



**Entering Company Name:** Isentia

**Client:** White Ribbon Trust

**Campaign Title:** White Ribbon Day 2016

### **CARMA Methodology**

The media analysis methodology used by Isentia has a systematic approach to turn media content into meaningful data. This approach analyses media content both quantitatively and qualitatively. Isentia uses the CARMA® media content analysis methodology, which is internationally recognised as one of the leading commercial systems available. CARMA® (Computer Aided Research and Media Analysis) uses advanced technology to quantify media content, and human intelligence to provide qualitative insight and analysis.

Isentia uses the CARMA® methodology to qualitatively analyse media coverage by taking into account multiple variables. These include the:

- Placement of media reports (front page or lead item in broadcast media and websites);
- Positioning of organisation discussion (headline, prominent mentions, passing mentions);
- Image (photos, illustrations, charts, cartoons, or the image content of video);
- Topics discussed in the media and their relative importance to the client organisation;
- Messages, both favourable and unfavourable, communicated in media reports;
- Sources quoted (both organisation representatives and other individuals who make relevant comments in the media); and
- Tone of content (extreme language, adjectives and adverbs, metaphors or similes and other figures of speech).

An aggregate score is calculated based on these multiple variables and presented on a 0–100 scale where 50 is neutral. This is an overall rating of the favourability of each media report towards the client organisation (and, if relevant, other organisations or competitors). This aggregate score is called the CARMA® Favourability Rating.

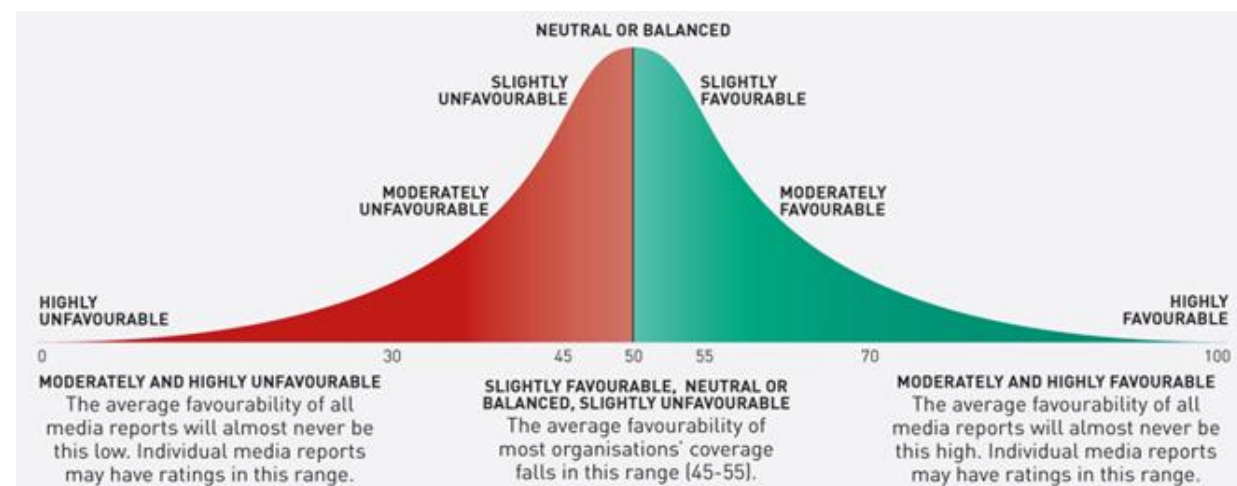
The average favourability is the aggregated rating of the media coverage analysed. This can identify the potential impact of media reporting, and can be used to identify trends and establish benchmarks for future data.

The criteria for analysis (such as topics and specific key messages) are set up uniquely for each individual client by a team of media analysis experts. These experts bring their industry knowledge to identify key issues and attitudes that appear in the media, answer clients' key questions, and, where relevant, provide recommendations for further action.

