



Media & Migration

Counteracting negative narratives

Prof Myria Georgiou

LSE

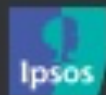
MEDIA@LSE
Department of Media and Communications

MEDIA & MIGRATION

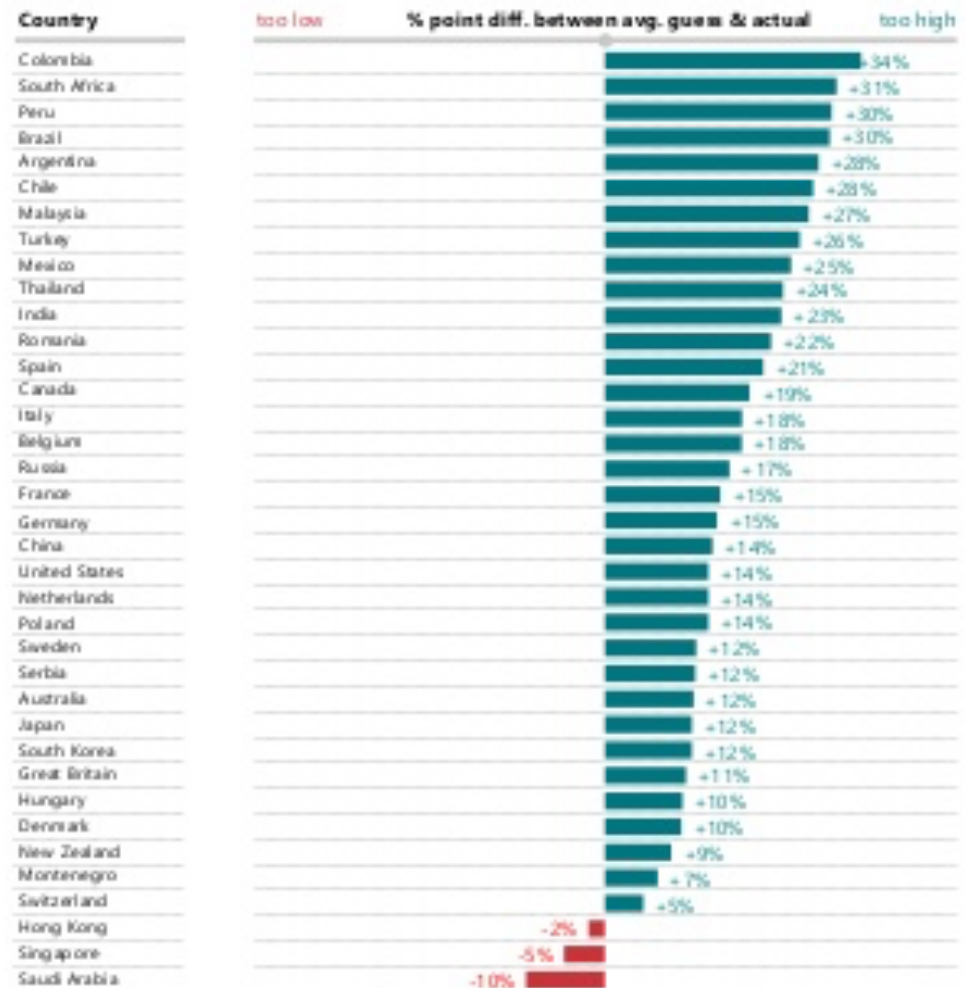
**WHY ARE WE STILL HAVING THIS
CONVERSATION?**

Q. Out of every 100 people in [COUNTRY] about how many do you think are immigrants (i.e. not born in [COUNTRY])?

In line with previous Perils studies, nearly all countries hugely overestimate the proportion of immigrants in their country. Several South American countries guess close to 30% when the actual figure is under 1%.



