



VIOLENCE IN THE MEDIA

An Observation of Media Content in Juarez and an
Exploration of Perceptions of Media by Residents



**Pan American
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INTRODUCTION

The heightened state of violence in Cd. Juarez in recent years is of concern because of the implications it may have on the well-being and mental health of the people who reside there. The Pan American Health Organization, as an organization that promotes the sharing of knowledge and information, takes interest in the media as agents of information that connect their audiences with the events in the region, specifically, the role it may have in influencing public perception of the violence in the area. A study was conducted to observe the coverage and content the media produce, and to explore how their viewers perceive this coverage, hoping to draw attention on the impact it may have on their lives and mental health. Furthermore, the study explored the exposure that children have had to violence in their surroundings, including in the media.

One purpose of this study is to obtain a representation of the content in the media in Cd. Juarez. Another is to shed light on the perceptions of media and violence by the public in Juarez. The goal is to gain a better understanding of the role media play, with the hope of drawing attention to the possible effects they may have, and potentially of influencing media practices on the coverage of violence.

OBJECTIVES

1. To observe and document media coverage on violence in Juarez for three weeks with the purpose of tracking the discourse by looking for patterns and topics covered.
2. To explore the social perception of the role of the media and habits on media consumption.
3. To explore the observations that children make in their surroundings.

RESEARCH QUESTIONS

Violence in media is a topic often addressed by communications experts as they attempt to learn about possible effects on behavior. This report, however, does not attempt to reach any conclusions about the effects of the media, only draw attention to their role. This report outlines observations about the media content and the audiences in Ciudad Juarez. For this purpose, this report is divided into two sections. The first section will outline the content found by following the news coverage of three local newspapers and two local television stations. It will look for content on the theme of violence, frequency on the time and space devoted to the same theme, and some level of comparison between sources. The second section of this report will explore some perceptions and observations held by the residents of Juarez, both minors and adults. The questions addressed include:

1. How much attention do the media focus on topic of violence?
2. What are some comparisons on the level of violence contained in different sources?
3. What are some perceptions on the impact of the violence on people's lives in Juarez and on the role of the media? Could they potentially be connected to media consumption habits?
4. What violence are children exposed to in their surroundings and what do they pick up from the media?

BACKGROUND

A similar study on the media in Cd. Juarez was conducted in 2009 by Leticia Castillo in which she tackled the question of how to mitigate the impact caused by “overexposure to violence in the media.” The central premise stated for the study in the beginning of the paper is that news about violence is abundant and detailed and leads to the desensitization of the audience. As part of this study, the author tracked media content in Cd. Juarez for four weeks. After conducting the inventory and assessment of media coverage, the author concludes that the media coverage on violence had increased from 2006 to 2009 and that the coverage was for the most part profuse and sensationalist, a conclusion that confirms for the author the premise for the study.

What remains unclear however, are various definitions in the assessment. For example, the labeling of the media as profuse and sensationalist could be further clarified to carry scientific weight in the argument. Similarly, there is a lack of evidence for the premise that there is a clear desensitization of the audience. While it is evident from the documentation of coverage that some of the content may be offensive to some, including the author, and that violence in news had increased as violence has gone up, arguments are left to be made. In fact, surveys conducted for this study revealed that very few adults actually claim to be used to the violence in the media and most still think that the content in the media is too graphic.

These shortcomings, however, can be a reflection of the fact that an understanding of what is good and ethical journalism and what is just sensationalist is not necessarily clear. One can make the argument that journalism is sensationalist or unethical, but it can also be argued that most news will be subjective also a fine line between limiting what you say and making sure you are defending the right of the people to know as many details as they care to, as well as the right to the free speech of the source. There is no real definition or guideline that can tell us when something becomes offensive, and to who, and how you can define a difference between being prudent and crossing the line into censorship. When you consider what media want to print and air, it is more likely that they are guided by what will sell than by what is fair.

Codes of ethics do exist among journalists and their institutions, but while there might exist a consciousness of ethics in media, there are no rules set in stone. These “guidelines” are also 1) hard to define, especially across cultures, and 2) not possible to be enforced. Furthermore, content may still be violent in nature when no violation is evident. However, the answer to reconciling these dilemmas may lie in continued research and study into the social fabric. It is imperative to study and question the purpose behind decisions being made by institutions such as the media. For this reason, it is important to follow the strides being made in communication studies in an effort to better understand and dissect journalism and the role it plays in areas of conflict and violence. In this sense, you will never try to enforce a code of ethics unto journalism, but instead shed light on the consequences of certain behaviors. This is where communication researchers should focus in order to influence practitioners.

This study hopes to begin this process. By following the media, we can help to paint a picture of what the audience is exposed to. By asking the citizens of Juarez about their media consumptions, as well as their perception, cognition, and behavior, we can look for patterns and correlations. Observations are made that raise questions about media practices and their possible influences on their audience

Mexico. El papel de los medios de comunicación en la violencia social de Ciudad Juárez. By Leticia Castillo. En Diagnóstico sobre la realidad social, económica y cultural de los entornos locales para el diseño de intervenciones en materia de prevención y erradicación de la violencia en la Región norte: el caso de Ciudad Juárez, Chihuahua. <<http://www.conavim.gob.mx/work/models/CONAVIM/Resource/pdf/JUAREZ.pdf>>

THEORETICAL FRAMEWORK

The study of Peace Journalism is a breath of fresh in communication research for two reasons. The study recognizes that there is a choice when it comes to intent in reporting. The key is that we need to be made aware of the difference, so the study of Peace Journalism also attempts to define journalism that may advance reconciliation, or peace journalism, versus that which may reinforce the sources of conflict, war journalism.

Peace journalism is a concept proposed by Johan Galtung, founder of the Peace Research Institute in Oslo. It focuses on highlighting the media's role in a conflict and encouraging the media to examine their role and encourage reconciliation. The importance is not only the consciousness of their influence, but also the end goal of mitigating a conflict. It assumes that the media take responsibility for the possibility that their actions will have a direct effect on opinion and behavior.

In developing this concept, scholars have tried to define what peace journalism (as opposed to war journalism) looks like. The concept of Peace Journalism was developed to address how the media cover issues during a war between groups or nations. While the border area is not at war, there is a surge of violence that has made it a conflict zone, and definitions may apply to conflict in general. Some of the characteristics of war and peace journalism are highlighted here, specifically those that apply to the situation in Juarez.

Some of the tendencies in the media in a conflict zone today, defined as war journalism, are:

- There is a preference for violence, sensationalism, and the urge to shock.
- They appeal to emotions, especially fear.
- They focus on the visible results of violence, like damage and victims, while ignoring the complex and invisible, like origins, contexts, trauma, or damage to the culture.
- They are reactive, waiting for violence to manifest itself, and rarely proactive, reporting also in the absence of tragedy.
- There is a relatively low value on news of peace-related stories and topics.

On the contrary the goal should be to promote peace journalism, which:

- Explores conflicts and issues and does not focus on loss.
- Opens up context and causes and makes conflicts transparent.
- Humanizes people on all sides.
- Avoids the use of sensational images and inflammatory language to induce fear or hatred.
- Gives a voice to the voiceless.
- Is proactive.
- May highlight peace-makers, peace initiatives, and reconciliation.
- Is solution-oriented.

Using these definitions, strides can be made in analyzing specific news coverage. In a more scientific approach than that done by Castillo, Seow Ting Lee and Crispin C. Maslog conducted an analysis of Asian newspaper coverage of conflicts in the region in which they attempted to classify and define styles of journalism. They were looking to see if the media there tended toward characteristics of peace or war journalism.

BACKGROUND

With Galtung's peace journalism in mind, the authors created 13 indicators to classify the coverage they found as war or peace journalism. These were based on two themes, Approach and Language. They were:

"The approach-based criteria included (a) reactivity, (b) visibility of effects of war, (c) elite orientation, (d) differences, (e) focus on here and now, (f) good and bad dichotomy, (g) party involvement, (h) partisanship, (i) winning orientation, and (j) continuity of reports. The language-based criteria focused on language that was (a) demonizing, (b) victimizing, and (c) emotive. For example, a story was judged if it is reactive ("Does it wait for war to break out before reporting it?"); whether it reported mainly on the visible effects of war ("Does it focus on casualties, death toll, damage to property?"); and whether it was partisan ("Is it biased for one side in the conflict?"), and so on."

The importance of a study like this one is that it takes the study of Peace Journalism to the next level by helping to define a the type of journalism used by specific sources during specific conflicts. Defining the type of journalism is necessary if we are to later study the effect on audiences or even conflict situations. It is the first step in conducting valuable research on media effects.

With the advances of the study of Peace Journalism and the categorization model used by Seow and Maslog in mind, this study aims to draw attention to the media content in Juarez and begin to dissect its approach. While not all of the indices created by Seow and Maslog are relevant to the situation in Cd. Juarez where issues and conflicts are unique, we can be guided by their study in the sense that we can attempt to define an objective level of classification to the media coverage we see. This study does not classify news as peace or war as in the study cited above, but it does classify a degree of violence. These levels will be defined in subsequent sections of this paper.

Once we can gain more insight into the actual content and degree of violence in the media, we can also ask questions about possible effects. Some questions about effects are raised in this study with self-assessment surveys, but a more thorough study would be needed to make any conclusions about media effects on the mental health and behaviors of its viewers.

