Media Framing: Reporting on School Shootings in the United States

Monya Cohen
School Shootings per state, K-12

Does Race, Income, and Population impact national media coverage?
Model Article

• Nine shootings, 1997-2001
Model Article

• Nine shootings, 1997-2001
• Columbine High School
  • 170 articles
Model Article

• Nine shootings, 1997-2001
• Columbine High School
  • 170 articles
• Eight other shootings
  • 120 articles combined
<table>
<thead>
<tr>
<th>School</th>
<th>Location</th>
<th>Date</th>
<th>Killed, Wounded</th>
<th>CNN Transcripts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Columbine High</td>
<td>Littleton City, CO</td>
<td>‘99</td>
<td>15, 36</td>
<td>348</td>
</tr>
<tr>
<td>Red Lake Senior High</td>
<td>Red Lake, MN</td>
<td>‘05</td>
<td>10, 17</td>
<td>100</td>
</tr>
<tr>
<td>West Nickel Mines</td>
<td>Nickel Mines, PA</td>
<td>‘06</td>
<td>6, 11</td>
<td>6</td>
</tr>
<tr>
<td>Sandy Hook Elementary</td>
<td>Newtown, CT</td>
<td>‘12</td>
<td>28, 30</td>
<td>294</td>
</tr>
<tr>
<td>Marysville Pilchuck High</td>
<td>Marysville, WA</td>
<td>‘14</td>
<td>5, 6</td>
<td>73</td>
</tr>
<tr>
<td>Rancho Tehama Elementary</td>
<td>Rancho Tehama Reserve, CA</td>
<td>‘17</td>
<td>6, 24</td>
<td>15</td>
</tr>
<tr>
<td>Marjory Stoneman Douglas</td>
<td>Parkland, FL</td>
<td>‘18</td>
<td>17, 34</td>
<td>424</td>
</tr>
<tr>
<td>Santa Fe High</td>
<td>Santa Fe, TX</td>
<td>‘18</td>
<td>10, 23</td>
<td>105</td>
</tr>
</tbody>
</table>
Data Collection Method

• K-12, 1999—2018
  • 5+ fatalities
Data Collection Method

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• Quantitative research
  • CNN Transcripts
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• Nexis Uni
  • “Name of school” + “shoot!” + “gunm!”
  • 14-day period after the incident
Data Collection Method

• K-12, 1999—2018
  • 5+ fatalities
• Quantitative research
  • CNN Transcripts
• Nexis Uni
  • “Name of school” + “shoot!” + “gunm!”
  • 14-day period after the incident
• Demographics
  • Census Bureau
Variables

• Independent
  • Fatalities
  • Demographic variables
Variables

• Independent
  • Fatalities
  • Demographic variables

• Dependent
  • CNN Transcripts
Variables

- Independent
  - Fatalities
  - Demographic variables
- Dependent
  - CNN Transcripts
- Validity
  - Model Article
The graph shows the number of transcripts and fatalities at various locations.

- **Columbine**: High number of transcripts with fewer fatalities.
- **Red Lake**: Low number of transcripts and a significant number of fatalities.
- **West Nickel Mines**: Low number of transcripts and fatalities.
- **Sandy Hook**: High number of transcripts and fatalities.
- **Marysville Pilchuck**: High number of transcripts and fatalities.
- **Rancho Tehama**: Low number of transcripts and a single fatality.
- **Marjory Stoneman Douglas**: Very high number of transcripts with a high number of fatalities.
- **Santa Fe**: Low number of transcripts and a single fatality.