Perils of Perception | 2018



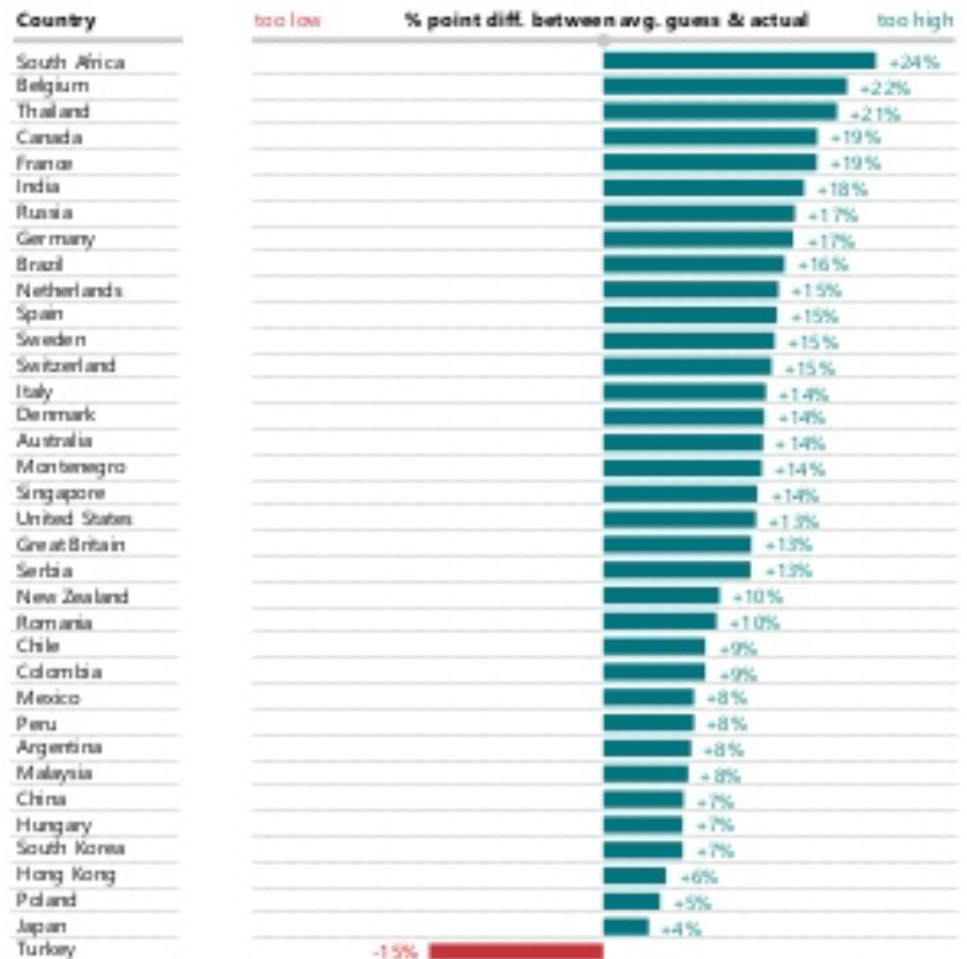
Please see <http://perils.ipsos.com/> for full details of all sources.

Q. Out of every 100 people in [COUNTRY], about how many do you think are Muslim?

People significantly overestimate the proportion of Muslims in their country. In South Africa and Belgium, people think a quarter of the population is Muslim when it's 2% and 5% respectively.



Perils of Perception | 2018



Please see <http://perils.ipsos.com/> for full details of all sources.

Daily Mail
 FREE AMAZON FIRE 7 TABLET
 When you subscribe to Mail+
 After up to 250 are caught making illegal Channel crossing in ONE day, Home Secretary's dramatic intervention...
PRITI: SEND IN NAVY TO TACKLE MIGRANT CRISIS
 Riddle of shotgun attack in idyllic village
 PULL TOGETHER: PAUL HINE

Mirror
 NEWS
Far right Britain First patrolling beaches to 'catch migrants crossing Channel'
 Britain First have dubbed their efforts 'Operation White Cliffs' and claim they contact the police and Coastguard when they see migrants
 SHARE
 COMMENTS
 By Ami Razavi
 09/09/2019, 10:50 AM
 UPDATED: 10/09/2019, 10:50 AM

DAILY EXPRESS
 NOW 10p
LEO MCKINSTRY
 HOW CAN VOTERS TRUST ANYTHING CAMERON SAYS ABOUT THE EU?
MIGRANT CRISIS IN THE CHANNEL
 People-smugglers target UK by boat as 700 more drown crossing the Med
 50mph gales and heavy rain to batter Britain
 PULL TOGETHER: PAUL HINE

We are having this conversation because...

...of the context of the migration policy environment

- When things go wrong, migrants and minorities are often targeted as economic, social, security risks, and, recently, health risks – “scapegoating”.
- Migration is still a “problem” in public imagination.
- Migration is still referred to as “crisis” and an “out of the ordinary” condition in media and policies.

...of the context of media ecologies

- Facts do not necessarily drive media coverage of migration.
- The media are powerful agenda setters...
- ...but they do not fully control the narrative. Increasingly, publics engage with many diverse and competing sources.



We are having this conversation because...

Mainstream media are fundamental to shaping public conversation.

Information?

