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Media Bias Through Facial Expressions on Local Las Vegas Television News Programs: A Visual Content Analysis

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MEDIA BIAS THROUGH FACIAL EXPRESSIONS ON LOCAL LAS VEGAS
TELEVISION NEWS PROGRAMS: A VISUAL CONTENT ANALYSIS

By

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Bachelor of Arts in Communication Studies
University of Nevada, Las Vegas
2002

A thesis submitted in partial fulfillment
of the requirements for the

Master of Arts - Journalism and Media Studies

Hank Greenspun School of Journalism and Media Studies
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December 2013

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THE GRADUATE COLLEGE

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Jessica Zimmerman

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ABSTRACT

Media Bias through Facial Expressions on Local Las Vegas Television News Programs: A Visual Content Analysis

by

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Trust in news media has been considered an important base for social order and cohesion in society and is a crucial variable for evaluating news media. Media credibility has been questioned by the audience for some time and the audience's trust in the media has been slowly diminishing over the years. When a news broadcaster communicates a story on local television news, it is possible for his own opinions to leak through nonverbal communication, specifically facial expressions. This thesis explores the six local Las Vegas television news stations' anchors and reporters to visually analyze whether facial characteristics reveal media bias while reporting the news.

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DEDICATION

To my mom and dad, husband and son, Linda, Jim, and Ricki

Thank you for always believing in me.

I love you always.

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CHAPTER 1

INTRODUCTION

The mission of many news broadcasters is to report significant information to a viewing audience in a way that can be easily understood by the viewer. However, when a news anchor or reporter communicates a story on the local news, it is possible for their own opinions to be portrayed through their nonverbal communication to the audience. The face, for example, can easily reveal human emotions such as fear, anger, happiness and surprise even when the person may not know he is portraying those reactions (Sauter et al., 2010). Paul Ekman (1975) stated that the human face is a blend of six different major facial emotions: happiness, sadness, surprise, fear, anger, and disgust, often shown through parts of the face such as the forehead, eyebrows, and lips (p. 1). There are other emotions conveyed by the face, such as shame and excitement, but these six major emotions were found by every researcher who wanted to determine “the vocabulary of emotion terms associated with facial expressions” in their research the 30 years prior to Ekman’s studies (Ekman, 1975). Charles Darwin observed that “A man when moderately angry, or even when enraged, may command the movements of his body, but ... those muscles of the face which are least obedient to the will, will sometimes alone betray a slight and passing emotion” (Darwin, 1872). People are also experts at “detecting and recognizing facial expressions and are acutely sensitive to even minute discrepancies from normal behavior” (Theobald et al., 2009). If people can detect even the tiniest of changes in facial expressions, then surely they can detect when news anchors aren’t portraying truth to the audience on their face? News anchors and reporters are certainly people with feelings but when they appear on television in front of thousands of viewers,

they are playing a part, to be a fair and unbiased presenter of information. News broadcasters have an ethical responsibility to fairly report the news and when they deviate from that fairness, it constitutes a negative bias (Babad and Peer, 2009). David Brinkley, an American newscaster in the 1960s once said “Objectivity is impossible to the normal human being. *Fairness*, however, is attainable” (Friedman et al., 1980). The purpose of this thesis is to analyze whether local Las Vegas news anchors and reporters display neutral and unbiased facial expressions when reporting the news.

Why should news journalists be fair in their reporting? The idea of reporting both sides of an issue began in the late 19th and early 20th centuries in American journalism when the telegraph was invented and brought reporting habits that emphasized facts rather than commentary, and it is what sets American journalism apart from continental European journalism (Schudson, 2001). Reporters use objectivity to separate facts from values and to report the facts only (Schudson, 2001). They report the news without slanting it, commenting on it, or shaping the message (Schudson, 2001). Because of their profession, reporters and anchors must be skilled in managing their facial expressions (Ekman & Friesen, 1975). As a member of news media, a reporter should possess a journalistic obligation to provide fair and unbiased reports but when, and if their own predispositions escape through facial and body expressions to the audience, that information then becomes tainted with bias, and the audience does not receive a true message. When an audience member watches a news organization, specifically a local news entity, he or she expects to be informed on the day’s occurrences; he or she does not necessarily want or should receive the reporter’s opinions about news stories. The

audience member watches the broadcast with the unspoken promise that the journalist will deliver fair and accurate information that is not laced with opinion (Hanson, 2004).

According to the Pew Research Center for the People and the Press (2000), during the late 20th and early 21st century, more Americans turned to local television to acquire their news than any other medium (Poindexter et al., 2003). Also, according to the Pew Research Center studies, researchers have steadily found that television remains the most sought out source of news concerning national and international television (2011). However, amongst the major news organizations in the United States, believability ratings have fallen significantly for the second time in the last ten years (PRC, 8/16/2012). In 2012 the average positive believability was 56% while in 2010 it was 62% and in 2002 it was 71% (PRC, 8/16/2012). These studies show that Americans still seek out television to receive their daily news but they are beginning to trust these news stations less and less as time goes on. The Pew Research Center also found that local news has a more positive believability rating than national news organizations, giving local television news a rating of three out of four (2012). Despite having a more positive believability rate than national news, local television news still continues to be an area of study of potential bias, specifically nonverbal bias, from news anchors and reporters.

Because so many people still watch local news each night, do they perceive bias through news reporters' facial expressions? Do anchors and reporters realize they may show their true emotions through their face, which may smear the information and force their beliefs onto audience members? Most bias studies look at the political or ideological role that bias plays in the news media, but this study questions if emotional leakage, or people concealing their true feelings, occurs from facial expressions. Using a visual

analysis method, this study examines the facial characteristics of local television news anchors and reporters in Las Vegas and how they contribute to credibility based on nonverbal communication. The purpose of this study is to find out if local Las Vegas news broadcasters portray bias through nonverbal facial characteristics while reporting the news.

Importance of Studying News Bias

It is important to study news bias because much of the public believes what it sees or hears and in order for citizens to make knowledgeable decisions about events such as presidential elections or economic issues, people should be informed with as little bias as possible (Tuggle, 1998). In a perfect world, the public would receive true information with facts and figures and then be allowed to make their own decisions. Even if this is not possible and biased information is portrayed to the public, they should at the very least be aware that it exists and be knowledgeable about how to find the truth to be able to make their own informed decisions. There is some national news organizations that are known to *lean* towards the conservative or liberal sides of issues, meaning some stories may become slanted toward an opinion that the organization wants. When this occurs, a message becomes distorted and the viewer receives a biased communication instead of perhaps what would be considered a truthful one. In a perfect unbiased world, there would only be one news source with all the straight and true information given directly to the viewer without taint or agenda. This may not ever occur, but it is still important for viewers to be aware that the message received may have become tainted through the news entity. The viewer should not always trust what the media say.

However, as long as the viewer is educated on what cues to look for, then the disillusioned viewer can become an informed one.

Television

Legendary news broadcaster Walter Cronkite, sometimes referred to as the original “anchor” man, reported on historical events on television that changed the world. When President John F. Kennedy was assassinated in 1963, Walter Cronkite announced the declaration of his death on the CBS evening news (<http://bit.ly/15ggSn1>). He reported the facts in his clear broadcast voice that the President had died at 1 p.m. central standard time. He then stopped, placed his thick black glasses on his nose, and looked as if eternal sadness had fallen over him. Cronkite let his face, hands, and gestures clearly illustrate what he felt and the audience could experience the suffering he felt clearly through the television. Cronkite, along with other broadcasters once told a senator that “no matter how we may feel about you, whether we like you or don’t like you, we can’t hide the fact from our eyes or our tone of voice” (Friedman et al., 1980). Even legendary broadcasters realize that they allow their opinions to clearly show on their faces.

Local Television News and Las Vegas News

Local television news is still currently the most popular source of information concerning public matters (Belt & Just, 2008). These stations have often followed the theory of “if it bleeds, it leads,” meaning stories involved with car crashes, murder, crime, particularly in lead stories is what draws people to the station (Belt & Just, 2008). Over the past few years, it seems that more local stations have followed the theory that in order to compete in the marketplace, they must produce simple news stories with theatrical visuals that will draw in the audience (Belt & Just, 2008). This means the quality of the

news is gradually being affected (Belt & Just, 2008). Despite quality decreasing over the past several years, the impact of local television news has still been significant thanks to the civic and community-centered journalism approach that many local stations use (Napoli & Yan, 2007). Local news can also be very profitable, often bringing in 40% of annual revenues for stations that run local news (Napoli & Yan, 2007). Local news also plays a major role in media regulation by offering audiences a significant way for people to become informed and form their own opinions and beliefs about events happening in modern society (Napoli & Yan, 2007).

Local television news among Americans is currently the most popular source to gain information about local and national affairs (Belt & Just, 2008). Studies have shown that a relationship exists between the community and their local news; a relationship between communication and community that has existed since the time of Plato and Aristotle who tried to understand that connection (Hoffman, 2010). Las Vegas is often known for the glitz, glimmer, gambling, and entertainment. However, it was not always seen this way. Las Vegas was originally a dusty little railroad stop where Spanish-speaking traders from New Mexico would rest on their way to California in the 1800s (Land & Land, 1999). There were springs of fresh water pouring out of the dry desert so the Spanish missionaries gave the area the name Las Vegas, or “the meadows,” in Spanish and added the area to their maps (Land & Land, 1999). In the early 1930s, three events changed the railroad town to what it is known as today: construction of the Hoover Dam, passage of a six-week divorce law, and legalization of casino gambling (Land & Land, 1999).

Early journalists portrayed Las Vegas as a tourist town with conventions, slot

machines, and marriages without waiting periods or the need for health certificates (Gragg, 2007). In 1946, mobster Benjamin “Bugsy” Siegel opened the Flamingo hotel on the developing “Strip” and brought with him a new era of casino resort entertainment (Land & Land, 1999). In 1941, the movie *Las Vegas Nights* depicted the community as a place to gamble, meet cowboys and listen to performers such as Frank Sinatra (Gragg, 2007). The movie also described Las Vegas as a place where people could do whatever they wanted to all day and all night and where “anything goes” (Gragg, 2007). That theme has survived to this day where a recent popular advertising slogan, “what happens here stays here” created by the public relations firm R&R Partners and the Las Vegas Convention and Visitors Association (LVCVA) has helped bring thousands of visitors to the town (Katsilometes, 2011). It is a place filled with entertainment, excitement, and as of 2012 contains over two million local residents in the Las Vegas metropolitan area (Stats & Facts, 2012).

In a town known for tourism and gambling, the local residents are the ones that make up the heart of the city. Even though there are two million local residents, it really is still a transient town (Mullen, 2007). Traditionally, people find connections to their community through such activities as religious affiliations or clubs (Mullen, 2007), so how does a town with a transient nature establish community connections? Mullen (2007) observed that Las Vegas media were the entities that created enough of a relationship between the people moving in and out of town and the place where they worked and lived (p. 2). He discerned that the local media were the ones to establish a sense of community in Las Vegas (Mullen, 2007). Local news media helped produce larger levels of community integration by emphasizing values and interests with a high

consensus level among the community members (Hoffman, 2010). With more than two million community members in the Las Vegas Valley, not counting the thousands of tourists that circulate through the city each year, the number 40 television market in the United States has a lot to say. Las Vegas in 2012 is not just the “Strip,” but really a working population filled with families in homes, local businesses, hospitals, and schools.

The local Las Vegas news channels consist of six total local stations: KSNV Channel 3 (NBC), KVVU FOX 5 (FOX), KLAS-TV Channel 8 (CBS), and KTNV Channel 13 (ABC), and two Spanish stations, Univision and Telemundo. The Latino population in the United States has been growing at a fast rate and currently there are over 50 million Hispanic people in this country (PRC, 6/3/2013). Because of this growing demographic, I will also analyze a portion of the two local Spanish stations, Univision and Telemundo, to see if they also portray through facial expressions credibility or not. The Pew Research Center reported that an interest in local community news is high and that most adults follow what is occurring in their local communities (PRC, 9/26/2012). They also reported that from large urban areas to small rural communities, Americans still have high levels of interest in local news and information, as well as national and international news (PRC, 9/26/2012). However, they found that urban residents specifically are more likely to rely on local television news for information about breaking news, weather, politics, and traffic (PRC, 9/26/2012).

News Consultants

An important part of local news that many viewers may not be aware of is news consulting. News consultant companies are hired by television stations to conduct

market research with the help of focus groups, analyze the data, and then report back to the station the findings (Allen, 2007). In the television world, the only way to make money is to increase viewership (West, 2011). News directors and managers will bring in news consultants to conduct market research to find out what viewers like or dislike about the news content, anchor likeability, and even aesthetics of the news set (West, 2011). By doing so news organizations hope new strategies will increase audience size and profits (Allen, 2007). News consulting is not a new trend, but started in the early 1960s in radio news (Allen, 2007). There were two first consultant agencies, McHugh & Hoffman in 1962 and Magid in 1969 (Allen, 2007). These companies both branched from larger corporations that were pioneering market research (Allen, 2007). They utilized the same surveys and focus groups that were being used to modernize cars and brands of beer, but instead incorporated them into the journalism world (Allen, 2007). Frank Magid was a junior professor of social psychology, anthropology, and statistics at the University of Iowa when he launched his company, Frank N. Magid Associates, which turned into the “world’s largest research-based strategy consulting company focused on media, entertainment, and communications” (Our Founder, 2013). Magid is best known in the media world for utilizing survey research from his company and recommending that CBS should feature Cronkite as a solo anchorman on the *CBS Evening News*, which jump-started his career and success (Our Founder, 2013). Magid also developed the concept of early morning local newscasts and created the “Action News” concept for local newscasts, which is still used today (Our Founder, 2013). His “Action News” model combined “hard” news with non-traditional features such as health and consumer advice (Our Founder, 2013). This format, featuring video technologies not

used prior and included visual entertainment, launched in 1970 at WPVI in Philadelphia and was successful immediately (Our Founder, 2013). Magid took a traditional news layout of one anchor reading stories in front of a stationary background and turned it into the way news still is today (Our Founder, 2013).

There was much controversy that followed the creation of news consultants because news directors were in support of them and many journalists opposed them (Allen, 2007). Journalists felt that these advisors were coming into their newsrooms and trying to take control (Allen, 2007). Cronkite blasted news station managers saying they were “suckers for fad-editing by consultancy” (Allen, 2007). Despite the controversy, by 1979 one-half of the 700 local newsrooms at the time had hired consultants (Allen, 2007). As of July 2013, there are a total of 952 stations in the United States that air local news and a large majority of those stations utilize news consultants in some way (Papper, 2013). News Directors will often seek the advice of consultants of whom on-air personalities to hire for their stations (Allen, 2007). They have reported that audience members want newscasters that are young, attractive, and superficial looking (Wulfemeyer, 1983). They also prefer fast-paced, exciting and visual stories (Wulfemeyer, 1983). However, over the past several years and after countless studies and research, news consultants are now saying that content matters and what keeps news viewers coming back for more (PRC, 11/1/2002).