Lynch, J. & Galtung, J. (2010). Reporting conflict: New directions in peace journalism. St. Lucia: University of Queensland Press, pp. 12–14

METHODOLOGY

This study consisted of two phases. The first was an observation of the media and the second an exploration of perceptions held by residents of Ciudad Juarez.

Phase 1 - Observation of Media

The first phase is an observation that uses quantitative and some descriptive-qualitative methodology to follow and document media coverage. We observed and logged media coverage for three weeks from September 10, 2012 to September 28, 2012. The media outlets we followed include three newspapers and two television newscasts. **These are listed in Table 1.**

Print News		
El Diario de Juarez	Monday-Sunday	Front page and local news section
Periodico PM	Monday-Saturday	Front page and local news section
El Norte	Monday-Sunday	Front page and local news section
Television Newscasts		
Channel 44	Monday-Friday	Evening edition
Channel 2	Monday-Friday	Evening edition

Copies of the newspapers are available from their headquarters and we purchased them directly. A brief description of each newspaper will be presented in order to get an idea of the format. Then there were several points of analysis of the newspapers. First, we looked at the most visible part of the newspapers and the point of initial contact the readers have with the information, the front page. The justification for the importance of this analysis is that anyone who sees a person selling the newspaper on the street will be subjected to it, including children. Because of the initial exposure to the front page even by those who do not necessarily chose to look for this information but may encounter it nonetheless, we were interested to see not only the space dedicated to violence, but also the degree of violence demonstrated there. While there may be no hiding that violence occurs, it is important how you choose to portray it that is of interest, especially when it is very visible to everyone.

The headline and the main image were recorded each day. A description of front page headlines and images was done by coding and classifying the subjects contained therein. These were classified with a degree of violence which they contained. The indices used to classify the level of violence in front page headlines and images are listed in Table 2. All headlines were classified as violent or non-violent. We counted and recorded the number of headlines on the cover and the number of those about violence. A percentage of headlines about violence was calculated.

METHODOLOGY

Topics

- 5- death by violence
- 4- death by accident
- 3- other crime, drugs/extortion/theft
- 2- suffering/crisis/health
- 1- neutral, not having to do with violence

Images

- 5- Bloody/gruesome body
- 4- Body, somewhat covered
- 3- Damage/dramatic scene/faces of suspects/crying
- 2- police/weapons/crime scene
- 1-Neutral, not having to do with violence

Second, an inventory was conducted of the stories and images contained within the newspapers in the city section. Again, the purpose was to log the amount and percentage of space dedicated to stories of violence. We also logged the number of times a certain items were represented with pictures. All themes and classifications of violence will be outlined in the analysis.

Definition of "Violence" in media reports was coverage that revolves around crime and damage to others, property, and society. Violence may include crimes such as murder, kidnapping, assault, rape, extortion, abuse, domestic violence, theft, arson, suicide, etc. Prostitution and pornography were only included if it involved minors. We also included in this category drug trafficking and selling and the carrying of illegal weapons. Reports on accidents were not categorized as stories about violence. Definition of "Violence" in images was slightly different, being more a level of what was shown instead of the theme. For instance, while an accident is not an act of violence but injury, an image may still be violent in nature if it shows the damages causes in this injury. The definition of violence associated with the images is not as much to define the crime or action against the person, but an injurious physical force.

A summary of what will be found in that data is:

- An objective level of violence present in the content of headlines and front page images.
- Percent of news revolving around violence.
- An inventory of the different of themes included in this coverage.
- A count of how many times certain representations appear in the images in the newspaper.

Finally, a story that was covered by all three newspapers will be presented for the purpose of being able to demonstrate a typical difference in how content is made available.

Lee, S. T. "War or Peace Journalism? Asian Newspaper Coverage of Conflicts." *Journal of Communication* 55.2 (2005): 311-29. Print.

METHODOLOGY

Phase 2 – Surveys on perception and media consumption

Surveys were used to learn about the perception and habits of the adults, and to learn about the exposure that children have to various forms of violence. In the case of the children, the surveys were read to the participants by the researchers and the researchers recorded their responses. For the adults, the surveys were conducted in groups. The participants were read the questions and they themselves recorded their responses. They were encouraged to share their responses and participate in a type of focus group. These conversations were recorded.

The participants were people who belong to community centers throughout Cd. Juarez. The children were all participants in art workshops that were taking place in their centers. Their ages ranged from 6-15 and a total of 15 boy and 15 girls were surveyed. The adults consisted mostly of the mothers of these children who were continuously present while their children were in the art workshops. If other people around the center were willing to participate, they were also given the survey. This included one woman who worked at one of the centers and at least two of the art instructors. Also, the community center promoters (those who organized the art workshops) were contacted by email and four of them responded to the survey. In all, 30 adults were surveyed. Most of the participants were female because many were in the community centers accompanying their children. While some chose to not share any personal information, of those who did, 3 were male and all were between the ages of 18 and 54.

The data was presented in several ways. First, the survey responses were aggregated to see the trends in the responses. Then the themes that came up in the open ended questions were pulled to log the perceptions the adults had on violence and media and how many people shared these perceptions. Finally some brief analysis was done noting trends in responses by those who read the PM newspaper,

NEWS PAPER CONTENT

El Diario

The Diario is the most widely circulated daily newspaper in Juarez. The front page includes a main headline presented in larger print, multiple images, and other smaller headlines. Our observation concluded that the main headlines do not usually revolve around violence; however, the front page usually also has a top section dedicated to stories on violence on the front page. These headlines and sometimes the pictures are fairly visible because of their location on the top of the page. Sixteen of the 18 papers we saw dedicated this section to stories of violence. Ever present on the front page is the image of a black ribbon with the message “President Calderon: We demand justice for Armando and Luis Carlos.” This is in reference to the Diario journalist and photographer who were killed in 2008 and 2010 respectively.



The sample on the right above has a typical sized top section, about 4-5 inches, with a headline on top about the latest murder. However in this not so common case, the section contains a story about an upcoming boxing match. Usually, there are about 2-4 stories on violence here. The sample on the left is an example of this, but in this case, the section is larger than normal because the picture they included was larger than normal.

Inside, the newspaper has its main lead section covering news from all over the country, a “social Environment” section with news from all over the world, economics, sports, and entertainment section, and a local Juarez section. In this city section, they tend to reserve the second to last page for stories on violence or trials for suspected criminals.

NEWS PAPER CONTENT

El Norte

El Norte is another daily morning newspaper. On the front page, there is a section dedicated to either national or international headlines or images. It often features international news. Some of the stories on violence on the front during our observation were international headlines, for example, the violence against the American Embassy in Lybia. It will sometimes feature sports or entertainment photos on the front page. Inside the newspaper there is a local city section that tends to have a space on violence on the second to last page.



NEWS PAPER CONTENT

PM

The PM is a vespertine newspaper that is published every day except Sundays. The typical front page has a large print headline written in red. There is usually one large main picture that takes up most of the cover, one smaller picture with a headline, usually in the top right hand corner, and two or three other headlines on the content inside. These are usually in the top (in black) and bottom printed (in red). The main picture is not censored and may often be of a dead body, the scene of an accident, or the picture of an arrested suspect. Faces of victims are not blurred. There might also be a third picture on an entertainment story found inside. These were present in 5 of the 18 covers we examined. For example, this September 17 front page has four headlines. Two are violence themes, one about suicide and one about kidnapping. That means only 50% of the headlines are about violence, but the remaining two are both about accidents, both involving deaths.



Inside, the first section includes stories that are mostly crime or accident related. It does not tend to report stories on any city issues, politics, and other type of current events, but focuses on printing instead only stories on the crime, violence, and accidents of the day. This section is often followed by a feature of an unusual story, like that of a serial killer or another unusual crime from any part of the world. There are also sports, entertainment, opinion, classifieds, and personals sections, as well as a centerfold.

