

## **Assignment 2**

### **Hydraulic Fracturing in Michigan Case Study**

The objectives of this assignment are (1) to assess your understanding and application of media research concepts, and (2) to assess your critical thinking skills applied to the interpretation of data.

In this assignment you will conduct an analysis of media coverage of hydraulic fracturing in a particular state from 2011 to 2015, and analysis of web searches. The analysis will be guided by quantity of coverage theory and framing theory.

Each one of you will pick a unique state to focus on. These include but are not limited to: California New York, North Dakota, Ohio, Pennsylvania, and Texas.

Follow these steps in your analysis:

1. Go to the MSU Library website and search for the Access World News database.
2. Browse the database by state to select the state assigned to you.
3. Search for the terms “hydraulic fracturing” or fracking” only in the headline for the 2011-2015 time period.
4. Create a spreadsheet with the number of stories published in total by month.
5. Go to Google trends and search for “hydraulic fracturing” or fracking” only in your assigned state for the 2011-2015 time period.
6. Download the data as a CSV file.
7. Create a graph using both the media and the Google trends data.
8. Randomly select 20 stories from 2015 (you can use a random number generator).
9. Read each story and determine what the main frame is. A frame for this purpose is defined as the central organizing idea of the story. Possible frames include, but are not limited to: economic, environmental, health, science, conflict.
10. In narrative form, and based on the frame analysis and the media and Google trends, describe how the media in your state have reported hydraulic fracturing. What explains the trends, the ups and downs? What events, policies, technological developments, etc. explain the trends? What publications reported on the topic the most? Is there a relationship between media coverage and Google searches? (1000 words)