The consistency of analysis is ensured in three key ways:

- Most of the variables analysed are objective criteria (such as media name, positioning, sources' names);
- The somewhat more subjective topics and messages are identified by either exact phrasing or acceptable alternatives, provided to researchers before analysis begins; and
- Isentia uses multiple researchers on projects to minimise individual subjectivity.

### **Average Favourability Explained**



# AMEC AWARDS 2017: SUPPORTING MATERIALS

## ISENTIA / WHITE RIBBON / WHITE RIBBON DAY 2016



### VOLUME

PRESS: 331 ▲  
(2015: 325)  
BROADCAST: 65 ▼  
(2015: 105)  
INTERNET NEWS: 472 ▲  
(2015: 269)  
SOCIAL MEDIA: 1,016 ▲  
(2015: 270)



### FAVOURABILITY

PRESS: 58.0 ▲  
(2015: 52.8)  
BROADCAST: 59.4 ▲  
(2015: 52.1)  
INTERNET NEWS: 54.1 ▲  
(2015: 53.5)  
SOCIAL MEDIA: 51.6 ▲  
(2015: 50.4)



### LEADING STORY FOCUS

EVENTS  
(VOL: 808, FAV: 54.7)  
FAMILY VIOLENCE  
(VOL: 728, FAV: 50.9)  
CAMPAIGN  
(VOL: 267, FAV: 57.6)



### LEADING MESSAGES

VIOLENCE TOWARDS WOMEN IS UNACCEPTABLE (194)  
FAMILY VIOLENCE IS AN ISSUE THAT NEEDS SUPPORT FROM LOCAL COMMUNITIES (125)  
ENCOURAGES MEN TO TALK OPENLY ABOUT FAMILY VIOLENCE (98)



### LEADING SPOKESPEOPLE

CAM RONALD, LETTER WRITER  
(VOL: 38, FAV: 65.0)  
GARTH BAKER, WHITE RIBBON RESEARCH  
(VOL: 19, FAV: 64.2)  
MARK LONGLEY, WHITE RIBBON AMBASSADOR  
(VOL: 18, FAV: 67.8)

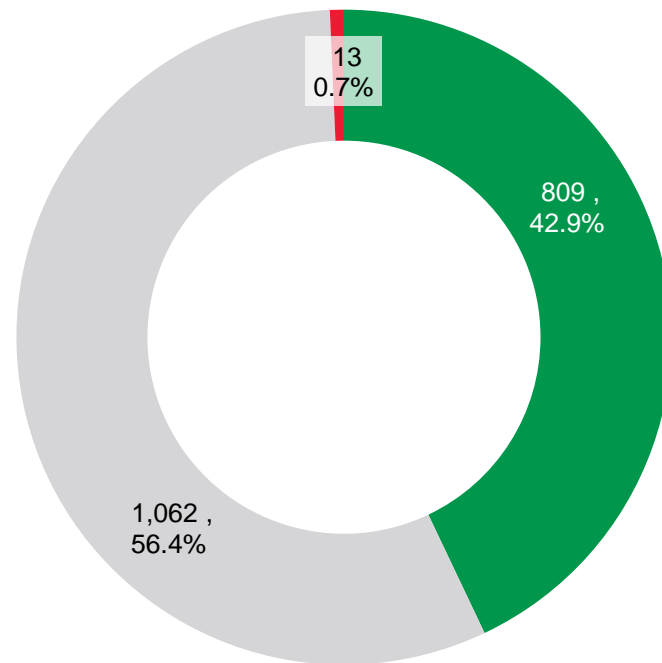


### LEADING MEDIA

TRADITIONAL MEDIA:  
STUFF.CO.NZ (119)  
NZHERALD.CO.NZ (69)  
SOCIAL MEDIA:  
TWITTER (759)  
FACEBOOK (249)

