementia from 2000 to 2009. A total of 1,153 transcripts of TV news reports on dementia were obtained from four Korean TV networks (three broadcast networks and one 24-hour news channel) and examined. The results of the content analysis of the episodic/thematic frames for dementia, issues, and sources

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indicate that the four networks were significantly more likely to use the episodic frame than the thematic frame. The most frequently covered topics were prevention, causes, facts about dementia, and signs, whereas the least covered ones were celebrities, health insurance, personal stories, and treatment methods. For sources of information, the networks were more likely to depend on doctors/researchers and politicians/government officials than on patients. The cross-tabulation results for the episodic/thematic frames, issues, and sources indicate that the episodic frame was closely related to issues such as causes, prevention, and signs and sources such as doctors/researchers, whereas the thematic frame was closely related to issues such as policies and medical/nursing facilities and sources such as politicians/government officials. Practical and policy implications of the findings and some avenues for future research are addressed.

Key words: dementia, content analysis, episodic/thematic frames, dementia issues, news sources

1. Introduction

The average life expectancy continues to increase as a result of improvements in medicine and medical technology, but unfortunately, so is the incidence rate of dementia. Warning signals from news reports on dementia are growing as well. According to National Health Insurance Corporation (NHIC, 2011), the number of dementia patients visiting the hospital increased from 47,747 in 2002 to 215,459 in 2009, a 451% increase. The elderly (those over 65 years) population is expected

to account for 20.8% of the whole population by 2026 and approximately 40% by 2050, meaning that Korea is becoming a "super-aging" society (Jung, 2010).

News reports on dementia show that people with dementia are not confined to Korea but it is a global issue. An estimated 35.6 million people—more than the size of the population of Canada - including 10 million in Europe, 4.4 million in North America, 3.3 million in Latin America and the Caribbean, and 1.9 million in Africa, are living with dementia (Picard, 2009). Furthermore, the prevalence of dementia is climbing steadily. The number of people with dementia is expected to reach 64.6 million in Asia, 14 million in Europe, and 115 million worldwide by 2050 (Mura, Dartigues, & Berr, 2010; Lyn, 2010).

The news media not only deliver health information but also provide certain perspectives on such information and thus have the potential to influence the general public's attitudes and behaviors and policymakers' decision on healthcare. In fact, people obtain most of their health-related information from the media, particularly from television news (Cho, 2006; Freimuth, Greenberg, DeWitt, & Romano, 1984; Simpkins & Brenner, 1984; Wahl, 2004), and policymakers also rely heavily on the media (Weiss, 1974). Dementia patients and their families obtain health information from pharmacists and physicians, who are likely to be influenced by pharmaceutical firms, and tend to rely on informational sources such as TV, newspapers, magazines, and the Internet (Andsager & Powers, 1999; Vanderford & Smith, 1996). In addition, news coverage of health information has considerable influence on policymakers. For example, positive actions by the government during the AIDS crisis of the 1980s were induced by news coverage of protests by gays and nongays (Baker, 1986), and the U.S. congress passed the $1.7 billion

antidrug legislation only after the drug problem received considerable news attention during the summer of 1986 (Shoemaker, Wanta, & Leggett, 1989).

The news media around the world are frequently cited as the main source of information about dementia (Kirkman, 2003). Dementia news can be accessed by large audiences through TV news channels and their websites and can heighten awareness of dementia among dementia patients and healthcare providers. On the other hand, TV news may facilitate misconceptions about dementia, including exaggerated family and patient ordeals, which can lead to insufficient care for dementia patients and affect current and future patients, healthcare providers, and families. Thus, the way in which the news media cover dementia is an important personal and social topic.

Despite the rapidly increasing number of people with dementia and the general public' interest in dementia, little research has been done in the role of TV news media for dementia, particularly in the context of Asian countries, which have witnessed dramatic increases in the number of people with dementia. In this regard, the present study contributes to dementia research by examining Korean TV news coverage of dementia from 2000 to 2009. For this, we obtained a total of 1,153 transcripts of TV news reports on dementia from four Korean TV networks (three broadcast networks and one 24-hour cable news channel) and conducted a content analysis by focusing on the types of news frames (the episodic/thematic frames), issues, and sources. The results provide a better understanding of the current status of dementia in Korea and have some important practical and policy implications.

2. Literature Review: News Framing

The current study employs the framing perspective as an empirical background of study concepts. News framing examines how news media professionals package a given issue to provide the audience with a meaningful message (Holbert et al., 2005; McCombs, 1997; McCombs, Llamas, Lopez-Escobar, & Rey, 1997; McCombs & Shaw, 1993). Gamson and Modigliniani (1987) defined the news frame as a central organizing idea or story line that provides some meaning to an unfolding strip of events by weaving a connection among them. In turn, the complexity of a news event is reduced to a graspable whole through framing, and eventually, the frame package helps audiences structure and define reality (Van Gorp, 2007).

To frame is to select certain aspects of an actual event and make them salient (Entman, 1993). For example, the use of words “fetus” or “baby” in news can have different effects on the audience in that those who read the “baby” article are significantly more likely to support for the regulation of abortion than those who read the “fetus” article (Simon & Jerit, 2007). Similarly, TV news emphasizing certain aspects of dementia can influence people’s opinions about the disease, medical professionals, patients, healthcare providers, and families with dementia patients. Previous empirical research on the news framing of social issues such as healthcare has typically focused on issues, sources, and aspects (the episodic/thematic frames). These framing approaches enable the interpretation of the constructed meaning of the news discourse (Entman, 1993).