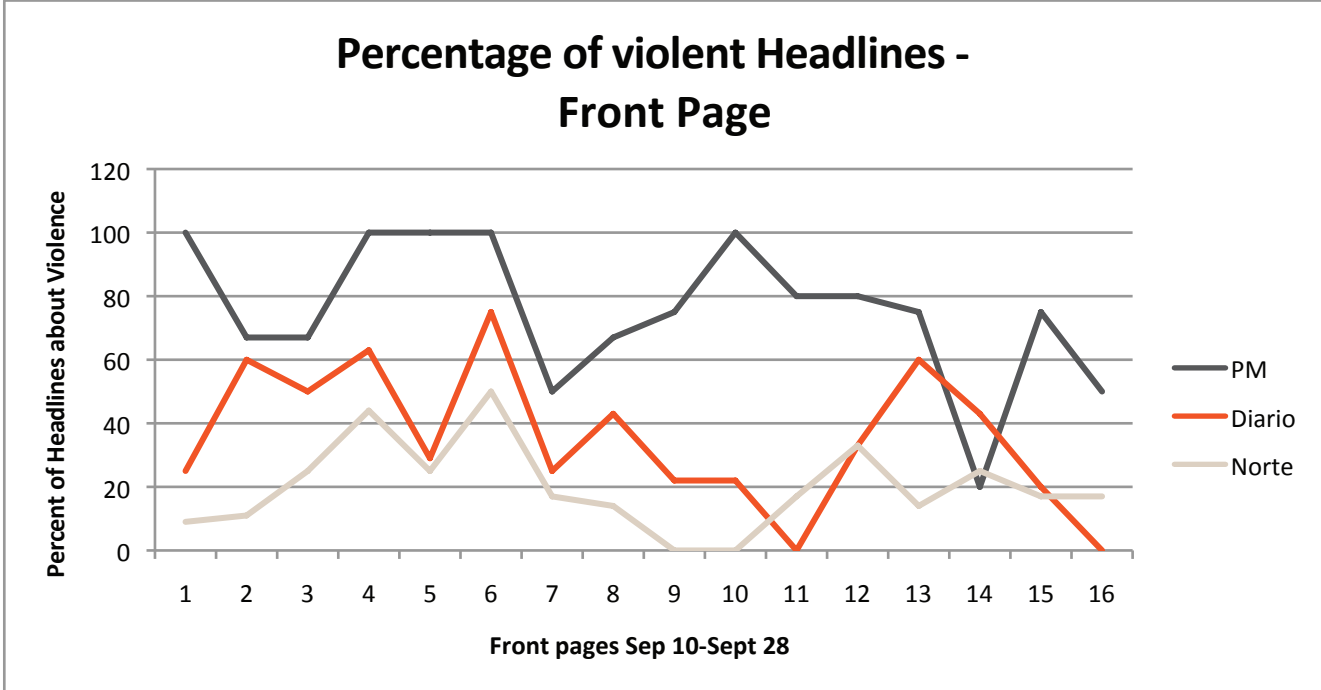
The majority of stories features in this newspaper are about violence. When they are not about violence, they are usually about accidents. It resembles an entertainment magazine dedicated to real life catastrophes; you cannot find stories in the paper that are not about dramatic events and the language is very casual and full of slang.

FRONT PAGE NEWS AND IMAGES

Front page news and images

We were interested in seeing how violence is covered in the media. However, we had no interest in making judgment calls about whether the coverage was adequate sensationalist, unethical, etc. But in order to organize the information observed in the newspapers and show pattern in the representation found there, we labeled the content as either violent or nonviolent. The following chart describes the number of headlines both in the front page and the city news section inside that revolves around violence. "Violence" encompasses by violent crimes including the following topics: murder, assault, theft, kidnapping, extortion, abuse, rape, etc. Also counted as violence are crimes related to illegal arms and drugs. Stories that were not counted as violence include accidents.

The main point of observation as explained in the methodology was the front page. As graph 1 indicates, PM will more often feature stories on the violence in the city more often on their front page. When the stories are not about violence, they are often about deadly accidents. This is to be expected because of the nature of the content of the newspaper, which focuses not on all news but only catastrophe. The other two newspapers, however, both report on all current events in the city, yet the Diario tends to feature a greater percentage of stories of violence in the city than does the Norte.



Moreover, we observed that there were different levels of severity when it comes to violent themes or images, so we wanted to break them down further. To do this, we first observed what was in the content, and then created 5 degrees of violence within that content. We labeled the content according to the following descriptions:

FRONT PAGE NEWS AND IMAGES

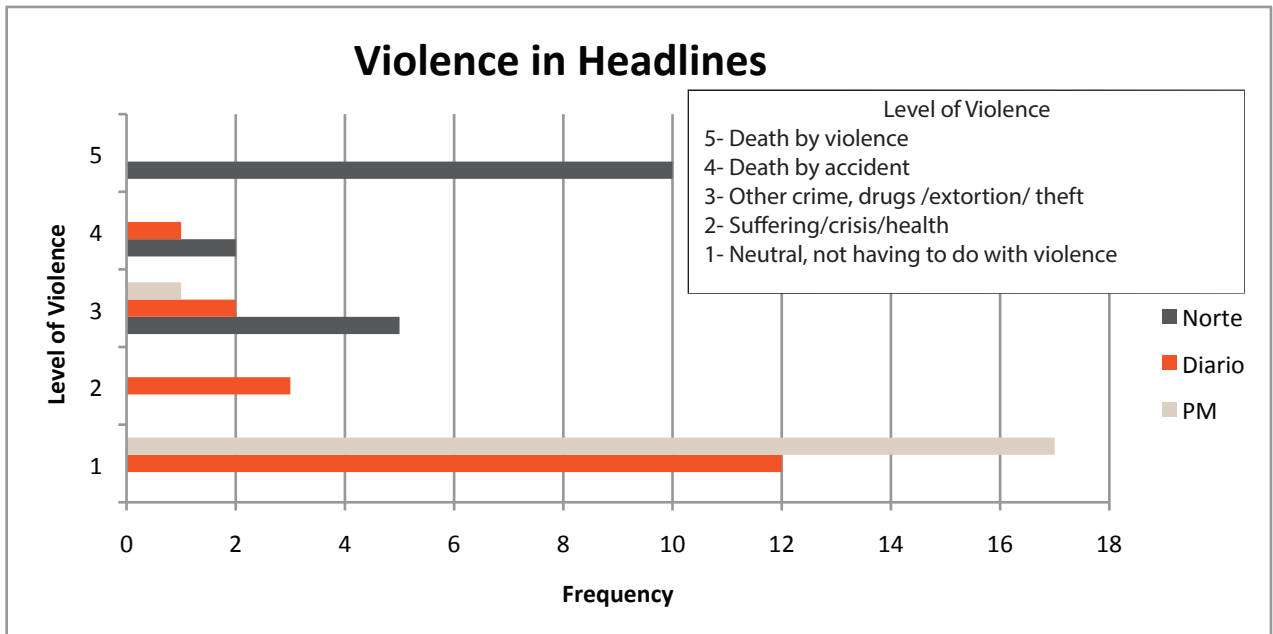
Headline topic

- 5- death by violence
- 4- death by accident
- 3- other crime, drugs/extortion/theft/kidnapping
- 2- other suffering/crisis/health issues
- 1- neutral, not having to do with violence, injury, or suffering

Images

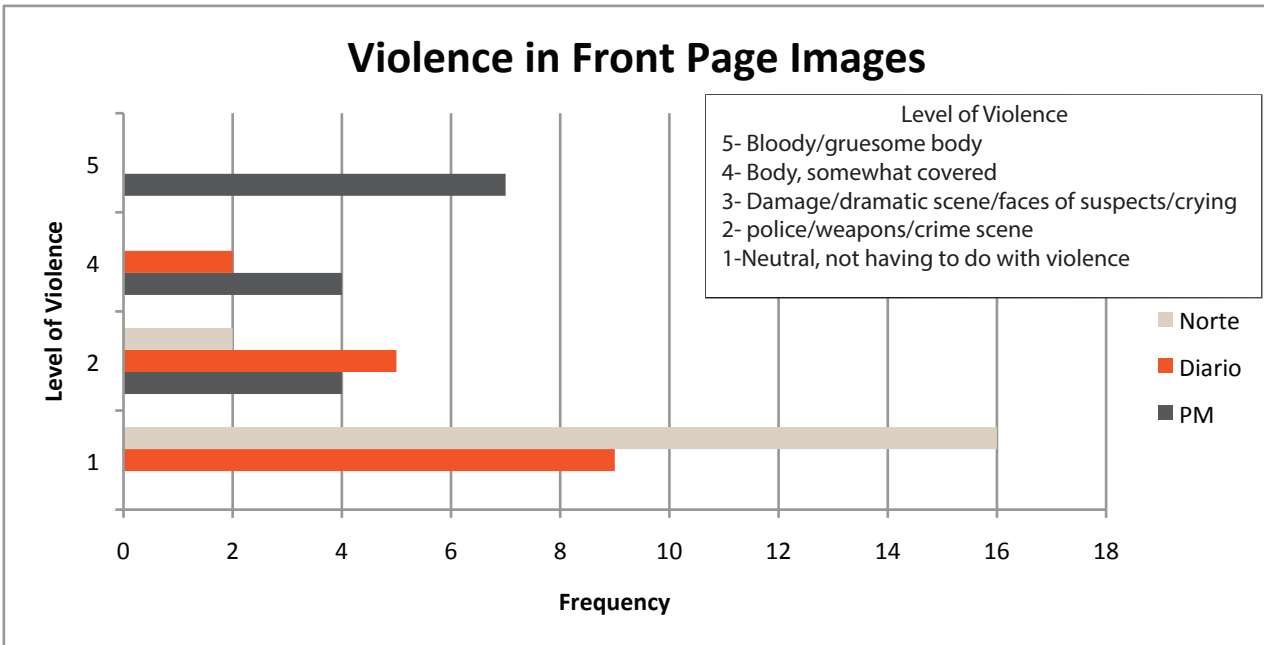
- 5- Bloody dead body or visible face of dead person
- 4- Dead body, somewhat or fully covered
- 3- Damage/dramatic scene/faces of suspects/crying victims
- 2- police/weapons/crime scene
- 1-Neutral, not having to do with crime scene, victims, or perpetrators

The content of the front page headlines can be summarized in Graph 2. We can see that the headlines featured in El Norte avoided a violent theme in all but one case during our observation time frame. In contrast, PM featured stories about violent deaths in 10 of the 17 newspapers we observed.



The content of the main front page images can be summarized in Graph 3. We can see that all of the featured in El Norte avoided a violent theme in all but two during our observation time frame. It is interesting to note that those of both instances involved images from international news, one having to do with protests in Greece and the other with protests in the Middle East. In contrast, PM never opted for an image without a violent theme during the period of observation.

