



# **WHO WATCHES THE WATCHMEN?**

## **Risk Perception and Security vs. the Privacy Dilemma in the Czech Press**

**Paper for the 5th ECPR Graduate Conference, Innsbruck, Austria, 2 July 2014**

*Section: Media and Politics, Panel: Coverage of Conflict: Uprising and Security Issues in the Media*

**Daniela Gawrecká**

Institute of Sociology AS CR

# ANALYSIS OF MEDIA PERCEPTION OF:



Source: Právo 14 January 2013

**STUXNET**

**3D BODY SCANNERS**

**CCTV CAMERAS**



Source: [www.examiner.com](http://www.examiner.com)



Source: MF DNES 19 January 2013



Source: Day & Night News 26 May 2014

# RESEARCH QUESTIONS:

- (1) What are the perceived trade-offs between security and privacy?
- (2) How much attention is paid to security and risk in the Czech media content?
- (3) Who are the proponents and opponents of security vs. freedom?
- (4) How are the security related issues communicated with the citizens via media?

# METHODOLOGY:

- qualitative comparative analysis (Atlas.ti)
- Prague Graduate School in Comparative Qualitative
- 40 articles from right (MF Dnes) and left-oriented newspapers (Právo)
- 1 January 2010 and 30 April 2013
- WHO (actor), WHAT (topic), HOW (argumentative strategy), WHY (justification)

<b>PRE-DEFINED CATEGORIES</b>	
<b>Actor</b> (who is speaking about the topic)	
<b>Topic</b>	
<b>Argumentation strategies</b> (the way actors communicate the topic)	a) definitive b) evaluative c) advocative
<b>Direction of argument</b> (actor's opinion on the topic)	a) positive b) negative c) neutral
<b>Justification</b> (arguments supporting actor's opinion)	
<b>Interaction</b> (between actors)	a) cooperation b) confrontation
<b>Actor's origin</b> (country)	
<b>Political orientation of a paper</b>	a) left-leaning b) right-leaning
<b>Country code</b> (newspaper's origin)	

Source: created by Petra Guasti and by the author

# CCTV CAMERAS:

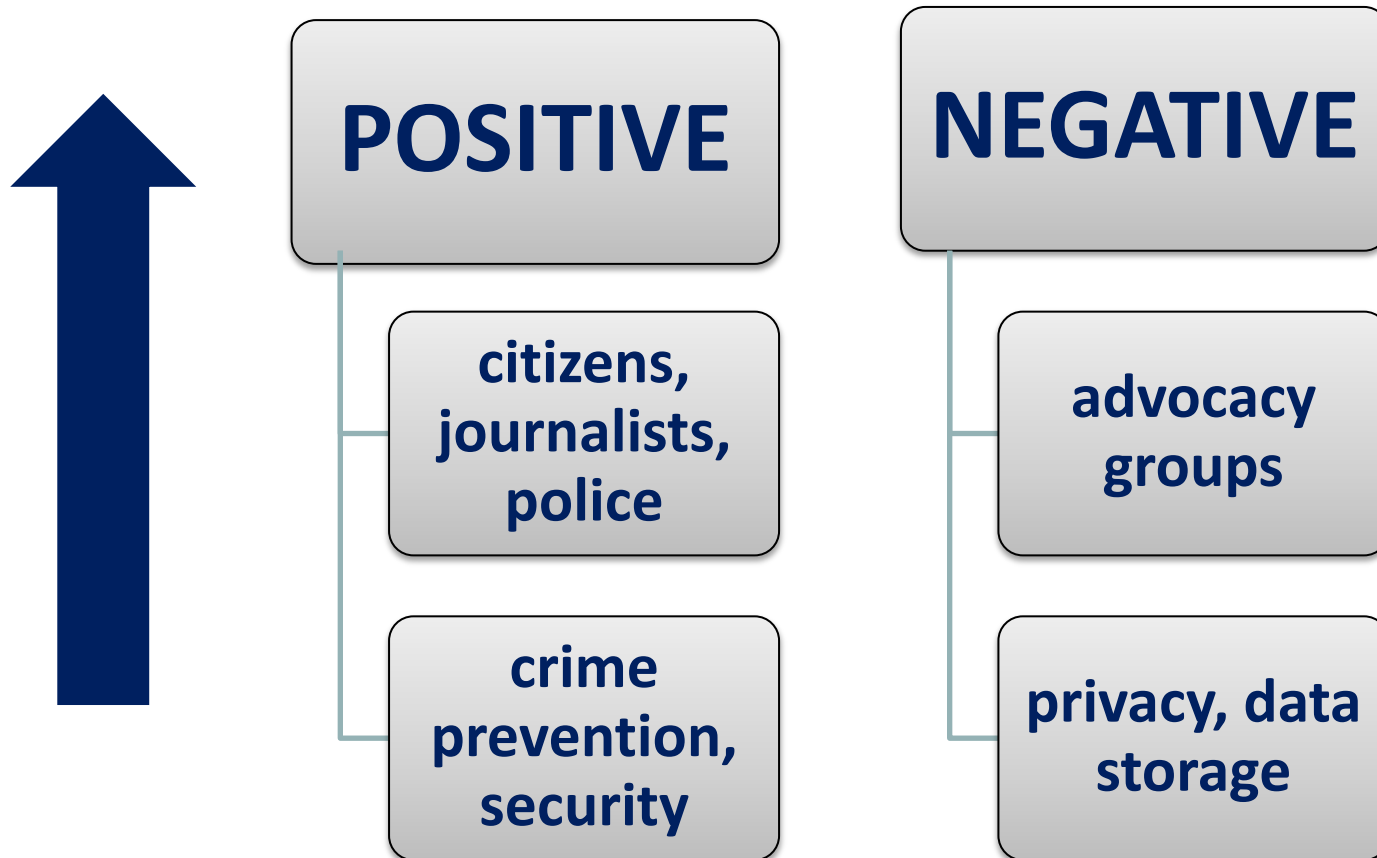
*'You always have to pay for safety. CCTV cameras are just a small personal limitation that helps to increase the security of society...'*

