

SOPHIA U

Open Campus lecture

Learning for Sustainable Futures:

Media and Sustainability

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August 2nd, 2023@2-414

Today's schedule

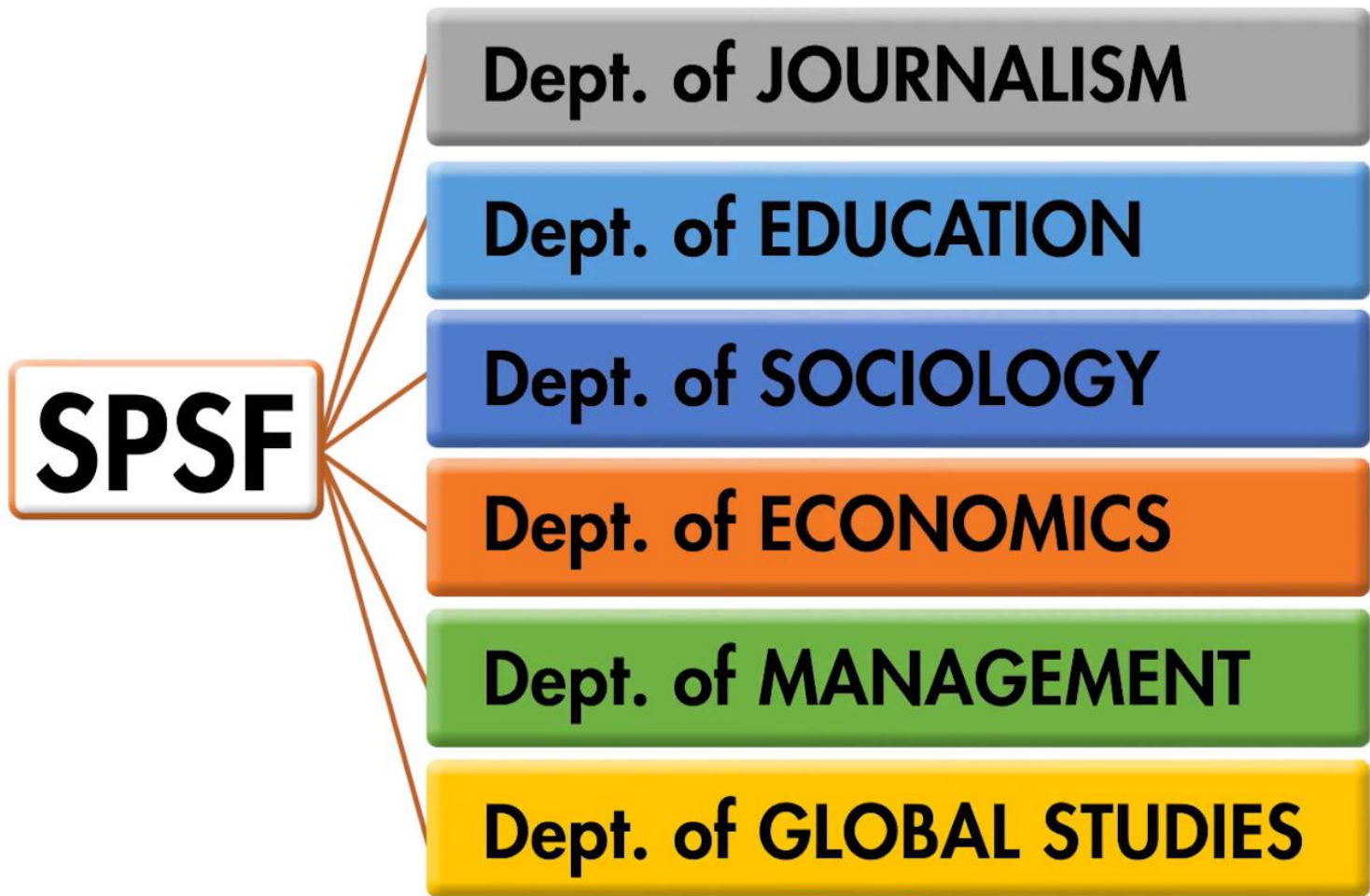
1. Brief introduction to SPSF
2. Sustainability and risks
3. Perspective of media studies on sustainability
4. Framework for understanding and discussion:
 - Hierarchy-of-effects theory

● Keyword: Sustainability

- Meeting the needs of the present without compromising the ability of future generations to meet their own social, economic, and environmental needs