This study uses a visual analysis of anchor and reporter facial expressions using recorded video and still photography and then comparing the captured facial expressions to Ekman’s six major facial emotions and then calculating emotion based on a positive, negative, and neutral measure (2002). The top or breaking news story from each station

was recorded and then photographs of the face were taken every five seconds of the story. The still photographs were then analyzed against the six basic facial emotions to distinguish if the news broadcasters portray bias through the nonverbal facial characteristics while reporting the news. Chapter 2, the Literature Review, will delve into the background of television news and how it began to take shape after the invention of commercial television in the 1940s, the history of when the public started to trust this medium less, events in history that have affected media trust forever, and a look into nonverbal communication and bias.

CHAPTER 2

LITERATURE REVIEW

This chapter begins by digging into the history of research in the field of media bias, credibility, and television news. When television started to become a household object, media had to change as well. Reporters now had to appear before thousands of people, instead of being hidden by words on a written page. From there the chapter discusses nonverbal bias, local Las Vegas television news and its history, and introduces the methods used for the visual content analysis in this study.

Television

There are numerous reasons people watch television, including entertainment value, research, social context, or to find out what is occurring in the world (Huston, 1992). It has become a part of people's daily lives and an essential part of many people's homes (Huston, 1992). Roger Silverstone (1994) argued that watching and discussing television happens all the time. He also stated that television accompanies people throughout the day, when they eat breakfast, have a cup of coffee, and even while drinking in bars (1994). Silverstone (1994) believed that television has been an essential part of people's routines and daily lives but also through journals, magazines, newspapers, and even books. Some social critics would agree with Silverstone and believe television has permeated many crevices of people's lives (Huston, 1992). Marshall McLuhan declared in the 1960s when color television was still new, that television affects "the totality of our lives, personal and social and political" (1964). Some critics say television has turned public life into entertainment and that the images on the screen have undermined other forms of communication, in particular the written

word (Postman, 2005).

Television has often been seen as an entertainment function and over the years has become an intricate part of American life. Postman (1985) described television as the most widely used form of entertainment. He said no matter what is depicted from television news anchors or reporters that television news serves as entertainment and pleasure for the audience member (Postman, 1985). Because television is personal and visual, the communication that an audience member receives from broadcasters is personal and based on the feeling of a one-to-one relationship (Tuggle, 1998). Even though television has served so many people for many years with massive news events, local news features, movies, and television programs, the Internet is slowly becoming the norm where people tune to for video content (Bondad-Brown et al., 2012). Viewers can now access television and online video through computers, mobile phones, and other devices (Bondad-Brown et al., 2012).

When television first became popular in households, print news sources, particularly print newspapers took a back burner to television (PRC, 9/27/2012). However, as internet news sources grow, television and television news are becoming increasingly vulnerable to holding onto the next generation of news consumers (PRC, 9/27/2012). Social media are also changing the way television is used by viewers today. Facebook, Twitter, YouTube, and video blogging allow people to “make” their own videos and upload them to their favorite website where their video can go “viral” and ultimately seen by thousands of viewers. The television show, “Tosh.O,” is a Comedy Central program that features viral videos from the Web (<http://tosh.comedycentral.com/about>). “Fifteen minutes of fame” just became easier to

achieve for people that own a video camera and a YouTube account. Even though researchers may begin to focus on analyzing the Internet for social commentary, communication scholars still turn to television to understand how culture influences society, and thus is still an important part of the American culture (Meyer, 2011).

Television News

From television comes television news. Television news has played an important role in meeting people's needs for information, up until current times when the Internet has slowly begun to rise with news consumers (Henningham, 1982). Even so, television news still has a more significant influence on public's emotional reactions to issues (Morris & Forgette, 2007). With the invention of U.S. commercial television in 1941, the television newscast began to take shape (Conway, 2007). Since only NBC and CBS were prepared for FCC rules for commercial television, NBC simulcast Lowel Thomas' radio newscast on television while CBS Television decided to air its own newscast not involving radio (Conway, 2007). The newscasts lasted fifteen minutes and aired twice a day on WCBW and was considered America's first regularly scheduled television news broadcasts (Conway, 2007).

Seventy years later, news can be found in daily newspapers, 24-hour television news, and on the Internet. Broadcast stations of the 1940s had the same concerns about newscasters as modern television does today (Conway, 2007). Because these newscasters are featured on television where thousands of audience members are able to not only hear their voices but also see their faces, news reporters and anchors may often be chosen due to their looks and attractiveness rather than ability. Neil Postman, *Amusing Ourselves to Death* author, wrote that television journalists may care more about how their hair looks

or how much make-up they wear than what their scripts say (1985). He observed those that have “camera appeal” or that appear exceptional on camera will be the ones most likely hired to report or anchor a news show. This is still true today in the 21st century, especially with the invention of high-definition television (HDTV).

Local news stations are now broadcasting their newscasts in HDTV and many television viewers are viewing HD television programming (Bracken, 2006). Not only do televisions have higher image quality, they are also available to purchase in larger sizes. Studies have been conducted involving television screen size and image quality and the impact of those on the viewer (Bracken, 2006, Grabe, Lombard, Reich, Bracken, & Ditton, 1999). The studies found that the larger the screen size, the larger the image on the television which lowers the boundary between the audience member and the person on the screen (Bracken, 2006). This means that the viewer feels like he has a closer connection to the person on the television screen, which suggests that image size can directly influence audience perceptions (Bracken, 2006). HDTV provides viewers with up to 1080 lines which exceeds the standard television of 480 lines on the screen (Bracken, 2005). HDTV also uses a 16:9 aspect ratio which also surpasses the NTSC standard of 4:3 aspect ratio (Bracken, 2005). Because the image quality of HDTV has increased so significantly from standard television, audience members are now able to see every wrinkle on a reporter’s face, every hair out of place, every make-up mistake, and even a small blemish on a reporter or anchor’s face. More than ever, the appearance of those who appear on local television news is extremely important because the viewer is able to see so much more than standard television was ever able to portray. Because of this, facial nonverbal communication in news anchors and reporters may be seen more

clearly by viewing audience members than ever before.

Ellis (1999) described television news as having two criteria, *immediacy* and *importance*, as to why people watch this form of news. He claimed that the importance of events that news covers is determined by the power of the story. He also claimed that the more a news event affects the structure of power in society, the more importance it may gain and therefore, the more coverage it receives (Ellis, 1999). If immediacy and importance of a story are the main objectives in how a news story is chosen to pursue, then information that is closer to the local community and tied to their main concerns will most likely occur in the first block of the news program. Therefore, this study will analyze facial characteristics of the anchor reporting the first news story of the four main local Las Vegas news broadcasts, because important or breaking news events typically are broadcast at the beginning of local news programming.

People want to see what is happening now at that very moment. Ellis (1999) defined this as immediacy. He asserted because of the *immediacy*, there is a constant need to get the most video or material out to the viewing audience as fast as possible. No matter whether the video is poor or high-quality footage, the *importance* of it justifies the need for the video (Ellis, 1999). Immediacy can be found on cable network television channels, such as CNN or FOX News that have 24-hour news coverage. It can also be found on local nightly and morning news. For instance, when there is a terrible car accident on the freeway and traffic is backed up for miles, people at home may want to see video pictures from a helicopter of the accident and the traffic so they know to avoid that area. When a child is kidnapped, the viewers want to know what happened so they can help out the family if the child is still missing or discover ways to prevent the

situation from happening to them. The *immediacy* of situations is the reason that certain stories make the top newscast slots versus further into the broadcast. However, if these stories are not deemed important to the audience, then credibility is lost. If a newscast does not report what the audience demographic wants to know, then the news station will lose viewers and therefore profit.

Despite the rapid growth of online news, television continues to be the public's first daily news source (PRC, 9/27/2012). Television news viewers spent 52 minutes a day watching television news, while those who received online or mobile news only spent 30 minutes receiving news from those sources (PRC, 9/27/2012). The Pew Research Center for the People & the Press also found that in 2012, 55% of the people surveyed watched news on television, while 33% listened to radio news, and 29% read a newspaper (2012). According to Robert Park, sociologist, "The function of news is to orient man and society in an actual world" (Park, 194). Why are people watching television news over hearing radio or reading a newspaper? One answer could be attributed to the actual reporters and anchors. Local television anchors are often seen as local celebrities because they appear on television. The stations often send their anchors out to community events to show people that their anchors are real people (Bradshaw et al., 2005). Researchers have found that members of the audience choose a specific news broadcast because they identify with the news anchors (Bradshaw et al., 2005, Houlberg, 1984; Levy, 1979; Powers, 1990; Rubin, Perse, & Powell, 1985; Wulfemeyer, 1983). They found that viewers believed certain anchor traits such as voice inflection, speech pattern, personal appeal, and appearance were most important when watching the news (Bradshaw et al., 2005). They also believed that if an anchor appeared to be

knowledgeable and experienced, then those traits would give the anchor credibility (Bradshaw et al., 2005). This research demonstrates that viewers may be watching television news because they find anchors credible based on personal traits and a sense of believability because they trust the anchors are knowledgeable in their reports.

Confidence in Television News

Starting in the 1960s, television news was the major source for television news and the most believable mass medium for Americans (Abel & Wirth, 1977).

Believability meaning attitudes people have towards media sources and whether they accept what they see and hear from media as the truth (Robinson & Kohut, 1988).

According to one researcher, as much as 30 percent of Americans had much confidence in the media (Jones, 2004). However, in the late 1960s things changed for media. There are several events in American history that have affected people's attitude towards the media, two being Vietnam and Watergate. Jones (2004) claimed that media tried to interpret the news rather than report it and since Vietnam and Watergate, the relationship between media and the audience had grown increasingly combative (p. 62). Michael Robinson (1976) found in his study that people who relied on television for information about public affairs tended to be more distrustful towards political institutions (p. 430). This distrust was found to originate from a negative and biased television news media which displayed American politics as evil and desolate (Robinson, 1976). This biased media occurred during the television coverage of Vietnam (Hallin, 1984).

The Vietnam War, which lasted from 1955 to 1975 with the fall of Saigon, was a highly salient issue when correlations were measured between media coverage and people that consider it an issue (Neuman, 1990). Media served as conduits of

information during the war, which was an important problem facing the country at the time (Neuman, 1990). Media had a responsibility to provide viewers with correct information during this time, but some scholars have found that press coverage was either too little or too much during this time (Neuman, 1990).

Richard Nixon stated that newspapers reported on the battles being fought, but without really conveying *why* the war was being fought (Hallin, 1986). Nixon also stated that, “more than ever before, television showed the terrible human suffering and sacrifice of war” (Hallin, 1986). James Reston, journalist, argued that media brought the war to the people, before the government could, which “forced the withdrawal of American power from Vietnam” (Hallin, 1986). The controversy was that media and the government were conflicting because as war officials were projecting a positive view of the war, media were contradicting that view and the public believed the journalists’ view (Hallin, 1986). Reporters during the war had more freedom and no censorship, than in any other war previously, which allowed them to report on events that would not have been reported during earlier wars (Hallin, 1986). One such example is the burning of Cam Ne. In August of 1965, journalist Morley Safer accompanied a group of U. S. Marines to a village called Cam Ne (Stephens, 1991). The Marines held cigarettes to the thatched roofs which caused them to burn to the ground and this was aired on television (Stephens, 1991). Reporters were also writing stories and giving attributions to unnamed sources suggesting some material may have been made up to favor the reporter view (Hallin, 1986). As negative reporter coverage increased during the years of the war, it was shown that media did contribute to the negative view that Americans had of the Vietnam War which was a turning point in having people distrust this media (Hallin,

1986).

Watergate's Effect on Trust

In June 1972 five men were arrested for trying to bug offices of the Democratic National Committee at the Watergate hotel and office complex (Washington Post, 2013). Two months later, a \$25,000 cashier's check, apparently meant for the Nixon re-election campaign, wound up in the bank account of a Watergate burglar (Washington Post, 2013). Nixon then attempted to cover up the break-in which triggered media coverage of a complex web of political scandals known as Watergate (Feldstein, 2007). Mass media, specifically newspaper and television, played an important role of informing people about Watergate during this time (Zimmer, 1979). The public became aware and concerned and fascinated by the drama of the events surrounding the scandal (Neuman, 1990). Citizens who voted for Nixon in the 1972 presidential election suddenly resented voting for him and because mass media relayed the whole scandal to audience members, those people then directed their ill feelings toward the media (Zimmer, 1979; Dunham and Mauss, 1976; Santi, 1977). This was proven by a study conducted where voters were surveyed from 1973-76 about who they voted for and how much trust they had in newspapers and those who control television (Zimmer, 1979). The study found that there was indeed a decline in trust of mass media after Watergate and an increase in more negative attitudes toward mass media, specifically among Nixon voters (Zimmer, 1979). Television news was also reported as presenting the most important news (Abel & Wirth, 1977). This changed around the 1980s when citizens found the Internet was a faster and easier way to obtain news information (Johnson, 1998). Trust in media from the public dropped in the 1980s which in turn prompted a rise in number of studies conducted concerning media

credibility (Johnson, 1998). One researcher stated that if people were less likely to trust traditional media such as newspapers and television, then they were less likely to simply even pay attention to it (Johnson, 1998). After these studies were conducted, researchers concluded that overall the public had a favorable impression of the media but the issues were actually source and message credibility (Johnson, 1998).

The use of the Internet birthed more ways to distrust the information flying through the Information Superhighway. Any person can post blogs or opinions that look very much like researched data when it is far from factual. One example is Wikipedia, a free-content online encyclopedia where individuals can create, edit, and delete any entry of information (Yang, 2010). Because this website can be altered by anyone, there may be information that is inaccurate which would then lead those who read the content to receive incorrect information, thus adding to people not being correctly informed. When the Internet first became popular, only 15 percent of Americans trusted the press compared to the 30 percent twenty years earlier (Jones, 2004). There was a spike in the media's reputation during the coverage of 9/11 but only a year later, confidence once again fell to even lower proportions (Jones, 2004). Therefore, if people cannot trust what they see or hear in traditional or online media, they are less likely to pay attention to it, thus, creating a lack of believability in these sources (Johnson, 1998).

Trust in Media Diminishes

According to the Pew Research Center studies, Americans trust news entities less and less as the years have progressed (PRC, 8/16/2012). One study found that newscasters during political campaigns demonstrate bias in their facial expressions and viewers can detect this bias (Miller et al., 2007). This study, however, will analyze facial

characteristics displayed during the top breaking news stories that air on Las Vegas local news channels to investigate whether viewers are aware of potential bias of the anchors during every day newscasts through facial expressions and not just political campaigns. Because Americans trust their local news less, *when* did audience members start to question their news anchors? An alarming number of Americans simply no longer trust media to report the news objectively (Jones, 2004). This is a problem in a country that relies so much on this medium to provide information to its citizens (Jones, 2004).

Media bias occurs when on public television, news anchors, commentators, reporters, and interviewers who are ethically obligated to give fair and equal reports about a subject, actually let their own personal views and preferences about that topic be expressed on television (Babad & Peer, 2009). It is important to study media bias because of the societal and ethical influence that media may have on the public (Babad & Peer, 2009).

As the 1980s passed into the 1990s, trust in media slowly diminished (Jones, 2004, p. 61). By the time that Clinton's impeachment occurred in 1999, the confidence rates were at an all-time low (Jones, 2004, p. 61). During this time, there was a vast abyss between the way journalists thought about the impact they had on the public and the way the public thought about that influence (Fallows, 1996). The news media as a whole believed they were serving as a "watchdog" for the general community, but the public believed the press was getting in the way of society and letting it solve its own problems (Fallows, 1996). When the fateful day 9/11 occurred, media's reputation improved, but then decreased almost immediately a year later (Jones, 2004, p. 61). Why did this spike occur? David Jones (2004) claimed that during this time, news organizations started to focus more on the "game" aspect of political elections, commonly known as "horse-race

coverage” (p. 62). This type of media coverage created a disconnect between media and the voter which then caused more friction between audience members and media (Jones, 2004). However, it was not always this way.