(Rovenský 2011).

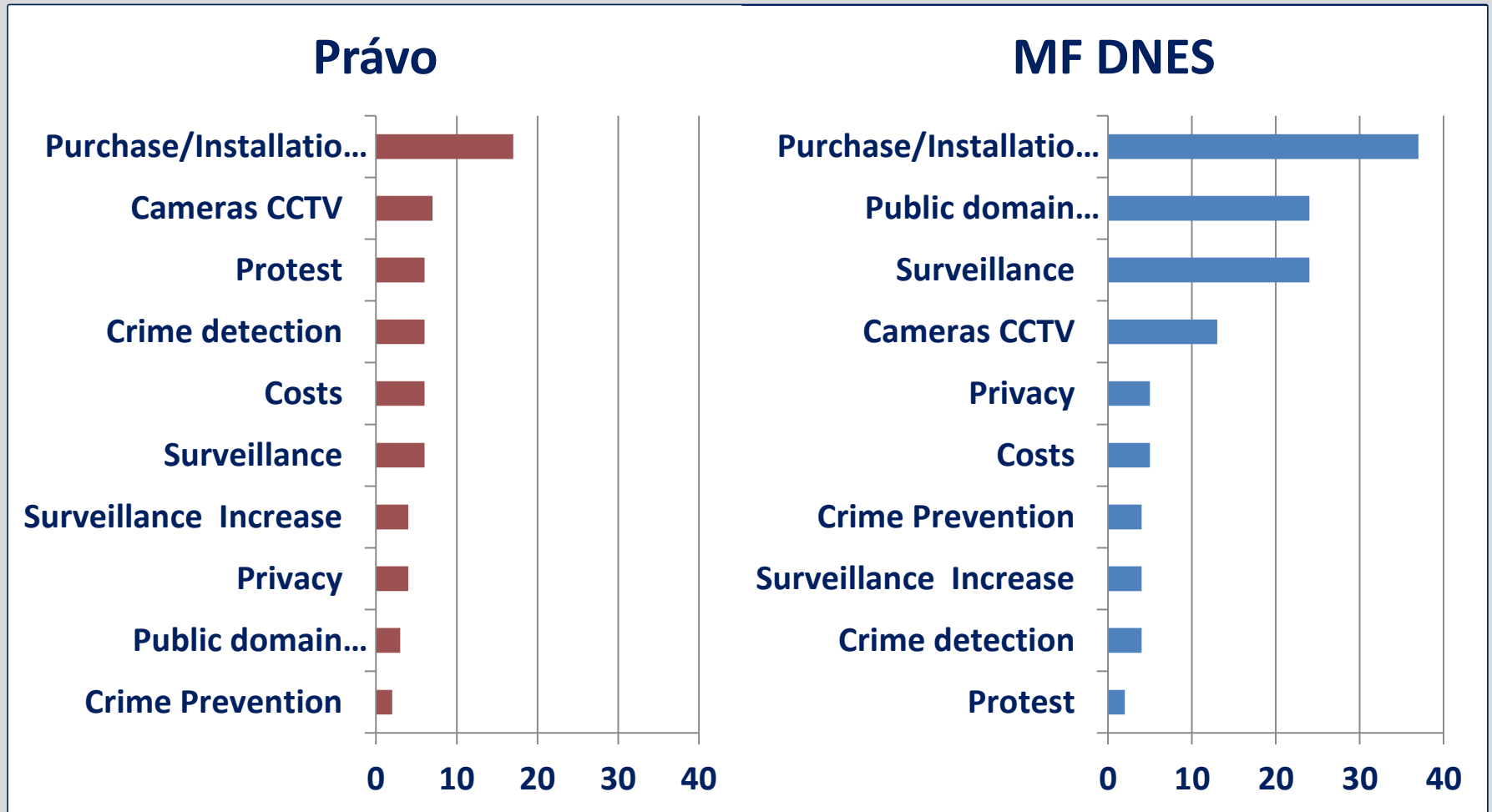


*Source: created by the author*

# EVALUATION OF CAMERAS:



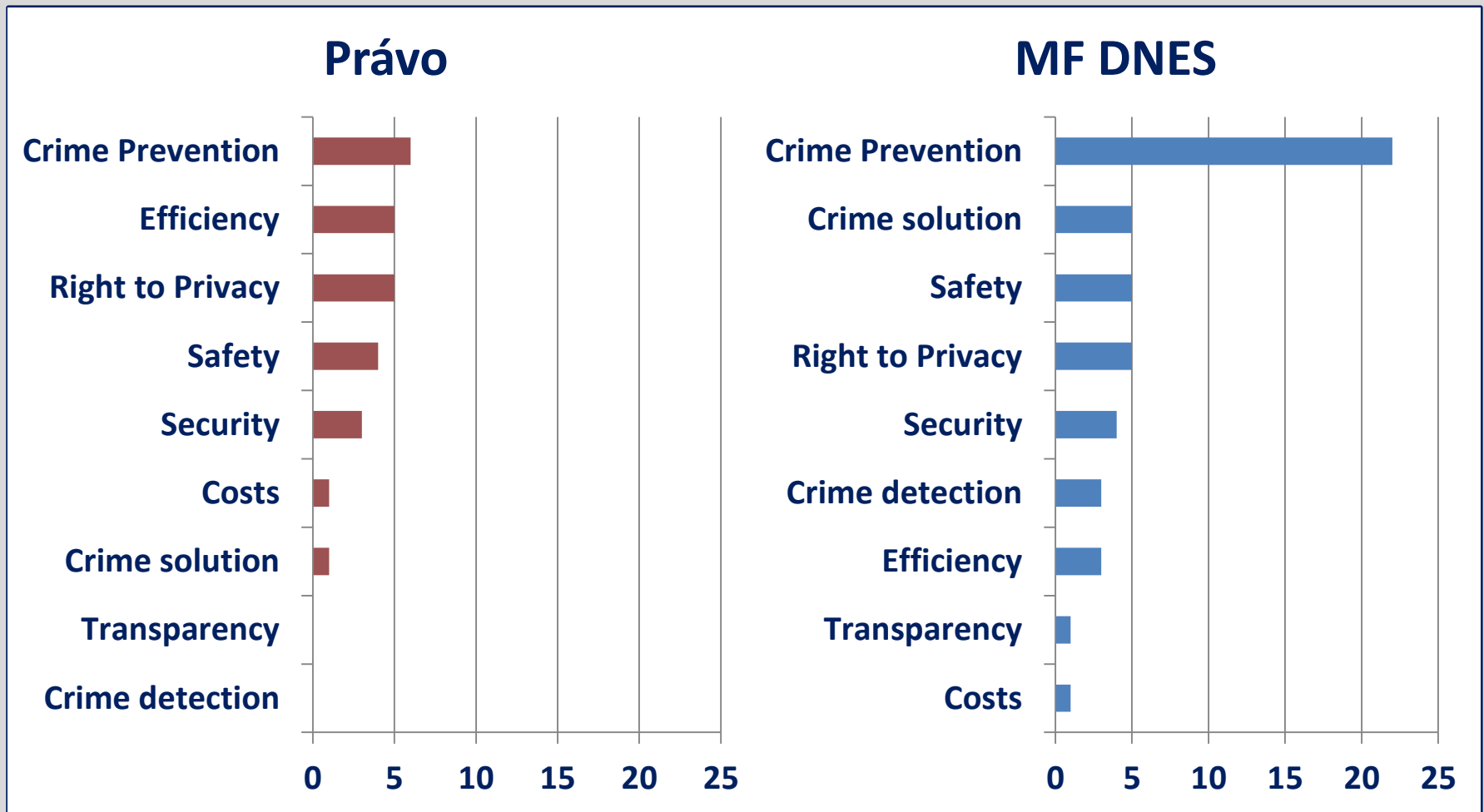
# TOP TEN TOPICS CONNECTED WITH CCTV CAMERAS



Source: created by the author.