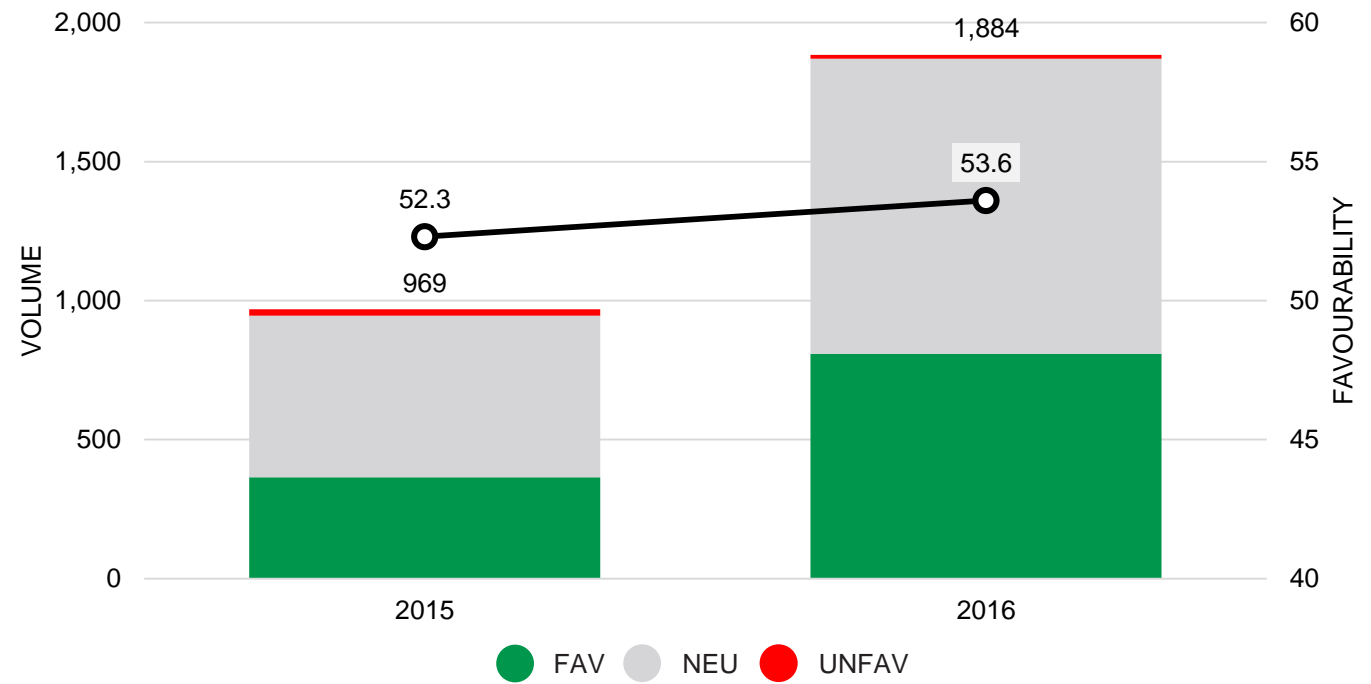


### Favourability Breakdown

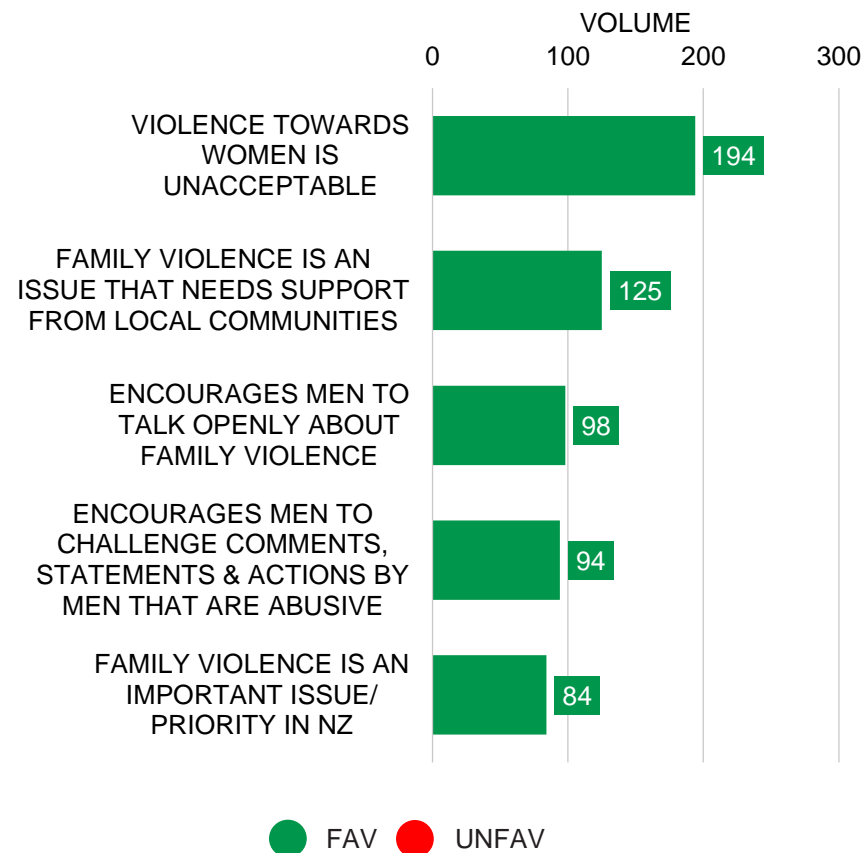


