

## **Critical media exposure. The impact of Social Media**

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Social media has contributed to radical changes in the interaction between traditional news media, community actors and the public. Twitter, Facebook, Instagram and YouTube are actively used by politicians, organizations and ordinary people to promote views, participate in discussions or just to show up. Journalists also use social media as tools for news production, publishing channels, and as direct communication with sources and audiences.

What significance has this development had for people who experience being exposed to the media's critical spotlight?

Our previous research has shown that it may cause major strains and increased health risks to individuals and their surroundings if they experience a media storm. Extensive negative personal exposure where the exposed person experiences little involvement and lack of control, hits particularly hard. This also applies to resourceful people with previous media experience.

However, we lack more knowledge about the use of social media and how these affect the experience of stress and coping for media-exposed individuals.

Our project aims at mapping the exposure in traditional news media and the effect of social media on the exposed ones. The target audience is people who have experienced personal offensive media coverage through their professional roles. We want to find out if they at the same time have been featured or received direct feedback in social media, whether they have used social media as a tool to convey their own views - and whether their experience of stress and coping has been influenced by this.

Have social media increased or decreased the burden - in what ways?

Has the use of social media given the person more or less sense of coping?

### **Method**

The target group is persons who have filed complaints to the Norwegian Press Council (PFU), for press reports, where they themselves have been exposed, in the three-year period 2016-2018. PFU deals with approx. 400 complaints annually. It is unclear how many of these will be directly relevant to our criteria, but we expect to obtain a sample of at least 100 people, required for statistical analysis.

Most cases will be available online. We will review the information according to our selection criteria. Relevant persons will be approached with a request to attend a questionnaire survey, with a mixture of quantitative and qualitative questions.

**Project period:** 01.01.2019 – 31.12.2021

## References

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