# NINE JUSTIFICATIONS CONNECTED WITH CCTV CAMERAS



Source: created by the author

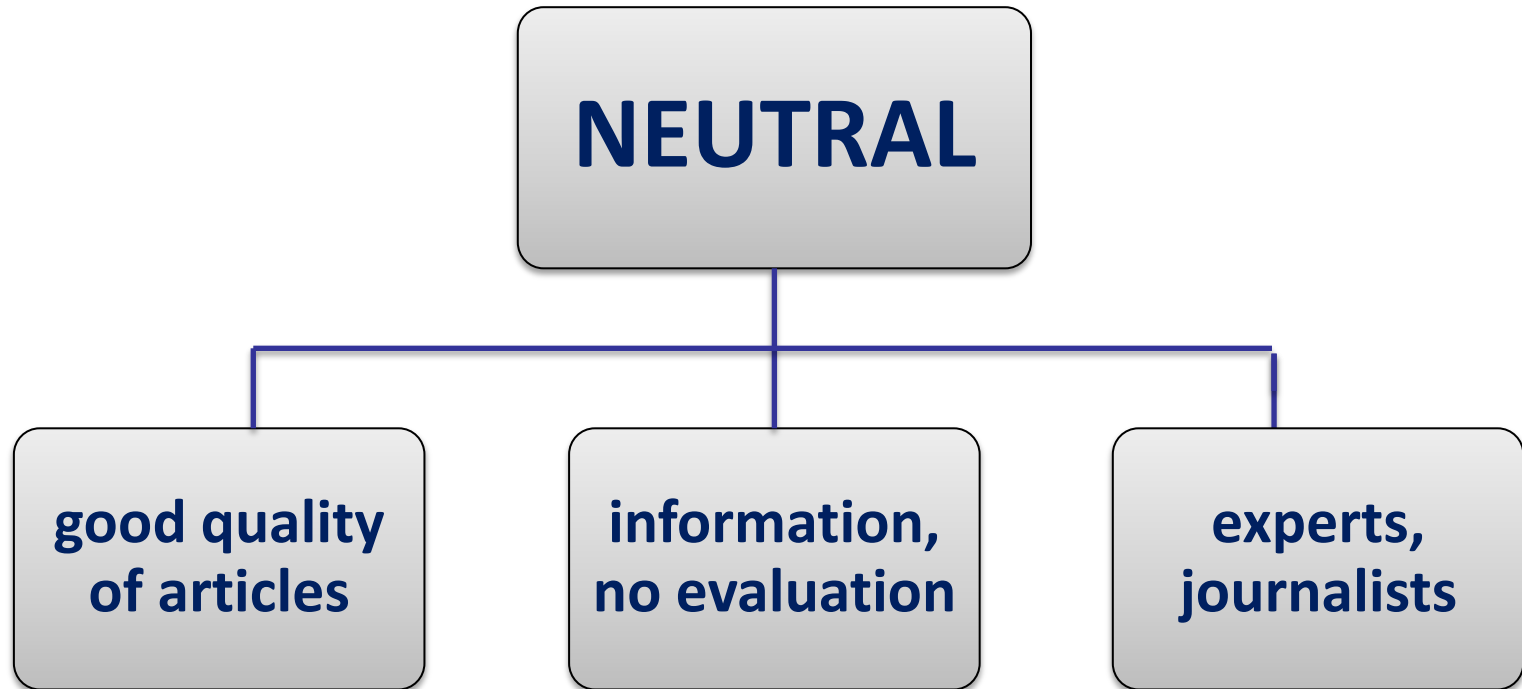
# STUXNET:

*'It is one of the most complex threats that we have ever faced'* (Kužník 2012).