To study bias in the media, researchers began looking at how credible media were to people. Media credibility is defined as “an attribute of message sources” or how believable the source of a message is (Gunther, 1992). The concept of credibility has been researched in two main areas: source credibility and medium credibility (Kiousis, 2001). Source credibility involves investigating how communicator characteristics influence the processing of messages, normally in an interpersonal or mass-mediated context (Kiousis, 2001). In this study, source credibility would be referred to as the anchor or reporter on the local news station. Medium credibility research focuses on the actual channel through which content is delivered (Kiousis, 2001). In this study, medium credibility would be referred to as the broadcasts themselves.

In the 1930s during the Great Depression, research of media credibility first began with the creation of the Roper and Gallup polls that asked newspaper audiences about certain important social issues, mostly including politics (Berinsky & Kinder, 2006). These researchers wanted to know why democracy prevailed during the Great Depression and attitudes toward racial policy evolved during the 1930s and 1940s (Berinsky & Kinder, 2006). Newspapers were not the only type of media to utilize these polls to better understand the audience. Television journalists interpreted meanings of results of public opinion polls taken during presidential campaigns to audience members, which resulted in media having say over who won and lost, not necessarily the voters (Broh, 1983). Media would use pre-election opinion polls and speculate who would win the

election (Broh, 1983). These public opinion polls would also become very important in analyzing demographic statistics of households in America. By utilizing these polls, television news stations are able to better understand who their audience is and can give them the information they actually want and need in order to be an informed citizen. This way, news entities are more likely to become believable sources of information, thus leading to informed citizens capable of making meaningful political decisions (Jones, 2004).

Concerning present day media credibility, Yariv Tsfati and Joseph Cappella (2003), claimed that trust in conventional media in the recent years has been decreasing (p. 504). After studying previous documentation, they theorized that when people trust conventional media, they watch more mainstream news (Tsfati & Cappella, 2003). When audience members mistrust mainstream news, they look for alternative ways to receive information (Tsfati & Cappella, 2003). Also, if a person views a certain medium as more credible, he or she will use it more (Johnson, 1998). Yet according to some researchers, newspapers still rank as the most credible news entity, followed by online news sources and then television news (Kioussis, 2001). Kioussis (2001) found some analyses that concluded that television news is more trusted than newspapers (p. 385). Another study claims that when it comes to believability in media, the public does not even draw a clear distinction between print and television news (Robinson & Kohut, 1988). With so many different findings concerning various forms of news, it makes it even more difficult to discern the public's attitude toward the media.

Las Vegas Credibility

Like many local news stations, there have been local Las Vegas news scandals

involving journalists that would give reason for local viewers to not trust their local reporters. In 2009, KTNV-TV Channel 13 local news anchor Nina Radetich was taped telling the owner of a local auto shop chain that her station would be investigating the store for fraudulent practices (Bornfeld, 2009). Then, she proceeded to tell the owner that her boyfriend, Jack Finn, would be able to provide public relations services to combat the bad publicity the shop would soon be receiving (Bornfeld, 2009). The station's General Manager, Jim Prather, stood by Radetich 100% during the scandal saying she made a mistake and has worked hard in Las Vegas to provide news coverage to the city (Bornfeld, 2009). Even though she probably should have been fired immediately for her unethical actions, Radetich escaped being fired from the station, but three years later left the station and opened her own social media marketing company (Clarke, 2012).

Although this scandal does not directly involve nonverbal bias or facial expression bias, it is an example of how the behavior of a local anchor and the reaction of her news station may cause viewers to trust this news entity less. It makes it more difficult for audience members to trust a company that would not fire an anchor for blatantly misusing her position in the community for her own personal gain.

Another local scandal involves Alicia Jacobs, an entertainment reporter for KSNV-TV Channel 3, who went from news reporter to news maker. In 2009, Las Vegas entertainer, Danny Gans, died in his Henderson home after having trouble breathing (Weatherford, 2009). The coroner's office later reported his death was accidental and that he had a reaction to a painkiller (Weatherford, 2009). Jacobs was a close friend of Gans and was the first journalist to be told of his death, receiving a phone call at 4 a.m. from Gans' manager Chip Lightman (Katsilometes, 2010). When she reported his death on air,

she sobbed through the segment, openly showing her emotion to every viewer that saw the story (Katsilometes, 2010). This reaction led local media critics to criticize her about showing emotion on-air and not staying neutral to the story (Katsilometes, 2010). One newspaper journalist stated that “reporters maintain an objective distance from interview subjects is Journalism 101,” but that rule did not apply to Jacobs when she interviewed musician Vince Neil (Bornfeld, 2011). Jacobs was reportedly involved with Neil in an intimate relationship and interviewed him after he served 15 days in jail for driving drunk (Bornfeld, 2011). Jacobs failed to mention important details surrounding a 1984 drunken driving incident involving Neil where one passenger was left dead and two survivors left brain-damaged (Bornfeld, 2011). During the interview, Jacobs toured Neil’s house on camera and acted as if she was seeing it for the first time, but one can assume if they were involved in an intimate relationship, she probably would have seen his house before (Bornfeld, 2011). These two local Las Vegas journalists proved that although trusted by community members to bring local stories to their living rooms each night, they betrayed that trust by breaking ethical promises and utilizing unethical practices to get the story.

Nonverbal Bias Background

Nonverbal Communication

A form of media bias so subtle that viewers may not even be aware of its existence is nonverbal communication media bias, specifically from news anchors and reporters. Mehrabian defines nonverbal communication as actions that are distinctly different from actual speech (1972). This type of message can include the changing of facial expressions, hand gestures and moving the body including legs and feet (Mehrabian, 1972). Nonverbal communication can also refer to vocal and speech rate

(Mehrabian, 1972). Hinde, author of *Non-verbal Communication*, defines nonverbal communication as a signal that comes from one organism to the next that influences behavior between the two entities (1972). The definition utilized for this particular study comes from a research article entitled *Mapping and Manipulating Facial Expression*, where the authors describe nonverbal cues as accompanying speech to fortify the meaning of spoken words and to convey emotional state (Theobald et al., 2009). It is this definition that portrays why it is important to investigate the meaning behind nonverbal communication from news anchors, because no matter how neutral an anchor tries to be, the emotional inevitability of humans will be manifested through this type of communication.

The study of nonverbal communication and television news first started in the 1970s (Miller et al.). Before this time, nonverbal communication was regarded as a nameless social science (Nimmo, 1980). Many had studied what was *said* but not the nonverbal aspects (Friedman et al., 1980). Twenty years later, researchers started to take notice of its significance and that fact was reflected in thousands of published articles related to nonverbal communication (Nimmo, 1980). One form of nonverbal communication that researchers are starting to take note of is visual communication (Moriarty & Popovich, 1991). Visual communication performs an important role in communication by “conveying realism and credibility” (Moriarty & Popovich, 1991). In the past visual communication has been overlooked due to much research being focused on “word-oriented journalism” (Moriarty & Popovich, 1991). In the latter years, nonverbal research had taken on a more important role in research (Babad & Peer, 2009). Nonverbal research investigated deception, detection and emotion from the speaker

(Babad & Peer, 2009). Ekman (1975) stated that nonverbal communication research has often focused on the body, but emotions are shown primarily in the face while the body shows how people cope with emotion (p. 7). Evidence from research has shown that much social information is disseminated from even a small portion of nonverbal behavior (Babad & Peer, 2009). One researcher during the 1970s studied four larger issues: intent, awareness, shared meaning, and the kinds of units that qualify as meaningful (Nimmo, 1980). Intent refers to nonverbal acts that may or may not be intentional by the source. In this definition, awareness refers to the source being aware that he or she has exhibited a particular behavior or if the receiver is aware of the behavior (Nimmo, 1980). Shared meaning concerns significance of a particular act and the manner in which it is obtained. The fourth and final issue of this definition of nonverbal communication is meaningful units which refer to whether nonverbal cues should be limited to symbolic acts or not (Nimmo, 1980). These issues regarding nonverbal communication show that it is a complex form of communication that should continue to be studied, specifically regarding nonverbal communication and media bias.

Nonverbal Bias and Facial Expressions

Because nonverbal communication is so subtle, many people may not be aware that a message shown nonverbally may actually portray bias. Previous research regarding nonverbal communication and media bias has shown that nonverbal bias is often unintentional, but may have powerful effects on the viewers (Miller et al., 2007). Nonverbal bias is defined as the prejudice toward a certain aspect through nonverbal communication (Babad & Peer, 2009). Exposure to nonverbal behavior that is either biased in favor or against can influence beliefs about social situations (Weisbuch &

Ambady, 2009). On public television, news anchors and commentators are ethically required to provide fair and accurate reports and avoid showing expressive feelings about the subject on their faces (Babad & Peer, 2009). If even the best reporter or anchor reports the news fairly and unbiased, they may not be aware that their facial expressions could reveal their true feelings. The concerns for hidden biases and agenda-setting have been raised in previous research concerning nonverbal bias from news anchors and commentators (Babad & Peer, 2009). When one who has the responsibility to portray the truth in a fair and equal manner strays from accurate information, it is considered media bias (Babad & Peer, 2009). If the audience is manipulated from anchors and reporters, influencing evaluations of situations and generating particular emotions regarding a topic or news story, then media control the audience. If the audience is controlled by the media, they will no longer trust it. One researcher claims that nonverbal behaviors may be unintentional, yet still possess the power to affect viewers (Miller et al., 2007). In regards to nonverbal communication, investigating factors of media bias is important to understanding how information processing becomes distorted and bias is then reflected through the behavior of individuals (Babad & Peer, 2009). When the general public becomes affected by others' nonverbal bias, then a disconnected problem occurs between the media and the public.

When trust in the media declined in the 1980's and subsequently sparked research in this area, a debate ascended about whether bias did or did not exist within news coverage (Friedman et al., 1980). One way to research nonverbal bias was to analyze political debates and the political candidates portrayed on television news (Friedman et al., 1980). In the 1960 television debate, which was the first televised presidential

debate, between Richard Nixon and John Kennedy, Nixon portrayed “shadowy eyes, perspiring and brow-mopping, poor posture, [and] inappropriate nodding,” which in turn may have cost him the election (Friedman et al., 1980). When Nixon and Kennedy went on television for their debate, they stirred up controversy when Nixon started sweating, mopping his brow, had poor posture, was nodding inappropriately and had a five o’clock shadow (Friedman et al., 1980). Both Nixon and Kennedy refused to wear “pancake makeup” for the debate because earlier the Kennedy camp made it appear that in a debate with Hubert Humphrey, that him wearing the makeup made him look like he had a “false face” (Self, 2005). Even though they both refused the heavy makeup, Nixon wore some “Lazy Shave” to cover up his five o’clock shadow; it was still clearly visible to the thousands of people watching him on television (Self, 2005). Many researchers have said that Nixon’s “appearance rather than his speech are said to have cost him the election” (Friedman et al., 1980). Whereas Kennedy *looked* a lot more relaxed during the debate. At the time, the deliberation over who won the debate is a matter of radio versus television. Radio listeners thought that Nixon had won the debate and television viewers thought Kennedy had won, thus proving how powerful television images can be (Druckman, 2003). In previous elections before television had existed, political candidates did not have to worry about what the expressions on their faces revealed to an audience because they weren’t necessarily being scrutinized by thousands of voters visually. Nonverbal cues, such as facial expressions, transmit powerful messages of feeling (Friedman et al., 1980). Because the viewer sees the news broadcaster’s face, inevitably some of the meaning of the news may come from the facial expressions of the broadcaster (Friedman et al., 1980).

Another political event involving facial expressions of political candidates was studied. The Friedman et al. (1980) study of news broadcaster nonverbal communication in the 1976 presidential election found that broadcasters demonstrated how methodical differences in facial expressions are when speaking about candidates and that these differences could be detected by the viewing audience (p. 110). They concluded that broadcasters are *professional actors* and that it is possible for a positive facial expression to mask strong negative feelings in the interest of trying to portray fairness in reporting (Friedman et al., 1980). They also concluded that broadcasters *do* show specific differences in facial expressions when talking about the political candidate (Friedman et al., 1980). However, they found that untrained observers do have the ability to detect these differences in facial expressions (Friedman et al., 1980).

Lastly, another trusted political figure lied to the entire world, with the shake of a finger. In 1998 President Bill Clinton became the second president in U.S. history to be impeached after a year-long sexual scandal involving White House intern, Monica Lewinsky (Lawrence & Bennett, 2001). After he initially denied an affair with Lewinsky, Clinton went on television and while waving his finger in the air towards the camera stated, "I want to say one thing to the American people. I want you to listen to me. I'm going to say this again: I did not have sexual relations with that woman, Miss Lewinsky. These allegations are false and I need to go back to work for the American people" (cbsnews.com, January 25, 2013). Every American during this time will remember Clinton with his red face and finger violently wagging in the air saying words that later would turn out to be completely fabricated. Six months later Clinton finally owned up to his indiscretions saying "I did have a relationship with Miss Lewinsky that

was not appropriate. In fact, it was wrong" (cbsnews.com, January 25, 2013). Two researchers argued that this scandal illustrated an important change in the American media environment (Williams & Carpini, 2000). They said the change was the "virtual elimination of the gatekeeping role of the mainstream press" (Williams & Carpini, 2000). Meaning journalists in the past have served as gatekeepers of information between political realms and the public and through the creation of new media such as the Internet; journalists' gatekeeping roles have changed (Williams & Carpini, 2000). Because information can get to the public so quickly now, journalists can no longer serve as the sole way people receive their information. The researchers argued that the Clinton/Lewinsky scandal was the event where people received information from various forms of media, not just journalists themselves (Williams & Carpini, 2000).

Paul Ekman and Six Basic Emotions

Dr. Paul Ekman has contributed to the psychology of emotion for the past 35 years (Sabini & Silver, 2005). One of his more sought out influences is his list of the six basic emotions which are: happiness, sadness, surprise, fear, anger, and disgust (Ekman, 1975). These facial expressions are demonstrated in Appendix A. Ekman (1975) stated these basic emotions are registered by changes in specific parts of the face such as eyebrows, eyelids, cheeks, and nose (p. 1). People that are aware of these blueprints of facial expressions will be able to better understand feelings of others, even when they are trying not to reveal true feelings (Ekman, 1975). People can also use this knowledge to better understand their own faces and what they are revealing to others (Ekman, 1975). For this study, anchor and reporter facial expressions will be compared to Ekman's six basic emotions to analyze if true feelings are leaking through the expressions. Ekman

(1975) agreed with Darwin that the showing of facial appearances of at least some emotions, specifically, the six, are universal, meaning they are not learned differently in each culture and are biologically determined (p. 23). Although some cultures may teach individuals to mask their true feelings better, all people still possess the same facial emotions (Ekman, 1975). Ekman (1975) uses very specific facial traits to define his six emotions. For instance, in a “surprise” expression, the eyebrows are raised, eyes are opened wide, and the jaw drops open (Ekman, 1975, p. 37). For a “fear” expression, they eyebrows are raised and drawn together, eyes are open and the lower lid is tensed, and lips are stretched back (Ekman, 1975, p. 50). Each expression has very specific traits that Ekman describes with such clear pictures. He also demonstrates each expression with an actual picture to show the readers (Ekman, 1975). These expressions will be used in this study to compare to anchors and reporters their facial emotions to show if their true feelings leak through their face.

