

IEB03

Institutional Press and Agenda Setting in The Digital Age

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Abstract

News media organizations have always had a significant role in agenda setting and bringing societal changes. However, there has been increasing skepticism about the ability of online news platforms to set agendas. In this study, we endeavor to show the different paths for online newspapers in setting agendas. We examine the agenda setting processes of topic selection and framing in online newspapers. We use a computational grounded approach to analyze editorials published in Nola.com/The Times-Picayune. Our analyses reveal how online newspapers' path in agenda setting is affected by the dominance of the market logic, leading to the decoupling of the content and the sensualizing of the headlines.

Conference Track

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