Mis/dis-information?

Stereotyping?

Targeting?

...but mainstream media authority is changing and challenged.

Information?

Mis/dis-information?

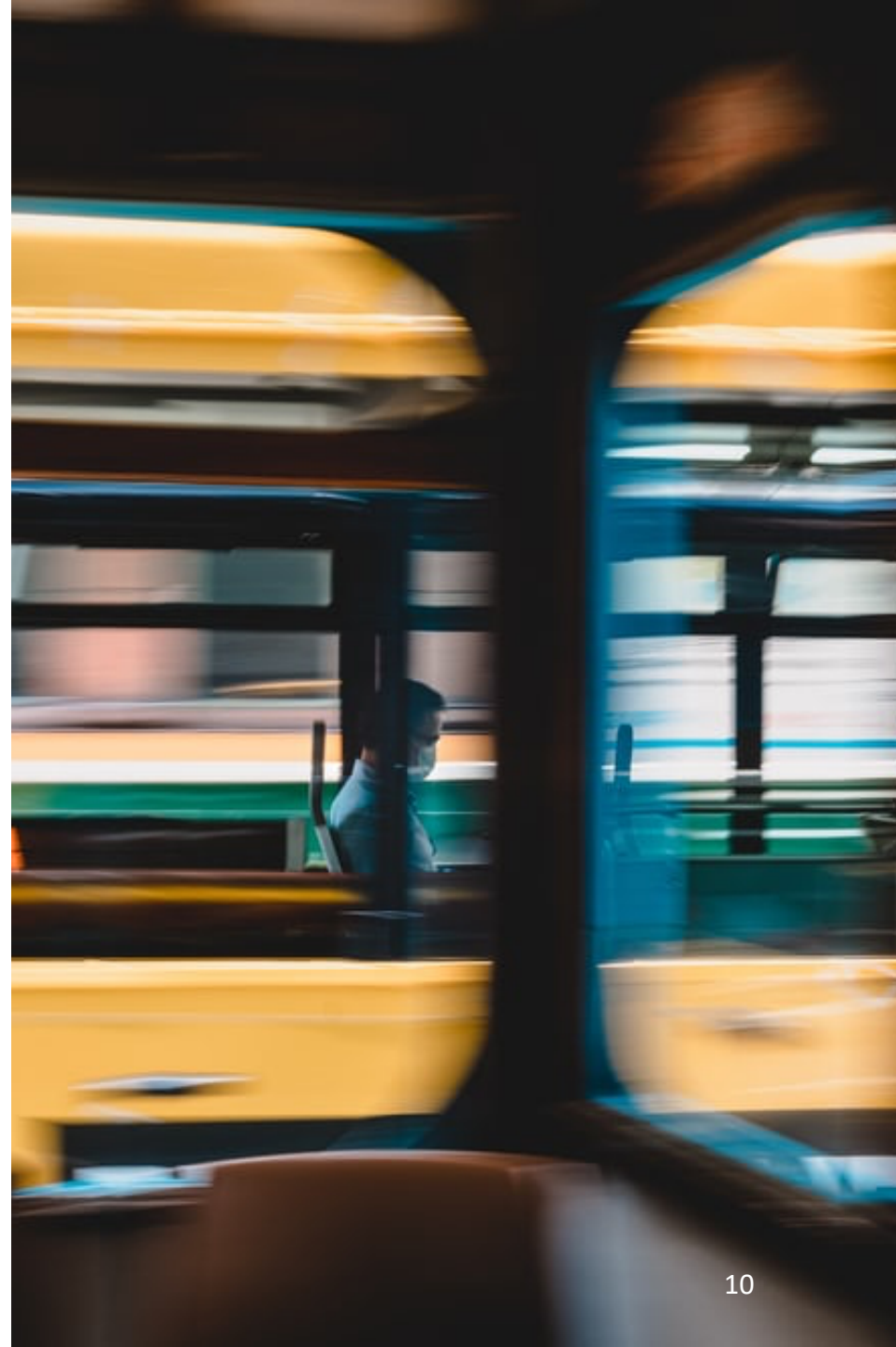
Stereotyping?

Targeting?

HOW TO BRING ABOUT CHANGE?
TO BE CONTINUED...

Part II

- Let's talk about “the problem”.
- Let's talk about countering strategies.
- Let's talk about sharing knowledge, action and tools.



I. WHAT IS “THE PROBLEM”

MISREPRESENTATION & MIS/DIS-INFORMATION



I. What is “the problem”

Misrepresentation & Mis/dis-information

Most media do ***not*** intentionally spread false information and fake news but they often misrepresent migrants and minorities.