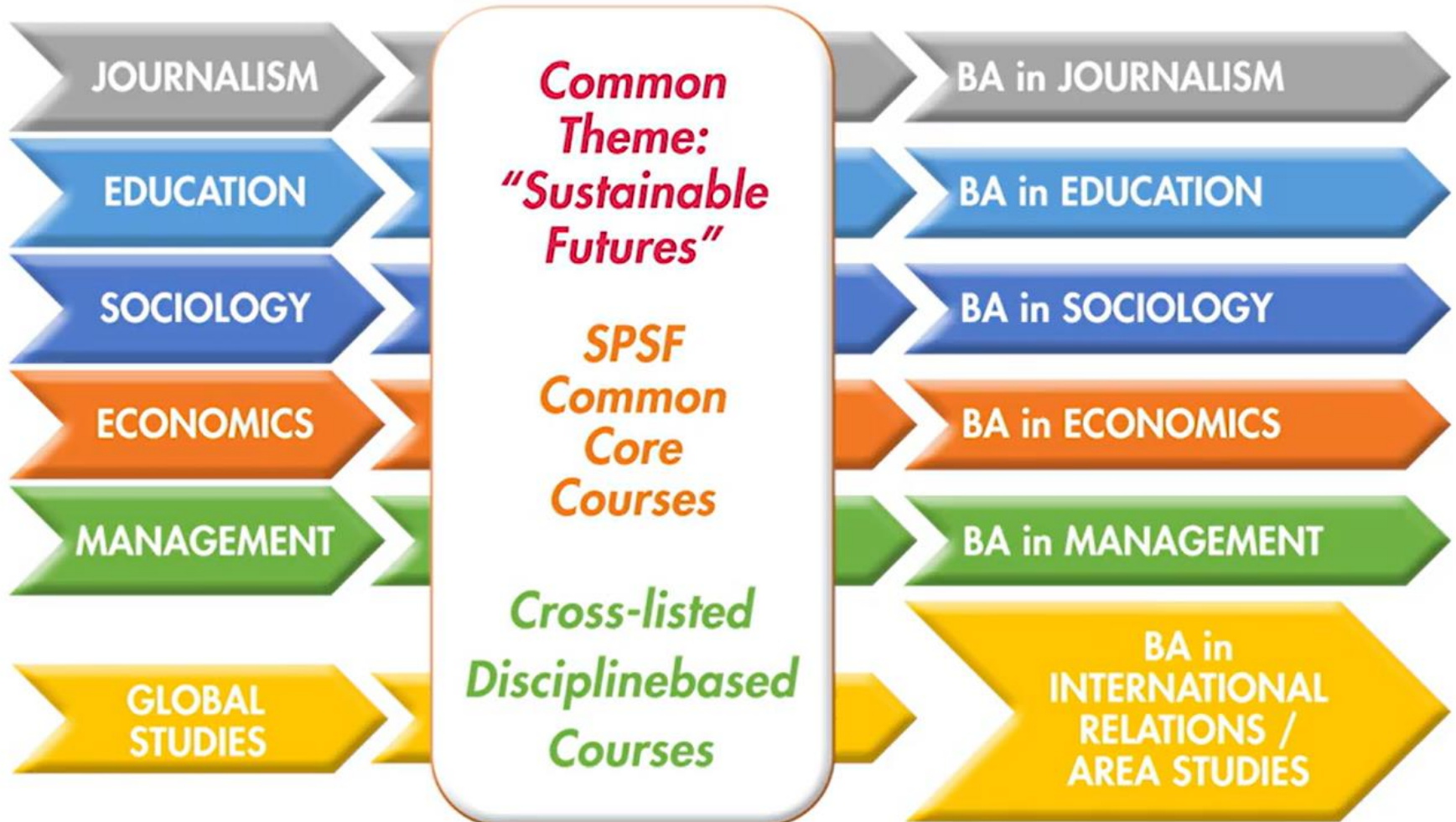
United Nations (Director). (2020, March). *UN Chief on Decade of Action for the Sustainable Development Goals*. <https://www.youtube.com/watch?v=vc8-7VnclbA>



SPSF consists of 6 departments mainly of social sciences.