The graph highlights the significant impact of Marjory Stoneman Douglas, with a high number of transcripts and fatalities compared to other locations.
ENOUGH.
Number of Transcripts

Percentage of Race

Columbine  Red Lake  West Nickel Mines  Sandy Hook  Marysville Pilchuck  Rancho Tehama  Marjory Stoneman Douglas  Santa Fe

Fatalities

White  Minority

100%  75%  50%  25%  0%

375  300  225  150  75  0

0  125  250  375  500

Number of Transcripts
The Outliers

• West Nickel Mines School
The Outliers

- West Nickel Mines School
- Religion
The Outliers

- West Nickel Mines School
- Religion
- Santa Fe High School
The Outliers

- West Nickel Mines School
  - Religion
- Santa Fe High School
  - MSD Publicity
The Outliers

- West Nickel Mines School
  - Religion
- Santa Fe High School
  - MSD Publicity
- Marysville Pilchuck High School
The Outliers

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  • Religion
• Santa Fe High School
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Why is it important?

• Implications
  • Normalize violence
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  - Degrade quality of information
Why is it important?

• Implications
  • Normalize violence
  • Alienation of local communities
  • Degrade quality of information
  • Policy issues
Questions?
Policy Implications

• Columbine High School
  • Produced 800 bills
• Youth Gun Crime Enforcement Act (1999)
  • Only 10% of bills passed
Cable News Network (CNN)

• 25-43 year-old woman, leans to the left of political spectrum
  • 40,000 unique viewers per month
• Secondary audience
  • Most power users-18%
  • Heaviest users-17%
Further Improvements