### Year on Year Trend: Volume & Favourability

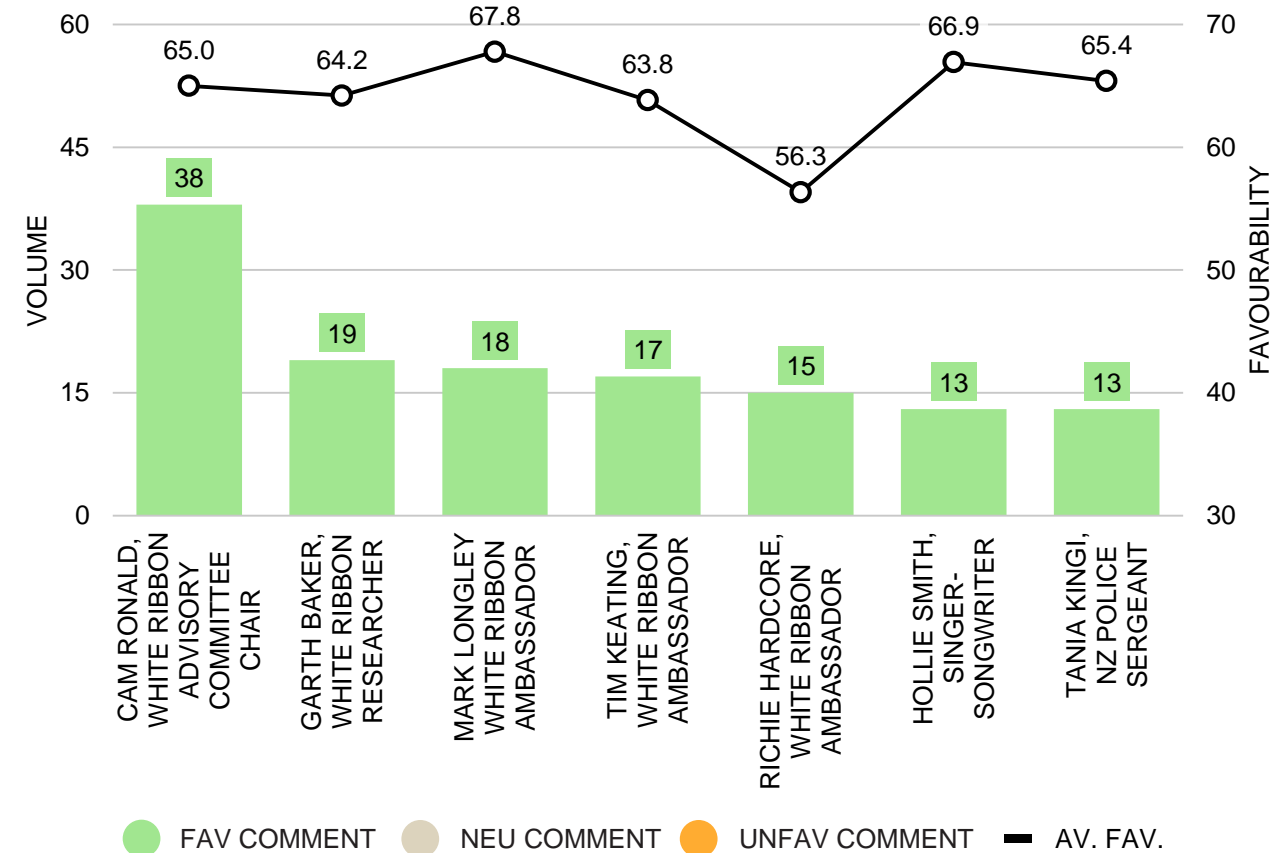
columns = volume, line = average favourability