THE IN MIGRANT CRISIS
CALL TO SEND IN OUR ARMY

Softy Calais goes ballistic... Frenchies are atrocious!

Daily Mail

WHY WE ALL FEAR DENTISTS ARE NATURAL BORN KILLERS
QUENTIN LETTS PAGE 14

As police seize stowaway migrants across South, Cameron is attacked for 'likening them to insects'

THE 'SWARM' ON OUR STREETS

5p DAILY EX

FREE £10 GOODWOOD BET

SIR P TRIE VOI RAC

SEND IN A TO HALT MIGRANT INVASION

Call for action to end chaos in Calais

malta INDEPENDENT

Urgent summit called for Thursday

Italy and Malta engaged in more search and rescue operations

Up to 950 feared dead

EU wants to destroy smugglers' boats

Renzi and Muscat call for action

Boat runs aground off Rhodes, child amongst the dead

Nigrant tragedies Europe finally wakes up

LE FIGARO

ENQUÊTE COVITURAGE, ECHANGE DE LOGEMENTS... LA REVOLUTION DE L'ECONOMIE DU PARTAGE

DANIEL AUTEUIL LES ACTRICES ONT ETE LE MOTEUR DE MA CARRIERE

Exode de migrants, massacres de chrétiens Que peut faire l'Europe face au chaos libyen?

Autumn windfalls
Your guide to the high street's must-haves

The Daily Telegraph

8 million foreigners living in Britain

Train terror suspect faces court

35 per cent

Fish oil does not boost brain, says study

Rates 'to stay low next year'

Late summer plates

the guardian

the shocking, cruel reality of Europe's refugee crisis

Boy among 12 Syrians who died in boat tragedy

Picture raises questions over EU's response

The Daily Telegraph

Plight of migrant children stirs Europe's conscience

Tiny victim of a human catastrophe

THE TIMES

Europe divided

EU BLAMED FOR MIGRANT CHAOS

Europe's border crisis is totally out of control

THE Sun

MR CAMERON, SUMMER IS OVER NOW DEAL WITH THE BIGGEST CRISIS FACING EUROPE SINCE WW2

IT'S LIFE & DEATH

INDEPENDENT

Myria Georgiou, DEAR webinar 09/09/20

UK: The Guardian, The Times, The Independent, The Daily Telegraph

Ireland: Irish Independent
The Irish Times

Hungary: Magyar Nemzet
Népszabadság

Serbia: Vecernje Novosti
Blic

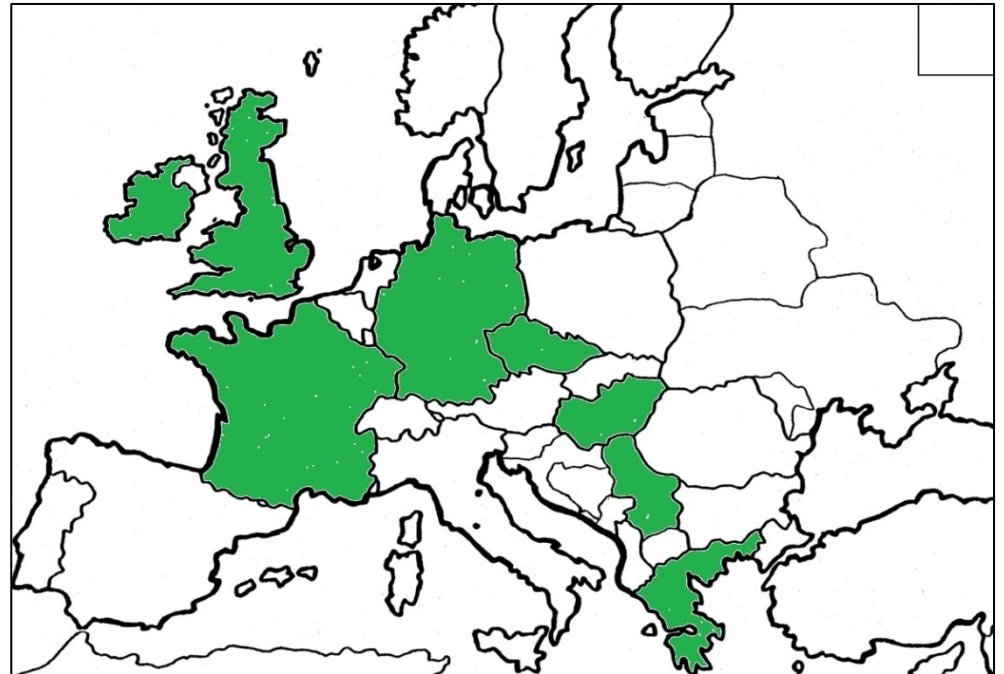
Germany: Süddeutsche Zeitung
Frankfurter Allgemeine Zeitung