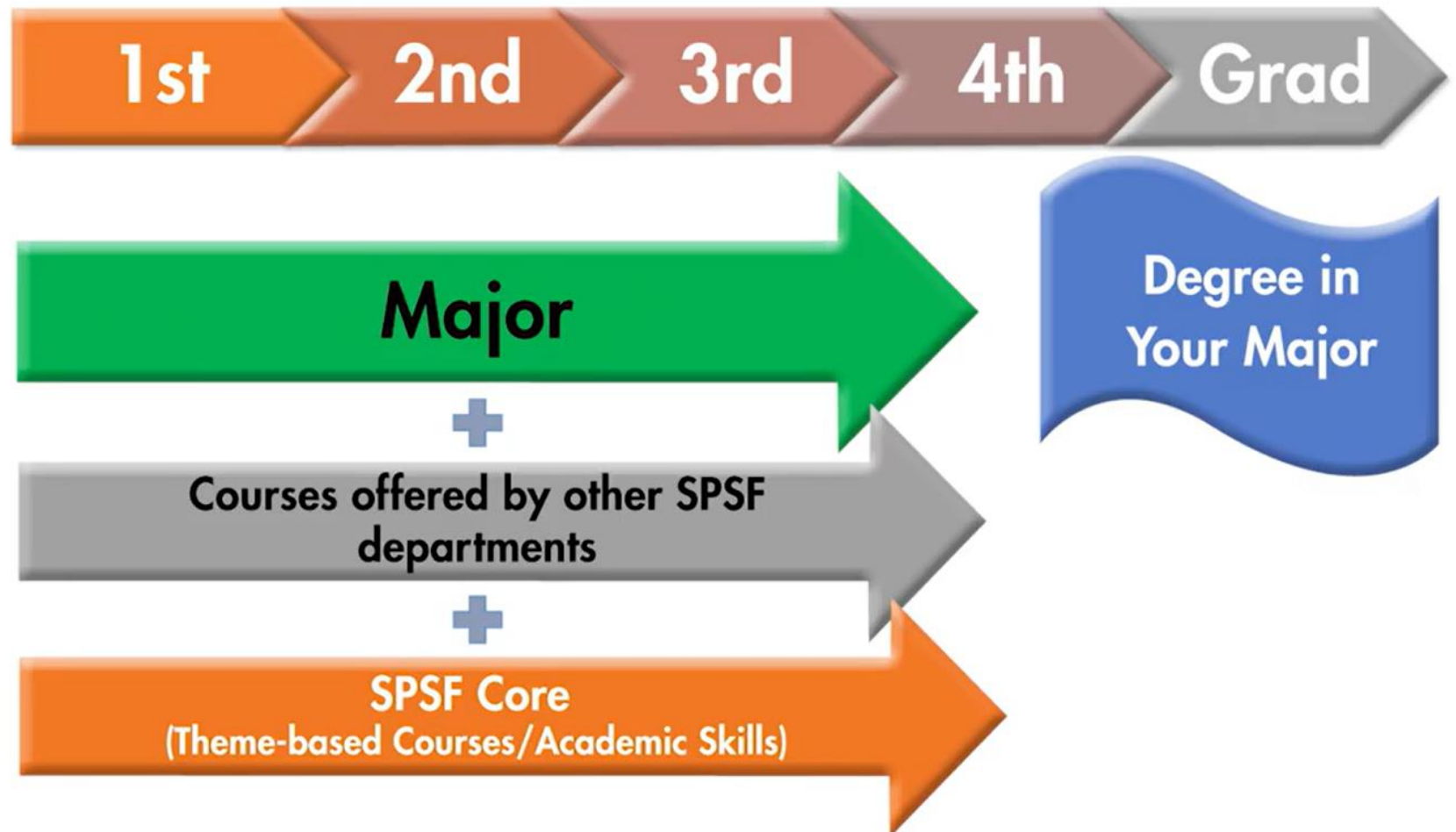
上智大学 (2020, February). *SPSF Curriculum Overview*.
<https://www.youtube.com/watch?v=Ug8poMUGPKk>