• Qualitative research method
  • Possible racial implications

• More news outlets
  • Fox
  • MSNBC

• Expanding the time frame

• Larger sample
<table>
<thead>
<tr>
<th>RACE</th>
<th>2,259</th>
<th>+/-438</th>
<th>2,259</th>
<th>(X)</th>
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<tbody>
<tr>
<td><strong>Total population</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>One race</strong></td>
<td>2,136</td>
<td>+/-405</td>
<td>94.6%</td>
<td>+/-3.8</td>
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<tr>
<td><strong>Two or more races</strong></td>
<td>123</td>
<td>+/-94</td>
<td>5.4%</td>
<td>+/-3.8</td>
</tr>
<tr>
<td><strong>One race</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>1,910</td>
<td>+/-400</td>
<td>84.6%</td>
<td>+/-10.1</td>
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<tr>
<td>Black or African American</td>
<td>9</td>
<td>+/-15</td>
<td>0.4%</td>
<td>+/-0.6</td>
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<tr>
<td>American Indian and Alaska Native</td>
<td>0</td>
<td>+/-12</td>
<td>0.0%</td>
<td>+/-1.5</td>
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<tr>
<td>Cherokee tribal grouping</td>
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<td>Chippewa tribal grouping</td>
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<td>Navajo tribal grouping</td>
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<td>Sioux tribal grouping</td>
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<tr>
<td>Asian</td>
<td>0</td>
<td>+/-12</td>
<td>0.0%</td>
<td>+/-1.5</td>
</tr>
<tr>
<td>Asian Indian</td>
<td>0</td>
<td>+/-12</td>
<td>0.0%</td>
<td>+/-1.5</td>
</tr>
<tr>
<td>Chinese</td>
<td>0</td>
<td>+/-12</td>
<td>0.0%</td>
<td>+/-1.5</td>
</tr>
<tr>
<td>Filipino</td>
<td>0</td>
<td>+/-12</td>
<td>0.0%</td>
<td>+/-1.5</td>
</tr>
<tr>
<td>Japanese</td>
<td>0</td>
<td>+/-12</td>
<td>0.0%</td>
<td>+/-1.5</td>
</tr>
<tr>
<td>Korean</td>
<td>0</td>
<td>+/-12</td>
<td>0.0%</td>
<td>+/-1.5</td>
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<tr>
<td>Vietnamese</td>
<td>0</td>
<td>+/-12</td>
<td>0.0%</td>
<td>+/-1.5</td>
</tr>
<tr>
<td>Other Asian</td>
<td>0</td>
<td>+/-12</td>
<td>0.0%</td>
<td>+/-1.5</td>
</tr>
<tr>
<td>Native Hawaiian and Other Pacific Islander</td>
<td>0</td>
<td>+/-12</td>
<td>0.0%</td>
<td>+/-1.5</td>
</tr>
<tr>
<td>Native Hawaiian</td>
<td>0</td>
<td>+/-12</td>
<td>0.0%</td>
<td>+/-1.5</td>
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<tr>
<td>Guamanian or Chamorro</td>
<td>0</td>
<td>+/-12</td>
<td>0.0%</td>
<td>+/-1.5</td>
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<tr>
<td>Samoan</td>
<td>0</td>
<td>+/-12</td>
<td>0.0%</td>
<td>+/-1.5</td>
</tr>
<tr>
<td>Other Pacific Islander</td>
<td>0</td>
<td>+/-12</td>
<td>0.0%</td>
<td>+/-1.5</td>
</tr>
<tr>
<td>Some other race</td>
<td>217</td>
<td>+/-209</td>
<td>9.6%</td>
<td>+/-9.5</td>
</tr>
<tr>
<td>Category</td>
<td>Value 1</td>
<td>Value 2</td>
<td>Value 3</td>
<td>Value 4</td>
</tr>
<tr>
<td>------------------------------------------------------</td>
<td>---------</td>
<td>---------</td>
<td>---------</td>
<td>---------</td>
</tr>
<tr>
<td>Total population</td>
<td>2,259</td>
<td>+/-450</td>
<td>0.959</td>
<td>(X)</td>
</tr>
<tr>
<td>Hispanic or Latino (of any race)</td>
<td>956</td>
<td>+/-390</td>
<td>42.3%</td>
<td>+/-12.1</td>
</tr>
<tr>
<td>Mexican</td>
<td>953</td>
<td>+/-392</td>
<td>42.2%</td>
<td>+/-12.2</td>
</tr>
<tr>
<td>Puerto Rican</td>
<td>0</td>
<td>+/-12</td>
<td>0.0%</td>
<td>+/-1.5</td>
</tr>
<tr>
<td>Cuban</td>
<td>0</td>
<td>+/-12</td>
<td>0.0%</td>
<td>+/-1.5</td>
</tr>
<tr>
<td>Other Hispanic or Latino</td>
<td>3</td>
<td>+/-10</td>
<td>0.1%</td>
<td>+/-0.5</td>
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<tr>
<td>Not Hispanic or Latino</td>
<td>1,303</td>
<td>+/-282</td>
<td>57.7%</td>
<td>+/-12.1</td>
</tr>
<tr>
<td>White alone</td>
<td>1,191</td>
<td>+/-267</td>
<td>52.7%</td>
<td>+/-12.8</td>
</tr>
<tr>
<td>Black or African American alone</td>
<td>9</td>
<td>+/-15</td>
<td>0.4%</td>
<td>+/-0.6</td>
</tr>
<tr>
<td>American Indian and Alaska Native alone</td>
<td>0</td>
<td>+/-12</td>
<td>0.0%</td>
<td>+/-1.5</td>
</tr>
<tr>
<td>Asian alone</td>
<td>0</td>
<td>+/-12</td>
<td>0.0%</td>
<td>+/-1.5</td>
</tr>
<tr>
<td>Native Hawaiian and Other Pacific Islander alone</td>
<td>0</td>
<td>+/-12</td>
<td>0.0%</td>
<td>+/-1.5</td>
</tr>
<tr>
<td>Some other race alone</td>
<td>0</td>
<td>+/-12</td>
<td>0.0%</td>
<td>+/-1.5</td>
</tr>
<tr>
<td>Two or more races</td>
<td>103</td>
<td>+/-96</td>
<td>4.6%</td>
<td>+/-3.9</td>
</tr>
<tr>
<td>Two races including Some other race</td>
<td>0</td>
<td>+/-12</td>
<td>0.0%</td>
<td>+/-1.5</td>
</tr>
<tr>
<td>Two races excluding Some other race, and Three or more races</td>
<td>103</td>
<td>+/-96</td>
<td>4.6%</td>
<td>+/-3.9</td>
</tr>
</tbody>
</table>
References Cited


• Peer Survey [Interview by M. Cohen]. (2019).


• School Shootings Graphs & Data. (2019).