



PRICE OF SECURITY: Newspapers' Perception of CCTV Cameras in Ten Countries

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MEDIA PERCEPTION OF CCTV CAMERAS



Source: <http://www.cardiff.ac.uk>, 12 October 2014



Source: theguardian.com 6 November 2009

Comparative analysis of overall reporting on and coverage of closed-circuit television (CCTV) cameras in an international perspective.

RESEARCH QUESTIONS

- (1) How much attention is paid to CCTV cameras in ten countries?**
- (2) Who are the proponents and opponents of surveillance cameras?**
- (3) How is the CCTV camera issues communicated with the citizens via media?**
- (4) What are the perceived trade-offs between security and privacy?**

METHODOLOGY

- **qualitative comparative analysis (Atlas.ti)**
- **1 January 2010 and 30 April 2013**
- **20 nationwide broadsheets in 10 countries:**
 - 1) old EU member states (Great Britain, Germany, Italy and Spain)**
 - 2) new EU member states (the Czech Republic, Slovakia and Poland)**
 - 3) non-European countries (the USA, Mexico and Turkey)**

- **Prague Graduate School in Comparative Qualitative**
- **overall sample of 1900 articles**
- **final sample of 40-45 articles per country**
- **degree of positive and negative salience**

WHO

actor

WHAT

topic

HOW

argumentative
strategy

WHY

justification

PRE-DEFINED CATEGORIES	
Topic	
Argumentation strategies (the way actors communicate the topic)	<ul style="list-style-type: none"> a) definitive b) evaluative c) advocative
Direction of argument (actor's opinion on the topic)	<ul style="list-style-type: none"> a) positive b) negative c) neutral
Justification (arguments supporting actor's opinion)	Actor (who is speaking about the topic)
Interaction (between actors)	<ul style="list-style-type: none"> a) cooperation b) confrontation
Actor's origin (country)	
Political orientation of a paper	<ul style="list-style-type: none"> a) left-leaning b) right-leaning

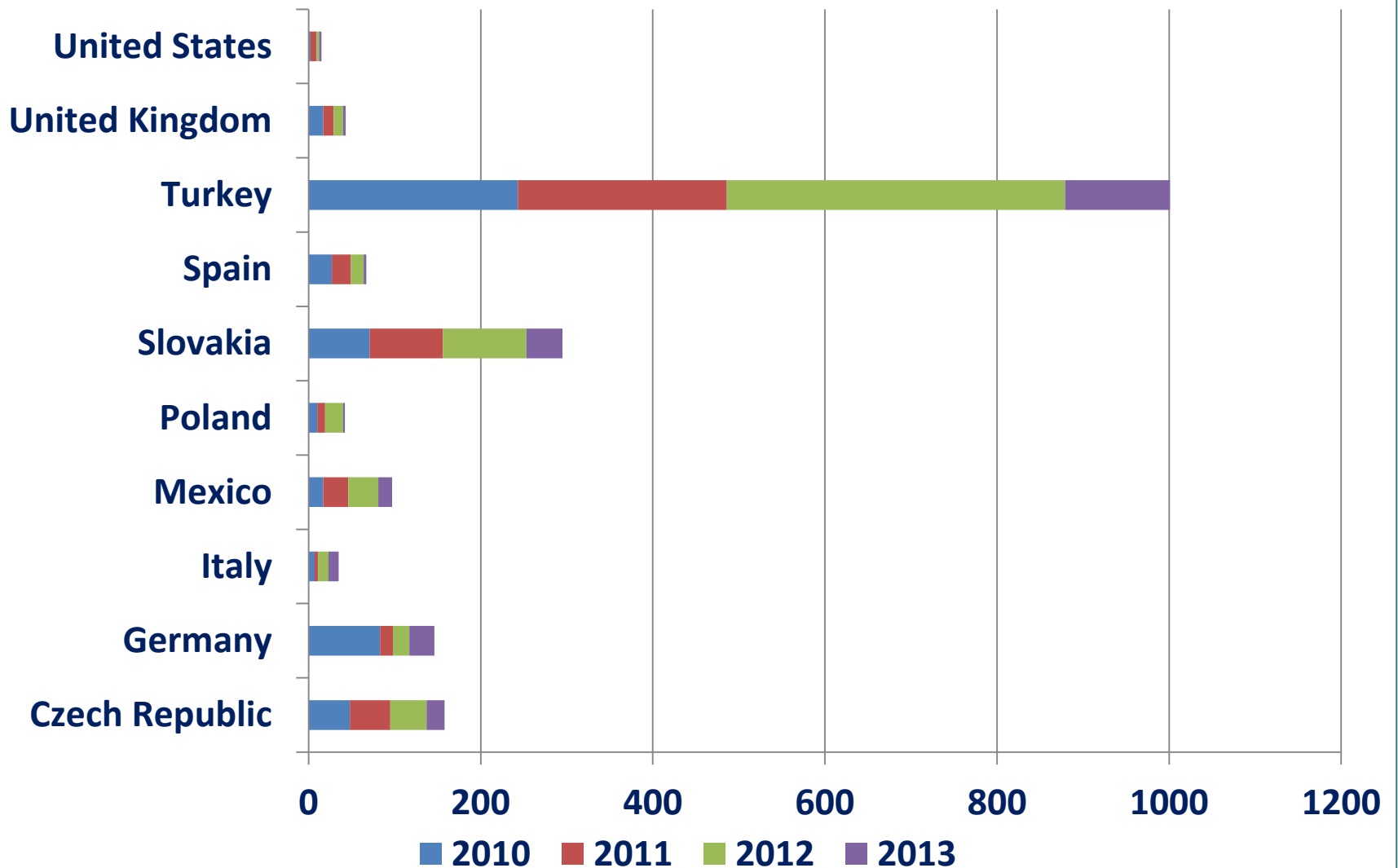
Source: created by Petra Guasti and by the author