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Faculty of Liberal Arts

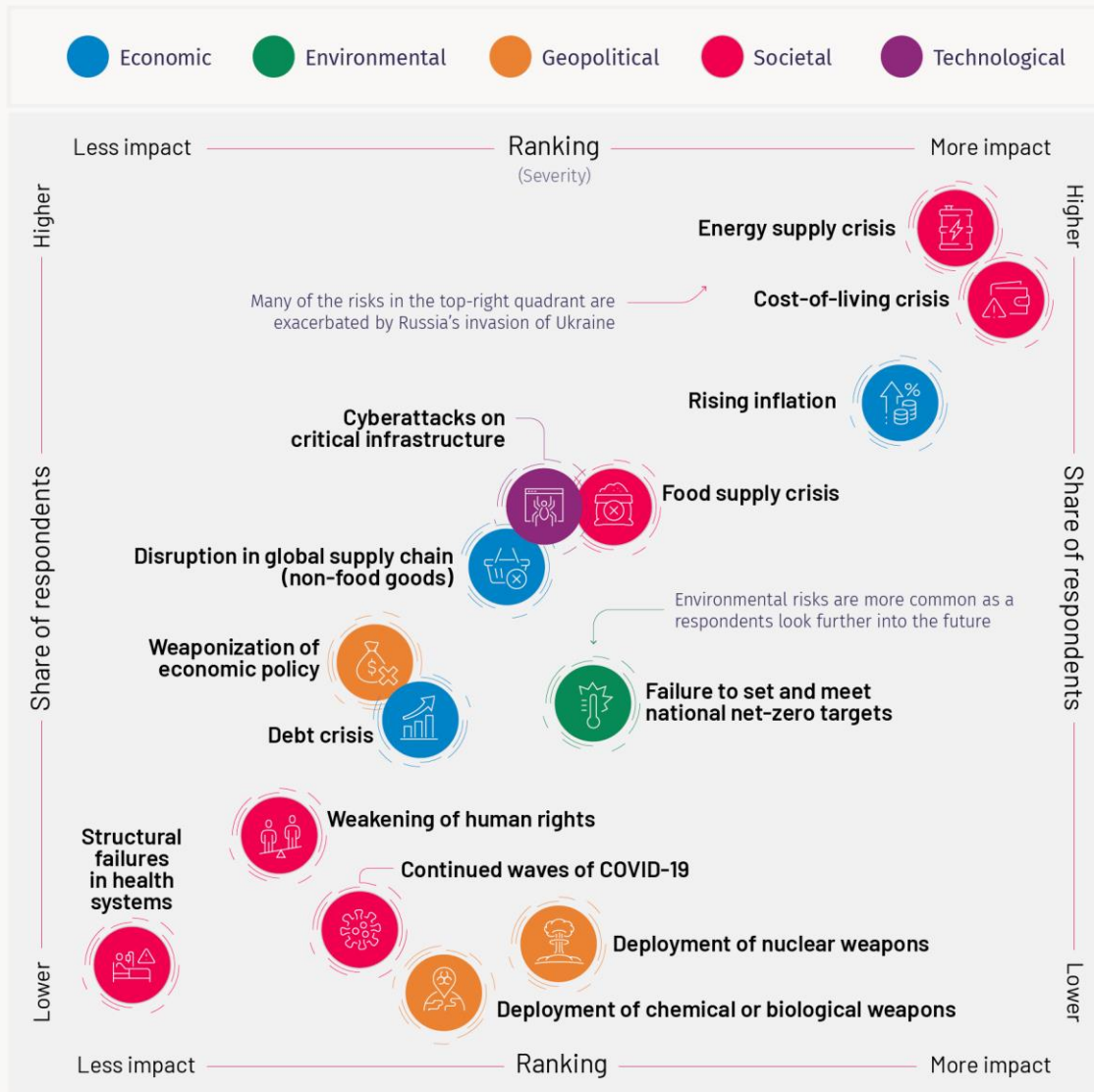


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THE TOP GLOBAL RISKS IN 2023

Global Risks Perception Survey:

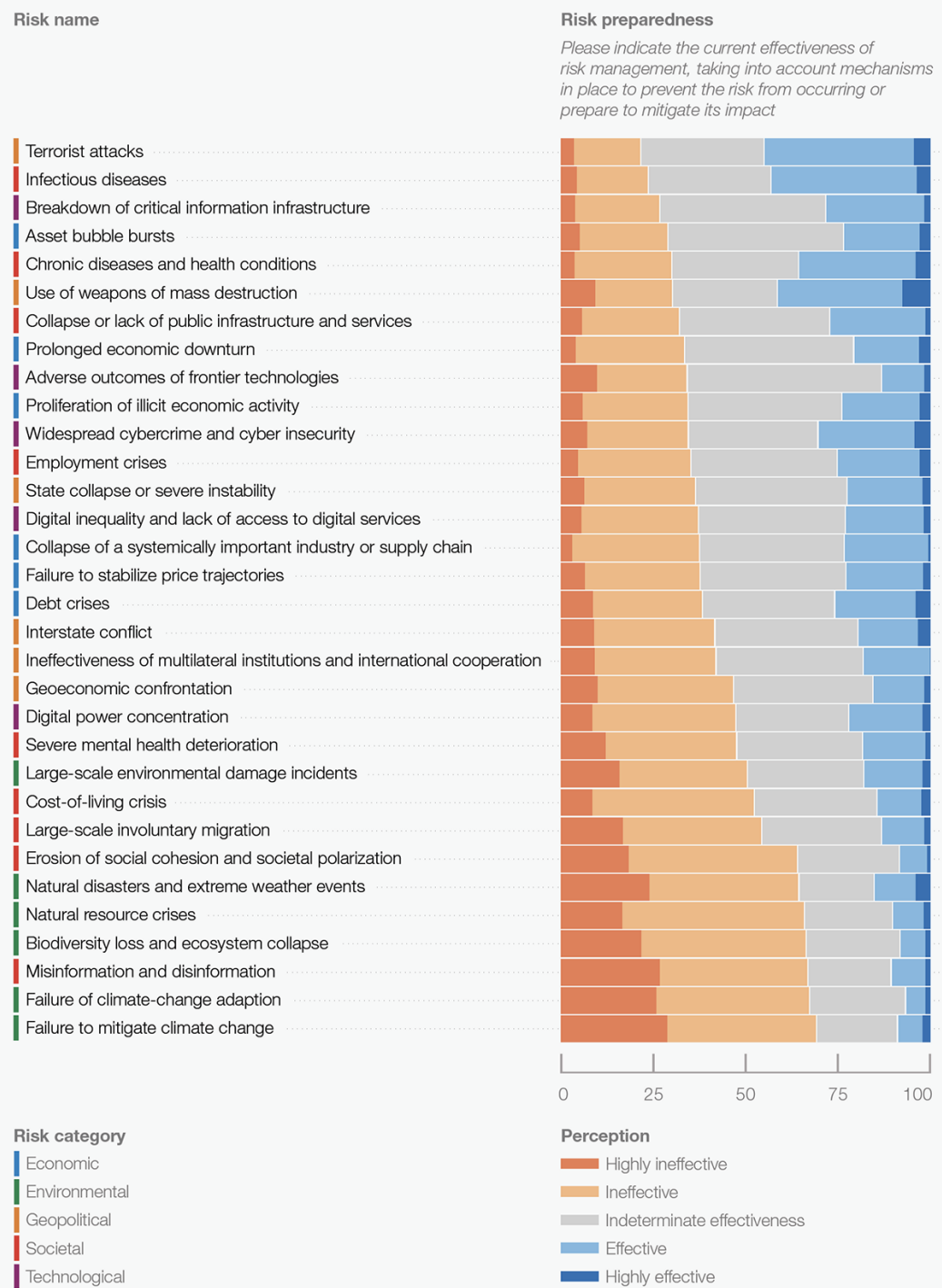
Q Please rank the top 5 **currently manifesting** risks in order of how severe you believe their impact will be on a global level in 2023.