FRONT PAGE NEWS AND IMAGES

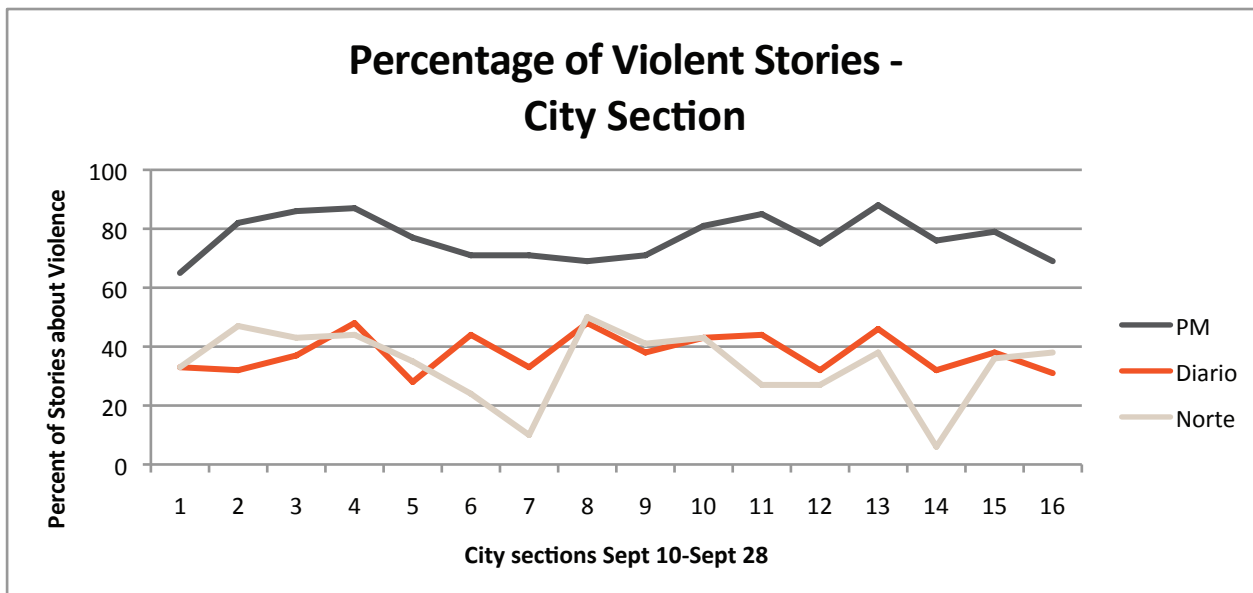


The specific topics of the headlines and a description of the main front page picture during the three weeks of our observation are listed in Annex 1. To demonstrate some topics and how they were classified, Table 3 shows a sample of the first three days of the observation.

Paper	Date	Headline Topic	Level	Image	Level
PM	10-Sep	Found dead in hotel	5	Police vans	2
	11-Sep	Killed in Accident	4	Bloody body hanging out of car window	5
	12-Sep	Grenades thrown at state agents	3	Blown up car	3
Diario	10-Sep	Squatters in El Barreal	1	Woman in abandoned house	1
	11-Sep	Twin tower attack changed the border	2	Twin towers in smoke	3
	12-Sep	Drugs crossing border increase x 8	3	Car hit by grenade	3
Norte	10-Sep	Houses prone to flooding	1	Sports	1
	11-Sep	Money needed to repair neighborhood	1	Abandoned houses	1
	12-Sep	Uninhabitable houses	1	Abandoned houses	1

NEWS AND IMAGES WITHIN NEWSPAPERS

Aside from observing the content on the front pages, we also looked at the content of the stories within the newspapers. Both The Diario and the Norte have a city section where most of the stories on the violence in the city were found, so these were the points of observation. The PM did not have a city section but we looked at all the content in the news section because it contains mostly local stories. The percentage of stories about violence was calculated. The full list of percentages by day can be seen in Annex 2. Graph 4 compares the percentages by day.



To summarize the content in the three newspapers, Table 4 shows the average percentage of all front page headlines and the percentage of stories found inside the paper about violence for each paper.

Paper	Average % of front page headlines about violence	Average % of city section stories about violence
PM	77%	77%
Diario	34%	37%
Norte	20%	34%

TOPICS IN THE NEWSPAPERS

Topics in the newspapers

As part of the observation of the media, one purpose was to gather data on the topics are present in the stories. With this information, one could see exactly what viewers are exposed to. First, we did a count of how many times particular subjects and crimes of violence were found in the coverage. Then we recorded how many times particular images were shown. In this sense, one could paint a picture of what specifically viewers see, hear, and read. Table 5 describes the topics of stories on violence that were found within the newspapers and the frequency with which they appeared.

Topic	Front Page			City Section		
	PM	Diario	Norte	PM	Diario	Norte
Murder	24	16	4	46	33	23
Assault	5	3	4	5	25	9
Child Abuse	0	5	0	3	4	1
Family Violence	1	0	0	8	6	2
Kidnapping	4	6	4	12	16	14
Extortion	3	3	0	10	14	8
Rape	1	0	0	5	3	2
Carjacking	1	0	0	2	2	3
Theft	2	0	3	21	26	5
Drugs	2	7	1	21	22	6
Arms	0	1	1	11	5	0
Aggression/Fighting	0	0	0	7	3	0
Police Brutality	0	0	1	0	0	2
Human Trafficking	0	0	1	0	0	2
Housejacking	2	0	0	2	1	1
Missing Persons	0	0	0	0	2	1
Bullying	0	0	0	0	1	2
Suicide	1	0	0	3	0	0
Road Accidents	14	4	0	36	18	4
Fire	1	0	0	5	1	1

IMAGES IN THE NEWSPAPERS

Images in the newspapers

The images shown are of particular interest because of the potential impact of the visualization of violence. More importantly, front page images specifically do not require the audience to engage but are still being seen. In other words, it is not necessary for a person to decide to read each story on violence, nor is it necessarily the case that a child might be sheltered from news when the images are in plain view. But images are seen whether or not the observer chose to be engaged. Table 6 describes the kinds of images with a violent theme that were found within the newspapers and the frequency with which they appeared.

Topic	Front Page			City Section		
	PM	Diario	Norte	PM	Diario	Norte
Dead body	24	16	4	46	33	23
Injured person	5	3	4	5	25	9
Blood	0	5	0	3	4	1
Weapons	1	0	0	8	6	2
Crashed vehicles	4	6	4	12	16	14
Drugs	3	3	0	10	14	8
Aggression/fighting	1	0	0	5	3	2
Crying	1	0	0	2	2	3
Police	1	0	0	5	3	2
Arrested suspects	1	0	0	2	2	3

Comparisons

To further illustrate the trends in reporting the news in each newspaper, a comparison of a typical story and how each newspaper covered a particular act of violence in the city is shown here. On Sept 19th all three papers reported the finding of a body in a suitcase. The coverage looked like this:

The Diario printed the story in the second to last page in the Juarez city section. The picture that accompanied the story was black and white and included a shot from the distance of forensic officers on the scene and of the suitcase where one could see the shape of the body inside the bag. The story was roughly 5 by 6 inches.



IMAGES IN THE NEWSPAPERS

The Norte printed the story in the back page of the Juarez city section. They often group murder stories together in a single cluster and give just a small paragraph of each instance. There is also a small black and white picture from the distance of the forensics on the scene. While the suitcase is visible, one cannot make out that there is a body inside of it. The entire section was 4 by 5 inches and they only wrote three sentences about the instance.

Alertan aquí por la fuga de 132 reos en Coahuila

Intensifican las revisiones en carreteras, central camionera y aeropuerto

FÉLIX A. GONZÁLEZ

La fuga de 132 reos del penal de Piedras Negras, Coahuila, generó aquí un estado de alerta en las distintas corporaciones que comenzaron ayer una serie de acciones que permitan detectar la posible llegada de evadidos ya sea en busca de refugio o para intentar cruzar a los Estados Unidos.

El vocero de la Fiscalía del Estado Zona Norte, Arturo Sandoval, manifestó ayer que el fiscal general, Carlos Manuel Salas, tuvo contacto con su homólogo del estado de Coahuila a fin de contar con las identidades, huellas digitales y en sí todas las fichas criminales de los prófugos.

Las acciones se intensificaron en los distintos puntos de ingreso a Ciudad Juárez, así como en la central camionera y aeropuertos y a través de inspecciones aleatorias en carretera.



Peritos investigadores en el lugar del hallazgo de un cuerpo sin vida dentro de una maleta.

MATAN A HOMBRE EN CARWASH
Un hombre fue asesinado cuando lavaba los tapetes de su camioneta, Toyota, Tundra en un carwash ubicado sobre la avenida De la Raza y calle Apolo, informaron las autoridades ministeriales.

En forma extraordinaria se dio a conocer que la víctima respondió al nombre de Oscar Armando Hernández Alemán de 43 años.

HALLAN CUERPO EN MALETA
El cuerpo de un hombre fue localizado en el interior de una maleta que fue abandonada en el cruce de las calles Talamas Camandari y Fundadores de

ASESINAN A SUJETO EN SALVÁRCAR
Un hombre identificado como Israel García Guerrero de 54 años de edad fue asesinado ayer a las 05:56 de la madrugada en el cruce de las calles México y Miguel Hidalgo de la colonia Salvárcar.