### Leading Messages



### Leading Spokespeople & Sources





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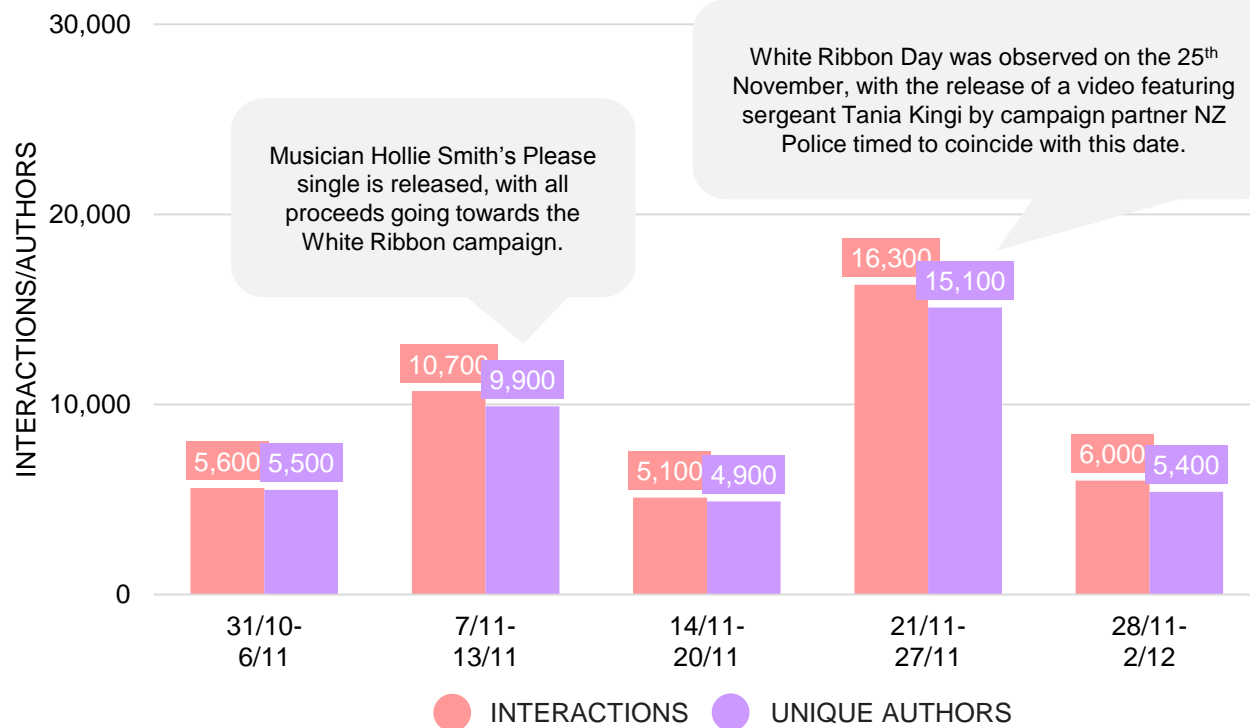