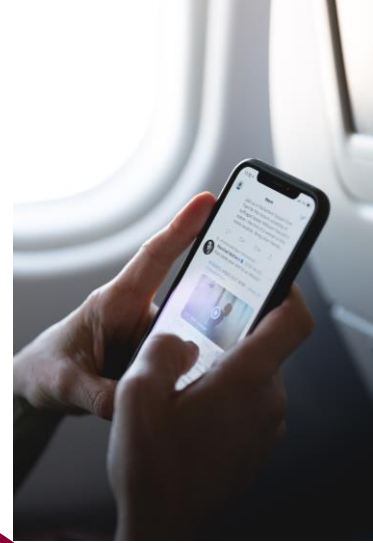
Routley, N. (2023, January 13). *The Biggest Global Risks of 2023*. Visual Capitalist. <https://www.visualcapitalist.com/global-risks-2023/>



How Prepared Are We?



(Mass) Communication and Society



Big questions

- How can we raise people's awareness on environmental issues?
- How can we make people care about important environmental and social issues?
- How can we make environmentally-friendly, responsible consumption like sustainable fashion more popular?

Hierarchy-of-effects theory

- Simple framework for understanding media effects from advertisement consumer research
 - People respond to information through three behavioral stages

1. **Cognitive** stage

people get to “know” it

2. **Affective** stage

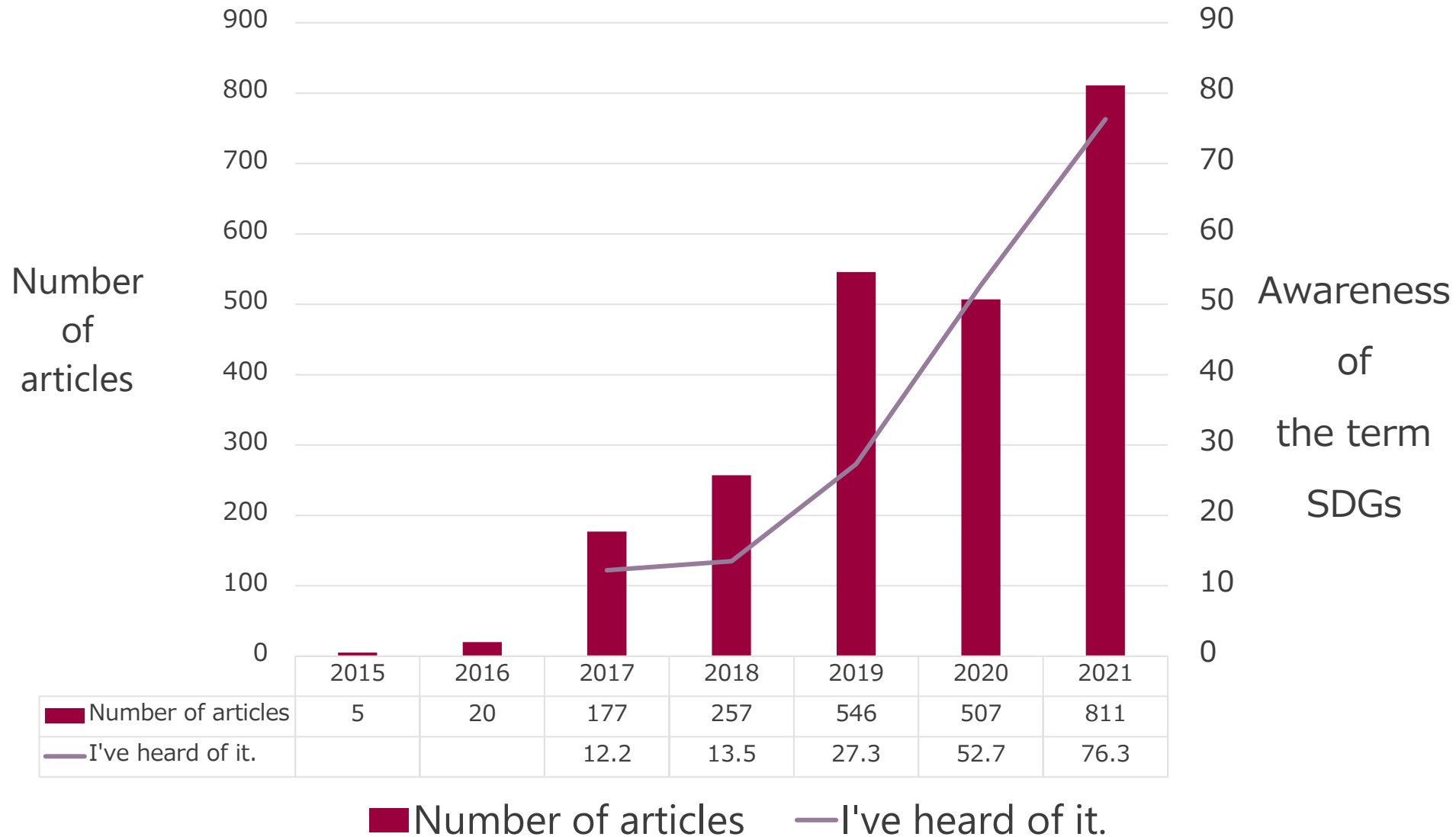
people come to have “feelings” or “attitudes” toward it