Research Questions

For this thesis, the researcher is seeking answers to questions involving being able to perceive media bias through nonverbal facial expressions in local news station anchors and reporters. The best way to conduct this is through the visual content analysis because the facial expressions of anchors and reporters can be so objective and this method can provide a generalization that is easier for the viewing audience to understand (Leeuwen & Jewitt, 2001). The research questions are as follows:

RQ1: What is the nature of nonverbal facial expression leakage in local Las Vegas television news?

RQ2: Do certain news stations display more nonverbal bias than others?

RQ3: Do local Las Vegas news anchors and reporters show bias through facial expression?

RQ4: Does nonverbal media bias exist in local Las Vegas news?

Summary of Literature Review

Chapter two, the Literature Review, discussed the history of television news, defined media bias, the history of when the viewing audience started to trust media and why, and nonverbal communication and bias. From the look back in time, it is apparent that when commercial television first began in the 1940s, the television newscast became an important part of Americans obtaining daily information about occurrences around the country (Ellis, 1999). Even though advances in technology, such as the Internet, have changed the way a lot of people receive their daily news, television continues to be the public's first daily news source (PRC, 9/27, 2012). In the 1960s, television news was the most believable mass medium for Americans (Abel & Wirth, 1977) but that changed due to several events in American history, including Vietnam and Watergate. As the years have passed, trust in the media has wavered up and down so researchers began looking at media credibility and bias. When researching media bias, scholars began to notice nonverbal communication media bias and its significance as a social science (Nimmo, 1980). News anchors and reporters have a journalistic obligation to provide fair and accurate reports of events, but they may not be aware that their facial expressions could reveal their true feelings. Herein lies the problem. Much research has been conducted on political candidate facial expressions during Presidential debates and campaigns, but none that could be found have been conducted regarding local news personalities' facial expressions in Las Vegas. This thesis seeks answers to questions about nonverbal media

bias in local Las Vegas television news and if they display bias through facial expressions. The next chapter, Methodology, discusses the method used for the visual content analysis for this thesis, the steps that were taken for the analysis and the variables utilized in the study.

CHAPTER 3

METHODOLOGY

Content Analysis of Visual Media

Content analysis of visual messages has been used as a quantifiable research method for many years (Leeuwen & Jewitt, 2001). Two authors describe content analysis as providing “classification...of media-circulated content” concerning the “visual representations of particular classes of people, actions, roles, situations or events” (Leeuwen & Jewitt, 2001). Another definition is the “systematic, objective...analysis of message characteristics” (Neuendorf, 2002). Visual content analysis has been used in studies regarding newspapers, radio (verbal content), television and movies to assess the nature of visual content in media (Leeuwen & Jewitt, 2001). It’s a popular way to find something out about media’s meanings and for declarations to be made that all people, not just journalism experts, can understand (Leeuwen & Jewitt, 2001). And yet it is still a technical procedure (Leeuwen & Jewitt, 2001). A visual content analysis contains a hypothesis or question about well-defined variables that may question the ways media represent individuals, events, etc. (Leeuwen & Jewitt, 2001). For this thesis, visual content analysis was chosen as the best method to try and better understand the nonverbal communication of facial expressions that anchors and reporters in local Las Vegas television news may or may not portray and to analyze the existence of bias based on these characteristics.

Method

The method for this study is visual content analysis utilizing Ekman’s six basic facial emotions. Each facial expression that is recorded and captured by camera is

compared visually to Ekman's six basic facial emotions by two separate coders, the principal researcher and a second coder. Then each expression is categorized into an emotional valence scale, or positive (happy or surprise), negative (disgusted, sad, fear, and anger), or neutral (neutral) categories (Leppanen & Hietanen, 2004). This emotional valence will show the rate of bias depending on how far away or how close to the middle of the scale the pictures end up. Those broadcasters that do not provide "neutral" facial expressions, but may deliver positive or negative facial expressions, would then be displaying nonverbal bias (Friedman et al., 1980). When anchors and reporters in this content analysis convey a positive or negative facial emotion that does not match up to the words they are saying, they portray emotional leakage or bias. Those anchors or reporters that display more neutral facial expressions present unbiased facial expressions. Researchers in the Porter et al. (2012) study looked at emotional leakage, or feelings a person is attempting to conceal, in facial expressions to determine emotional intensity from particular expressions (Porter et al., 2012). Emotional leakage occurs when facial expressions involuntarily reveal what the person is actually thinking or feeling (Porter et al., 2012). The theory of nonverbal emotional leakage is a concept that Ekman and Friesen started studying in the early 1970s (Ekman & Friesen, 1975).

In the Porter et al. study, the researchers hypothesized that the more intense a feeling, the more "leakage" would occur involuntarily on the face and that less powerful emotions would be concealed very easily (Porter et al., 2012). The method for this thesis follows the same principles that news anchors and reporters would have emotional facial leakage when speaking about certain subjects they feel strongly about, which then would be revealed to the audience members and then ultimately shown bias from the anchors.

Porter et al. found that certain aspects of the face cannot be controlled no matter how hard that person is trying to mask his true feelings (2012). The Porter et al. (2012) method took specific images from the International Affective Picture System (IAPS) that were known to evoke specific feelings, ranging from low to high intensity emotions, show them to participants and then were instructed to produce specific facial expressions that would show the researchers how they felt about the image (p. 27). For this thesis, facial expressions will already be conveyed, captured with a camera, and then analyzed.

Previous studies conducted on facial expression, such as Banning & Coleman (2009) used content analysis to evaluate visual communication from national news networks during the 2000 presidential election (p. 8). Friedman et al. (1980) analyzed television reporting of the 1976 presidential election and compared positivity of facial expressions when candidate's names were discharged (p. 104). Miller et al. (2007) conducted a longitudinal study concerning nonverbal bias of the facial expressions of Tom Brokaw, Dan Rather, and Peter Jennings during the 1996, 2000, and 2004 presidential elections (p. 244). This thesis analyzed the six local Las Vegas news stations, particularly focusing on the anchors and reporters, during the first breaking or top news story to analyze facial expressions and to see if nonverbal communication can be construed as bias by specific facial expressions showing leakage of their true feelings, by utilizing concepts from Porter et al. (2012). Ekman's six basic facial emotions and the positive, negative, and neutral concept from Friedman et al. (1980) were also used in this thesis.

Three Phases of Visual Content Analysis

For the visual analysis, in order to detect nonverbal bias through facial expressions in the local Las Vegas television news stations, the method for this study was split into three phases. The first step was to record the top or breaking story of each local station at the 6 p.m. timeslot for a constructed week during one month. A constructed week consists of the first Monday of one week, the second Tuesday of the second week and so on until there are five days over a period of one month. One constructed week versus just one straight week was chosen to help provide a broader and more random sample. The 6 p.m. timeslot was chosen because typically residents that work an 8 a.m. to 5 p.m. schedule will likely try to watch the 6 p.m. broadcast once they are home to be informed of the day's occurrences. Also, the local stations have varying times of the evening that they broadcast their shows, but each station has a 6 p.m. newscast. Each breaking or top news story at the 6 p.m. timeslot for each local Las Vegas news station, including the four local English-speaking stations, KSNV Channel 3 (NBC), KVVU FOX 5 (FOX), KLAS-TV Channel 8 (CBS), and KTNV Channel 13 (ABC) during a constructed week during the month of April 2013, was captured on video. The two local Spanish television stations, Univision and Telemundo, were also recorded as a comparison to the English-speaking stations and to analyze for credibility or lack thereof. A constructed week, which is a sample of one Monday, one Tuesday, one Wednesday, etc. for one month, was chosen to display a more random sample.

The second phase was to take the recorded story of each station and then capture still photographs of every five seconds using a point-and-shoot Samsung digital camera of the moments the anchor or reporter's faces appears on the screen. A digital stopwatch

application on a smart cellular phone was downloaded and used to count the five seconds. Every five seconds was chosen because each news story usually consists of anywhere from 30 seconds to two minutes in length. It was concluded that every five seconds of facial expressions would be a sufficient amount of facial time to analyze for this study. An anchor or reporter may be visual on-screen anywhere from five seconds to 60 seconds depending on the length of the story and how much of it is video or sound on tape. If the top story from the time the anchor starts the introduction, through the voice-over (VO) or package (PKG), or sound-on-tape (SOT), all the way to the end of the story is 45 seconds, there may be anywhere from five to 15 photographs of anchor or reporter faces. From there, each picture was downloaded off of the digital camera and placed into separate desktop folders depending on the day of the story. Each picture can be found in Appendix E.

For the third portion of the analysis, once all still photographs had been taken of each top story of each news station of each facial expression, every photograph was individually visually analyzed by this researcher and compared to Ekman's six facial emotions, see Appendix A. There were a total of 196 pictures taken. Then each expression was visually compared to Ekman's six basic facial expressions utilizing his specific traits for each expression and how they measured compared to the still photographs. Appendix B contains two pictures of neutral expressions that display no emotion, which should be each journalist's goal in presenting the news. A second coder visually analyzed roughly 27% of the pictures to make sure reliability was achieved. Two pictures from each day of each station were chosen for coder 2 to analyze which came out to 27%. The goal was to have coder 2 analyze at least 20% of the pictures. The

second coder's answers were compared to the first coder's and calculated for validity and reliability. A codebook was made to include each topic of the story the anchor or reporter was reporting on and specific details such as time, date, length of story, type of facial expression recorded, and words being stated during each portion analyzed, which can be found in Appendix D.

Each expression was then categorized into positive (happy or surprise), negative (disgusted, sad, fear, and anger), or neutral (neutral) (Leppanen & Hietanen, 2004), and the findings were placed on a scale for visual representation. Those broadcasters that do not provide "neutral" facial expressions but may deliver positive or negative facial expressions would therefore be displaying nonverbal bias (Friedman et al., 1980). These findings can be found in Appendix D.

Ekman's Six Basic Emotions

According to Ekman, each facial expression contains specific facial traits that display what emotion is being felt at the time (1975). Figures 1-6 display actual pictures of the six major emotions that Ekman concentrates in his book; happy, sad, surprise, fear, anger, and disgust (1975). Even though there are other emotions that are conveyed by the face such as shame or excitement, Ekman focused on these particular six emotions because through his research, every investigator who wanted to determine an emotion term wordlist established these specific emotions (Ekman, 1975). The other emotions had not been firmly established (Ekman, 1975). Ekman states that happiness is a positive emotion that most people want to experience (1975). Usually people feel happy when they have pleasurable experiences, such as meeting with a loved one or reading a cheerful novel (Ekman, 1975). A smile may often occur when a person is happy, but a smile does

not have to necessarily ensue to feel happiness (Ekman, 1975). Ekman states that a smile may even be used to mask other emotions and shown when a person is really feeling the opposite (1975). He states smiling may actually be a submissive response to halt another's attack on the person (Ekman, 1975). The appearance of happiness is shown in the lower face and lower eyelids (Ekman, 1975). The corners of the lips may be drawn back and up while the mouth may or may not be parted, with the possibility of teeth being exposed or not (Ekman, 1975). The cheeks are raised and the lower eyelid shows wrinkles below it (Ekman, 1975). Wrinkles, known as crow's feet, may go outward from the outer corner of the eyes (Ekman, 1975).



Fig. 1 “Happy”

Sadness occurs when a person's suffering is muted because he may not cry out loud, but suffers more silently, according to Ekman (1975). Sadness is a passive, not active feeling and most people may suffer loss, disappointment, or hopelessness, not necessarily a physical pain (Ekman, 1975). People may encounter distress first or shock or anger blended with distress and then sadness from the event may occur later (Ekman, 1975). The appearance of sadness is shown from the eyebrows, eyelids, and mouth (Ekman, 1975). The inner corners of the eyebrows become drawn up, while the skin below the eyebrow is triangulated (Ekman, 1975). The upper eyelid corner becomes

raised and the corners of the lips are down or the lip may even be trembling (Ekman, 1975).



Fig. 2 “Sad”

Ekman states that surprise is a brief emotion which doesn't linger and is triggered by an unexpected event (1975). He says almost anything can be surprising, as long as it is unexpected (1975). It could be a sight, sound, smell, taste, or even touch (Ekman, 1975). A surprised expression shows raised eyebrows that appear curved and high, the skin below the brow becomes stretched, eyelids are open, and the upper lid is raised while the lower lid is drawn down (Ekman, 1975). A surprised appearance also displays the jaw open so that lips and teeth are parted, but showing no tension or stretching of the mouth (Ekman, 1975).



Fig. 3 “Surprise”

Ekman states that people fear harm, either physical or psychological, or both (1975). He states that in order to survive, people learn how to avoid or escape situations

that cause pain and a possibility of physical injury (Ekman, 1975). In a fear expression, the eyebrows are raised and drawn together, and the wrinkles in the forehead appear in the center, not across the entire forehead (Ekman, 1975). The upper eyelid becomes raised and the lower eyelid is tensed and drawn up (Ekman, 1975). Lastly, the mouth is open and lips are either tensed and drawn back or stretched and drawn back (Ekman, 1975).



Fig. 4 “Fear”

Anger is believed to be the most dangerous emotion according to Ekman (1975). He states if a person is angry, he may hurt others purposefully (Ekman, 1975). Ekman states there are several ways to become angry, such as frustration resulting from interference of a goal, physical threat, someone’s action which causes psychological hurt, and observing someone doing something that violates moral values (1975). In an anger expression, the eyebrows become lowered and drawn together, while vertical lines appear between the brows (Ekman, 1975). The eyes have a hard stare and may have a bulging appearance (Ekman, 1975). The lips can be in one of two basic positions: pressed firmly together or open, tensed in a square shape as if shouting and the nostrils may become flared (Ekman, 1975).



Fig. 5 “Anger”

Ekman states that disgust is a feeling of hatred or repugnance (1975). Disgust can come from the taste of something or a putrid smell or even the thought of a horrible smell (Ekman, 1975). The sight, touch, and feel of something offensive can also trigger the feeling of disgust (Ekman, 1975). Disgust is primarily shown in the lower face and lower eyelid (Ekman, 1975). The upper lip is raised while the lower lip may also be raised and pushed up the upper lip, giving an appearance of being lowered and slightly protruding (Ekman, 1975). The nose is wrinkled and the cheeks are raised and lines may show below the lower eyelid (Ekman, 1975). The eyebrow is also lowered which lowers the upper lid (Ekman, 1975).



Fig. 6 “Disgust”

Positive, Negative, or Neutral

After each expression was coded based on Ekman’s six basic facial emotions, each expression was then coded as positive, negative, or neutral. Each expression was

categorized into positive (happy or surprise), negative (disgusted, sad, fear, and anger), or neutral (neutral) (Leppanen & Hietanen, 2004). Research has shown that people can visually observe facial expressions and often do so without being consciously aware (Eastwood et al., 2001). A scale was made that displays the emotional valence of each expression depending on how far away or how close to the middle of the scale the pictures were when assigning a +1(positive), 0(neutral), or -1(negative) rating on them. One study that involved content analysis of newsmagazine cover images in the 2008 presidential election used this rating system when images were presented as serious (+1), neutral (0), or comic or goofy (-1) (Hunter et al., 2013).