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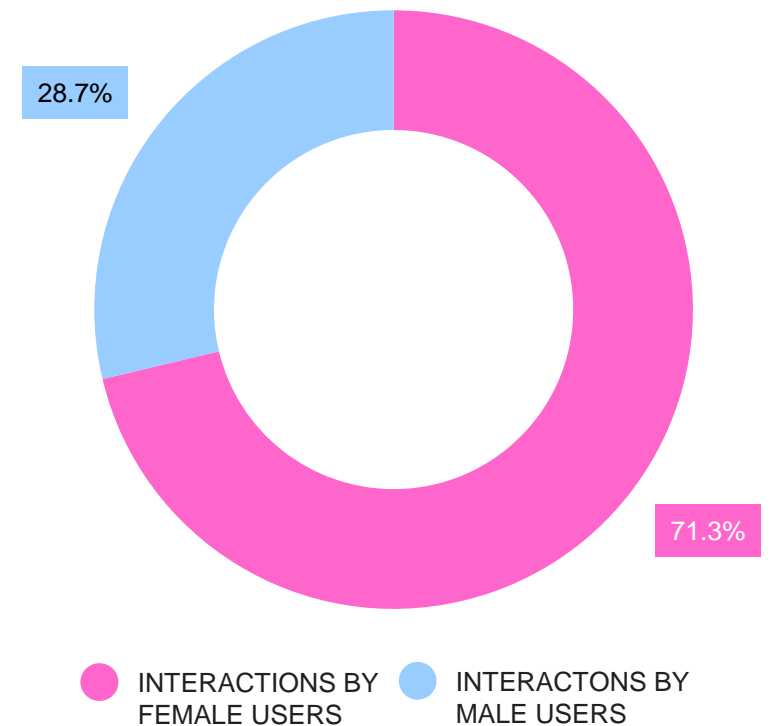
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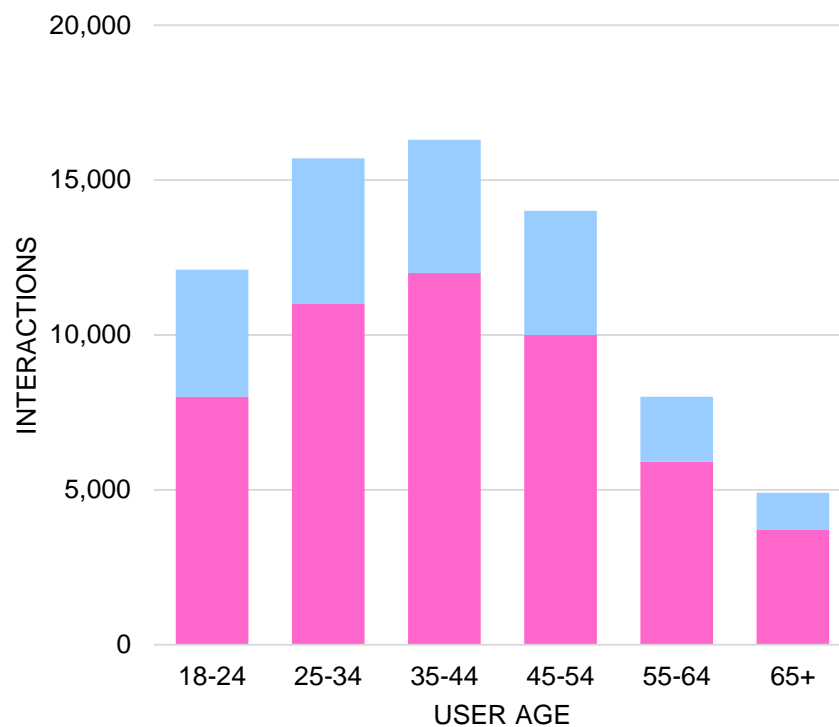
### Facebook Topic Data: Interactions/Unique Authors by Week