3. **Action** stage

people “act” on it

Lavidge, R., & Steiner, G. (1961). A Model for Predictive Measurements of Advertising Effectiveness. *Journal of Marketing*, 25(6), 59-62. doi:10.2307/1248516

Amount of SDGs media coverage * Awareness



Number of articles on Asahi Shimbun

Research findings on sustainability coverage 1/2

(Schäfer & Schlichting, 2014)

- (1) News articles rarely offer information on solutions to sustainability problems: an inclination that characterizes environmental reporting as a whole
- (2) Where solutions are mentioned, they tend to be reported “with a negative bias” by presenting the most optimal ones as ultimately impossible to implement due to their high economic costs.
- (3) News articles tend to rely on a narrow range of sources from government and mainstream business, similar to reporting on climate change and the environment as well as general news reporting trends.

Schäfer, M. S., & Schlichting, I. (2014). Media Representations of Climate Change: A Meta-Analysis of the Research Field. *Environmental Communication*, 8(2), Article 2. <https://doi.org/10.1080/17524032.2014.914050>

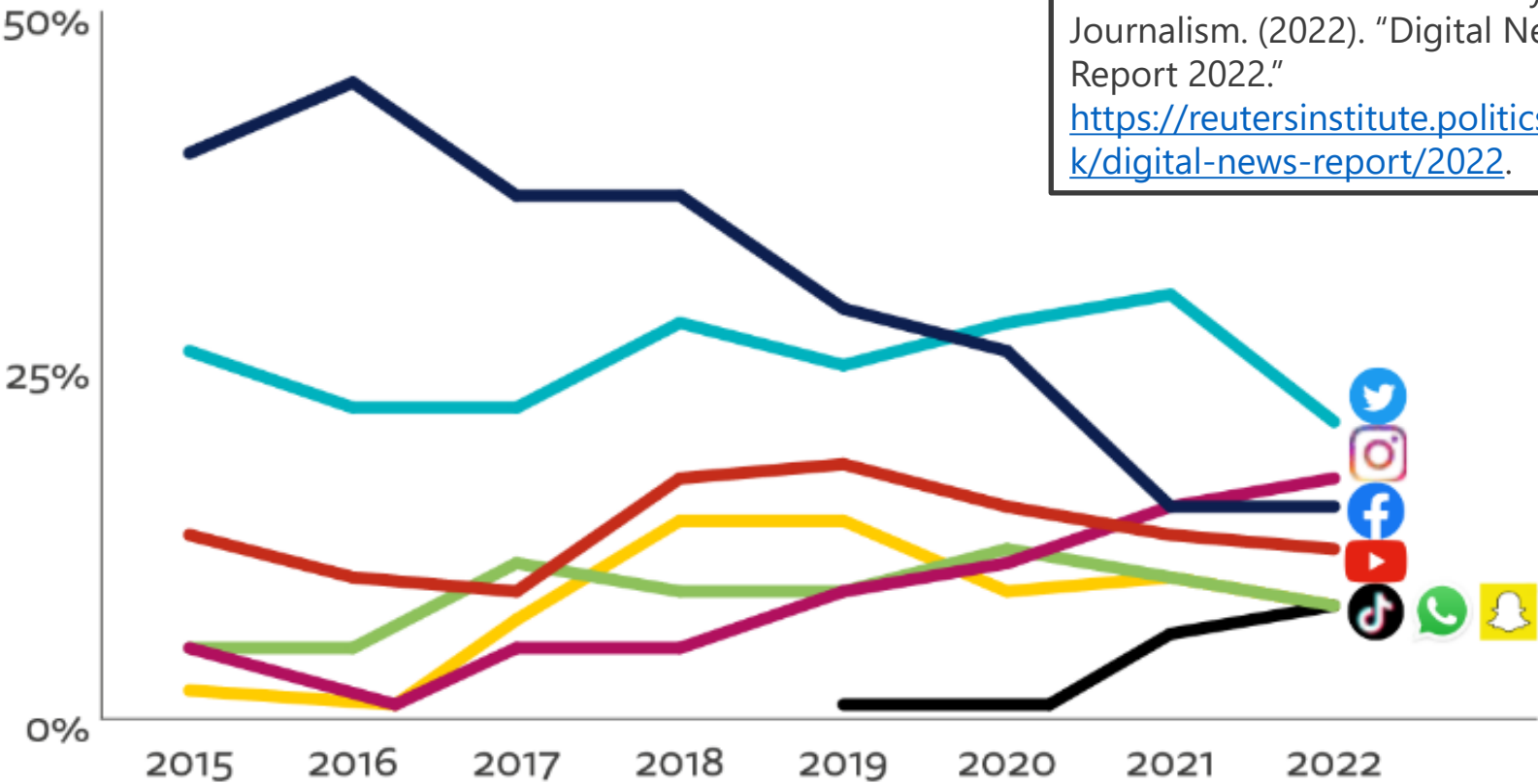
Research findings on sustainability coverage 2/2