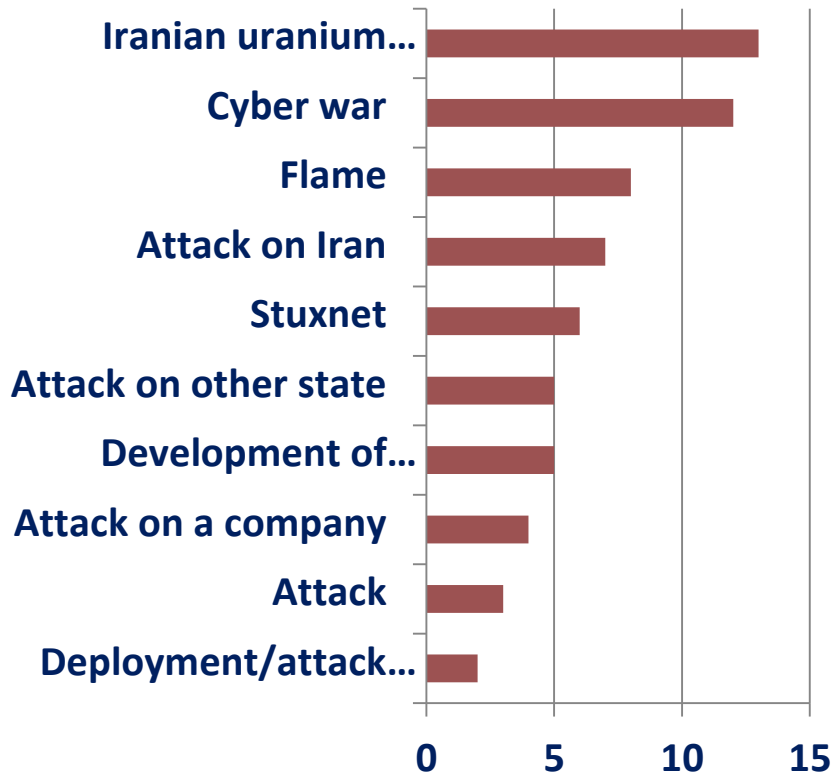
Source: <http://www.cosmostv.org>

# EVALUATION OF STUXNET:

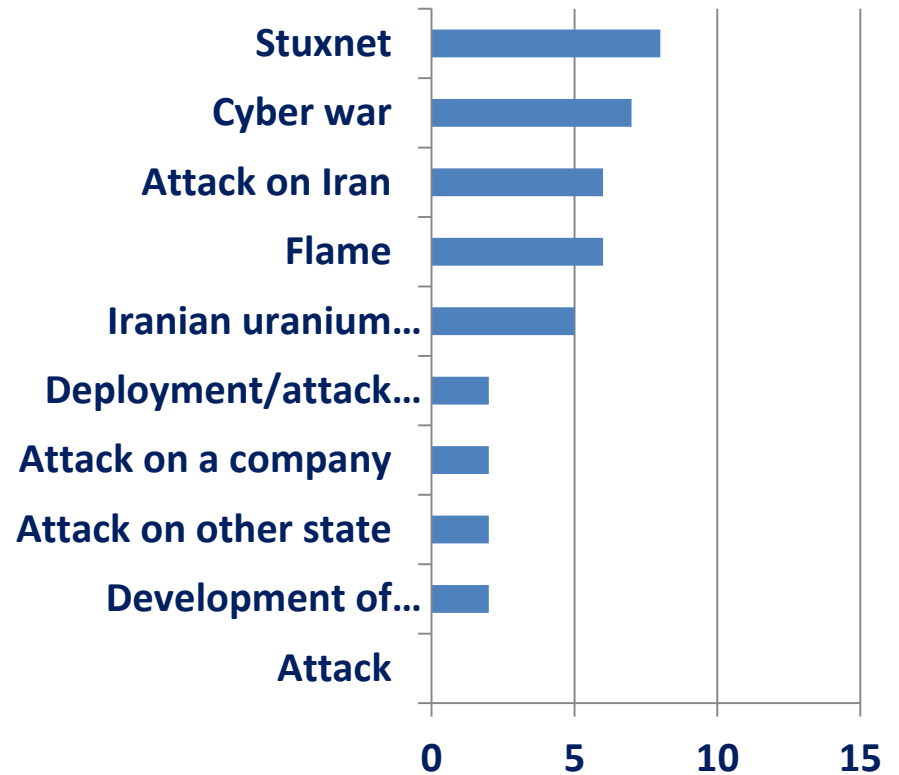


# TOP TEN TOPICS CONNECTED WITH STUXNET

## Právo



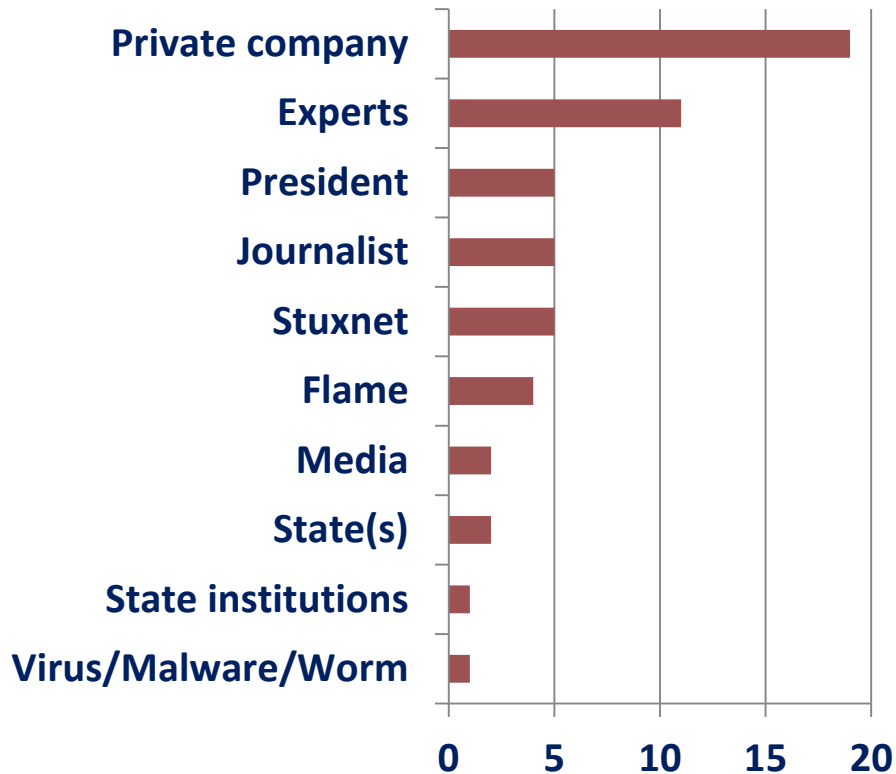