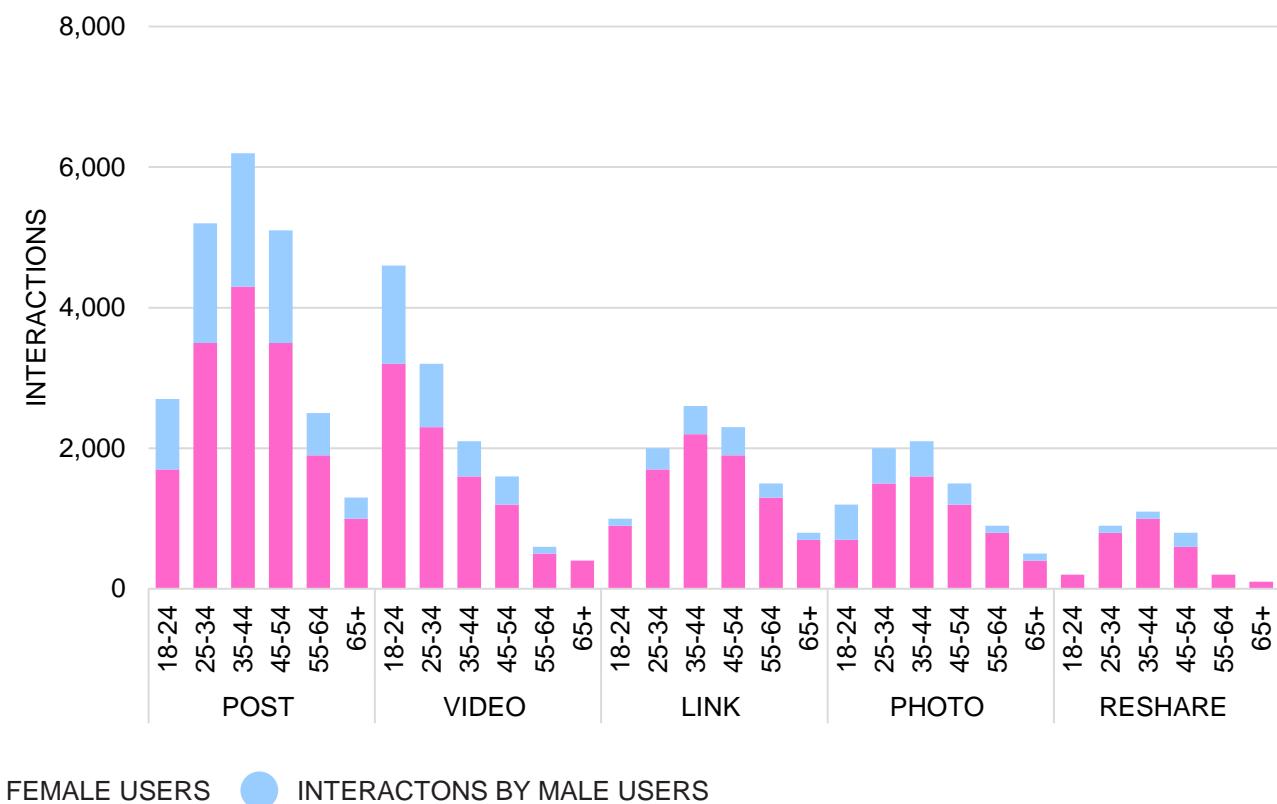
### Facebook Topic Data: Interactions by Gender