The researchers for this particular study chose to use this category construction based on a concept from Moriarty & Garramone (1986) that “nonverbal behaviors can be reliably scaled along an evaluative (positive/negative) dimension” (Hunter et al., 2013, Moriarty & Garramone, 1986). This concept will be used as well as a more latent assessment of the facial expressions. The goal for the news broadcasters and anchors would be to have an overall rating when adding the values together of 0 or as close to 0 as possible, which represents complete neutrality or not biased. A 0 rating could be achieved two ways: either by being true neutral or very negative and positive ($1+-1=0$). This means there could be a large amount of positive ratings that get balanced out to 0 with a large amount of negative ratings. Some ratings could be very negative with a large amount of negative ratings and some could be very positive with a large amount of positive ratings. Those broadcasters that did not provide true neutral (0) facial expressions but may have conveyed largely positive or largely negative facial expressions would then be displaying nonverbal bias, either on the positive side or on the negative

side (Friedman et al., 1980). When anchors and reporters in this content analysis convey a positive or negative expression, they are portraying emotional leakage or bias.

Variables

The key variables used to examine the facial expressions of local Las Vegas television news anchors and reporters can be found in Appendix D and are:

- **Time.** A typical news story length can be anywhere from 20 seconds to two minutes, depending on what the story is, if there is a reporter or not, if there is a national reporter, added breaking news, a package which would normally make it a little longer, if there is a video or not, and several other factors. The time was recorded to display that pictures were taken every five seconds, and to show the gaps in the time period where an anchor or reporter is not shown on camera due to most likely a video being shown or a package being played.
- **Picture numbers.** Each picture was numbered in a certain pattern in order for the readers of this thesis to be able to recall them quickly and to just keep a general organization pattern. Each picture was also numbered in numerical order based on when they occurred in the story. So for example, KSNV Channel 3's pictures were categorized as follows: 3.1, 3.2, 3.3, 3.4, and so on. To make it more simple for the Spanish channels and since there are only two versus the four English channels, they were labeled as T for Telemundo and U for Univision. For example, Telemundo pictures were T1, T2, and Univision was U1 and U2.

- **Words.** For every picture taken every five seconds of each story, the words or sentence the reporter or anchor was saying at the time of the picture was taken was recorded and written down in the codebook which is in Appendix D. Sometimes there may be three words and sometimes there may be eight words, it just depends on how fast the reporter or anchor speaks. The words were recorded in order to analyze whether the facial expression coded matched up with the words being spoken.
- **Ekman's Six Facial Emotions, Coder 1.** Once all the broadcasts for the month were recorded, the principal researcher went through each recorded news program and took a photograph every five seconds of when the face is shown on the television of the first or breaking news story. Then the principal researcher analyzed each photograph and decided which of Ekman's six facial emotions was most similar to the picture. If a picture did not fit one of Ekman's emotions, then a "None" answer was recorded. The answers were recorded in a codebook, located in Appendix D.
- **Ekman's Six Facial Emotions, Coder 2.** The principal researcher chose two pictures from each set of pictures for the second coder to code. The second coder was trained for approximately two hours on how to code these pictures and was given a coding sheet with written instructions. For intercoder reliability, 27% of the 196 pictures were chosen, a total of 52 pictures. The two pictures taken from each set of pictures were chosen in a way to demonstrate a random sample. For instance, for the first day, the

first two pictures were chosen, for the second day, the last two pictures were chosen and so on.

- **Positive/Negative/Neutral.** Once each picture had been analyzed for Ekman's six basic facial emotions, they were categorized into positive, negative, or neutral. "Happy" and "Surprise" were categorized as positive expressions, negative expressions were "Disgusted," "Sad," "Fear," and "Anger," and "Neutral" were neutral pictures as indicated from a study by Leppanen & Hietanen (2004). Once the pictures had been categorized into positive, negative, or neutral, the ratings were placed on an emotional valence scale using +1(positive), -1(negative) and 0(neutral) based on Moriarty & Garramone's (1986) notion of evaluative dimension to determine bias. For those broadcasters that did not provide more "neutral" facial expressions but may have conveyed positive or negative facial expressions would then be displaying nonverbal bias.
- **Do Words Match the Expressions?** The last variable in this methodology is to analyze whether the words said during each photograph taken matches up with the facial expression. By examining this portion of the visual analysis, it shows the true nature of emotional leakage, or portraying true feelings or emotion without knowing the person is doing it or knowingly displaying emotional leakage which is considered bias. This variable will allow the principal researcher to examine the true nature of emotional leakage of local Las Vegas television news anchors and reporters.

Coding

In order to analyze the facial expressions of the reporters and anchors of the local Las Vegas television news stations, there must be specific code rules in order to prove validity of this visual content analysis. To detect bias through nonverbal facial expressions in this analysis, the expressions for each of the photographs were first visually compared to Ekman's six basic emotional expressions by the principal researcher and then a portion of those same photographs were also analyzed by a second coder who also visually compared the pictures to Ekman's six basic facial expressions and recorded the answers on a given coding sheet with written instructions. The second coder was trained for approximately two hours prior to coding and was used to provide inter-coder-reliability. The first coder analyzed all 196 photographs and the second coder analyzed 52 pictures or roughly 27% of the 196 pictures that were taken. The second coder ensures inter-coder reliability for the content analysis. The 52 pictures that were coded by the second person were eight pictures from the first two days or two pictures from each news station chosen at random. From the last three days of recordings, the second coder analyzed a total of 12 pictures or two pictures from each day. This was a total of 52 pictures coded.

For the second coder, how each picture was chosen to be analyzed is as follows: the first day, the coder looked at eight total pictures, the first two of the sequence, and then the last two of the sequence and so on. For the second day, the order of pictures chosen was reversed, so the last two of the sequence, then the first two, etc. For the third day, the two middle pictures from each station were chosen to analyze, which was a total of 12 pictures. The fourth day, the first two pictures from each station was chosen, then

the last two photos and for the fifth day, the last two pictures of each station were chosen to analyze. The reason the photos were chosen this way for the second coder was to give him a more random sample to analyze. The pictures did not come from only the beginning of the story, or the end, or the middle. Once both coders had recorded their observations on the coding sheet, see Appendix C, then the researcher was able to give each expression a code of positive, negative, or neutral based on the expression. Positive expressions are happy or surprise, negative expressions are disgusted, sad, fear, and anger, and neutral expressions are neutral (Leppanen & Hietanen, 2004). Once all the expressions were coded into the positive, negative, or neutral categories, then coder 1's results were calculated and compared to coder 2's results. The findings of this analysis can be found in the next chapter.

Spanish News Stations

When the content analysis initially began, the plan was to record every five seconds for the first breaking news story of every local Las Vegas news station, including the two Spanish-speaking channels. However, in regards to the Spanish news stations, the researcher noticed these two stations did not start with a breaking or top news story; instead they gave an overview of all the top stories from around the world and then go into local stories towards the middle of the program. Also, reporters were not seen until later in the broadcast as well. This is unlike the structure of the English-speaking news stations, which generally have a reporter telling the breaking or top story at the very beginning of the broadcast. To stay consistent with recording the breaking or top news story, two pictures were taken from the first story the Spanish newscasters spoke about. Also, due to a technical glitch in the recording system, the last three constructed days

were recorded, but not the first two. For this thesis, the facial expressions from the three days that were recorded were still analyzed.

CHAPTER 4

RESULTS

This thesis studied the possible existence of nonverbal bias portrayed on facial expressions from local Las Vegas television news anchors and reporters using a visual content analysis technique. One hundred and ninety six total pictures were examined by first comparing them to Ekman's six basic facial emotions, and then organized into positive, negative, or neutral categories. From there each expression was given a rating value of +1 (positive), -1 (negative) or 0 (neutral), based on the category.

Analysis

The five constructed days that were used for this analysis were Monday, April 1, 2013; Tuesday, April 9; Wednesday, April 17; Thursday, April 25; and Friday, May 3. A constructed week is one Monday, followed by the next Tuesday, then the Wednesday of the next week and so on. A constructed week allows for a more random sample drawing. April 2013 was chosen because the month occurs one month before May sweeps as to ensure the broadcast of typical newscasts instead of ones that have more in-depth stories that occur during sweeps periods to draw in more viewers. One hundred and ninety six total pictures were collected by recording the top or breaking news story from each news station and then taking pictures of the facial expression every five seconds of the story. Only pictures of facial expressions of the anchors and reporters were taken. VOSOTs (video-on-tape) and PKGs (packages) were not included in the pictures unless there was an anchor or reporter that did a stand-up within the tapes. After the news story was recorded, the pictures were taken every five seconds with a point-and-shoot Samsung digital camera. The pictures were downloaded off of the camera onto a secure laptop

with password. The pictures were then organized by news station (channels 3, 5, 8, 13, Telemundo, Univision) and labeled based on a numbering system that would be easiest to understand and organize. So for instance, if a KVVU story was recorded on April 17 and had five pictures, each picture would be labeled as follows: “Wednesday, 4/17/2013, 5.1, Wednesday, 4/17/2013, 5.1,” and so on. These photographs can be found in Appendix E. Out of 196 pictures, the second coder analyzed a total of 52 pictures. The first and second coder had the same results for Ekman’s six facial expressions for 19 out of the 52 pictures. This is a coder-reliability rate of 37%. In this analysis, five constructed days of one month were studied.

Monday, April 1, 2013 Results

To be organized in this section, each day is described by discussing each station on each day in the order it was recorded in the codebook. The first channel is KSNV Channel 3, KVVU FOX 5 News, KLAS-TV Channel 8, KTNV Channel 13, Telemundo, and Univision. The first channel is KSNV Channel 3. For Monday, April 1, 2013, 16 pictures were taken. Total time for the story was 2:05. The story was about a car that had slammed into a popular breakfast restaurant while people were eating inside. The anchor was Jim Snyder and the reporter was Elizabeth Donatelli. Four positive, seven negative, and three neutral expressions were coded. For the positive facial expression rating, here are the words that were said: “Turned into screams,” “Spun around,” “Testing the driver for drugs,” and “For the investigation.” For the negative facial expression rating, “In the hospital,” “How did this all,” “Sending ten people to the,” “Could be facing life,” “Now police are,” “I’m Elizabeth Donatelli,” “Heading west is blocked,” and “Difficult to get around here.” For neutral facial expression rating, “Good evening

everyone,” “Among other things,” and “There may be a car or two.” There was one picture that was deemed none of Ekman’s facial emotions so that was left out of the rating. Overall there were more negative facial expressions expressed. Table 1 displays these results. See Appendix F.

The second station is KVVU FOX 5 News. For Monday, April 1, 2013, a total of nine pictures were taken. Total time for the story was 1:05. The news story was the same as Channel 3, a car slammed into a popular breakfast restaurant while patrons were eating. The anchors were John Huck and Elizabeth Watts and the reporter was Matt Delucia. There were zero positive, eight negative, and one neutral expression. For the negative facial expressions, words said were: “Ten people are in the hospital,” “On Sahara and Arville,” “Yeah well John there are,” “To just avoid it,” “But again ten people are in the,” “Police are of course,” and “Near Arville and Sahara.” The last picture was deemed neutral by Coder 1 and the words said were: “People’s conditions and the investigation.” Overall there were more negative expressions expressed. Table 2 displays this information. See Appendix F.

KLAS-TV Channel 8 covered the same news story as Channel 3 and 5, the car that went into the restaurant. There were five pictures captured. Total time for the story was one minute and thirty seconds. There is a gap in the time code in the coding sheet because the station ran a package (PKG). The reporter was Paula Francis and the reporter was Brian Brennan. There was one positive, two negative, and two neutral facial expressions. For the positive expression, words said while the picture was taken were: “Brian Brennan at the scene.” Words for negative expressions were “At the restaurant,” and “Will be closed until.” For the neutral category, words stated were: “Critical

injuries,” and “Police say they have.” Overall there were more neutral facial expressions coded for this station. This information is displayed in Table 3.

Table 3: KLAS, Monday, April 1, 2013

Time	Picture	Words	Expression	Pos/Neg/Neu	Words Match
00-05		Brian Brennan at the scene	Surprised (woman)	Positive	No
06-10		At the restaurant	Disgust	Negative	No
35-40		Critical injuries	Neutral	Neutral	No
41-45		Police say they have	Neutral	Neutral	Yes
46-50		Will be closed until	Disgust	Negative	Yes

KTNV Channel 13 also covered the same story this day as the previous three stations, the car that slammed into the side of the restaurant. There were a total of 13

pictures captured for the story. Total time for the story was one minute and forty seconds. There is a gap in time coding in the code sheet due to the video (VO) and sound-on-tape (SOT) within the news story. The anchor was Tricia Kean and the reporter was Spencer Lubitz. There were three positive, three negative, and six neutral expressions coded. For positive expressions, words said were “When the car came,” “Areas of Arville,” and “That although we are.” For negative, words stated were: “They’re waiting for,” “Police have now,” and “On these.” For the neutral expressions, “Car is still there,” “Or remove the car,” “Problem for traffic,” “We were told that,” “Things haven’t moved since,” and “Of course the latest.” There was one picture not coded as one of Ekman’s six facial expressions so that one was not coded for positive, negative, or neutral. Overall there were more neutral expressions coded for this station during this news story. This information is displayed in Table 4. See Appendix F.

Tuesday, April 9, 2013 Results

KSNV Channel 3’s top story for this day was about a case involving a hepatitis C outbreak that occurred in 2008 in Las Vegas. The jury in the case decided this day that the health insurance company involved in the case would have to pay \$500 million in punitive damages for its role in the outbreak (McCabe, 2013). There were a total of ten pictures captured showing faces only of anchors and reporters. Total time for the story was one minute. There is a gap in time due to the VO in the story. The anchor was Jim Snyder and the reporter was Christine Kim. There were two positive, two negative, and two neutral facial expressions coded. For positive expressions, words stated were: “But they want to emphasize,” and “we’re hearing from the plaintiffs.” For negative, words expressed were “Now the jury,” and “And you.” For the neutral expressions, words said

were: “Good evening,” “A local jury,” “For the hepatitis outbreak,” “With more information,” “With those three plaintiffs earlier,” “and “Have more on the story.” Overall there were more neutral facial expressions displayed for this channel on this day on this story. Table 5 displays these results. See Appendix F.

KVVU FOX5 News’ top story was the same hepatitis case as the previous news channel. There were a total of 16 pictures recorded. One picture was deemed not belonging in Ekman’s facial emotions, so 15 total pictures were coded. Total time for the story was 2:10 including a VO/SOT that was approximately 25 seconds. The anchors were John Huck and Elizabeth Watts and the reporter was Kevin Bolinger. There were two positive expressions, 11 negative, and one neutral expression coded. For positive expressions, words stated were: “Delayed along the way,” and “We are live down.” For negative expressions, “A jury has returned with a decision,” “Hepatitis C outbreak,” “More on this Kevin,” “But they did get 500,” “Totalled two hundred and,” “This on top of the,” “Coming up you’re going to,” “Health Plan of Nevada,” “Now this all centers,” “Deepak Dasai,” and “Charges next month.” For the two neutral expressions, words stated were: “For more than 2 billion,” and “That makes it the.” Overall there were more negative expressions coded for this news station on this day on this story. These results can be found in Table 6. See Appendix F.