1) Episodic and Thematic Framing of Long-Term Diseases

Previous studies have examined news reports to determine whether they focus on the episodic or thematic aspect of the story (Cho, 2006). The episodic news frame focuses on a particular case study or event in which the individual is involved (Iyengar, 1991). The thematic news frame emphasizes an issue at the social level by addressing the issue from a broad perspective and considering background information in the social or political context (Iyengar, 1991).

In other words, episodic and thematic framing can be derived from personal responsibility and social responsibility, respectively. Personal responsibility emphasizes the origin of a problem, attributing the responsibility to individuals, whereas social responsibility focuses on those people who have the power to control the problem (e.g., government officials). In this regard, news audiences' understanding of an issue depends on the type of responsibility portrayed in the media. Iyengar (1990) classified news framing into the episodic/thematic frames to examine poverty and found that news reports are more likely to be episodic than thematic, that is, individuals, not society, are likely to be responsible for poverty.

Therefore, episodic dementia stories (e.g., personal stories or causes) are likely to emphasize the cause of the disease at an individual level or treat family's experience with dementia as an isolated event. On the other hand, thematic dementia stories (e.g., stories about dementia health policies, research support, and the government's efforts to enhance awareness of dementia) are likely to consider society or the government, not individuals, to be responsible for the problem.

Prior studies examining news media coverage of health issues have

typically stressed that health problems are individual problems, and this view has been reinforced through news framing by the media (Wallack, Dorfman, Jernigan, & Themba, 1993). Health stories tend to focus on lifestyles and matters requiring individual solutions (Campo & Mastin, 2007; Mastin & Campo, 2006). Newspaper coverage of disorders requiring long-term family care, such as attention deficit hyperactivity disorder (ADHD) and anxiety disorder, is likely to employ the episodic frame to focus on individual issues such as dangerousness of patients (Slopen, Watson, Garcia, & Corrigan, 2007). Clarke (2006) conducted a content analysis of dementia stories in Canadian magazines and found that the episodic frame (e.g., family sufferings, expert opinions, and dementia fears) was more likely than the thematic frame.

Iyengar (1991) found that TV news is likely to employ episodic framing. Because TV news is likely to be the primary source of dementia information for medical doctors, government officials, and professionals, they may perceive dementia as an individual problem, not a social issue.

2) Issue Framing of Long-Term Diseases

Another way to examine news frames involving long-term illnesses (e.g., dementia and cancer) is to use content analysis to determine how issues are framed by the news media. The issue frame is different from the episodic/thematic frame in terms of categorizations. The issue frame is involved with individual themes covered in each new story. Meanwhile, the episodic/thematic frame examines aspects of a news story (e.g., personal or social). For example, Kirkman (2006) analyzed dementia stories in 15 newspapers over a five-year period in New Zealand and classified the stories into the following groups: “scientific

reports," "personal stories," "obituaries," and "tales of negligence." Clake (2006) conducted a content analysis of magazine stories about dementia and found that "treatment," "diagnosis," "social support," and "options for care" as the primary issues.

Previous studies have also considered the ways in which the media frame cancer. Cancer and dementia are similar in that both require long-term care and both patients and families experience long-term sufferings. Cho (2006) analyzed TV news coverage of breast cancer from 1974 to 2003 and identified that "prevention," "links/causes," "treatment," "personal stories," "celebrities," and "policies/politics" were the major issues. Freimuth, Greenberg, DeWitt, and Romano (1984) analyzed newspaper stories about cancer and identified "causes of cancer," "celebrities," and "therapies" as the three major topics. Slater, Long, Bettinghaus, and Reineke (2008) provided a comprehensive analysis of TV, newspaper, and magazine coverage of various cancers and found the following five representative themes: "prevention," "detection," "treatment," "causes," and "outcomes."

In addition, because a celebrity's appearance in health news can be a catalyst of public attention, it has been a major issue category in dementia and cancer coverage (Green, 2006). Former U.S. President, Ronald Reagan, and British author and philosopher, Iris Murdoch, made dementia a major public issue (Kirkman, 2006). These issues will be analyzed in the present study of Korean TV news coverage of dementia.

3) News Sources of Long-Term Diseases

News sources focus on people who evaluate and express opinions

about dementia whereas issues are concerned with topics covered. The episodic/thematic frame is used to judge if the story has a slant. News sources have the ability to shape news stories by allowing journalists to establish news frames through discussions with their sources (Cho, 2006). Jha (2007) and Durham (2007) noted that journalists' emphasis on official and elite sources can influence the framing of news. In other words, news sources can act as media framers who joint and shape the nature of news stories in a certain direction. News reporting health issues typically relies on medical doctors, researchers, and medical research reports (Logan, 1991). The news media often employ interview with medical researchers to cover new treatments or drugs. Clarke (2006) analyzed dementia stories in Canadian magazines and suggested that medial doctors and researchers' views on dementia are a primary information source. Stempel III and Culbertson (1984) analyzed newspapers' sources of health information and suggested that physicians, healthcare professionals, hospital administrators, and legislators are primary news sources.