En la escena del crimen fueron localizados 10 elementos balísticos calibres 40 y 7.62 x 39 milímetros.



Policías en la escena del crimen de un hombre en Salvárcar.

América de la colonia Senderos de San Isidro.

El informe preliminar señala que el cuerpo se hallaba debidamente acomodado en la maleta. En el cuello se pudo observar una soga con la que al parecer fue estrangulado.

The PM featured the story as the front page headliner. The accompanying image is 10 x 10 inches and is in color. It is a close-up picture of the suitcase with the body inside. The story inside the paper carries the headline, "Lo Dejan Hecho Bola" (they leave him in a ball).

LA EXTORSIONABA GRACIAS A FACEBOOK Página 5

PM UNO MÁS EN CAR-WASH

LA NOTICIA A TIEMPO PÁGINA 7

MILMOLES VOTÓ ESTREPORESIVO DEL JUAREZ, CHIH.

METEN CUERPO EN MALETA



» LO HALLAN EN SENDEROS DE SAN ISIDRO; ESTABA 'HECHO BOLA' DENTRO DE LA MALETA PÁGINA 2

PRECIO \$5.00 CHOCAN DE NUEVO MUNICIPALES Página 6

EL VICTIMADO ESTABA EN MALETA

Lo dejan hecho bola



Los homicidas se dieron el tiempo para acomodarlo y llevarlo a un predio

Con asombro que le fueran resaca en un predio desolado situado a las afueras de la ciudad. Siempre perpetraron el crimen se dieron el tiempo de acomodar el cadáver en una maleta de equipaje y lo llevaron hasta las afueras del Fraccionamiento Senderos de San Isidro, según reportó un hallazgo alrededor de las 15:00 horas de ayer.

Parece que se aventuraron en la labora forense, quienes se ocuparon de voltear el cuerpo de su víctima, lo que el interior de la valija es color gris estaba el cuerpo montado de un hombre.

Autoridades se trasladaron a las inmediaciones del hallazgo, al mando del capitán Héctor Camandari y el capitán Fundadores de América para confirmar el hallazgo de una persona que había sido "hecho bola" el interior del equipaje.

Se trata de un hombre de 54 años de edad que fue asesinado en un predio situado al lado de un camino que se encuentra en la colonia Senderos de San Isidro y que además tenía un pedo de color negro y una camisa de color gris.

Cuando se le dio la vuelta se le pudo apreciar un pedo de color negro y una camisa de color gris, que además tenía una arpa de metal.

Aunque en un principio se pensó que se trataba de un cuerpo desatado, autoridades forenses por confirmar que el cadáver estaba "hecho bola".

El hallazgo se dio en Senderos de San Isidro

Elementos investigadores de la Fiscalía General del Estado realizaron el hallazgo del cuerpo hecho bola en la escena del crimen ayer.

Se pensó que el portador del Servicio Médico Forense realizó el traslado del cuerpo hacia sus instalaciones.

TELEVISION

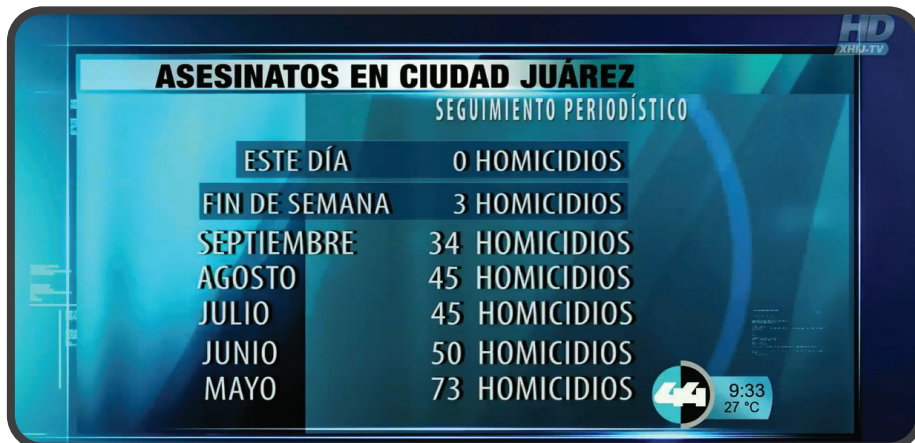
The observation of the television newscasts was less thorough. Obtaining recordings of the newscasts presented some difficulties. It was possible to record the Channel 44 newscasts using the Eye TV computer software from September 10 through September 28. On some occasions, it was discovered the following day that a recording was blank or was interrupted. The software did not pick up the local Juarez Televisa channel, so the Channel 2 newscasts were recorded using a DVR from September 18 through September 28. In the same way, recording were sometimes interrupted without warning. We attempted to get recordings for the rest of the period of observation from Televisa and they agreed, but the recordings had not been given to us at the time this report was written.

Television newscasts are of particular interest because they are highly visible to children. Surveys asked to children during this study indicated that 30% of the children asked watch the news on television frequently, and another 30% watch it every once in a while.

Both newscasts are similar in format. There is one anchor who delivers the news as images are shown that correspond to the story. People from the general population or experts may be asked to make statements for the camera and these are included in the report. There is usually another reporter on site somewhere in the city delivering a story, one that may be taking place at the moment or one that took place recently in the location from where they are reporting. The anchor will hold a dialogue with this on-site reporter, asking questions and probing for information.

The news for both channels is delivered first, which some interjections for the weather report. Special features such as entertainment or interviews may follow. Often, stories of violence will be reported one right after another in a cluster. Sometimes they will be at the beginning of the newscast and sometimes in the middle. If there is a live report in violence, that will be reported as the news is coming in. The exact location of where the violent act occurred is usually given.

On Mondays, Channel 44 would feature a chart that tallied the number murders in the city over the weekend and for the last few months by month.



TELEVISION

It is a common practice to line up the suspects in a crime for the media and allow them to capture their image and sometime ask them questions. Suspects are shown on television having not been tried. Sometimes the suspects will speak about their crimes and at other times deny their guilt. These images and conversations were commonly seen during the observation.



The style of the anchors could sometimes be characterized as conversational, in which they would not necessarily always only deliver the news as much as sometimes comment on a sentiment evoked, perhaps calling something “unbelievable” or making other comments that might portray an attitude about the news. While this is not atypical of many newscasts, and while it is recognized that demonstrating a position taken by the reporter might influence the audience, it is not the purpose of this paper to analyze the objectiveness or subjectivity of the newscast, but simply to log the content, themes, and images.

During the observation, there were stories on violence every day, but they did not make up the majority of the time devoted to the news. The actual percentages of stories about violence are found in Table 7. Even though the duration of the observation was not exactly in sync for both newscasts, the percentages should demonstrate a good comparison between the typical violent content on each channel because they are averages of daily percentages of stories on violence. On average, 53% of the stories on Channel 44 were about violence, compared to 31% on Channel 2.

Newscast	Average % of reports about violence
Channel 44	53%
Channel 2	31%

THEMES AND IMAGES IN TELEVISION NEWSCASTS

Themes and images in television newscasts

The following two charts will in more detail list the topics and frequency of the stories about violence that came up during the observation, as well as the number of times the newscasts aired certain images of violence. Because we were only able to locate two weeks' worth of newscasts for Channel 2 as opposed to three weeks of Channel 44, there are some discrepancies in the numbers. Despite this, we can still calculate the weekly average, as shown in Table 7. The charts show that Channel 44 for the most part airs more stories about violence than Channel 2.

Topic	Newscast	
	Channel 2	Channel 44
Murder	13	36
Assault	4	9
Child Abuse	1	4
Family Violence	0	0
Kidnapping	2	4
Extortion	5	10
Rape	0	4
Carjacking	1	2
Theft	3	4
Drugs	5	16
Arms	1	0
Aggression/Fighting	0	0
Police Brutality	0	2
Human Trafficking	0	1
Housejacking	0	1
Missing Persons	2	0
Bullying	0	0
Suicide	0	0
Road Accidents	11	19
Fire	1	0

The violent images also seem to occur more frequently on Channel 44, with the exception of images of police officers and the one image on Channel 2 that showed blood.

Image	Newscast	
	Channel 2	Channel 44
Dead body	4	9
Injured person	0	5
Blood	1	0
Weapons	11	22
Crashed vehicles	2	6
Drugs	0	14
Aggression/fighting	0	0
Crying	1	0
Police	30	37
Arrested suspects	8	50

KID'S PERCEPTIONS

Kid's perceptions

There is a wide array of effects that the violence in the border region may have caused in Ciudad Juarez. Of concern is what if any are the effects on the children in the region. In this study, we were interested to learn about the exposure that children experience to violence in different contexts. Violence can manifest itself in varied forms and in different contexts. In their 2010 article for the International Journal of Psychology and Psychological Therapy, Orue and Calvete introduced us to their questionnaire to measure exposure to violence in childhood and adolescence. This instrument was appropriate for our purpose to gain better knowledge about what children and teenagers in the region are actually seeing.

Thirty children and teenagers ages 6-15 who were taking part in art workshops at their community centers throughout the city were surveyed. The survey questions asked and the responses given by the children are listed in Table 10. Responses options were a Likert scale from “never” to “frequently.”