KLAS-TV Channel 8’s top story was the same as the previous, the Hepatitis C outbreak in Las Vegas and the jury decision. There were a total of seven stories recorded with a total time of 1:45 which included a PKG. The anchors were Paula Francis and Dave Courvoisier and the reporter was Brian Brennan. There were four positive, three negative, and zero neutral expressions coded. For positive expressions, words stated

were: “Insurance company was negligent,” “At the Regional Justice Center with more,” “Negligent and they awarded the plaintiffs,” and “Reporting live Brian Brennan.” For negative expressions the words said were: “Hundreds of millions of dollars,” “And by 4:00 they came down with,” and “Been exposed to Hepatitis C.” Overall for this story, there were more positive facial expressions coded. The results of this station are displayed in Table 7. See Appendix F.

KTNV Channel 13 reported on the same story as the three aforementioned stations, the Hepatitis C outbreak jury decision. There were a total of five expressions coded. The total story time was 1:10. The anchor was Tricia Kean and the reporter was Don Guevara. Zero positive, three negative, and zero positive expressions were coded for this story. For the negative expressions, the words stated during the pictures were “Now Health Plan of Nevada issued a,” They plan on appealing this,” and “It is going to be a long.” For the two neutral expressions, words stated were “They say the jury,” and “Reporting live Don Guevara.” Overall this story had more negative facial expressions coded. These results can be found in Table 8.

Table 8: KTNV, Tuesday, April 9, 2013

Time	Picture	Words	Expression	Pos/Neg/Neu	Words Match
45-50		Now Health Plan of NV issued a	Fear	Negative	Yes
51-55		They say that the jury	Neutral	Neutral	Yes
56-1:00		They plan on appealing this	Disgust	Negative	No
1:01-1:05		It is going to be a long	Fear	Negative	Yes
1:06-1:10		Reporting live Don Guevara	Neutral	Neutral	Yes

Wednesday, April 17, 2013 Results

KSNV Channel 3's top story for this day involved a man that was due in court on this particular day who had shot and killed an aspiring rapper on the Las Vegas Strip as they both drove down the street. The suspect's car also crashed into a taxi that exploded into flames, killing the cab driver and a passenger (Ritter, 2013). This incident occurred

in February, 2013. For this story there were a total of nine pictures taken but eight pictures coded as one did not fit the Ekman structure. Total story time was 1:50 including a PKG. The anchor was Jim Snyder and the reporter was Sergio Avila. There were one positive, four negative, and three neutral expressions coded. Words being said during the positive expression were: "They found her now." Words being said during the negative expressions were: "Focus on a terrifying," "The emotion in a local," "So you just heard that," and "Early morning in February." For the neutral expressions, words expressed were: "What happened today," "Faced a judge and," and "Sexual assault case against." Overall there were more negative expressions stated during this story on this channel on this day. These results can be found in Table 9. See Appendix F.

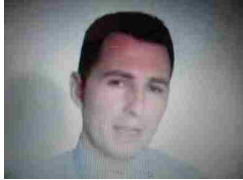
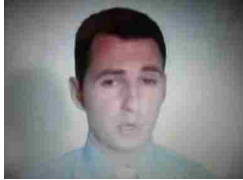
KVVU FOX 5 News' top story on this day was about the bombing that occurred at the Boston Marathon. They utilized a national reporter to tell the story. Even though this analysis focuses on local anchors and reporters, it's noteworthy to compare a national reporter's facial expressions to local reporter's expressions. For this story there were 18 total pictures taken. Total story time was 2:50 including a VO/SOT. The anchors were John Huck and Olivia Fierro and the national reporter was Craig Boswell. Five of the 18 pictures did not fit Ekman's emotions so 13 pictures total were coded. There were six positive, one negative, and six neutral facial expressions coded. Words said during the positive expressions were: "Things are changing now," "Two persons of interest are," "It was an indication of," "Investigators have gathered," "Shards of metal," "A timing device," and "Guys back to you." Words stated during negative expressions were: "A day after a deadly attack." Words stated during neutral expressions were "Live from Boston," "Task force began to put on," "The other carrying," "A timing device,"

“Identification of the Boston student,” and “The public is invited.” Overall both neutral and positive expressions had the same number of expressions coded. These results are displayed in Table 10. See Appendix F.

KLAS-TV Channel 8 also covered the marathon bombing in Boston on this news day. There were a total of four pictures taken and total time was 1:40 including a PKG. The anchors were Paula Francis and Dave Courvoisier and the reporter was heard on the PKG but was never seen and did not do a live shot, so only the anchors were coded. Three of the four total pictures taken were coded. One was positive; two were negative expressions and zero neutral. Words stated during the positive expression were: “Photos from the bomb scene,” and for the negative expressions, “In Boston investigators say,” and “A candlelight vigil is being held.” Overall there were more negative expressions stated during this story on this day at this station. Table 11 displays this information. See Appendix F.


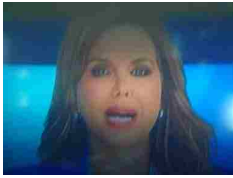
KTNV Channel 13 covered a story on this day about an arrest made after a fire at a local autism facility was reported. There were four pictures taken and total story time was 1:05. The anchors were Steve Wolford and Tricia Kean and the reporter was Michael Lopardi. There’s a gap in time between pictures due to the reporter not being in a live shot but did stand-ups in the PKG. One positive, two negative, and zero neutral pictures were coded. Words stated during the positive expression were: “Though in those same records.” Words said during the negative expressions were: “I’m Tricia Kean and I’m Steve Wolford,” and “Don’t know when they’ll reopen.” Overall there were more negative expressions coded. Table 12 displays this information.

Table 12: KTNV, Wednesday, April 17, 2013

Time	Picture	Words	Expression	Pos/Neg/Neu	Words Match
00-05		I'm Tricia Kean and I'm Steve Wolford	Disgust	Negative	No
25-30		Don't know when they'll reopen, possibly	Disgust	Negative	Yes
40-41		Obtained a police report that shows	None)	None	Yes
1:00-1:05		Though in those same records he says	Surprise	Positive	Yes



Telemundo's top story involved the Boston marathon as some other stations covered as well on this day. What's different about the two Spanish stations compared to the four English-speaking stations is that for all of their top stories, they do not toss to a reporter on the field, but rather the anchors are the ones that cover all the breaking or top stories and speak very briefly about all of them. There were two pictures taken and coded. For Telemundo on this day, there were two negative expressions coded. Overall there were more negative expressions. These can be found in Table 13.

Table 13: Telemundo, Wednesday, April 17, 2013

Time	Picture	Words	Expression	Pos/Neg/Neu
00-05			Disgust	Negative
06-10			Fear	Negative

Univision had the same format as Telemundo where they have the anchor report all the top stories. For this day, Univision reported on the failure in the Senate. There were two pictures taken and coded. Both pictures were coded as positive, so overall there were more positive expressions coded for this station on this day for the top story. Table 14 displays this information.

Table 14: Univision, Wednesday, April 17, 2013

Time	Picture	Words	Expression	Pos/Neg/Neu
00-05			Surprise	Positive
06-10			Happy	Positive

Thursday, April 25, 2013 Results

KSNV Channel 3’s top story on this day was about the 2013 Legislative session. There were twelve pictures taken and total story time was 2:05. The anchor was Jim Snyder and the reporter was Mackenzie Warren, a national reporter in Reno, Nev. Three positive, four negative, and five neutral facial expressions were coded. Words stated during the positive expressions were: “Strip are speaking up,” “To be clear, they haven’t said no,” and “Governor Sandoval.” Words stated during negative expressions were: “The power company is asking,” “But as our capital correspondent,” “More power than any Nevada energy,” and “Powerful fleet of lobbyists.” Words stated during neutral expressions were: “Nevada energy progressive plans,” “Unless the gaming industry is on board,” “It costs green to go green,” “The Governor is fiercely protected,” and “From the looks of that intro.” Overall there were more neutral expressions coded. The results from this can be found in Table 15. See Appendix F.

KVVU FOX 5 reported on the patient dumping scandal where a psychiatric hospital in Nevada was discharging patients without proper follow-up (Amaro & Lake, 2013). There were ten pictures taken and coded. Total story time was 1:35 including a VO/SOT. The anchors were John Huck and Olivia Fierro and the reporter was Azenith Smith. There were three positive, six negative, and one neutral expression coded. Words said during the positive expressions were as follows: “One of 1,500 patients involved,” “Reporting live I’m Azenith Smith,” and “Following this ongoing investigation.” Words stated during the negative expressions were: “Now she said she was nearly driven to,” “Or any help...FOX 5’s,” “Two times at this hospital,” “She wants everyone to know,” “Living off of disability,” and “The state department of health.” Words said during the neutral expression were: “Review and approve all businesses.” Overall there were more negative expressions coded for this story and news station. Table 16 displays this information. See Appendix F.

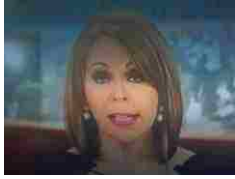

KLAS-TV Channel 8’s top story for this day was about a man who was allegedly a pimp and was violent towards the prostitutes that he employed. There were six pictures taken but four were coded due to two of the pictures not fitting Ekman’s emotions. Total story time was two minutes including a VO/SOT. The anchors were Paula Francis and Dave Courvoisier and the reporter was Patranya Bhoolsuwan. Zero expressions were coded as positive, four negative, and zero neutral expressions. The words spoken during the negative expressions were as follows: “A couple hours ago and the details are vivid,” “How to talk to potential clients,” “Coming up tonight at 11,” and “Reporting live I’m Patranya Bhoolsuwan.” Overall there were more negative expressions coded. All this information can be found displayed in Table 17. See Appendix F.

KTNV Channel 13 covered the same story as KVVU FOX 5, the patient “dumping” scandal. There were three pictures taken and coded and total story time was 1:35 including a PKG. There was one positive, one negative, and one neutral expression coded. Words stated during the positive expression were: “As early as next week.” Words stated during the negative expression were: “This new policy will,” and words during the neutral expression were: “Spokesperson for the department.” Overall there was an even number of positive, negative, and neutral expressions coded. This information is displayed in Table 18. See Appendix F.

Telemundo’s top story on this day was about a teacher strike in Mexico. Their format differs as well from the English speaking stations as many times they do not lead their news program with local news, but instead national news. Two pictures were taken and coded. The first picture was coded as neutral and the second picture was coded as positive. Overall there was one positive and one neutral picture for this story on this station. These results can be found in Table 19. See Appendix F.

Univision reported on the Boston marathon bombing and how they were holding a candlelight vigil that day in Boston. Two pictures were taken and coded. The first picture was coded as negative and the second was coded as not fitting any of Ekman’s basic emotions. Overall there were more negative facial expressions coded for this news station on this day. These results can be found displayed in Table 20.

Table 20: Univision, Thursday, April 25, 2013




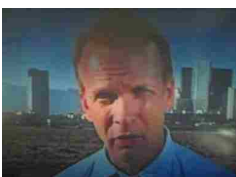
Time	Picture	Words	Expression	Pos/Neg/Neu
00-05			Anger	Negative
06-10			None	N/A

Friday, May 3, 2013 Results

KSNV Channel 3 covered the patient “dumping” scandal where patients at a mental facility were discharged without follow-up. Channel 3 covered a different angle than before where they spoke with a former patient and how it had happened to him. There were four pictures taken and total story time was 1:35 including a PKG for the story. The anchor was Jim Snyder and the reporter was Sergio Aguilar. One positive, two negative, and one neutral expression were coded. Words said during the positive expression were: “Since 2007, 80 million dollars.” Words stated during the negative expressions were: “Patient dumping investigation,” and “News 3’s Sergio Aguilar visited.” Lastly, words stated during the neutral expression were: “Declared an internal disaster.” Overall there were more negative expressions coded for this story on this channel on this day. These results are displayed in Table 21. See Appendix F.

KVVU FOX 5 covered a story about unemployment numbers dropping. Four pictures were taken and coded and total story time was 1:20 including a PKG about the story. One positive, three negative, and zero neutral expressions were coded. Words stated during the positive expression were: “But it won’t be going at that same pace.” Words said during the negative expressions were as follows: “Dow closed at 6,500,” “Hitting that 15,000 mark was,” and “Have to wait and see what happens. Overall there were more negative expressions coded. These results are displayed in Table 22.

Table 22: KVVU, Friday, May 3, 2013

Time	Picture	Words	Expression	Pos/Neg/Neu	Words Match
00-05		Dow closed at 6,500	Sad	Negative	No
06-10		Hitting that 15,000 mark was	Disgust	Negative	No
1:10-1:15		But it won't be going at that same pace	Happy	Positive	No
1:16-1:20		Have to wait and see what happens	Sad	Negative	Yes

KLAS-TV Channel 8's top story on this day was about First Friday, which is an event that occurs downtown every Friday, with games, food, etc. Seven total pictures were taken, but six pictures were coded due to one of them not deemed to fit Ekman's emotions. There were four positive, one negative, and one neutral expression coded for this story. Words stated during the positive expressions were: "Thousands celebrating First Friday," "Absolutely you know," "So you still have time to come," and "Art and of course shopping." Words stated during the negative expression were: "Where Sharie is live with," and words said during the neutral expression were: "Instrumental in keeping some businesses." Overall there were more positive expressions coded for this story. These results can be found in Table 23. See Appendix F.



KTNV Channel 13 had a top story about a child dying in a house fire where the boy and his older brother were igniting fireworks at the house. There were four pictures taken and coded and total story time was 1:15 including a PKG. There was one positive, three negative, and zero neutral facial expressions coded. Words said during the positive expression were: "No criminal charges will be filed." Words stated during the negative expressions were: "Reporter Tina Patel has the latest," "About Jacob's older brother," and "The burns are considered serious." Overall there were more negative facial expressions coded for this story. These results are displayed in Table 24. See Appendix F.

Telemundo reported on the unemployment numbers dropping. There were two pictures taken and coded. There was one that did not fit the Ekman emotions and the

second one was negative. Overall there were more negative expressions coded for this story. These results are displayed in Table 25. See Appendix F.

Univision reported on the Boston marathon bombing and the latest news with that story. There were two pictures taken and coded. Both were coded as positive. Overall there were more positive expressions coded for this story. The results are displayed in Table 26.