Professional organizations and research findings on dementia are frequently covered issues in the news media (Adelman & Verbrugge, 2000; Fox, 1989). These organizations and medical communities have been instrumental in promoting the public's interest in dementia and cancer. In particular, the news media often cite research findings from medical journals, and interviews with medical industry professional groups (Nelkin, 1987).

Compared to professional sources, patients and their families have received little attention as sources of information on dementia. The active voice describing actual experiences and feelings has typically been that of someone other than the patient, such as medical doctors or healthcare professionals (Clarke, 2006). This imbalance in health

news represents a one-sided perspective that may impede the audience's accurate understanding of health issues. On the other hand, the frequent use of professional sources may misrepresent reality and turn news stories into tools for the one-way flow of health information. Recognizing the importance of news source in framing research, the present study investigates various types of news sources employed by TV news stories about dementia in Korea.

3. Research Hypothesis and Questions

Based on the review of previous research on dementia and other long-term illnesses, this study considers five research questions and one hypothesis. Given that the number of people with dementia has been increasing rapidly in the last decade in Korea, the study examines the number of news reports on dementia by addressing the following research question:

RQ1: How has the number of Korean TV news reports on dementia changed over time?

Previous research and discussions on the episodic/thematic frames have suggested that news about health issues is more likely to be framed episodically than thematically. Thus, the following hypothesis is proposed to investigate this assumption:

H1: Korean TV news coverage of dementia is more likely to employ the episodic frame than the thematic frame.

In terms of issues, this study investigates the type of issues covered by major news networks in Korea and determines the number of news stories devoted to each issue category. In this regard, the following research question is explored:

RQ2: How has the proportion of issues in Korean TV news coverage of dementia changed over time?

News sources are key indicators of who the audience depends on for understanding and identifying dementia. Thus, the following research question is considered:

RQ3: How have Korean TV networks' sources of news about dementia changed over time?

The episodic/thematic frames, sources, and issues may be correlated with one another in that issues and sources can be used as frames for individual or social responsibility. These relationships should reveal those issues and sources that can better explain either episodic or thematic aspects of dementia, which in turn could indicate those issues and sources that facilitate social responsibility for individuals' behavioral participation in the improvement of dementia management. Thus, the following two research questions are proposed:

RQ4: How are the episodic/thematic news frames related to issues?
RQ5: How are the episodic/thematic news frames related to sources?

4. Method

1) Sampling Procedure

We collected transcripts of news stories about dementia from three broadcast TV networks (*KBS*, *MBC*, and *SBS*) and one cable news network (*YTN*).[1] All these networks have provided transcripts of news stories via their websites since 2000, and thus, we collected those transcripts appearing between January 2000 and July 2009. All news stories mentioning the term "dementia" (*chi-mae*, in Korean)[2] were collected.

We used a systematic sampling method by choosing every third transcript on each news network. After carefully screening and discarding of unrelated news stories (including those mentioning the term "dementia" but focusing on an unrelated topic) and redundant transcripts, we compiled 1,153 transcripts (*KBS*, 410; *MBC*, 211; *SBS*, 249; *YTN*, 283) for the final sample. Because the main objective of this study is to compare and determine differences in TV news content during the sample period, we considered the following five periods: 2000-2001; 2002-2003; 2004-2005; 2006-2007; and 2008-July 2009.

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1) In Korea, there are five broadcast TV networks (*KBS1* and *2*, *MBC*, *SBS*, and *EBS*) and one 24-hour general news channel (*YTN*). *KBS1* and *2*, and *MBC* are public channels, *SBS* is a commercial channel, and *EBS* is an educational channel. *KBS1* and *2* share the news pool, and thus, this study includes *KBS*, *MBC*, *SBS*, and *YTN* in the content analysis.

2) The term *chi-mae* refers to all kinds of dementia. Thus, a keyword searching using *chi-mae* provides a comprehensive set of news about dementia.

2) Coding Categories

We used the news transcript as the unit of analysis for the news content categories, including the episodic/thematic frames, issues, and sources. First, we counted the number of transcripts for each period and coded frames, issues, and sources as *1* for presence and *0* for absence.

Second, for the episodic/thematic frames, we considered those transcripts emphasizing individual responsibility in dementia prevention, treatment, and cause (e.g., brain damage, caregiving, and food choice) and highlighting dementia as individual incidents caused by inadvertent health care and management as employing the episodic frame. We considered those news stories focusing on social responsibility and social efforts to cure dementia to take the responsibility (e.g., the government's support for stem cell research, medical research funding, public campaigns, human cloning research funding, and vaccine development) as employing the thematic frame. We considered those news stories providing a balanced view as employing both the episodic and thematic frames. If the story employed neither, we coded it as "not identified."

Third, instead of coding only one dominant issue for each transcript, we coded all the issues for the identification of the types of issues. The theme was used as the coding unit for news issues. For classifying the issues, we used content categories from previous research on long-term illnesses such as dementia and cancer (Clark, 2006; Green, 2006; Kirkman, 2006).

Further, we developed new issue categories for dementia by using a constant comparative method employed in qualitative analysis (Glaser &

Strauss, 1976). In this analysis, issue categories become explicit as coding and analytic procedures are implemented because incidents are coded into as many categories as possible until they become theoretically saturated. A news report may cover more than one issue. For example, stories may mention dementia treatment methods while covering sufferings of a family affected by dementia. Hence, we counted all the issues as a theme.