Greece: EFSYN
Kathimerini

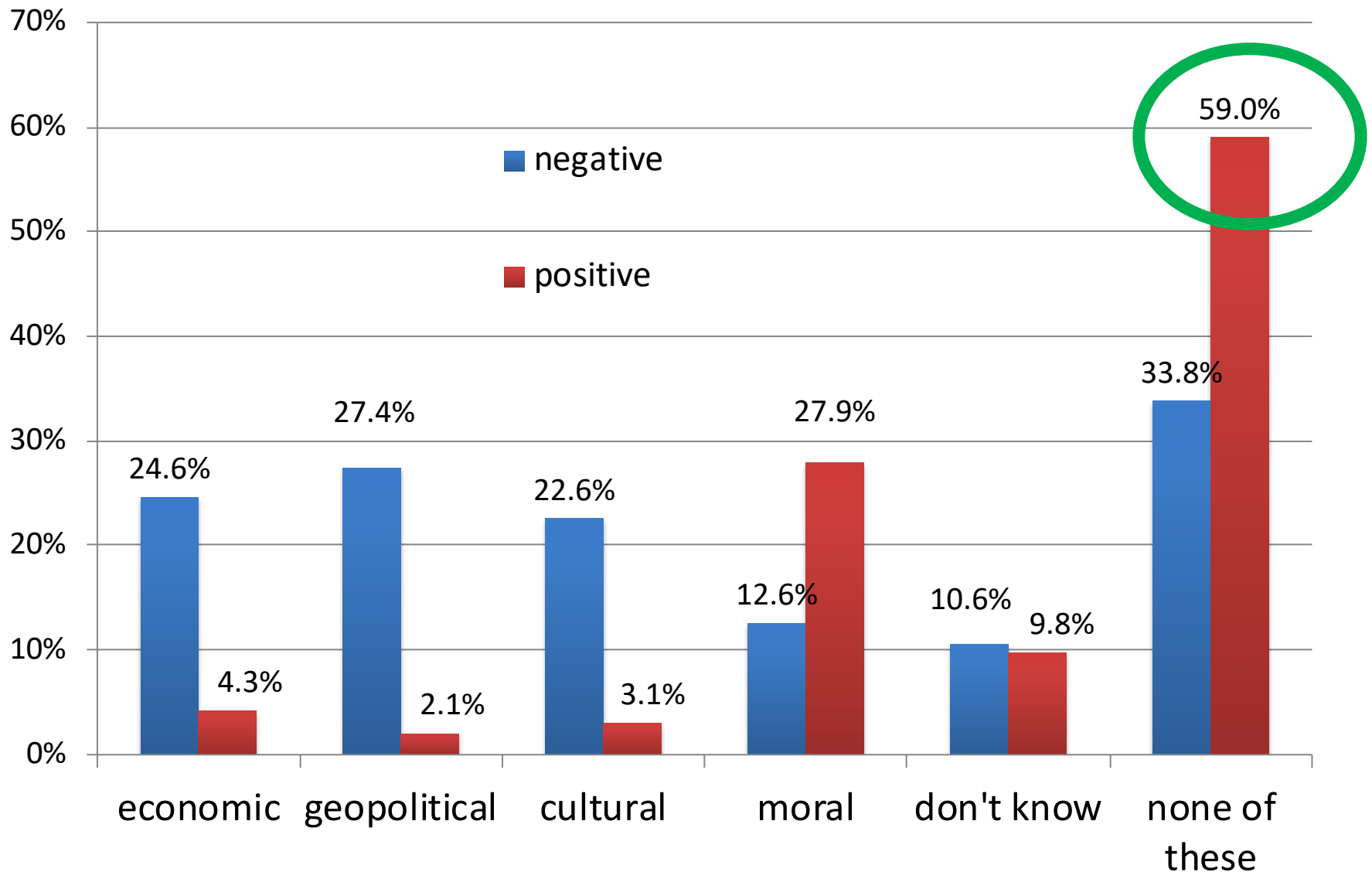
Czech Republic: Pravo
Lidove Noviny