Table 26: Univision, Friday, May 3, 2013

Time	Picture	Words	Expression	Pos/Neg/Neu
00-05			Disgust	Negative
06-10			Surprise	Positive

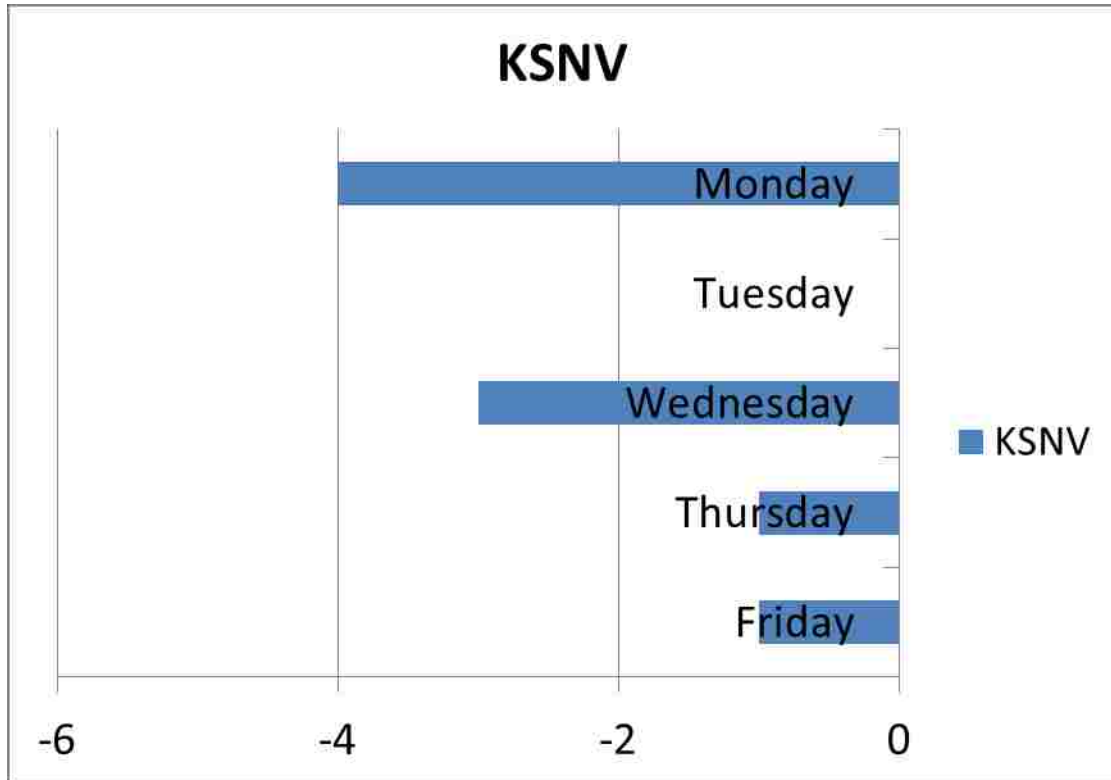
Out of the five days, KSNV Channel 3 had three negative days, and two neutral days. KVVU FOX 5 had four negative days and one day that had the same amount of positive and neutral expressions coded. KLAS-TV Channel 8 had three negative and two positive days. KTNV Channel 13 had three negative, one neutral, and one day where there was one positive, one negative, and one neutral expression coded. Telemundo had

two negative days and one day with one neutral and one positive expression. Univision had one positive day, one negative, and one day with one negative and one positive expression coded.

Scale

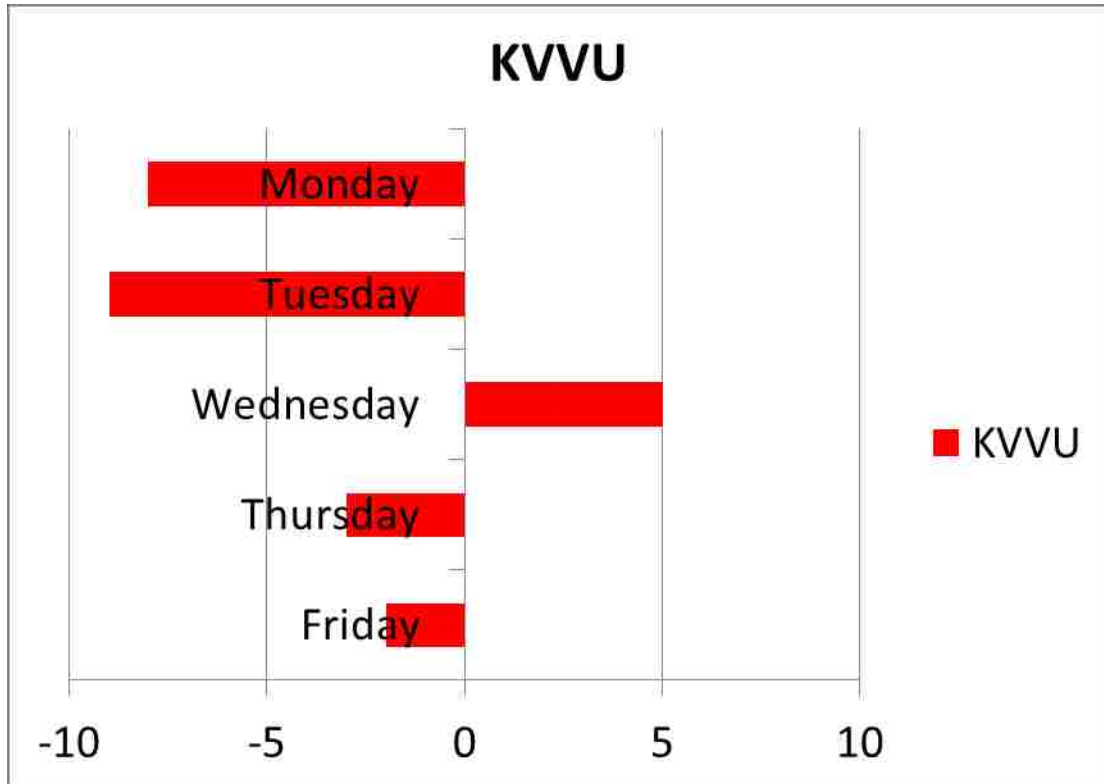
The second part of the findings chapter for this thesis includes a scale to display how each facial expression that was coded as positive or negative or neutral represented a number and how it fits on the scale. Each positive expression is +1. Each negative expression is -1 and each neutral expression is 0. When a number value is given to the expression, it can provide a visible way to determine degrees of favor or unfavor of the facial expressions coded (Moriarty & Garramone, 1986). This concept has been used in other research concerning bias, including a content analysis of newsmagazine covers during the 2008 presidential election and another content analysis of photographs of the 1984 presidential campaign (Hunter et al., 2013, Moriarty & Garramone, 1986). The way the scale was produced was by adding up the positive and negative value numbers of each news station of each day. For example, KSNV had a rating of -4 on Monday, April 1, 2013 when adding up the positive, negative, and neutral values of that day. Each day was broken down and the value ratings of each expression were added together. When looking at the scale, KVVU has the highest negative rating of -9. They also have the highest positive rating of 5. KTNN had two “0” or neutral rating days which makes them the station with the least amount of positive and negative ratings. Univision produced rating values closer to “0” than Telemundo had. Each station’s ratings are displayed in tables below.

Table 27: KSNV ratings



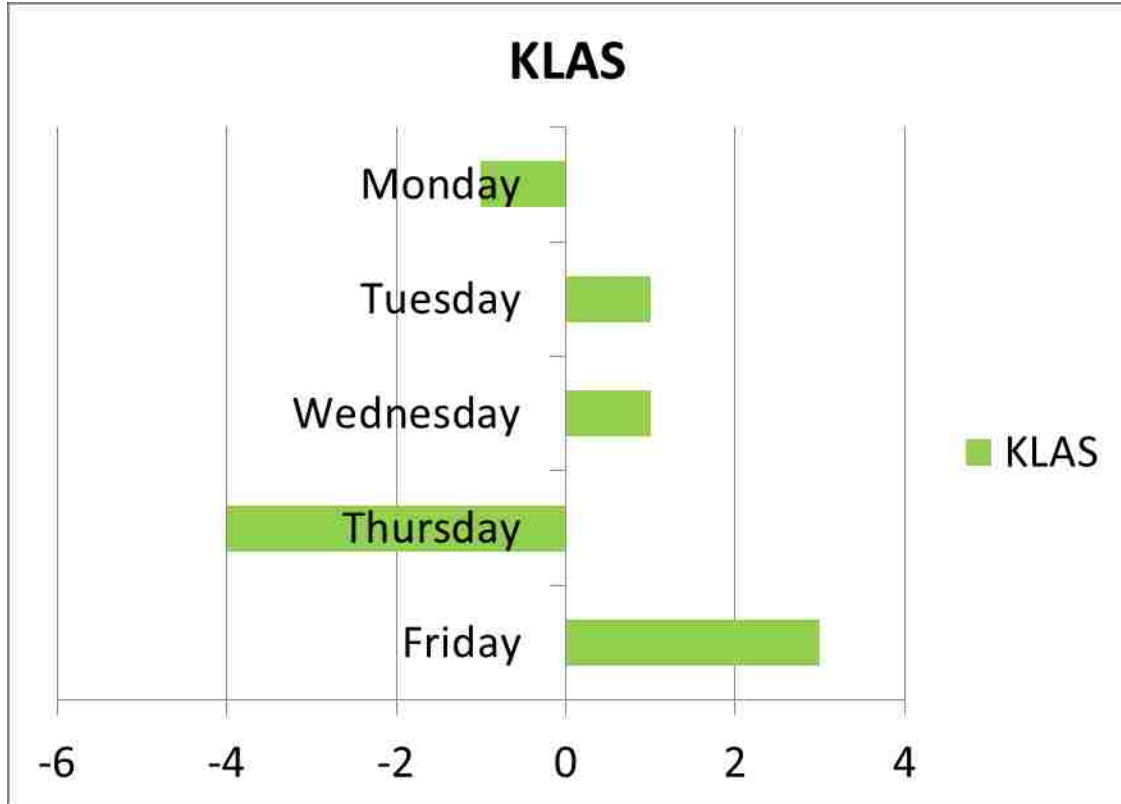
Monday KSNV had a rating of -4, Tuesday a rating of 0, Wednesday a rating of -3, Thursday a rating of -1 and Friday a rating of -1.

Table 28: KVVU ratings



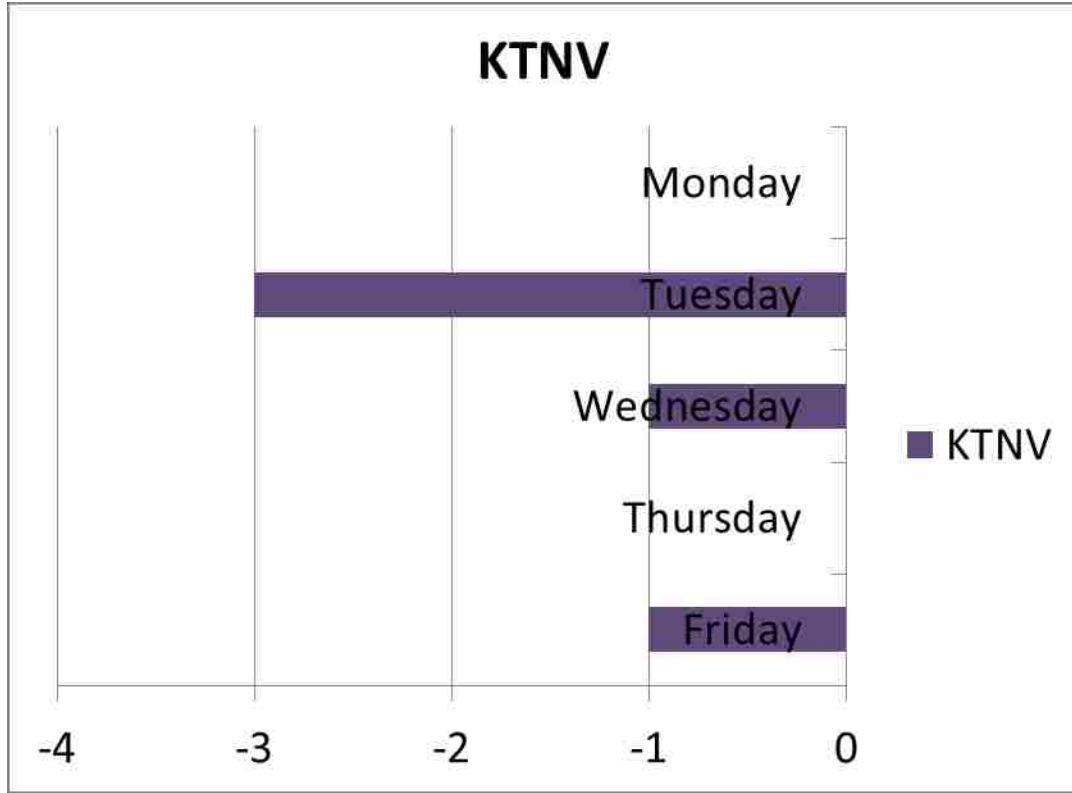
Monday KVVU had a rating of -8, Tuesday a rating of -9, Wednesday a rating of 5, Thursday a rating of -3 and Friday a rating of -2.

Table 29: KLAS ratings



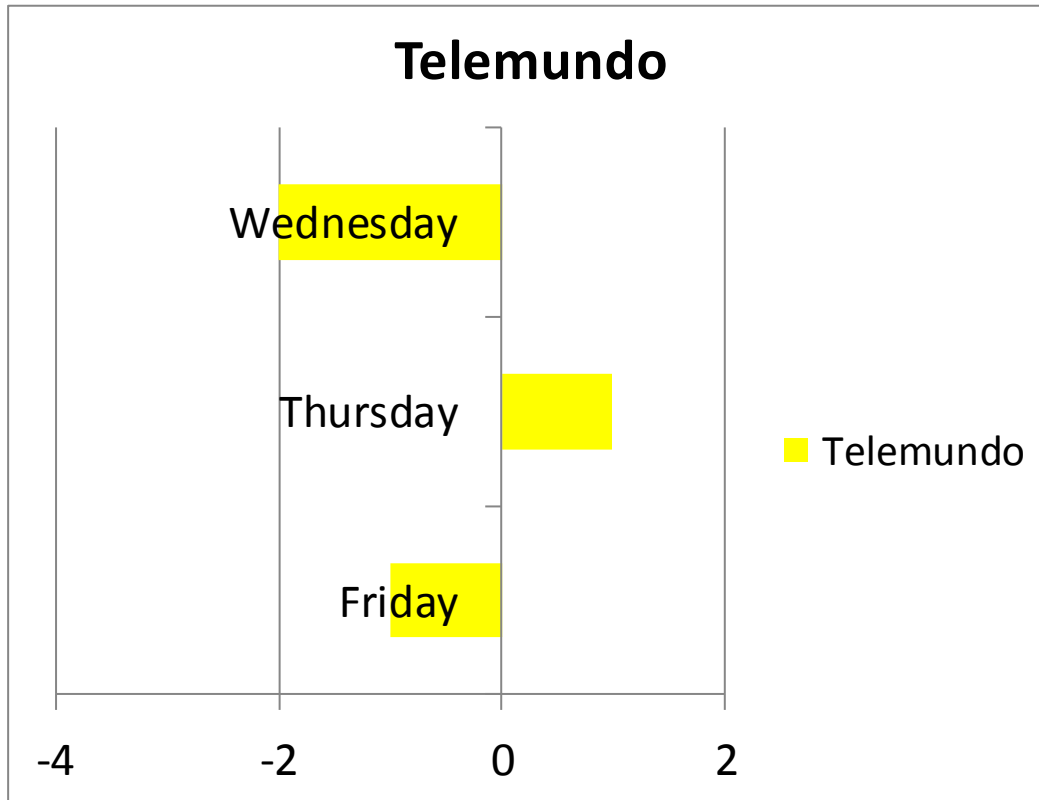
Monday KLAS had a rating of -1, Tuesday a rating of 1, Wednesday a rating of 1, Thursday a rating of -4 and Friday a rating of 3.