Issue categories included (1) facts (e.g., increases in the number of patients with dementia and current statistical data on dementia); (2) prevention (e.g., vaccine development, diet, exercise, and lifestyles); (3) treatment methods (e.g., drugs, gingko, herbs, nicotine, physical therapy, and stem cell research for dementia treatment); (4) causes (e.g., brain damage, smoking, disease linkage, and cell phone use); (5) signs (e.g., smell/memory loss); (6) personal stories (e.g., patient stories, families, healthcare provider stories, and lessons learned); (7) celebrities (e.g., actors, sports stars, politicians, and artists); (8) policies (e.g., the Korea Food and Drug Administration's approval of new drugs and the Congress enacting legislation to facilitate dementia research funding); (9) diagnosis (e.g., doctor visits and MRI); (10) health insurance (e.g., national health insurance and long-term healthcare insurance for seniors); (11) medical or nursing facilities; and (12) others (e.g., donations, volunteerism, and jobs for senior citizens).

Finally, we counted news transcripts about sources only when someone was interviewed. If the same source appeared several times in the transcript, we counted each appearance. Source categories included (1) medical doctors/researchers (e.g., their views and announcements about new treatment methods); (2) patients/families (e.g., general/celebrity patients, families, and celebrity families); (3) supporters (e.g., representatives of the Korean Association for Dementia, foundations, celebrity supporters without

dementia, including famous singers, actors, and sports stars, and healthcare providers); (4) politicians/government officials (e.g., presidents, senators, governors, and government officials); (5) health insurance firms (e.g., NHIC); (6) pharmaceutical firms/hospitals; and (7) others (i.e., stories mentioning no source).

3) Inter-coder Reliability

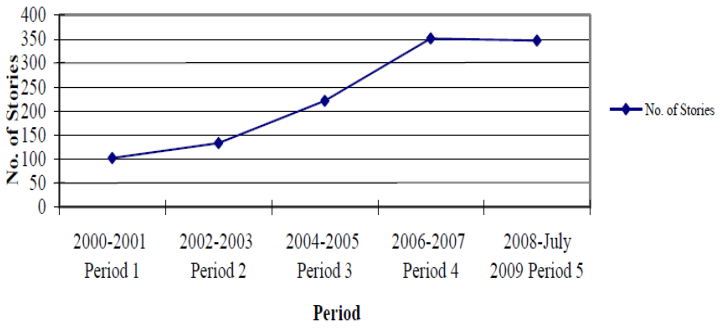
The first author coded all the transcripts from August 1 to October 31, 2009. To check the inter-coder reliability, the third author randomly selected and coded approximately 20% of the transcripts (240 transcripts) after the first author completed the coding. Before the actual coding, the coders conducted a practice session by using dozens of transcripts not used for the analysis. They discussed any unacceptable discrepancy and reached a consensus by clarifying the operational definitions of items. We used Scott's pi, which looks at category values and corrects for chance agreement to compute a reliability assessment (Riffe, Lacy, & Fico, 2005). The inter-coder reliability for the episodic/thematic frames was .97; for issues, .98; and for sources, .98, which exceeded the acceptable level of .80 and .667 for Scott's pi with nominal data and a large sample, respectively (Riffe et al., 2005). Therefore, the data were reliable.

4. Results

Line graphs and tables for the display of transcript distributions and the chi-square for the statistical significance of the category variables are presented. RQ1 asked whether the number of TV news reports on

dementia changed over time. As shown in Figure 1, there were steady and significant increases in the number of TV news reports on dementia in all five periods. The number of reports in Period 4 (2006-2007) was almost 3.5 times greater than that in Period 1 (2000-2001). *KBS* had the highest number of dementia news stories (*n*=410), followed by *YTN* (283), *SBS* (249), and *MBC* (211) (Table 1).

Figure 1. Number of News Stories about Dementia during the Sample Period (*N*=1,153)



Note. Period 1 (102; 8.9%); Period 2 (133; 11.5%); Period 3 (221; 19.2%); Period 4 (351; 30.4%); and Period 5 (346; 30.0%). (c^2 = 234.04 [*df* = 4, *p*<.0001])

Table 1. Number of Stories by Networks Devoted to Dementia Stories during the Sample Period (N = 1,153)

Network	Total (%)
KBS	410 (35.6)
MBC	211 (18.3)
SBS	249 (21.6)
YTN	283 (24.5)
Total	1,153 (100)

x^2 = 67.06 (*df* = 3, *p* < .0001)

H1 predicted that there would be more episodic dementia reports than thematic dementia reports. Table 2 demonstrates that, in general, there were significantly more episodic reports (38.3%) than thematic ones (20.2%). Further, 2.4% employed both frames, and 39.0% were not identified.

Therefore, H1 was supported. However, the difference in the proportion of the two frames was not consistent across the five periods, and Period 5 showed the largest gap: Period 1, 25.5% *vs* 9.8%; Periods 2, 35.3% *vs* 17.3%; Period 3, 34.4% *vs* 23.1%; Period 4, 38.2% *vs* 25.1%; Period 5, 46.0% *vs* 17.6%). The number of news stories employing none of the two frames increased steadily over the entire sample period. Figure 2 shows the trend of news stories employing the two frames.