- (4) The reliance on sources from government and mainstream business in sustainability reporting has prompted critiques that the **media reinforce the preferred meanings or sustainability frames of powerful groups and institutions.**
- (5) **The frames** that have been found to dominate sustainability reporting, indeed, appear to
 - (i) **position businesses as central to realizing sustainability** solutions (powered by consumer demand for sustainably produced goods and services) and/or
 - (ii) advance the idea that the **solutions to sustainability issues are largely scientific and technological** in nature and **human creativity coupled with technological progress holds the key** to a sustainable future.

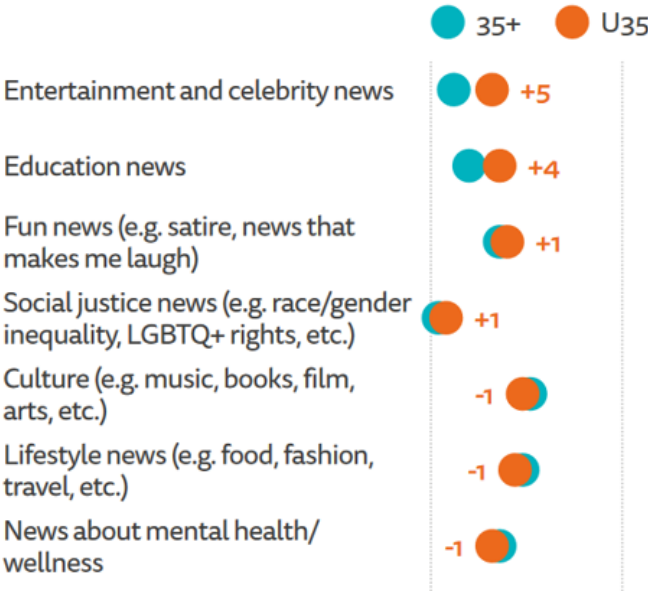
PROPORTION OF 18-24s WHO USED EACH SOCIAL NETWORK FOR NEWS IN THE PAST WEEK - UK

■ Facebook
 ■ Twitter
 ■ YouTube
 ■ Instagram
■ WhatsApp
 ■ Snapchat
 ■ TikTok

Reuters Institute for the Study of Journalism. (2022). "Digital News Report 2022."
[https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2022.](https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2022)



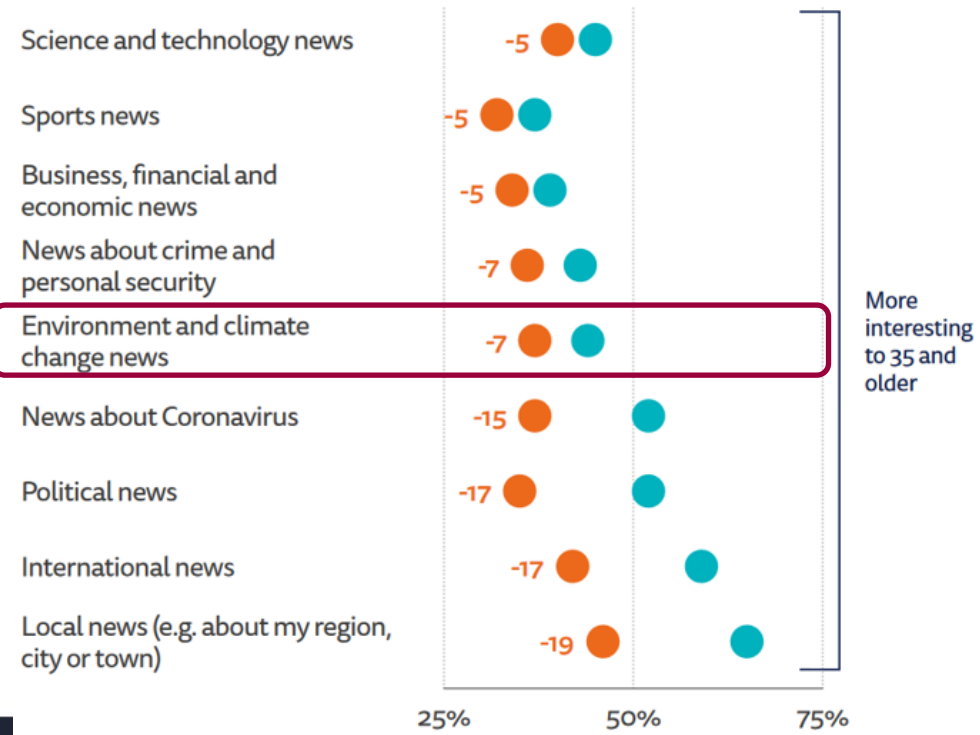
PROPORTION WHO SAY THEY ARE INTERESTED IN EACH NEWS TOPIC - BY AGE - ALL MARKETS