OVERVIEW OF SELECTED NEWSPAPERS IN TEN COUNTRIES

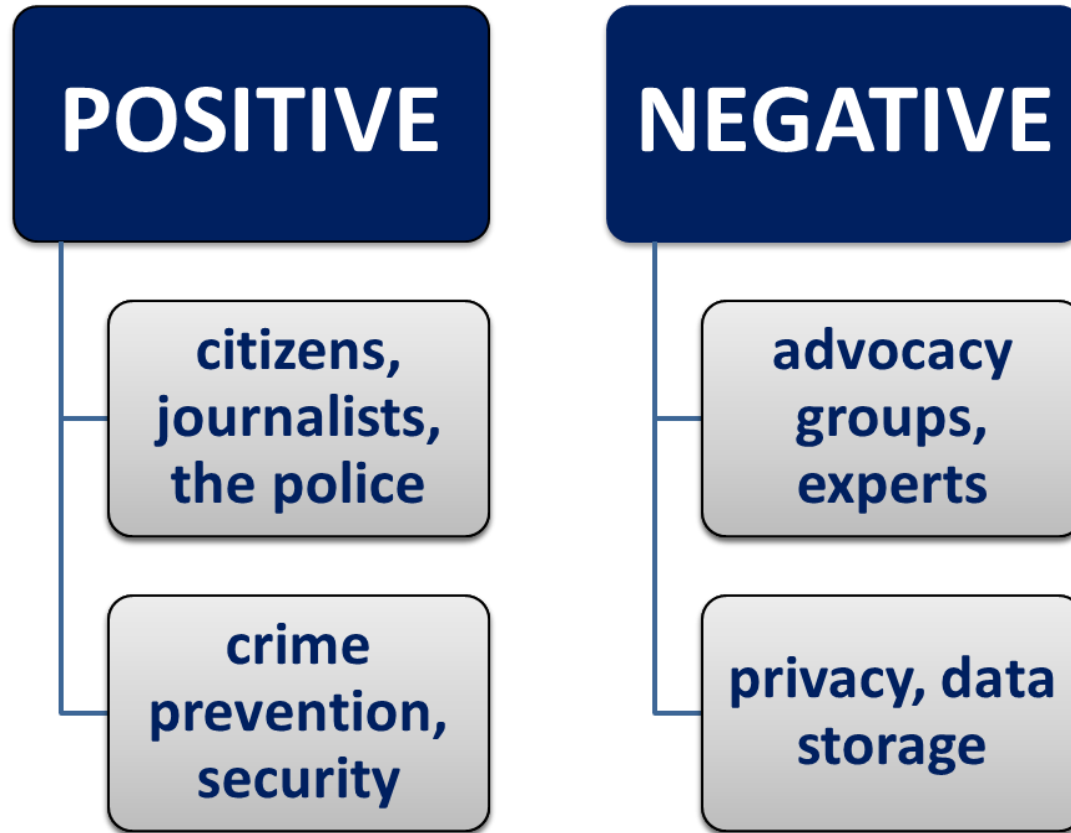
COUNTRY	MEDIA
Czech Republic	Mladá fronta Dnes, Právo
Germany	Süddeutsche Zeitung, Franfurter Allgemeine
Great Britain	The Telegraph and The Guardian
Italy	De la Repubblica, Il Giornale
Mexico	La Jordana, La Reforma
Poland	Gazeta Wyborcza, Rzeczpospolita
Slovakia	SME, Pravda
Spain	El Pais, La Vanguardia
Turkey	Time (Zaman), Spokesman (Sozcu)
USA	The New York Times, The Wall Street Journal