## MF DNES



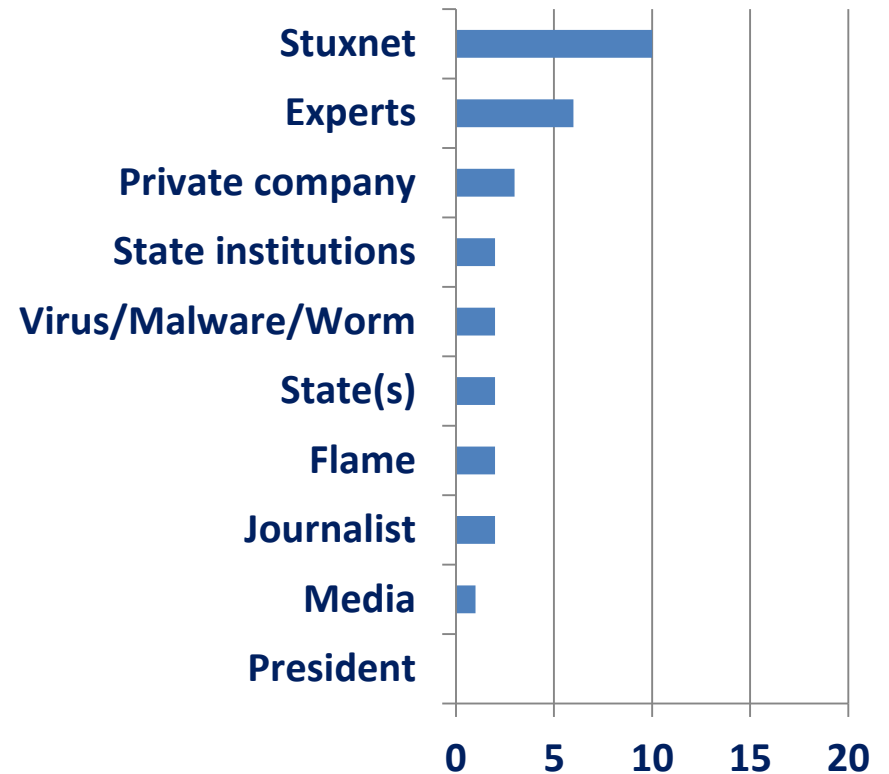
Source: created by the author

# TOP TEN ACTORS CONNECTED WITH STUXNET

## Právo



## MF DNES



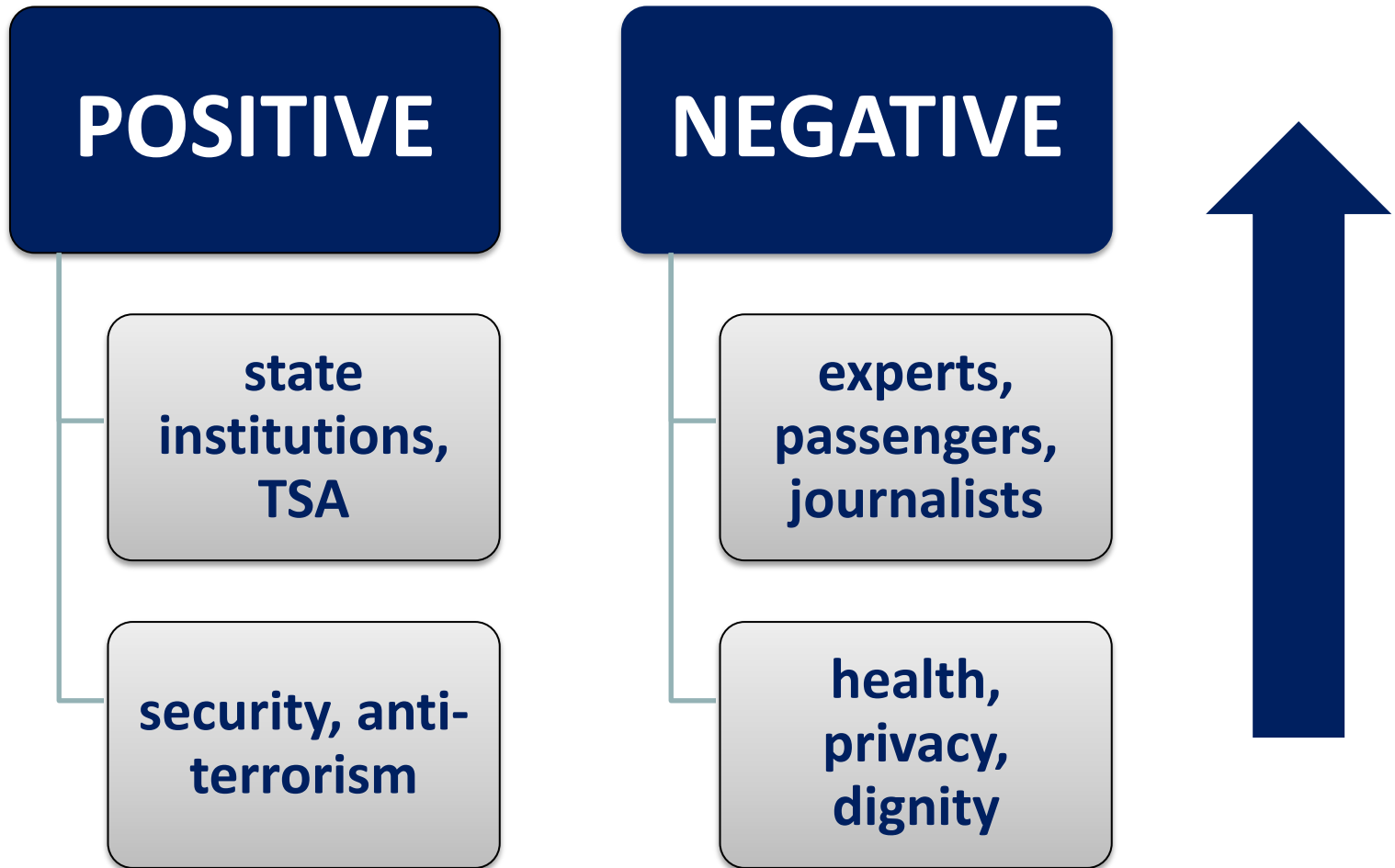
Source: created by the author