Table 2 Dementia Stories during the Sample Period by Frames (N = 1,153)

Frames	Years Broadcast					
	2000-2001[1] (%)	2002-2003[2] (%)	2004-2005[3] (%)	2006-2007[4] (%)	2008-July 2009[5](%)	Total[6](%)
Episodic	26 (25.5)	47 (35.3)	76 (34.4)	134 (38.2)	159 (46.0)	422 (38.3)
Thematic	10 (9.8)	23 (17.3)	51 (23.1)	88 (25.1)	61 (17.6)	233 (20.2)
Both	2 (2.0)	1 (0.8)	7 (3.2)	6 (1.7)	12 (3.5)	28 (2.4)
Not Identified	64 (62.8)	62 (46.6)	87 (39.4)	123 (35.0)	114 (33.0)	450 (39.0)
Total	102 (100)	133 (100)	221 (100)	351 (100)	346 (100)	1,153 (100)

[1] x^2 = 89.22 (df = 3, p<.0001); [2] x^2 = 64.98 (df = 3, p<.0001)
[3] x^2 = 68.50 (df = 3, p<.0001); [4] x^2 = 114.70 (df = 3, p<.0001)
[5] x^2 = 141.19 (df = 3, p<.0001); [6] x^2 = 418.33 (df = 3, p<.0001)

Figure 2. Frames of Dementia Stories during the Sample Period (N=1,153)

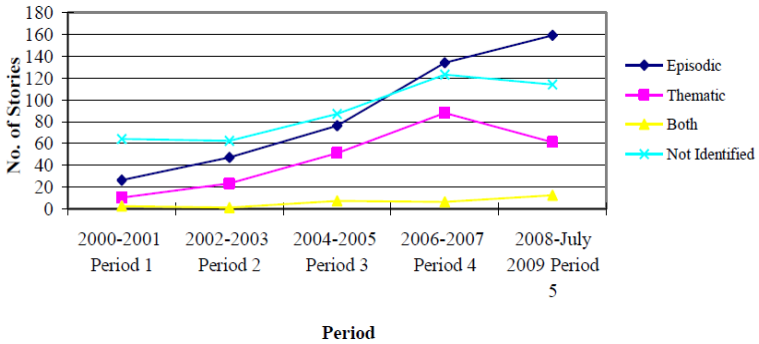


Table 3 Dementia Stories during the Sample Period by Issue Categories (N=1,927)

Issue Categories	Years Broadcast 2000-2001[1] (%)	2002-2003[2] (%)	2004-2005[3] (%)	2006-2007[4] (%)	2008-July 2009[5] (%)	Total (%)
Facts	27 (15.8)	37 (17.5)	47 (13.5)	79 (14.2)	101 (15.8)	291 (15.1)
Prevention	31 (18.1)	44 (20.9)	55 (15.9)	108 (19.4)	130 (20.3)	368 (19.1)
Treatment	25 (14.6)	14 (6.6)	22 (6.3)	35 (6.3)	38 (5.9)	134 (7.0)
Causes	27 (15.8)	38 (18.0)	65 (18.7)	105 (18.8)	131 (20.5)	366 (19.0)
Signs	25 (14.6)	22 (10.4)	22 (6.3)	63 (11.3)	72 (11.3)	204 (10.6)
Personal	10 (5.9)	6 (2.8)	30 (8.7)	16 (2.9)	17 (2.7)	79 (4.1)
Celebrity	1 (0.6)	1 (0.5)	0 (0.0)	3 (0.5)	5 (0.8)	11 (0.6)
Policy	6 (3.5)	11 (5.2)	28 (8.1)	48 (8.6)	47 (7.3)	139 (7.2)
Diagnosis	4 (2.3)	9 (4.3)	21 (6.1)	28 (5.2)	41 (6.4)	103 (5.4)
Insurance	4 (2.3)	3 (1.4)	18 (5.2)	22 (3.9)	27 (4.2)	74 (3.8)
Facilities	9 (5.3)	19 (9.0)	28 (8.1)	34 (6.1)	20 (3.1)	110 (5.7)
Others	2 (1.2)	7 (13.7)	10 (2.9)	17 (3.1)	12 (1.9)	48 (2.5)
Total	171 (100)	211 (100)	347 (100)	558 (100)	640 (100)	1,927* (100)

* Total may exceed 1,153 because more than one issue might appear in a transcript.
[1] x^2 = 104.30 (df = 11, p<.0001); [2] x^2 = 135.18 (df = 11, p<.0001)
[3] x^2 = 128.89 (df = 11, p<.0001); [4] x^2 = 289.44 (df = 11, p<.0001)
[5] x^2 = 415.14 (df = 11, p<.0001); [6] x^2 = 998.62 (df = 11, p<.0001)

SBS (a private channel) was most likely to provide episodic news (*SBS*, 56.6% *vs* *KBS*, 32.2%; *MBC*, 37.0%; *YTN*, 32.2%), and *MBC*

(a public channel) and *YTN* (a cable news channel) were most likely to deliver thematic news (*MBC*, 26.1%; *YTN*, 27.9%; *KBS*, 16.6%; *SBS*, 12.5%). *KBS* (another public channel) was most likely to provide news stories employing none of the two frames, implying that it was most likely to deliver straight news.