France: Le Monde
Le Figaro

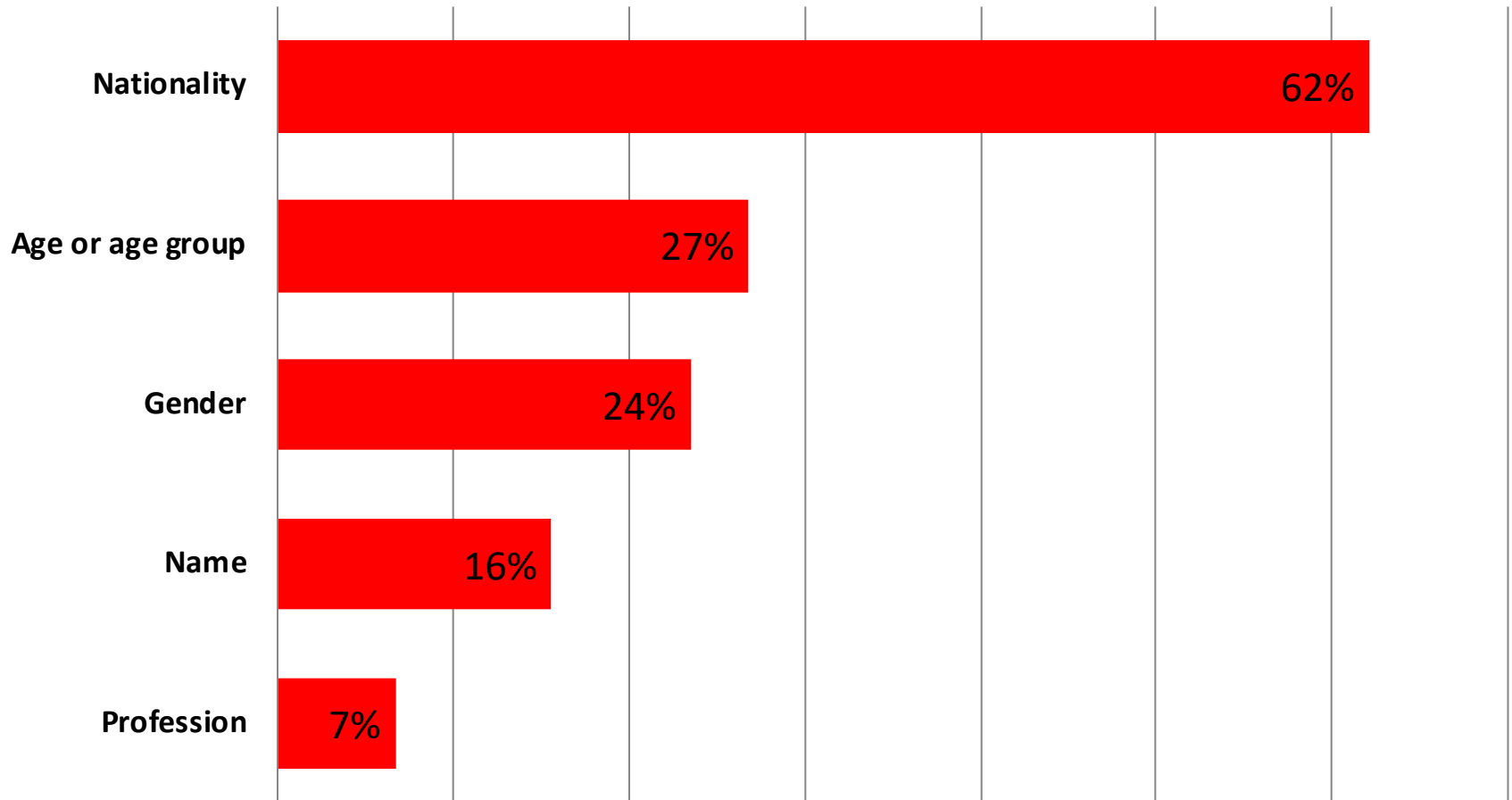
Arab European press: Al-Hayat
Al-Araby Al-Jadeed