		1 No hay respuesta	2 Nunca	3 Rara vez	4 1-3 veces al mes	5 Frecuentemente
1. Con qué frecuencia asistes a la escuela		0%	0%	0%	0%	100%
2. Con qué frecuencia ves televisión		0%	3%	10%	7%	80%
3. Con que frecuencia ves noticias		0%	30%	10%	30%	30%
4. Con qué frecuencia has visto que una persona insultaba a otra en	Casa	7%	57%	23%	7%	7%
	Calle	7%	37%	20%	13%	23%
	Escuela	3%	33%	13%	10%	40%
	Televisión	7%	37%	13%	17%	27%
5. Con qué frecuencia has visto como una persona amenazaba con pegarle a otra en	Casa	10%	70%	13%	0%	7%
	Calle	7%	57%	23%	3%	10%
	Escuela	7%	30%	23%	17%	23%
	Televisión	0%	53%	20%	10%	17%
6. Con qué frecuencia has visto que una persona le pegue o dañe físicamente a otra persona en	Casa	3%	70%	20%	3%	3%
	Calle	7%	40%	40%	7%	7%
	Escuela	3%	33%	17%	17%	27%
	Televisión	0%	47%	20%	20%	13%
7. Con qué frecuencia te han insultado en	Casa	0%	73%	17%	7%	3%
	Calle	0%	77%	17%	0%	7%
	Escuela	0%	53%	23%	13%	10%
		0%	0%	0%	0%	0%
8. Con qué frecuencia han amenazado con pegarte en	Casa	7%	77%	7%	0%	10%
	Calle	7%	83%	7%	3%	0%
	Escuela	7%	67%	10%	3%	13%
		0%	0%	0%	0%	0%
9. Con qué frecuencia te han pegado o dañado a ti en	Casa	0%	60%	17%	13%	10%
	Calle	3%	93%	3%	0%	0%
	Escuela	0%	67%	30%	0%	3%
		0%	0%	0%	0%	0%
10. Con qué frecuencia has visto una arma de fuego	Casa	0%	97%	3%	0%	0%
	Calle	0%	57%	37%	3%	3%
	Escuela	0%	87%	10%	3%	0%
	Televisión	0%	23%	20%	13%	43%
11. Con qué frecuencia has visto un acto violento donde hay una persona herida o sangre	Casa	0%	93%	7%	0%	0%
	Calle	0%	57%	43%	0%	0%
	Escuela	0%	67%	33%	0%	0%
	Televisión	4%	30%	20%	0%	47%

Children were given the option to choose not to respond, although very few did. It should be noted that the interviews often felt that the children often hesitated to answer questions about being hit, threatened, or insulted at home. story inside the paper carries the headline, “Lo Dejan Hecho Bola” (they leave him in a ball).

KID'S PERCEPTIONS

Some tendencies in the responses are important to note. For example, 60% of the children are watching news on television 30% on a frequent or regular basis. 37% have seen a weapon first hand on the street or in their neighborhood, while 43% report to have seen a person who has been injured in an act of violence. Because of the content on television news, it is no surprise then that 43% and 47% report to have seen firearms and injured people on television respectively, although some said they saw these in movies, many also referenced the news.

The implications of these findings should be considered for further study. For example, in their pilot study using the same tool of the Questionnaire on the Exposure to Violence, Lopez, Caso and Cantu wanted not only to provide a base of comparison for exposure to violence in children, but also to provide a point of reference for the « Unidad de Evaluacion Educativa » (Education Evaluation Unit) of Baja California, whose goal is to monitor the quality of education in that state. They hope the data will deepen their understanding of the factors faced by their students to help define their education goals. In the same way, Cd. Juarez could benefit greatly from becoming more familiar with the realities faced by the children here every day.

KIDS' COMMENTS

One alarming finding to point out is that when asked if they have ever seen a gun, 37 percent said they have seen one on the street or in their neighborhoods at least once, and 43 say they see them on a regular basis on television. When asked if they have ever witnessed a violent act where someone was injured or they saw blood, 43 percent said they had seen this on the streets at least once, and 47 percent said they saw this on a regular basis on television.

The number of kids who said they have seen an injured person in school is also high, but most reported that these were usually kids who had been hurt in an accident, although some had witnessed fighting.

KID'S PERCEPTIONS

Table 11 shows sample comments made by the children during their survey.

Comments when asked if they have seen a gun or a shooting incident:
<p>On the street</p> <p>“One day, they killed the people who live in front of us, and my mom put us in the bathroom and locked us in.” Age 9.</p> <p>“They got out of their cars with guns, and they shot a man outside of his house. I saw him and I saw them when they were leaving, and I went to tell my aunt.” Age 14.</p> <p>“At the mall, I see that the policemen have guns.” Age 7</p> <p>“My cousin had a gun.” Age 7</p> <p>“The guys who are attacking people, they go by and show their guns to show off.” Interviewer: “Do you think it’s normal?” Child: “Yes, I am not scared.” Age 14.</p>
Comments when asked if they have seen an act of violence where someone was hurt or bleeding:
<p>On the street</p> <p>“I just hear the gun shots but I don’t see them. Only on the news and in movies.”</p> <p>“They beat up my cousin. My cousin was going out with a ‘cholata’ and some guys they call ‘Los Zetas’, I don’t know why.” Age 7.</p> <p>“Once by my house, they shot someone, but they didn’t let me see him” Age 7.</p> <p>“They shot at each other here on this block. I saw when they were shooting at each other, and there was an injured man, he got out of his car and ran into his house.” Age 14</p> <p>In the media</p> <p>“In my dad’s newspaper.” Age 8.</p> <p>“I’ve seen that in the news, when they shoot someone and they are injured, they have a lot of blood.” Age 12.</p> <p>“In the newspaper. My dad likes it a lot, he buys the PM.” Age 9</p> <p>“I see it on the news. It makes me feel bad.” Age 11</p> <p>“My dad buys newspapers where you see photos with blood.” Age 5</p>

Lopez Ortega, Monica, Joaquin Caso Niebla, and Valeria Cantu Gonzalez. "ANÁLISIS PSICOMÉTRICO DEL CUESTIONARIO DE EXPOSICIÓN A LA VIOLENCIA (CEV): CASO DE LOS ESTUDIANTES DE SECUNDARIA EN BAJA CALIFORNIA." (n.d.): n. pag. Web. <http://http://www.comie.org.mx/congreso/memoriaelectronica/v11/docs/area_01/1527.pdf>.

ADULT PERCEPTIONS

ADULT PERCEPTIONS

Violence in Ciudad Juarez rose suddenly. Before 2008, there were a fairly normal rate of fewer than 300 murders per year, but the violence peaked in 2010 with over 3,000 murders that year. With this in mind, we are interested to see how they perceived the violence in the media and its effects on their daily lives, at the same time looking for clues into their mental health.

To fulfill our first observation, we asked questions about media consumption and perceptions about the media. Then we asked questions that asked the respondents to assess their own stress levels and behaviors. The sudden exposure to so much violence led us to assume that there might be similar effects experienced by people who suffer from Post-Traumatic Stress Disorder and we formulated some questions to reflect those on an instrument to detect PTSD. We also wanted to know the level of stress felt by people due to the violence. Our survey was a self-evaluation with questions that reflected three levels of possible effects, those in perception, cognition, and behavior.

SURVEY

The following is the survey given to the adult participants:

Nombre _____
 Edad _____ Genero _____ Lugar de Origen _____

PIENSE ACERCA DE LA VIOLENCIA EN JUAREZ. INDIQUE LA RESPUESTA QUE MÁS LE CORRESPONDE:

- Del 1 al 10, indique cuanto estrés siente sobre el estado de violencia en la ciudad. ____
 1 = no me estresa mucho, por la mayor parte me siento calmado y seguro.
 10 = me estresa muchísimo, me siento siempre vigilante y asustado.
- ¿Durante el último mes, que tan seguido se ha sentido nervioso(a) o estresado(a)?
 __1=nunca __2=casi nunca __3=a veces __4=bastante __5=muy seguido
- ¿Durante el último mes, que tan seguido ha sentido miedo?
 __1=nunca __2=casi nunca __3=a veces __4=bastante __5=muy seguido
- ¿Se asusta o brinca al escuchar ruidos o movimientos comunes en la calle?
 Sí NO NO SÉ
- ¿Encuentra que ya no hace las mismas cosas que antes disfrutaba?
 Sí NO NO SÉ
- ¿Usted evita ciertos lugares que antes visitaba?
 Sí NO NO SÉ
- ¿Qué tan seguido ve noticias en la televisión?
 __1=nunca __2=muy poco __3=a veces __4=seguido __5=todos los días o casi todos los días
- ¿Cuál/cuales canal(es)?
 2 5 44 Otro: _____
- ¿Qué tan seguido lee noticias en el periódico?
 __1=nunca __2=muy poco __3=a veces __4=seguido __5=todos los días o casi todos los días
- ¿Cuál/cuales periódico(s)?
 El Diario El Norte El Mexicano Hoy PM Otro: _____
- ¿Cuál es su opinión general de la cobertura de los medios masivos e impresos?
 __1=no tengo oipinión __2=adecuada __3=neutral __4=exagerada __5=amarillista
- ¿Por qué piensa que es _____?
- ¿Cuál es su opinión en particular de las imágenes que presentan los medios masivos e impresos?
 __1=no tengo oipinión __2=adecuada __3=neutral __4=exagerada __5=amarillista
- ¿Por qué piensa que es _____?
- ¿Cuál cree usted que es el efecto de las noticias en su comportamiento?
- ¿Cuál cree usted que es el efecto de las noticias en el comportamiento de sus hijos/hijas?