RQ2 addressed the proportion of dementia issues covered by TV news. A total of 1,927 issues were identified (Table 3). Among the twelve issue categories, the top four were prevention (19.1%), causes (19.0%), facts about dementia (15.1%), and signs (10.6%). However, celebrities (0.6%), health insurance (3.8%), personal stories (4.1%), treatment methods (5.4%), medical/nursing facilities (5.7%), and policies on dementia (7.2%) were less likely to receive TV news attention.

Table 4 Dementia Stories during the Sample Period by Types of Source (N=1,205)

Source Type	Years Broadcast					
	2000-2001[1] (%)	2002-2003[2] (%)	2004-2005[3] (%)	2006-2007[4] (%)	2008-July 2009[5] (%)	Total[6] (%)
Doctors/ Researchers	68 (61.8)	89 (63.6)	112 (47.3)	213 (59.5)	249 (69.2)	731 (60.7)
Patients/ Families	10 (9.1)	6 (4.3)	19 (8.0)	19 (5.3)	12 (3.3)	66 (5.5)
Supporters	8 (7.3)	11 (7.9)	29 (12.2)	18 (5.0)	15 (4.2)	81 (6.7)
Politicians	19 (17.3)	22 (15.7)	54 (22.8)	86 (24.0)	54 (15.0)	235 (19.5)
Insurance Co.	3 (2.7)	3 (2.1)	14 (5.9)	3 (0.8)	10 (2.8)	33 (2.7)
Pharmaceutical/ Medical Co.	1 (0.9)	6 (4.3)	5 (2.1)	9 (2.5)	9 (2.5)	30 (2.5)
Others	1 (0.9)	3 (2.1)	4 (1.7)	10 (2.8)	11 (3.1)	29 (2.4)
Total	110 (100)	140 (100)	237 (100)	358 (100)	360 (100)	1,205*(100)

* Total may exceed 1,153 because more than one source might appear in a transcript.
[1] x^2 = 218.36 (df = 6, p<.0001); [2] x^2 = 290.80 (df = 6, p<.0001)
[3] x^2 = 262.13 (df = 6, p<.0001); [4] x^2 = 690.83 (df = 6, p<.0001)
[5] x^2 = 915.32 (df = 6, p<.0001); [6] x^2 = 2,299.84 (df = 6, p<.0001)

There were no substantial differences in the issue coverage pattern across the five periods. Further, there was no substantial difference among the networks, except that *MBC* and *YTN* were more likely to cover policy issues (*MBC*, 10.2%; *YTN*, 9.6%; *KBS*, 5.0%; *SBS*, 5.2%) and treatment methods (*YTN*, 10.3%; *MBC*, 8.2%; *KBS*, 5.2%; *SBS*, 5.0%).

RQ3 asked whether there were changes in types of sources for TV news about dementia over time. As shown in Table 4, a total of 1,205 sources were identified. Doctors/researchers were the most interviewed sources (60.7%), followed by politicians/government officials (19.5%). The percentage of patients/families (5.5%) and supporters (6.7%) were significantly lower.

Table 5 Cross-Tabulation of Frames by Issues (N = 1,927)

Issue Category	Frame			
	Episodic[1] (%)	Thematic[2] (%)	Episodic/ Thematic[3] (%)	Not Identified[4] (%)
Facts	124 (15.5)	69 (17.9)	14 (19.2)	84 (12.6)
Prevention	218 (27.2)	11 (2.9)	4 (5.5)	135 (20.2)
Treatment	12 (1.5)	8 (2.1)	2 (2.7)	112 (16.8)
Causes	222 (27.7)	8 (2.1)	6 (8.2)	130 (19.5)
Signs	122 (15.3)	11 (2.9)	10 (13.7)	61 (9.2)
Personal	59 (7.4)	5 (1.3)	9 (12.3)	6 (0.9)
Celebrity	2 (0.3)	1 (0.3)	1 (1.4)	7 (1.1)
Policy	1 (0.1)	126 (32.6)	11 (15.1)	1 (0.2)
Diagnosis	32 (4.0)	6 (1.6)	1 (1.4)	64 (9.6)
Insurance	1 (0.1)	51 (13.2)	7 (9.6)	15 (2.3)
Facilities	3 (0.4)	69 (17.9)	6 (8.2)	32 (4.8)
Others	5 (0.6)	21 (5.4)	2 (2.7)	20 (3.0)
Total	801 (100)	386 (100)	73 (100)	667 (100)

[1] x^2 = 1,172.89 (df = 11, p<.0001); [2] x^2 = 511.58 (df = 11, p<.0001)
[3] x^2 = 33.03 (df = 11, p<.0001); [4] x^2 = 489.41 (df = 11, p<.0001)

Among the networks, *SBS* was most likely to use doctors/researchers (*SBS*, 68.6%; *KBS*, 61.9%; *MBC*, 56.1%; *YTN*, 54.7%), and *YTN* was most likely to use government officials/politicians (*YTN*, 26.1%; *KBS*, 19.3%; *MBC*, 19.7%; *SBS*, 12.5%).

RQ4 addressed the relationship between the episodic/thematic frames and issues. As shown in Table 5, the episodic frame was significantly related to causes (27.7%), prevention (27.2%), and signs (15.3%), whereas the thematic frame was significantly related to policies (32.6%) and medical/nursing facilities (17.9%).

RQ5 addressed the relationships between the episodic/thematic frames and sources. As shown in Table 6, the episodic frame was significantly related to doctors/researchers (78.3%), whereas the thematic frame was significantly related to politicians/government officials (64.3%).