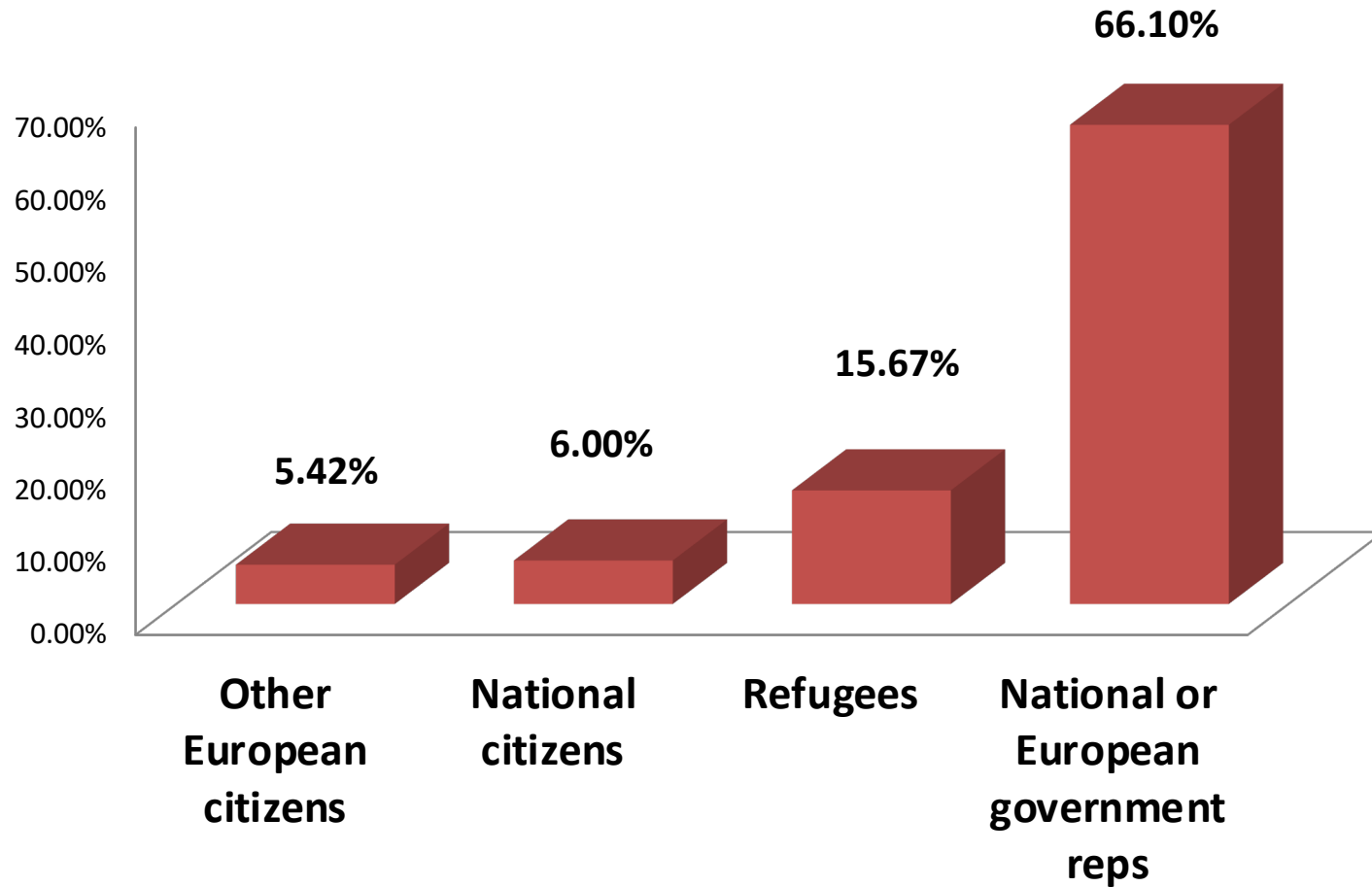
Framing of consequences of migrant arrivals



How are migrants identified in the press?



Who is quoted in European press coverage of “the crisis”?



Main finding

The role of the media in misrepresenting migration is not always determined through negative reporting. Instead, sympathetic reporting as much as hostile reporting might have negative consequences to fair and informative debates on migration that recognize migrants as equals – as “people like us”.

Why is misrepresentation the problem (and not migration)?

- **Misrepresentation shapes perceptions**
Audiences and policy makers are more likely to trust mainstream media that seemingly offer moderate and balanced perspectives.
- **Misrepresentation is not always deliberate**
Fast and furious news economy of the digital media environment reproduces familiar frames and stereotypes, often not intentionally.
- **Misrepresentation is dehumanizing**
Migrants and minorities reduced to stereotypical figures of silent victims or threatening perpetrators, thus seen as Others and fundamentally different to nationals/Europeans.
- **Misrepresentation disrupts democratic process**
Migrants and minorities become excluded from public debates on social and political matters, including those directly affecting them.

