

METHODOLOGY

“The observatory must not be understood as an “attack” on different media, but a contribution to help provide tools to represent a diverse society”

Methodology: how we select news articles

1.- **Media** (digital versions)¹:

Digital newspapers²:

El País

La Razón

News agencies:

Europa Press

EFE

2.- **Terms** which we search for (eight):

Islam

Muslim

jihad

jihadism

Islamism

Islamist

Islamophobia

3.- **Geographical scope**: Spain³

4.- **Authorship**: For *El País* and *La Razón* we will only consider articles written by Spanish journalists or by editorial staff. We will also discard all news from agencies other than Europa Press and EFE, as well as articles translated from international newspapers, since the aim of the observatory is to monitor and work with Spanish journalists.

1 In 2017, the Observatory worked with six Spanish digital newspapers: *El País*, *La Vanguardia*, *La Razón*, *El Mundo*, *20 Minutos* and *eldiario.es*

2 We have kept two ideologically diverse newspapers from the six which we followed in 2017. Thus, we can keep track of the evolution of Islamophobia in the print press and continue to follow the phenomenon, albeit less thoroughly.

3 The methodology used in 2017 limited the search to Spain and the European Union, as decided in the Congress on 21st March 2017 *Islamophobia and the media: the print press' role*. As recorded in the congress' minutes, “the participants pointed out the need to concentrate on news stories originating in a Spanish or European context for two reasons. Firstly, there is an urgent need to curb rampant Islamophobia across Europe and monitor how diversity is reflected in the press. Secondly, although the Observatory does not underestimate the role the media plays in reproducing generalisations about the “Arab world” or “Islamic world”, it would be very difficult for the Observatory to deal with all the relevant information”.

Nevertheless, because we have included two news agencies to the media the Observatory monitors, the volume of search results has increased to the point where we have had to reduce the scope of Observatory to Spain.

5.- **Data** which we introduce into the system: headline, lead (if any), author, date, news website, body, image (if any) and link.

6.- **Comments**: we do not include readers' comments in the Observatory's research for two reasons. Firstly, we would need additional resources in order to do so. Secondly, we do not believe that the comments are representative of the views held by the readership of those news websites. Thus, we do not believe that they show the impact those news stories have on their readers.

CLASSING CRITERIA

Red (active Islamophobia): news articles which include unquestionably Islamophobic ideas, whether in the headline, lead, body or accompanying image.

Texts will be classed red when they present one or various of the eight indicators established by the Runnymede Trust, based on the effect the article produces:

1. A view of Islam and Muslims as a **monolithic, static entity, incapable of adapting to a changing world.**
2. A view of Islam and Muslims as **different, separate and independent**; not influenced by cultural factors and **lacking common values with other cultures.**
3. A view of Islam and Muslims as **inferior, barbaric, irrational, primitive and sexist.**
4. A view of Islam and Muslims as **aggressive, menacing enemies, allied with terrorists and the clash of civilisations.**
5. A view of Islam as a **political and military ideology.**
6. **Rejecting, with no sort of justification, any criticism made by Muslim people or organisations.**
7. **Justifying discriminatory practice against Muslims.**
8. **The portrayal of hostility towards Muslims as something “natural”.**

Practical elements to detect these 8 indicators:

- Stigmatising or Islamophobic content in headline
- Language use:
 - Use and abuse of incorrect, unnecessary and sensationalistic terminology.
 - Use of negative stereotypes and generalisation.
 - Use of euphemisms and metaphors.
 - Dialectic use of “them” (homogenous, primitive, radical) against “us” (peaceful, educated, civilised).

- Dramatisation.

Yellow (passive Islamophobia): articles which, despite not being Islamophobic, favour an Islamophobic interpretation.

Indicators of passive Islamophobia:

1. Articles, events, facts or phenomena lacking context.
2. Incorporating irrelevant information which may lead to stigmatizing.
3. Factual mistakes.
4. Inadequate or biased use of data.
5. Bad choice of images to accompany the article.
6. Considering normality as an exceptional state.
7. Orientalism.
8. Stereotyped voices or lack of relevant voices.

Green (not Islamophobic): articles relating to Islam which are not Islamophobic.

STATISTICS

With this data, we will build trimestral statistics which will give a quantitative idea of Islamophobia in the media and its evolution.

1. **Type of article:**
 - a) News
 - b) Interviews
 - c) Opinion
2. **Geographical scope:**
 - a) Spain
3. **Related terms.** As well as the eight terms included above, the articles may include the following concepts, words or any derived words:
 - a) Terrorism / terrorist
 - b) Woman
 - c) radicalism / radicalist
 - d) veil / burqa / burka / hijab / hiyab / headscarf / niqab
 - e) refugees
4. **Image.** Classifying accompanying images:
 - a) Appropriately illustrates the article

- b) Inappropriately illustrates the article
 - c) No image
5. **Content.** The view on Muslims provided is:
- a) Positive
 - b) Negative

REPORTS, QUALITATIVE ANALYSIS

1.- WHO

Who is behind the newspaper? Analysis of six print newspapers:

- newspaper structure
- circulation (numbers)
- circulation (geographical area)
- organisations and companies with links or shares
- readership
- Who writes for the newspaper. Origin of the information (i.e. newspaper's own journalists, news agencies, etc).
- Editor's political stance
- Editorial line's impact on topics relating to immigration, Muslims, interculturality, coexistence, terrorism, etc.

2.- HOW

a. News context and reporting

b. Tone

- General tone of the article. Discourse logic (i.e. negative “clash of civilisations” - them against us – simplistic and binary views; or positive, promoting coexistence, from a critical perspective).
- Description of the article's subject (e.g. is there emphasis on origin, physical aspect or clothing?)
- Use of stereotypes, generalisation, euphemisms and metaphors.
- Effect of the article (sensationalistic, fear, degrading or positive, inclusive, critical).

3.- WHAT

News article elements which require analysis

a) **Headline**

b) Use of figures

- Are sources included? If so, which are those sources?
- In the context of the article, what role do the figures play? What are they trying to prove?
- Is there an attempt to provide context or put the figures to debate?

c) Use of images

- Does the image describe the information? Is it appropriate?
- Who or what is in the image? Are there women, men or children?
- How is the subject of the photo portrayed?

d) Language use

- What lexical field is used?
- Is the terminology correct and appropriate?
- What type of euphemisms are used in the article?
- What metaphors are used?

e) Figures of speech

- Which is the literal meaning of the problematic expression?
- Does it include positive or negative connotations?
- To which extent does the word/expression correspond to the events in the article?
- Is this a charged word? To which extent is the word neutral?
- Does this word/expression help understand the information in its context?

f) Voices

- Who is given a voice in the article?
- News sources:
 - Representatives of government organisations
 - experts
 - common Muslims
 - radicalised people