Table 6 Cross-Tabulation of Frames by Sources (N = 1,205)

Source Type	Frame			
	Episodic[1] (%)	Thematic[2] (%)	Episodic/ Thematic[3] (%)	Not Identified[4] (%)
Doctors/ Researchers	358 (78.3)	20 (7.8)	5 (15.6)	348 (75.5)
Patients/ Families	38 (8.3)	12 (4.7)	5 (15.6)	11 (2.4)
Supporters	25 (5.5)	16 (6.3)	10 (31.3)	30 (6.5)
Politicians	22 (4.8)	164 (64.3)	9 (28.1)	40 (8.7)
Insurance Co.	2 (0.4)	17 (6.7)	1 (3.1)	13 (2.8)
Pharmaceutical/ Medical Co.	5 (1.1)	14 (5.5)	0 (0.0)	11 (2.4)
Others	7 (1.5)	12 (4.7)	2 (6.3)	8 (1.7)
Total	457 (100)	255 (100)	32 (100)	461 (100)

[1] x^2 = 1,546.43 (df = 6, p<.0001); [2] x^2 = 522.55 (df = 6, p<.0001)
[3] x^2 = 12.25 (df = 6, p<.10); [4] x^2 = 1,423.06 (df = 6, p<.0001)

5. Discussion

The content analysis was designed to provide the characteristics of TV news about dementia from 2000 to 2009 in terms of the types of frames employed by four major Korean TV networks in preparing dementia news stories, the types of issues covered in those stories, and the types of sources used for those stories. The findings of the current study contribute to dementia research about responsibilities both individual and social sectors can take.

The results of the content analysis indicate that episodic dementia reports were more likely than thematic ones and that the difference in the proportion of these two frames fluctuated over time, ranging from 11.3% in Period 3 (2004-2005) to 28.3% in Period 5 (2008-2009). This result is consistent with the findings of previous research on episodic/thematic framing (e.g., Clarke, 2006; Iyengar, 1991; Slopen et al., 2007).

Episodic stories were likely to emphasize individual responsibility (e.g., diet, smoking, head injuries, food choice, caregivers' role, families, and patients themselves), whereas thematic stories tended to emphasize social responsibility (e.g., the government's limited support for dementia vaccine development, the government's efforts to fund long-term healthcare insurance for the elderly, the poor public health system/nursing facilities, the lack of professionals for dementia patients and families, calls for media campaign focusing on dementia, and the government's focus on the human genome project). This indicates that TV news coverage may have considerable influence on social awareness and attitudes and decisions of politicians/policymakers and thus suggests a need for continued TV news coverage stressing social responsibility.

In terms of issues, Korean TV news stories tended to cover prevention

(e.g., exercise or vaccine), causes (e.g., food choice, obesity, stress, troubled marriage, head injuries, and cell phone use), facts (e.g., the definition of dementia), and signs (e.g., language use and a change in behavior) during the sample period. Because those issues are important for dementia patients and families, the emphasis on these issues is expected. However, celebrities, health insurance, personal stories, medical/nursing facilities, treatment methods, and policies on dementia received less TV news attention. In particular, TV news coverage of policies ranged from 3.5% to 8.6%, suggesting that social discourse on the dementia-related policy is still scarce. Given the dramatic increase in the number of people with dementia, the increased TV news attention to policies on dementia, medical/nursing facilities, and treatment methods (e.g., gene therapy, music, herbs, gingko, physical therapy, and wine therapy) is called for as well.

Consistent with the findings of previous health information studies (e.g., Andsager & Powers, 1999; Cho, 2006), doctors/researchers were most likely to be interviewed, followed by politicians/government officials. This heavy reliance on doctors and researchers, which may be a result of frequent coverage of dementia prevention, causes, facts, and signs, may lead to information overly favorable to medial research fields. The medical community has considerable influence on TV news, and thus, the imbalance in dementia news sources may be likely to represent a one-sided perspective that impedes the audience's fair judgment. Furthermore, frequent use of professional sources compared to patients' and families' voices can distort reality and make news stories a tool for one-way information flow.

The episodic frame was significantly related to causes, prevention, and signs, suggesting that although TV news covers causes, prevention,

and signs, it tends to relate them to personal responsibility, not social responsibility. When TV news emphasized the thematic frame, news about policies and medical/nursing facilities were likely to receive considerable news attention. When TV news addressed health policies on dementia and the health infrastructure for people with dementia, it tended to employ the thematic frame. This indicates that news producers need to be aware of the importance of both personal and social involvement in health problems as well as the importance of reporting health issues such as dementia from a broader perspective to provide news consumers with valuable information that takes into account personal as well as social responsibility.

The episodic frames was significantly related to doctors/researchers as a news source, indicating that when doctors and researchers refer to causes, prevention, and signs, they are likely to talk about them from the perspective of individual responsibility. This suggests that Korean doctors and researchers may approach dementia and people with dementia as a personal matter, not a social problem. This is problematic in that doctors and researchers can directly influence the attitudes and behavior of people with dementia as well as health policies and policymakers. In this sense, there is an urgent need for not only news reporters but also doctors and researchers to address dementia issues from thematic/ social responsibility perspective.