More interesting to under-35s

Equally interesting to younger and older

“Even many of the types of news often deemed ‘young’ topics – for instance, mental health and wellness, environment and climate change news, and fun news or satire – do not necessarily translate into greater interest among all young people across all markets (or at least, interest in news, specifically, about these topics).” (Reuters, 2022: 44)



Hierarchy-of-effects theory

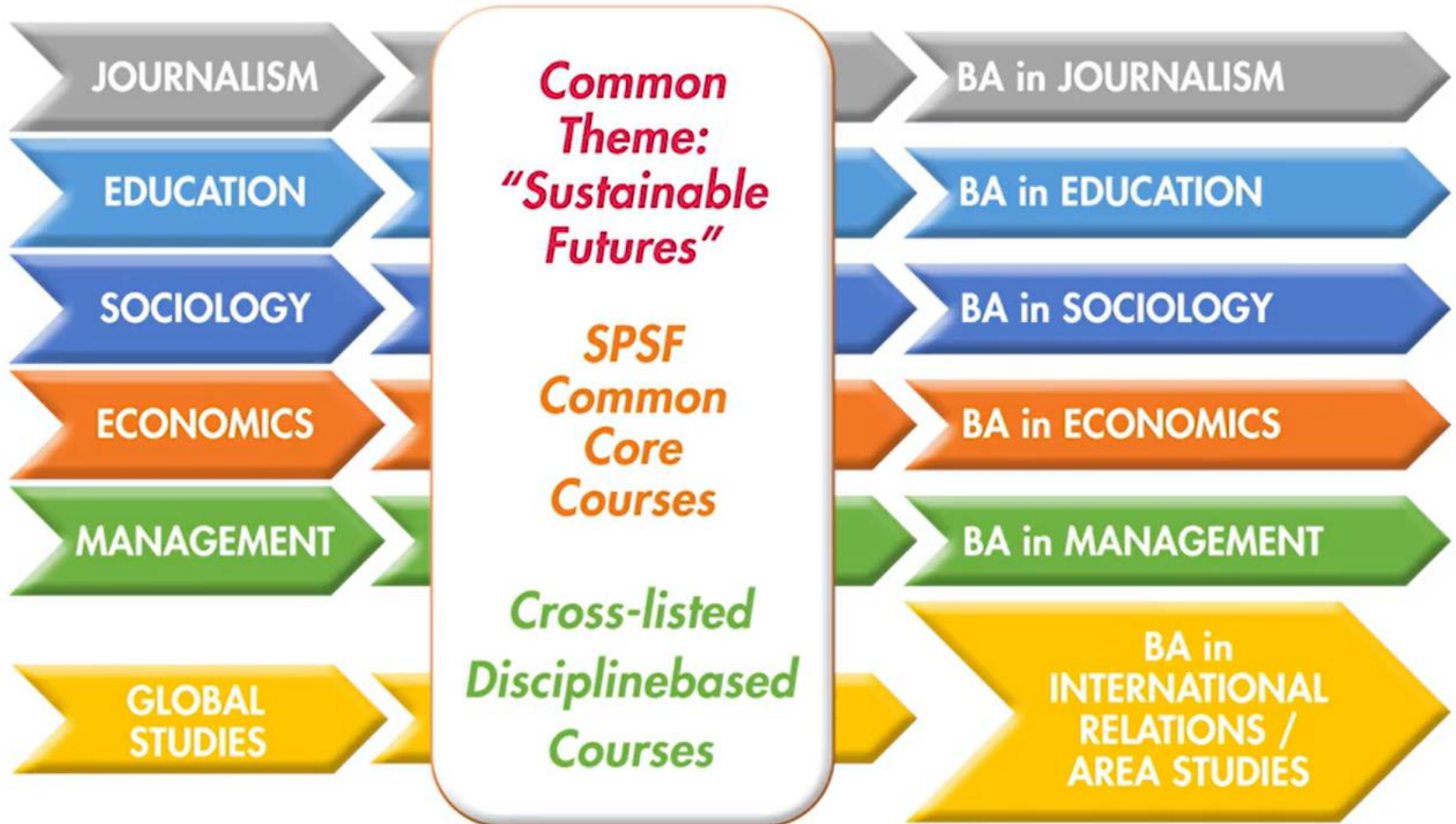
- 1. Cognitive stage: Do people know it?**
- 2. Affective stage: Do people care?**
- 3. Action stage: Do people act?**

Lavidge, R., & Steiner, G. (1961). A Model for Predictive Measurements of Advertising Effectiveness. *Journal of Marketing*, 25(6), 59-62. doi:10.2307/1248516

Questions from journalism / communication disciplines on sustainability

- How can the media industry be more effective in promoting sustainable lifestyles among people?
- How are the journalists capable or incapable of checking environmental contamination by corporations? How about government environmental policies?
- How are the young people receiving sustainability-related information and how do they respond to it?

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