# 3D BODY SCANNERS:

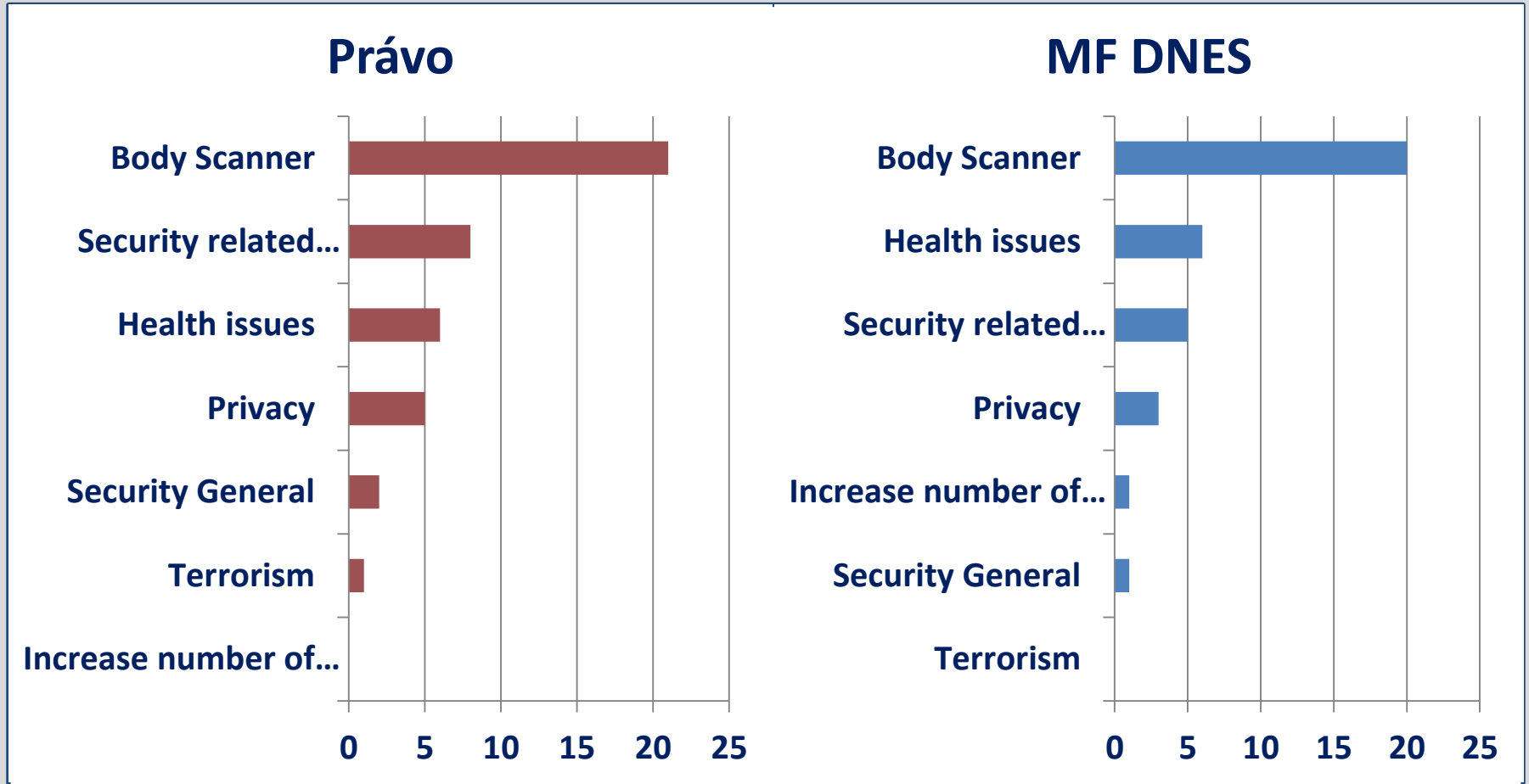
***‘The effort to stop the risk of a possible terrorist attack could raise another treat for human life with the same probability’  
(Právo 2010).***