POR FAVOR CONTESTE BREVEMENTE:
 ¿Por qué sí, o por qué no, sigue las noticias?

ADULT PERCEPTIONS

Some of the questions on the survey were open-ended, so participants wrote in their own responses. The following perceptions and declarations of thoughts and behaviors were taken from their responses, then summed to reveal how many people shared that same opinion. These are listed in Table 12.

Perception	Number of people with this perception
The media don't tell the truth/exaggerate	15
They pass judgment/are subjective	2
They are too graphic/aggressive	13
They only want to sell	4
They only want to shock/show the bad things	1
They are irresponsible/unethical	5
Cognition	
I get scared/nervous/stressed	14
I get sad	3
I get angry/frustrated	1
It shocks me	2
I'm used to it by now	2
Behavior	
I stopped watching/ I don't watch	4
Doesn't affect me/ I don't pay much attention	9
I stay home/indoors	2
I don't let me kids watch	1
I don't let my kids go out	0
I watch to stay informed	14
I use it to teach my kids lessons	1
I watch to look for someone I know	2
I watch for the weather	1
Adult's perception of kid's behaviors and cognition	
They mimic what they see (in play)	6
They want to be that when they grow up	1
They get aggressive	4
They get scared	9
They are or get used to it/think it's normal	3
They learn from it/to be careful	2
It doesn't affect them	1

It is interesting to note that many feel that the news is too graphic and half don't really believe everything they hear in the news, while only two of the participants claim to be desensitized to the

ADULT PERCEPTIONS

news. Many people claim that the news doesn't really affect them. However, many indicated in the survey that they often avoid certain places in the city that they may have frequented before. About half the people claim to watch the news because they want to stay informed.

In regard to their observations about children, some believe that children get scared or intimidated by the news, while others feel that the children do begin to think it is normal, mimicking what they see or are influenced by the exposure somehow, evident in their behavior. The following are sample comments that participants made in their groups.

Comments by adults surveyed:

Perception

"Algunos canales de televisión se han vuelto más crueles al presentar las noticias por vender"

"Yo la televisión de hecho procuro las noticias las veo porque pues ni modo de no darse uno cuenta de lo que está pasando."

"...La gente que ya tiene tiempo viviendo aquí se acostumbra a vivir con ese estrés y con esos niveles de violencia yo por ejemplo tengo pocos meses que llegue de México, veo la diferencia que hay de la agresión de violencia de todo, para mi si es un cambio muy grande."

Children's Behavior

"Ellos creen que eso es lo normal que es parte de la vida normal que se oigan matanzas y asesinatos ellos ya lo toman como ah! Ya se echaron otro mama ya no lo ven los niños con la percepción que es para uno".

" Ya los niños toman como si ser sicario o asesino o secuestrador fuera una profesión o sea en vez de un anti valor como los talleres de valores como si fuera una profesión porque a mí me han preguntado y que estudian ellos mama para llegar a ser eso?"

It is interesting to note that while some exposure for children comes from media, there are other realities that expose them to violence. While the children's surveys revealed that kids see guns and the results of violence on the streets, parent often play a role in trying to expose them to the violence, some stating that they use the violence or results from accidents to teach them a lesson:

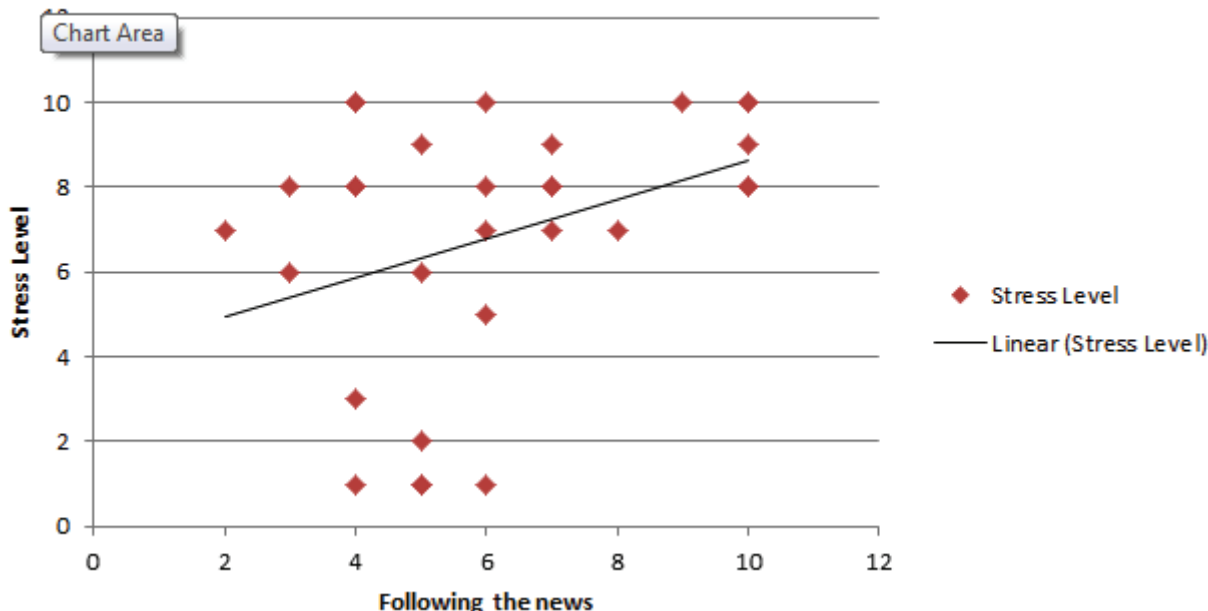
"La gente lleva a sus niños a que vean como esta como lo hirieron y empiezan a hablar no es que lo mataron así y los niños pues son bien listos y ellos están todo agarrando en su cabecita."

We were interested to see if people who consumed a lot of media coverage would be more likely to be more stressed about the violence. We found that whether or not the

ADULT PERCEPTIONS

participants watch much television news coverage or read the newspapers regularly, they were just as likely to stress about the violence. However, people who said they constantly read the paper or watch newscasts, or both (a combined score of 7 or more) all declared to show a level of stress from 7-10, 10 meaning constantly stress

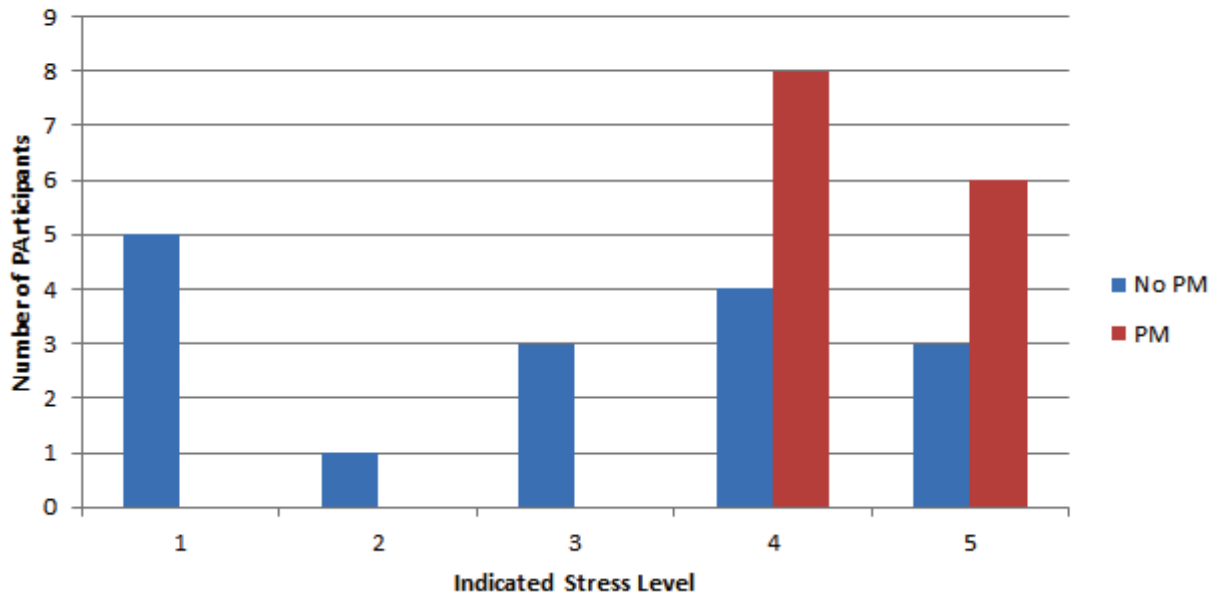
News consumption and Stress Level



Some trends are interesting. For example, we looked at the difference between participants who read the newspaper PM versus those who did not. Graph 6 shows that those who read the PM newspaper indicated a stress level of 7-10. (For this graph, responses were clustered, so people who indicated a stress level of 1 or 2 are represented on the graph by stress level 1, those who indicated a stress level of 3 or 4 are represented on the graph by stress level 2, those who indicated a stress level of 5 or 6 are represented on the graph by stress level 3, those who indicated a stress level of 7 or 8 are represented on the graph by stress level 4, and those who indicated a stress level of 9 or 10 are represented on the graph by stress level 5.) If they did not read PM, stress levels varied.