Source: SECONOMICS ISASCR

OVERALL NUMBER OF ARTICLE ABOUT CCTV CAMERA ISSUE IN THE MEDIA BETWEEN 2010 AND 2013

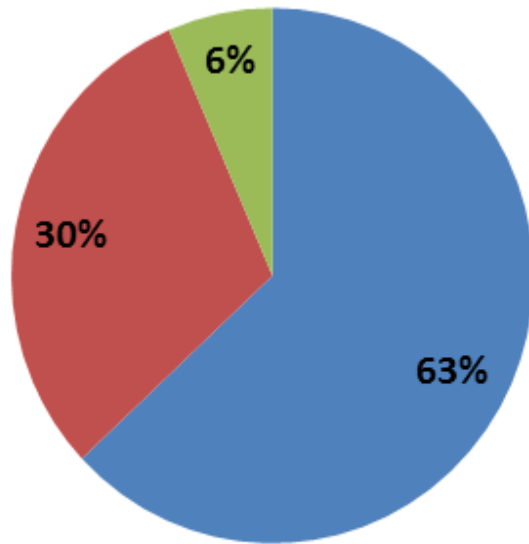


EVALUATION OF CCTV CAMERAS BY THE MOST IMPORTANT ACTORS

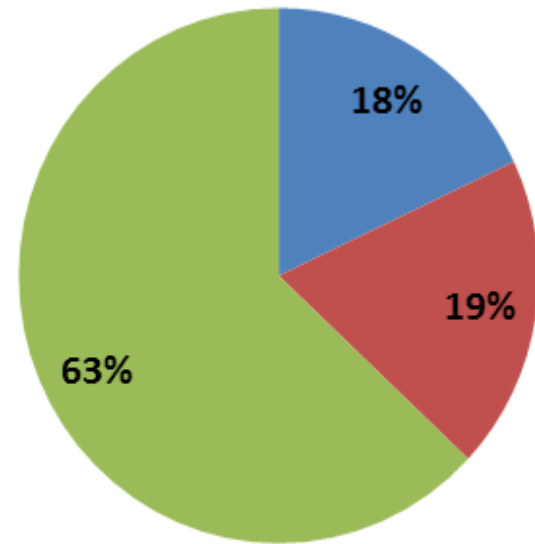


Source: SECONOMICS ISASCR

ARGUMENTATIVE STRATEGIES AND EVALUATIONS OF CCTV CAMERAS (%)



■ % definitive ■ % evaluative ■ % advocative



■ % positive ■ % negative ■ % netural

GENERAL TRENDS

- cameras were domestic issues
- informative articles
- no country dominated the debate
- centre of controversy in Poland and Germany

COMPARATIVE ASSESSMENT OF SALIENCE OF CCTV CAMERAS

LOW SALIENCE			MEDIUM SALIENCE		HIGH SALIENCE				
USA	Italy	UK	Mexico	Spain	Turkey	Slovakia	Czech Republic	Germany	Poland

NEW EU MEMBER STATES

- positive evaluation of cameras
- cameras as a symbols of modernization
- discourse of “catching up with the West”

OLD EU MEMBER STATES

- cameras installed in 90th
- media reflection of their pros and cons
- weak public debate in Italy and Spain

“We are proud that we can use a camera to watch a nanny or a cleaner. Also a city that has public monitoring is considered to be modern...”

(Płociński 2012)

“In other countries at the entrance to a city you can see signs ‘University city,’ ‘City of culture,’ in Poland – ‘Monitored city’?”

(Sojka 2013: 41)

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

(Rovensky 2011: 41)