1) Empirical and Practical Implications

The results of this study have important implications for dementia specialists and activists seeking to evaluate the performance of the news media and monitor the array of information available to the general

public and people with dementia. As shown in this study, the steady increase in the number of dementia- related news stories is encouraging, but it should be done in a more effective manner to promote early detection and diagnosis. In addition to early detection, the way in which personal stories are covered needs to be refocused. Many families are potential caregivers for dementia patients, but they are rarely educated about the disease. In general, they do not have the necessary knowledge and ability to provide the patients with proper care. Thus, more news about how families can prepare for and learn about dementia is needed to minimize dementia-related problems otherwise not occurred.

Further, given the importance of TV news on health matters, the health authorities and campaign managers should maintain good public relations with TV networks and provide more information and materials about dementia to increase their coverage of dementia. The results indicate which topics are more or less likely to be covered by TV networks, and thus, communication professionals can use them to design more effective educational and persuasive messages. In particular, dementia communicators should address limited coverage of policies, medical/ nursing facilities, and treatment methods because these issues are important for people with dementia and their families. Government-led campaigns focusing on dementia can induce the public's interest in the disease, and the news media should cover such campaigns.

The higher proportion of episodic news stories and the close relationship between episodic frames and doctors/researchers as news sources suggest that both news reporters and doctors/researchers are likely to shift the responsibility to dementia patients and their families, not to society or the government. Wallack et al. (1993) pointed out that TV news about

dementia tends to place greater emphasis on individual responsibility and that this undermines the potential for reforms at the social level. In addition, this emphasis on individual responsibility is inconsistent with the public opinion in Korea: 80% of the Korean population believes that caring for people with dementia or paralysis is a social problem (Sungsim Care Home, 2008). Kittay (1999) argued that the myth of independence–individual responsibility–can impede the pursuit of political and social practices that embody an understanding of inequalities and highlights the importance of considering the circumstances of those who are most dependent and those who care for them to explore the way in which social responsibility is exercised. A doctor's positive attitude toward dementia diagnosis and positive relationships with local dementia support service providers can be important for an early diagnosis of dementia. Referrals to support services for legal and financial planning, patient education, and caregiver support are an important part of disease management. Additional factors inducing early diagnosis include support from relatives and caregivers, the belief in the patient's rights to know, and the desire of general practitioners to be honest and open with their patients (Nauert, 2009). These factors can be better addressed through thematic news stories than episodic ones. Thus, at the very least, dementia news coverage should attempt to strike a balance between the episodic and thematic frames to better facilitate doctors' interaction with people concerned about dementia.

2) Limitations and Future Research Directions

This study has some limitations related to content analysis as a research method. First of all, content analysis alone cannot provide the

evidence required to prove wider significance of our results (i.e. how the patterns in coverage of dementia may influence audiences opinions and behaviors). Further research must be executed regarding how these patterns and changes in dementia coverage in Korean TV news actually come to influence audiences (either general, mass audiences or specialist audiences, such as policy makers or members of the medical profession).

Using transcripts of news reports could be another problem, as the other features of TV news coverage that could influence coverage of the issue (and by implication audience perceptions) are not considered. The word count for the transcripts may indicate whether the report was a short report or in-depth coverage. Future research needs to attempt a greater discussion of possible qualitative differences between the reports included here, beyond the details about the content analyzed, in order to assess the results properly.

Another limitation includes that we analyzed only Korean TV news networks. Thus, future research should consider TV networks in other Asian countries, including China and Japan. In addition, European TV networks can be considered when comparing dementia news coverage across continents.

In order to provide a better understanding of the relationship between the news media and dementia, future research should include newspapers and internet news sites in the content analysis of dementia news and determine the effects of dementia news coverage on people's knowledge about and attitudes toward dementia as well as on people with dementia by employing triangulation research methods.

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치매에 관한 TV 뉴스 보도 분석, 2000-2009년: 한국 사례

배 현 석

이 연구는 2000년부터 2009년까지의 치매에 관한 한국의 TV 뉴스를 분석했다. 4개 TV 네트워크(3개는 지상파, 1개는 케이블 뉴스 네트워크)로부터 총 1,153개의 치매에 관한 뉴스 기사가 확보되었다. 치매에 관한 일화적/주제적 프레임, 이슈 및 뉴스원에 관한 내용분석 결과, 4개의 네트워크가 주제적 프레임보다 일화적 프레임을 더 많이 사용하는 경향이 높은 것으로 나타났다. 가장 자주 보도되는 토픽으로는 예방, 원인, 치매에 관한 사실 및 징후였던 반면, 가장 적게 다뤄진 토픽은 유명인사, 건강보험, 개인적 이야기 및 처치방법이었다. 네트워크들은 정보원으로 환자보다는 의사/연구원 및 정치인/정부 관리에 더 많이 의존했다. 일화적/주제적 프레임, 이슈 및 뉴스원을 교차분석해본 결과, 일화적 프레임은 원인, 예방 및 징후와 같은 이슈 그리고 의사/연구원과 같은 뉴스원과 밀접히 관련되어 있는 반면, 주제적 프레임은 정책과 의료/요양시설과 같은 이슈 그리고 정치인/정부 관리와 같은 뉴스원과 밀접히 관련되어 있었다. 끝으로 연구결과의 실제적 및 정책적 함의와 앞으로의 연구를 위한 몇 가지 제언이 제시되었다.

주제어: 치매, 내용분석, 주제적/일화적 프레임, 치매 이슈, 치매 뉴스원

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