Osg2 2012-08-23 NEGATIVE

TOF

The figures are in and it’s not your imagination:



More after this from David Harris of AJC:

(((SPOT)))

It’s official, you can say without fear of contradiction that the mainstream media is full of negative campaign coverage, and that it’s almost as bad as 2004, which still holds the record.

How do we know that? Well, Tom Rosenstiel, the director at the Pew Research Center's Project for Excellence in Journalism, says his researchers set to work last May and spent ten weeks carefully cataloguing political stories 50 newspapers, TV and radio, and web sites.



But what people want to know of course is whether the coverage is balanced or not. A recent poll showed that among likely voters, 59 percent think Obama has received better treatment in the media, compared with 18 percent who say that about Romney.

So the Pew researchers, after gathering 1,772 positive and negative assertions about the candidates records and character, counted them up and discovered to the amazement of everyone:



Yes. The media coverage has been BALANCED. Overwhelmingly negative, but balanced. Which means that if you hear someone say that the Mainstream Media is kissing up to the President and beating up on Romney, you can tell them that according to the Pew Research Center Survey, they completely misinformed. Which I’m sure will go well. And if they come back at you and say OK so it’s balanced but why is the media always so negative – here’s why:



In other words, journalists are doing less independent evaluation of the candidates and instead just quoting each side and calling it a day. TOF