ADULT PERCEPTIONS

Self Assessment of Stress Level - PM readers vs. PM non-readers



CONCLUSIONS

As the level of violence in Juarez increased, it is not unusual that the presence of violence in the media rose as well. Some sources are more prone to show this violence with detail while others choose to not draw a lot of attention to these stories. PM is the most graphic newspaper while El Norte chooses to focus on other news. Channel 44 news reports a higher volume of stories about violence than Channel 2.

According to the responses to the surveys that were conducted, children seem to have a good amount of exposure to violence in the media as well as in their daily lives. This situation needs to be examined in detail if we are to be aware of their realities and know how to talk to children about what they see.

Adult surveys show that many people choose to watch to stay informed while a few actively choose not to watch the news. Common perceptions on the media include that they tend to be too graphic and that they exaggerate, or simply tell untruths. About half the respondents say they get scared or stressed about the violence. Initial surveys may indicate that there is some correlation between media consumption and stress level about the violence in adults, even though this may depend on what they read. However, a slight correlation should not be interpreted as causation, and this possibility needs to be examined more closely with scientific studies in order to reach any conclusions.

ADULT PERCEPTIONS

This study has approached an awareness of the extent of the violence present in the media while not attempting to define any conclusions about the content. It was shed some light on what children are exposed to in the media, at home, at school, and on the street. Some perceptions, cognitions, and behaviors have been explored while asking questions about media consumption. All of this information should be used in formulating more in depth questions about the effects on media on their audiences and the possible role media may play on the mental health of the population. The goal is for the media themselves to become cognizant of the effects they may have and how they may actually work to mitigate a conflict situation or consciously avoid aggravating it.

ANNEX 1

Front page headline and image content - Diario

Paper	Date	Headline Topic	Level	Image	Level
Diario	10-Sep	Squatters in El Barreal	1	Woman in abandoned house	1
	11-Sep	Twin tower attack changed the border	2	Twin towers in smoke	3
	12-Sep	Drug crossing border increases x 8	3	car hit by grenade	3
	13-Sep	denounce arrests for lack of ID	1	Farmers block train tracks	1
	14-Sep	Employment goes way up	1	Soldiers march for festivities	1
	15-Sep	Captured kidnapers and extortionist	3	Captures men	3
	16-Sep	Medical field to save local economy?	1	Celebrations	1
	17-Sep	Attempt to revive medical tourism	1	Independence day celebrations	1
	18-Sep	Road accident deaths triple	4	Body (face blurred)	4
	19-Sep	Mennonites negotiate with Russia	1	Family of victim	3
	20-Sep	Mennonites contemplate leaving	2	Men in street	2
	21-Sep	Possible Mennonite exodus	1	Shoulder Tattoo	1
	22-Sep	Oil company loses money	1	Line of customers	1
	23-Sep	Church want priest to run for office	1	dried up well	1
	24-Sep	Electric company loses clients	1	Bloody scene of shootout	2
	25-Sep	Business owners want details of construction	1	Leaders with longest terms	1
	26-Sep	Labor reform intensifies	1	Ambulance and bodies	4
	27-Sep	Labor reform passes	1	Construction	1
28-Sep	Drought and water crisis	2	Sick child	3	

ADULT PERCEPTIONS

.Front page headline and image content - Norte

Paper	Date	Headline Topic	Level	Image	Level
Norte	10-Sep	Houses prone to flooding	1	Sports	1
	11-Sep	Money needed to repair neighborhood	1	Abandoned houses	1
	12-Sep	Uninhabitable houses	1	Abandoned houses	1
	13-Sep	Businesses will install own cameras	1	American embassy in Lybia	1
	14-Sep	80 businesses reopen	1	Restaurant	1
	15-Sep	Houses about to collapse	1	Protesters burn flags	3
	16-Sep	Theft in in Barreal	3	Celebrations	1
	17-Sep	Emergency response low on staff	1	Police in classroom	1
	18-Sep	Urban transport plan in congress and city council	1	Police and fire in Greece	3
	19-Sep	City council bypasses congressional approval	1	Abandoned house in El Barreal	1
	20-Sep	n/a	n/a	n/a	n/a
	21-Sep	Withholding payment for street repair	1	Celebration	1
	22-Sep	Business returns to the western district	1	Emmy Awards	1
	23-Sep	Lack of surveillance cameras	1	Sports	1
	24-Sep	The US brands those deported for crime	1	sports	1
	25-Sep	Building material goes to waste	1	Int'l Book Fair	1
	26-Sep	Emergency response deficiency	1	Manifestation outside Ceri	1
	27-Sep	Emergency response inequality	1	Sports	1
	28-Sep	Quoting the governor of Chih.	1	Cesar Duarte	1

Front page headline and image content - PM

Paper	Date	Headline Topic	Level	Image	Level
PM	10-Sep	Found dead in hotel	5	Police vans	2
	11-Sep	Killed in Accident	4	Bloody body	5
	12-Sep	Grenades thrown at State agents	3	Blown up car	3
	13-Sep	Find decomposed body	5	Decomposed Body	5
	14-Sep	Find 11 drug pushers	3	Suspects	3
	15-Sep	Waitress killed in bar	5	Bloody beating victim	5
	17-Sep	Kills self with knife	5	Bloody Body	5
	18-Sep	Woken to be killed	5	Bloody body	5
	19-Sep	Body found in suitcase	5	Body in suitcase	5
	20-Sep	Killed in Accident	4	Bloody Body	5
	21-Sep	Taped and wrapped body	5	Body	4
	22-Sep	Extortionists kill man	5	Body	4
	24-Sep	Neighbor helps catch Housejackers	3	Suspects	3
	25-Sep	Extortionist burn business	3	Fire truck	2
	26-Sep	Killed for Bike	5	Body	4
	27-Sep	Attack Restaurant with homemade bombs	3	Police by restaurant	2
	28-Sep	Execution	5	Found body	4

ADULT PERCEPTIONS

ANNEX 2

Percent of stories about violence - Diario

Paper	Date	# headlines Front Page	# about Violence	%	# headlines City Section	# about Violence	%
Diario	10-Sep	4	1	25%	24	8	33%
	11-Sep	5	3	60%	25	8	32%
	12-Sep	6	3	50%	30	11	37%
	13-Sep	8	5	63%	29	14	48%
	14-Sep	7	3	29%	29	8	28%
	15-Sep	4	3	75%	25	11	44%
	16-Sep	6	3	50%	22	8	36%
	17-Sep	8	2	25%	24	8	33%
	18-Sep	7	3	43%	25	12	48%
	19-Sep	9	2	22%	24	9	38%
	20-Sep	6	0	0%	24	6	25%
	21-Sep	9	2	22%	30	13	43%
	22-Sep	8	0	0%	27	12	44%
	23-Sep	5	1	20%	26	9	35%
	24-Sep	6	2	33%	25	8	32%
	25-Sep	5	3	60%	26	12	46%
	26-Sep	7	3	43%	25	8	32%
	27-Sep	5	1	20%	24	9	38%
28-Sep	4	0	0%	29	9	31%	
Average %				34%			37%

ADULT PERCEPTIONS

.Percent of Stories about Violence - Norte

Paper	Date	# headlines Front Page	# about Violence	%	# headlines City Section	# about Violence	%
Norte	10-Sep	11	1	9%	15	5	33%
	11-Sep	9	1	11%	19	9	47%
	12-Sep	8	2	25%	14	6	43%
	13-Sep	9	4	44%	16	7	44%
	14-Sep	8	2	25%	17	6	35%
	15-Sep	4	2	50%	25	6	24%
	16-Sep	13	2	15%	15	5	33%
	17-Sep	12	2	17%	10	1	10%
	18-Sep	7	1	14%	16	8	50%
	19-Sep	7	0	0%	17	7	41%
	20-Sep	n/a	n/a		n/a	n/a	
	21-Sep	7	1	0%	14	6	43%
	22-Sep	8	0	17%	22	6	27%
	23-Sep	6	1	29%	18	5	28%
	24-Sep	7	2	33%	11	3	27%
	25-Sep	6	2	14%	16	6	38%
	26-Sep	7	1	25%	18	1	6%
	27-Sep	8	2	17%	14	5	36%
28-Sep	6	1	17%	13	5	38%	
Average %				20%			34%

Front page headline and image content - PM

Paper	Date	# headlines Front Page	# about Violence	%	# headlines City Section	# about Violence	%
PM	10-Sep	3	3	100%	17	11	65%
	11-Sep	3	2	67%	11	9	82%
	12-Sep	3	2	67%	14	12	86%
	13-Sep	4	4	100%	15	13	87%
	14-Sep	4	4	100%	13	10	77%
	15-Sep	3	3	100%	14	10	71%
	16-Sep	n/a	n/a		n/a	n/a	
	17-Sep	4	2	50%	17	12	71%
	18-Sep	3	2	67%	13	9	69%
	19-Sep	4	3	75%	14	10	71%
	20-Sep	4	4	100%	12	10	83%
	21-Sep	4	4	100%	16	13	81%
	22-Sep	5	4	80%	13	11	85%
	23-Sep	n/a	n/a		n/a	n/a	
	24-Sep	5	4	80%	16	12	75%
	25-Sep	4	3	75%	16	14	88%
	26-Sep	5	1	20%	17	13	76%
	27-Sep	4	3	75%	14	11	79%
28-Sep	4	2	50%	13	9	69%	
Average %				77%			77%