# EVALUATION OF SCANNERS:



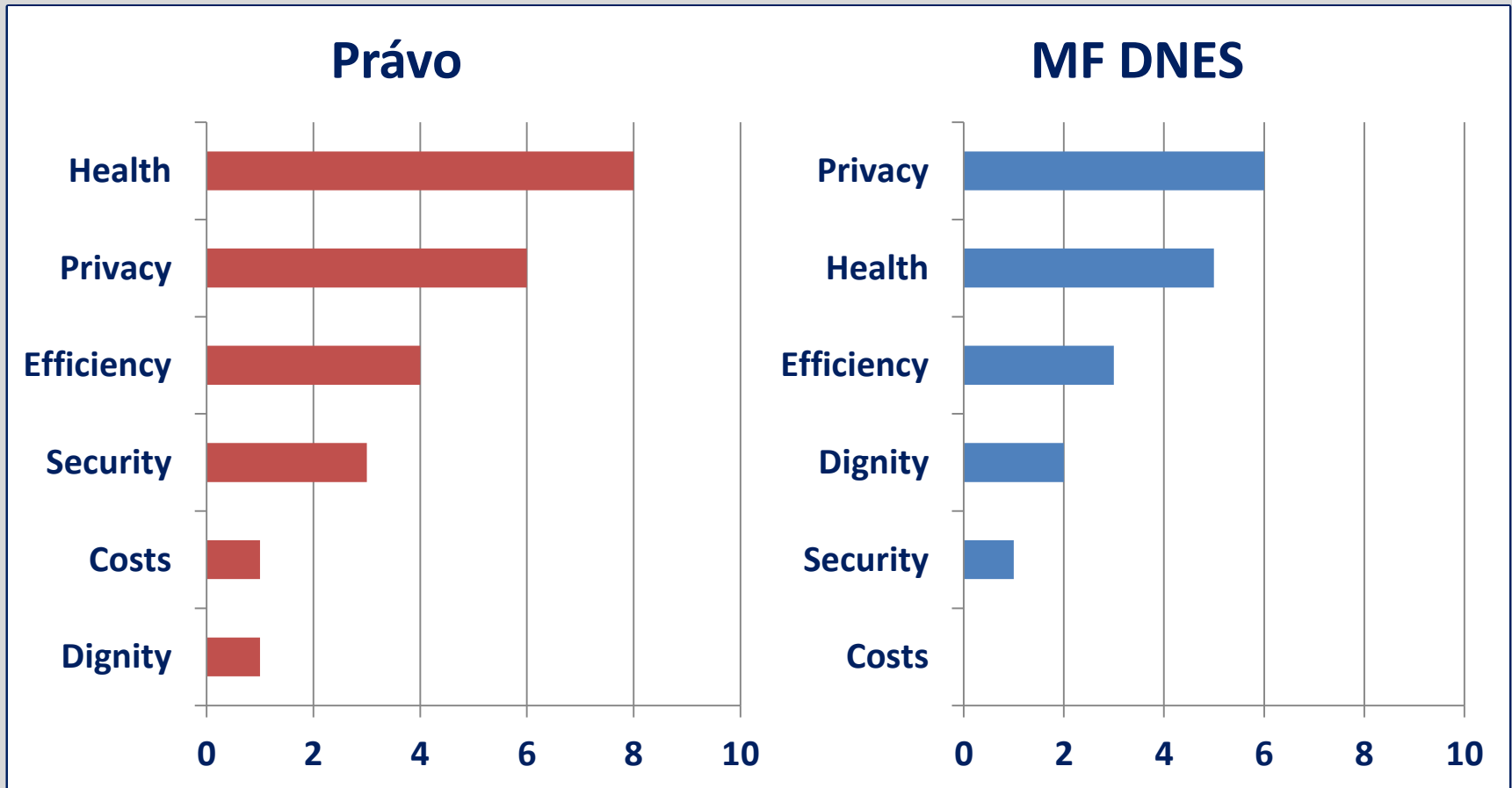
# SEVEN TOPICS CONNECTED WITH BODY SCANNERS



Source: created by the author



# SIX JUSTIFICATIONS CONNECTED WITH BODY SCANNERS



Source: created by the author

## COMPARISON OF SALIENCE OF SECURITY-RELATED ISSUES IN TEN COUNTRIES

Salience / Issue	3D Body scanners	Stuxnet	CCTV cameras
<b>Low salience</b>	Turkey	Italy	US
	Poland	Poland	Italy
	Mexico	Slovakia	Poland
			UK
<b>Medium Salience</b>	Czech Republic	Czech Republic	
	Slovakia	Spain	Mexico
	Spain	Turkey	Spain
	Italy		
<b>High Salience</b>	US	US	Turkey
	UK	Germany	Slovakia
	Germany	Mexico	Czech Republic
		UK	Germany

Source: created by the author



Thanks for your attention!

*[daniela.gawrecka@soc.cas.cz](mailto:daniela.gawrecka@soc.cas.cz)*