Experience with terrorism

- greater acceptance of surveillance measures and technologies

USA

- attack at the Boston Marathon in April 2013

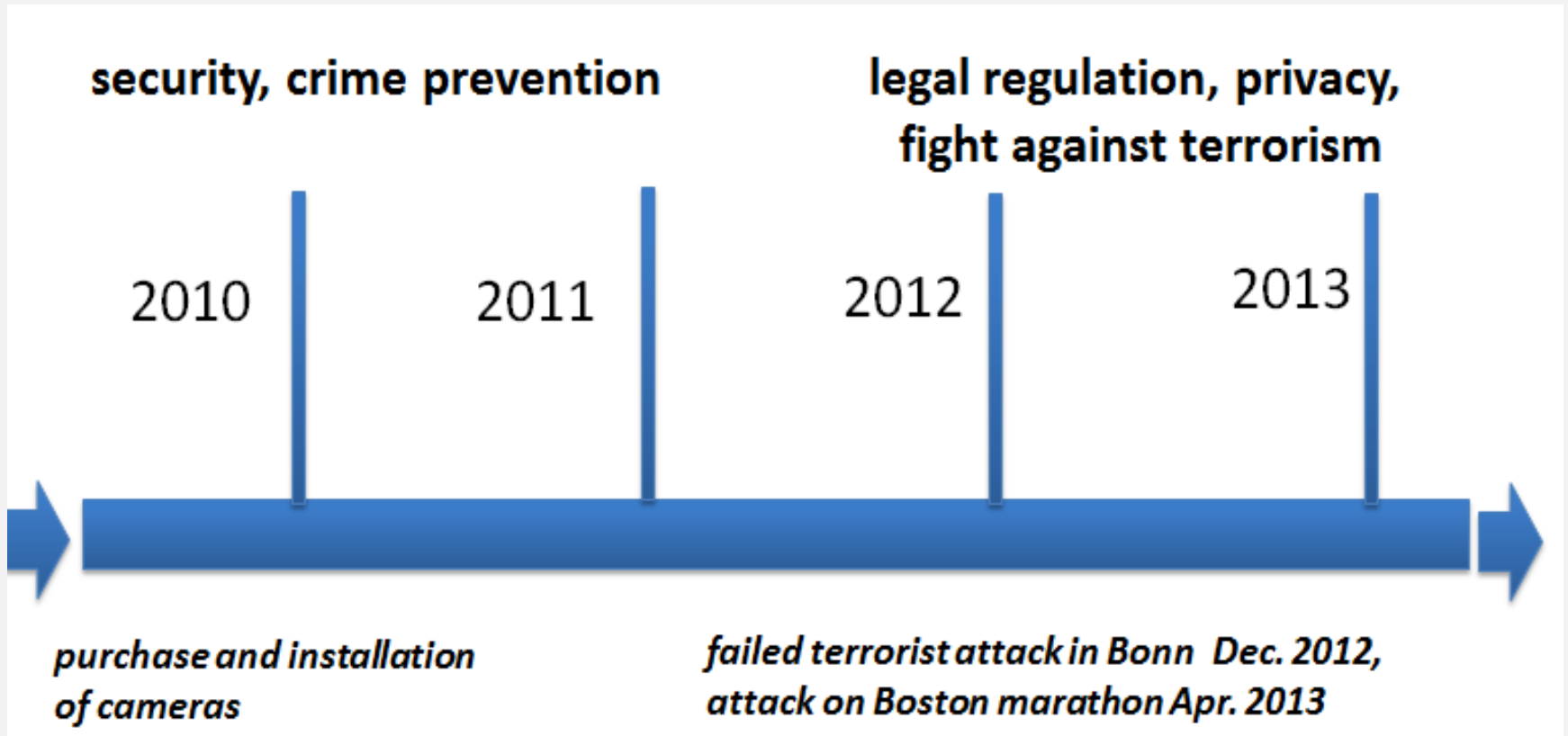
Germany

- failed attack at Bonn train station in December 2012



Source: theguardian.com 24 April 2013

Timeline of evolution of topics and justifications



Source: SECONOMICS ISASCR

COMPARATIVE ASSESSMENT OF SALIENCE OF JUSTIFICATIONS CONNECTED WITH CCTV CAMERAS

	Efficiency	Crime Prevention	Right to Privacy	Safety	Crime solution
HIGH SALIENCE	Spain	Spain	Poland	Poland	Spain
	Slovakia	Czech Republic	Slovakia	Slovakia	Germany
	Germany	Slovakia	Germany		USA
	USA	Germany			
MEDIUM SALIENCE	Spain	Mexico	UK	Germany	Slovakia
	Czech Republic	Polnad	USA	USA	
	UK				
LOW SALIENCE	Italy	Italy	Spain	Spain	Italy
	Mexico	UK	Czech Republic	Czech Republic	Mexico
		USA	Italy	Italy	Poland
					Czech Republic
			Mexico	Mexico	UK
				UK	

COMPARATIVE ASSESSMENT OF SALIENCE OF TOPIC CONNECTED WITH CCTV CAMERAS

	Purchase/ installation of CCTV cameras	Public domain monitoring	Cameras CCTV	Security related rules and regulations	Surveillance
HIGH SALIENCE	Spain	Spain	Germany	Spain	Czech Republic
	Czech Republic	Poland	Poland	Poland	Poland
	Slovakia	Slovakia	Slovakia	Slovakia	Germany
		UK	UK	UK	UK
		USA			USA
		Czech Republic			
MEDIUM SALIENCE	Mexico	Mexico	Mexico		Slovakia
	Poland		Czech Republic		
	Germany		Italy		
			Spain		
LOW SALIENCE	UK	UK	USA	USA	Spain
	USA	Italy		Italy	Italy
				Mexico	Mexico
				Germany	
				Czech Republic	



Thanks for your attention!

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