

Your response

What is your response to this call for inputs?

Confidential? – NO

We have submitted two documents to Ofcom's 'Thematic review of representation and portrayal on the BBC', which relate to debates about the accuracy and impartiality of reporting the nations and devolved politics in UK wide media. Both raise important questions about the quality of coverage and how well informed people are about policy issues in a post-devolved United Kingdom.

The two submissions include:

1. A peer reviewed article entitled 'Why context, relevance and repetition matter in news reporting: Interpreting the United Kingdom's political information environment'. Link: <http://journals.sagepub.com/doi/full/10.1177/1464884917746560>

2. A blog post entitled 'How can devolved politics be more effectively communicated?' Link: <http://www.iwa.wales/click/2017/03/can-devolved-politics-effectively-communicated/>

In the terms of reference for this Ofcom review, it is stated that:

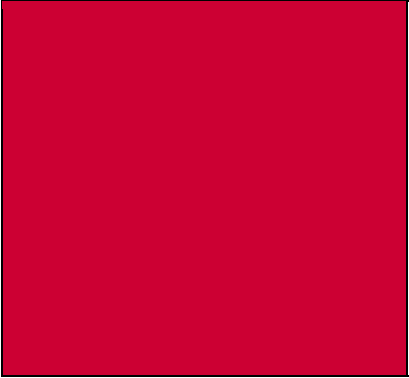
"1.13 We plan to build upon this survey data by speaking to people from a wide range of backgrounds and communities, to understand in greater detail why people feel the way they do about representation and portrayal.

1.14 In addition, we plan to conduct content analysis to understand, where measurable, how frequently different groups appear on screen. This data, in combination with the research we set out above on how people feel, will help us to build a more".

We believe Ofcom's survey and content analysis should include analysis of news programming and audience research about people's knowledge and understanding of politics in a devolved context.

Content analysis – we have carried out extensive analysis of devolved politics so there is an analytical framework that can be used in future Ofcom research (see article).

Survey – we believe the survey should not just look at how people



feel about the nations and devolution, but what knowledge they have about devolved policy. After all, being informed about politics and public affairs is crucial to a healthy democracy. We have carried out one-on-one interviews with a small sample of television news viewers (see blog), which showed many did not grasp the relevance of devolved issues. But clearly a bigger study is needed.

We would be happy to contribute further to the design and implementation of future Ofcom research.