### Facebook Topic Data: Interactions by Age & Gender



### Facebook Topic Data: Interactions by Type, Age & Gender





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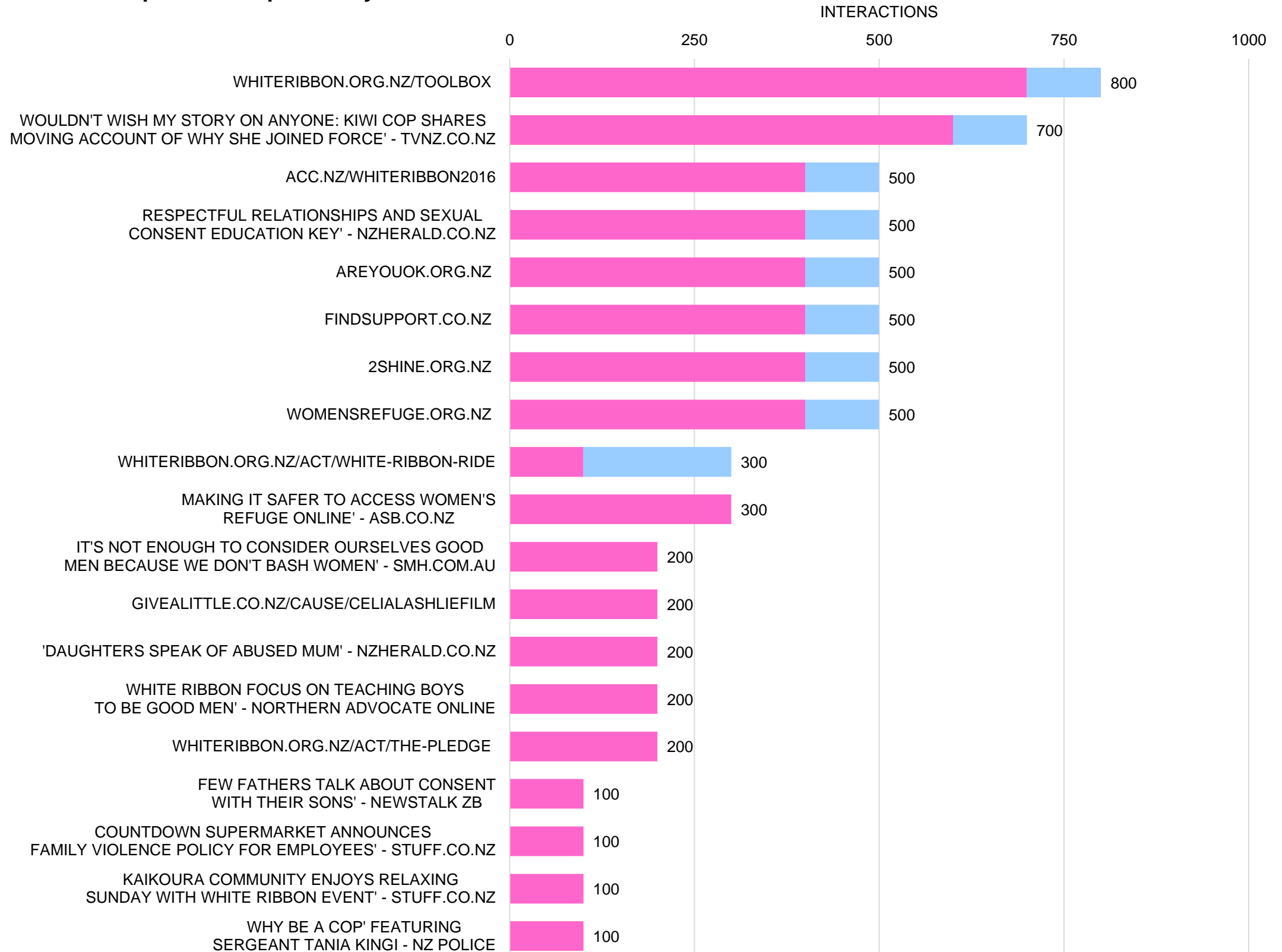


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### Facebook Topic Data: Top Links by Interactions & Gender



● INTERACTIONS BY FEMALE USERS ● INTERACTIONS BY MALE USERS