I. What is “the problem”

Misrepresentation and mis/dis-information

“Information disorder”

- **mis-information**, when false information is shared, but no harm is meant;
- **dis-information**, when false information is knowingly shared to cause harm;
- **mal-information**, when genuine information is shared to cause harm, often by making public information designed to stay private.

Council of Europe (Wardle and Derakhshan 2017)

Mis/dis-information:


Common myths about migrants and minorities

- “they all come here”
- “they are here to take citizens’ jobs”/“they are lazy and drain public funds”
- “they are dangerous and they are terrorists”
- “they are too different”



Why is mis/dis-information the problem (and not migration)?

- **Mis/dis-information has become ordinary**
Accepted dimension of our media and communications environment, it does not appear extraordinary anymore.
- **It has all become relevant**
Contestation and “a matter of opinion” become widely used narratives through which human life, human rights, and social justice are evaluated.
- **Mis/dis-information is dehumanizing**
Sensational claims made on behalf of and for migrants and minorities legitimize loud voices and delegitimize migrants’ right to speak with authority.
- **Misinformation disputes the value of a shared society**
Misinformation breeds on dividing narratives that make it less possible to envision equality and collaboration against injustice.

A person with long dark hair, wearing a white surgical-style face mask, is shown in profile, looking down at a tablet device held in their hands. The background is dark, and the lighting is focused on the person's face and the device.

II. HOW CAN "THE PROBLEM" BE ADDRESSED?

II. How can "the problem" be addressed?

Media literacy

- **Knowledge sharing** and toolkits on migration – its causes and consequences.
- **Engaging** with different publics in (co-)training for a complex information environment.
- **Networking with the media** and with different media actors – supportive not antagonistic relationships for knowledge exchange.
- **Lobbying** policy makers for investing in literacy against sensationalism, misleading advertising and hidden political messages on social media.

II. How can “the problem” be addressed?

Awareness

The challenge:

“Individuals process information at a personal level—in essence, asking ‘how does this affect me and my community?’ Data, meanwhile, deal in averages, such as unemployment rates or effects on gross domestic product, and may therefore seem distant and disconnected.

Transatlantic Council on Migration (Banulescu-Bogdan 2018).

II. How can “the problem” be addressed?

Awareness

The response:

- **“Keeping it real”** – demonstrating the implications and consequences of information for decision-making and for the lives of humans *here and there*.
- **Speaking of real people** and their real stories – engage migrants in the conversation to speak as equals about their experiences.
- **Campaign/lobby** for democratic and inclusive media environments and for fact-checking and alternative/community media.

II. How can “the problem” be addressed?

Vision

The COVID-19 challenge and opportunity

- **Digitally mobilizing:** (new) skills and networks now accessible online and on social media.
- **Democratizing participation:** Bringing migrants and minorities in the conversation as equals – use the moment of crisis to learn from and share their digital literacies.
- **Recognizing subaltern voices** and knowledge exchange as a core value of all actions.
- ...COVID will pass but the discourse of “crisis” and “blame culture” will not: **act now against present and future discrimination & exclusion.**

Some useful additional resources

- **Migration Data Portal:** data for informed conversation
https://migrationdataportal.org/?i=stock_abs&t=2019
- **Council of Europe resource centre against misinformation:**
<https://www.coe.int/en/web/campaign-free-to-speak-safe-to-learn/resources-on-dealing-with-propaganda-misinformation-and-fake-news>
- **When facts don't matter:** How to communicate more effectively about immigration's costs and benefit. Resource for policy makers <https://www.migrationpolicy.org/research/when-facts-dont-matter-immigration>
- **New Neighbours:** Project promoting intercultural media spaces integrating numerous useful resources <https://newneighbours.eu>
- **Migration Matters:** Educational material and resources offering balanced information on migration <http://migrationmatters.me>
- **E-Media Toolkit on Migration:** Resources and training on migrant reporting <https://e-learning.fra.europa.eu>
- **Changing the narrative: Media representations of refugees and migrants in Europe**
https://www.refugeesreporting.eu/wp-content/uploads/2017/10/Changing_the_Narrative_Media_Representation_of_Refugees_and_Migrants_in_Europe.pdf
- **Media coverage of the "refugee crisis": A cross-European perspective.**
<https://edoc.coe.int/en/refugees/7367-media-coverage-of-the-refugee-crisis-a-cross-european-perspective.html>
- **A storytelling project that goes beyond stereotypical images of migrants as "Others" to European societies** www.digitalcityofrefuge.com

III. SHARING KNOWLEDGE, ACTIONS, TOOLS: ALWAYS WORK IN PROGRESS



YOUR TURN!