Table 30: KTNV ratings



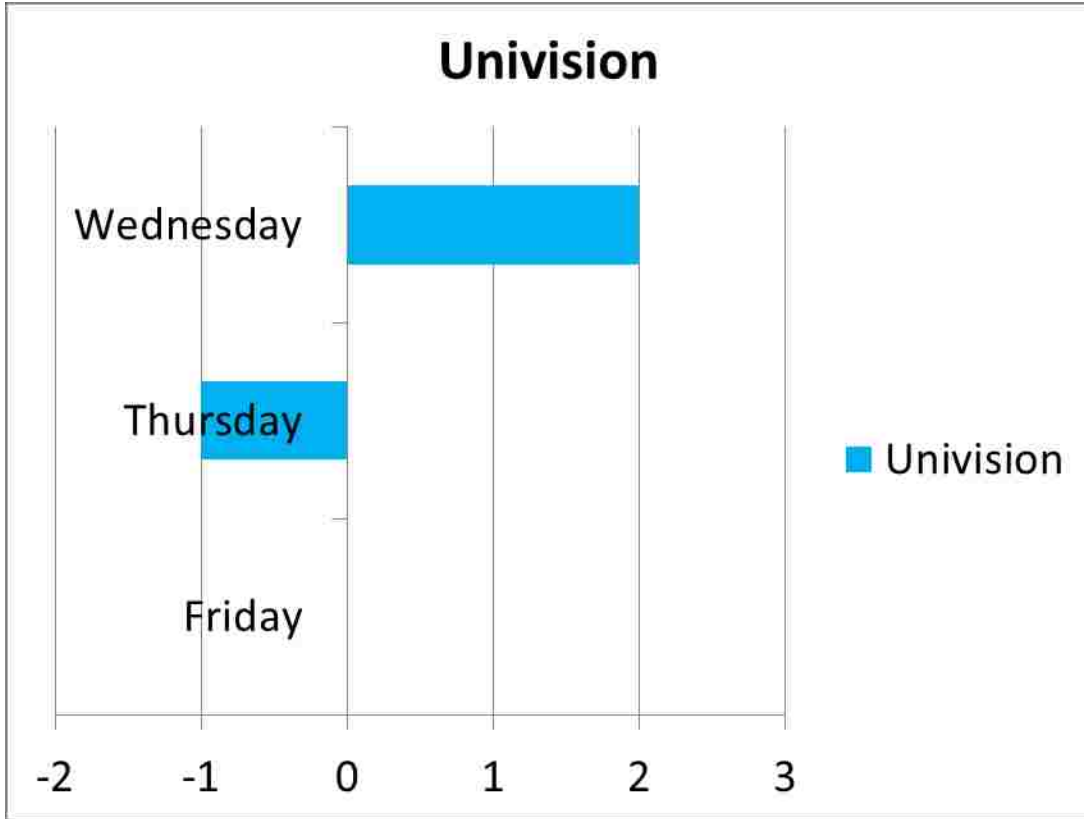
Monday KTNV had a rating of 0, Tuesday a rating of -3, Wednesday a rating of -1, Thursday a rating of 0 and Friday a rating of -1.

Table 31: Telemundo ratings



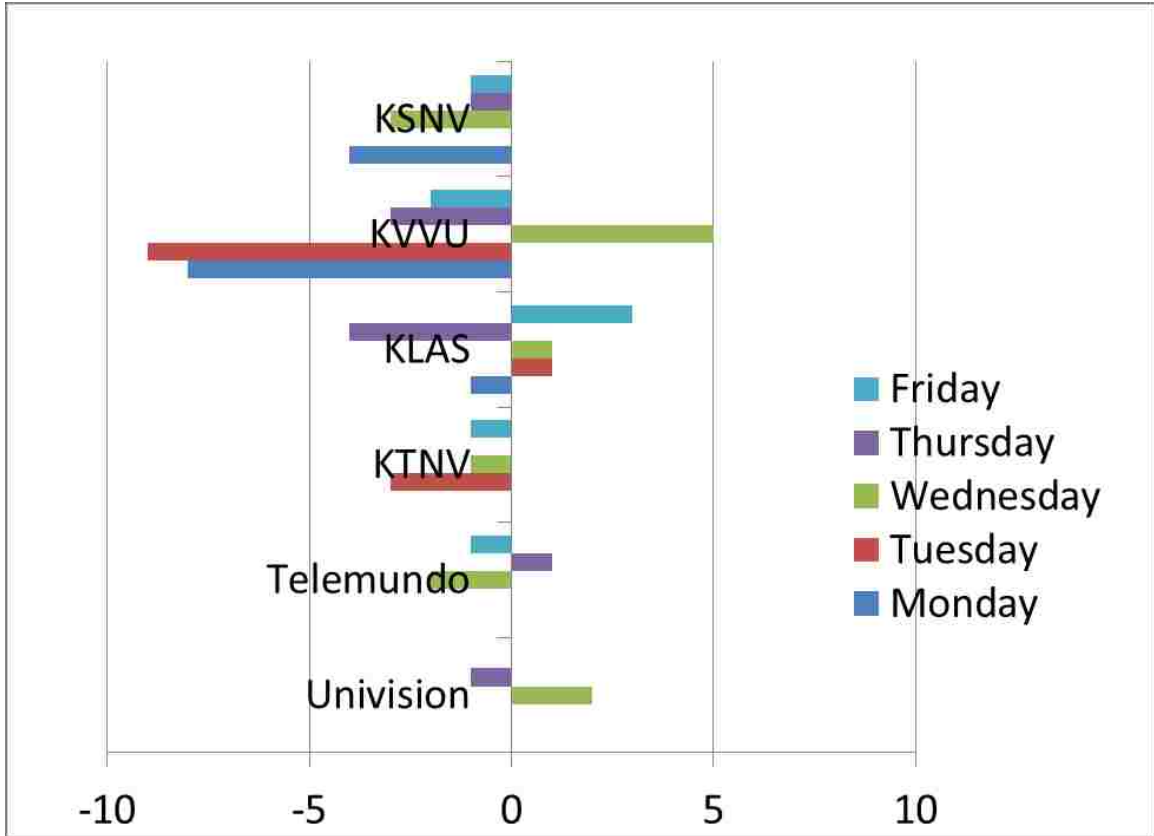
Wednesday Telemundo had a rating of -2, Thursday a rating of 1 and Friday a rating of -1.

Table 32: Univision ratings



. Wednesday Univision had a rating of 2, Thursday a rating of -1 and Friday a rating of 0.

Table 33: Each news station with value rating broken down by day



Research Questions Answered

The first research question asked “what is the nature of nonverbal facial expression leakage in local Las Vegas television news.” Earlier, emotional leakage was defined as when people conceal their true feelings and emotions, and in this thesis, specifically the emotional leakage from facial expressions. Each expression that was coded as one of Ekman’s facial emotions was then compared to the actual words said during the still photo to determine if the words said matched the emotion expressed. For this research question, only the English speaking stations were analyzed for words

matching expressions because the principal researcher did not speak Spanish. Overall each station did a fairly decent job of not allowing emotional leakage to occur, but there was some that did transpire, meaning the words said did not match up with the emotion expressed. One example is when “hundreds of millions of dollars” was said during the Hepatitis C trial, it referred to the amount of money that would be awarded to the victims. The emotion expressed for these words was “disgust.” This means the reporter was displaying disgust for the amount of money that would be awarded to these victims and the reporter’s true feelings were reflecting on his face. Another example is when the words “shards of metal” were said during the Boston Marathon bombing story. The emotion expressed was “happy.” The reporter was displaying happiness when speaking about shards of metal that were flying around after the bombing attack. Why was this? The reporter that spoke about this story was a national reporter. It is possible that the reporter is less detached from the story from reporting it over and over again at different markets, or perhaps he is so cynical from years of working in the news business that he does not even pay attention to the severity of the story he is reporting about. KSNV and KTNV were the two stations that had more words matching emotions and KVVU and KLAS displayed more emotional leakage in this visual content analysis.

The second research question asked “do certain news stations display more nonverbal bias than others?” According to the results of the negative, positive, and neutral measurements given to each story of each local news station of this analysis, it was concluded that KVVU FOX 5 news had the most negative facial expressions with a rating of -17. It had the most facial expressions that strayed from the desired 0, or neutral measurement. It was also concluded that KLAS-TV Channel 8 had the least negative

facial expressions coded with a rating of 0. According to the definitions of this thesis in regards to what the value ratings mean regarding nonverbal bias, the farther the rating strays away from 0, the more bias there is, and it means both negative and positive, as the desired rating is 0. Univision also strayed from 0 and had a rating of 1 which although positive, shows a small portion of bias. Overall, KVVU FOX 5 had the highest number away from the desired 0 which therefore, in this study, means it showed the most bias. There are certain news stations in local Las Vegas broadcasts that display more nonverbal bias than others, specifically through facial expression analysis.

RQ3 asked “do local Las Vegas news anchors and reporters show bias through facial expressions?” According to this visual content analysis where the top or breaking news story of each local Las Vegas television news show was visually analyzed, comparing them to Ekman’s six basic facial emotions and then coding them as positive, negative, or neutral, and placing them on a scale, the simple answer is that yes, Las Vegas news anchors and reporters do display media bias through their facial expressions, some more than others in varying degrees. However, this is not a simple question with a simple answer. News anchors and reporters have a part to play when they report the news. They are actors. They portray a role within the community to be the gatekeepers; the bearer of bad and good news. If the reporters and anchors portray a sad face when the topic is gloomy then their faces should reflect that. If there is an upbeat and happy story, then their faces should show that happiness. However, if there is a sad or disgusting story and the anchor’s face is revealing an emotion other than sad or disgusting, that is where the bias lays. His or her own feelings about that topic are clearly showing through his or her face, then that anchor is not being true to the audience. Viewers may not necessarily

know it, but they are able to detect when someone is not being true to them. There are varying degrees of bias that occurred in this visual content analysis as defined previously, and there are stations that display more bias than others, but overall each of them demonstrated some sort of facial expression bias in this analysis.

The last research question asked “does nonverbal media bias exist in local Las Vegas news?” Again this is not a simple answer to a simple question. As defined earlier, nonverbal media bias is the prejudice toward a certain angle through nonverbal communication (Babad & Peer, 2009). When a news story does not clearly separate a reporter’s subjective opinion and the facts being reported, then media bias has occurred (Hackett, 1984). Obviously this is more difficult to perceive when it occurs nonverbally through facial expressions. However, based on the findings of the visual content analysis, there is some nonverbal media bias that occurs. Perhaps the anchors and reporters are not aware of the facial expressions they make while reporting the news story or possibly due to influence of the news director, general manager, news consultants, etc., they are extremely aware of their facial expression actions while reporting the news. Either way, when these Las Vegas local news anchors and reporters report the news, they have the responsibility to know what they portray on their faces. Media bias is not a new concept, is frequent in public broadcasting today, and is not likely to end anytime soon (Babad & Peer, 2009).

The findings of this thesis suggested there is some nonverbal media bias that occurs in facial expressions in local Las Vegas news anchors and reporters. There was more negative bias portrayed than positive bias, but there were some positive bias portrayed through facial expressions. The next chapter discusses and concludes the

findings of this thesis, limitations of the study, and further research that can be conducted in this area of study.

CHAPTER 5

DISCUSSION & CONCLUSION

This section discusses the findings and offers conclusions related to the research questions asked in the previous chapter, limitations to the study, future research, the future of television news, and the conclusion of the study.

Assigning Value to Expressions

Each news day of each news channel had a different number of facial expressions coded and different number of positive, negative, and neutral expressions coded based on Ekman's six basic facial emotions. Each positive expression was given a value of 1, each negative expression a value of -1, and each neutral expression 0 similar to Moriarty & Garramone's (1986) evaluative dimension. By giving a number value to each expression, it allows the facial expressions to provide evaluative information in a coding scheme (Moriarty & Garramone, 1986). KSNV Channel 3 on April 1 had a rating of -4. KVVU FOX 5 on April 1 had a rating of -8. KLAS-TV Channel 8 on April 1 had a rating of -1. KTNV Channel 13 on April 1 had a rating of 0. KSNV Channel 3 on April 9 had a rating of 0. KVVU FOX 5 on April 9 had a rating of -9. KLAS-TV Channel 8 on April 9 had a rating of 1. KTNV Channel 13 on April 9 had a rating of -3. KSNV Channel 3 on April 17 had a rating of -3. KVVU FOX 5 on April 17 had a rating of 5. KLAS-TV Channel 8 on April 17 had a rating of 1. KTNV Channel 13 on April 17 had a rating of -1. Telemundo on April 17 had a rating of -2. Univision on April 17 had a rating of 2. KSNV Channel 3 on April 25 had a rating of -1. KVVU FOX 5 on April 25 had a rating of -3. KLAS-TV Channel 8 on April 25 had a rating of -4. KTNV Channel 13 on April 25 had a rating of 0. Telemundo on April 25 had a rating of 1. Univision on April 25

had a rating of -1. KSNV Channel 3 on May 3 had a rating of -1. KVVU FOX 5 on May 3 had a rating of -2. KLAS-TV Channel 8 on May 3 had a rating of 3. KTNV Channel 13 on May 3 had a rating of -1. Telemundo on May 3 had a rating of -1. Univision on May 3 had a rating of 0.

KSNV Channel 3 for all five days had a total rating of -9. KVVU FOX 5 for all five days had a total rating of -17. KLAS-TV Channel 8 for all five days had a total rating of 0. KTNV Channel 13 for all five days had a total rating of -5. Telemundo for the three days coded had a total rating of -2. Univision for the three days coded had a total rating of 1. Overall the value rating with every station from every day there was a total of -32 rating. These measurements provided a number value utilized to create the scale located in the findings section of the thesis. Table 34 provides a visual representation of the total ratings value of each news station.

Table 34: Overall ratings values

TOTAL RATING	KSNV	KVVU	KLAS	KTNV	TELEMUNDO	UNIVISION
	-9	-17	0	-5	-2	1

Spanish News Channels

There are two local Spanish media channels in Las Vegas, Telemundo and Univision. Due to a technical error, only the last three days of the constructed week were recorded for these two stations. However, they still provide a comparison to the four English news channels. In future research, all stations should be compared for all days being observed. However, the days that were recorded still provided a viable comparison

to the English channels. For Telemundo, overall their facial expressions were positive, with either “surprise” or “happy” as coded expressions, even when the stories were about a negative topic. Univision had a little more variety in the coded facial expressions than Telemundo did. They had a more even amount of positive and negative facial expressions coded, and overall their expressions seem to match up more with what the stories were about. When looking at the scale, Univision had a higher positive rating than Telemundo, but a lower negative rating. However, Univision had one “0” or neutral rating and Telemundo had none.

Reporter Behavior

The visual content analysis for this thesis provided a look into reporter and anchor facial expressions in local Las Vegas television news and how there’s a possibility that bias can be detected through nonverbal communication. The analysis shows that the local reporters that were studied showed a greater sense of maintaining facial expressions that closely related to the story. For instance, if there was a sad story then the reporters for the most part, maintained an angry or neutral or sad expression. However, it was noted that the one national reporter had the least expressions that were close to the story. Instead of displaying angry or sad expressions during a bombing, he showed quite a few happy expressions, which is an indication he may be completely detached from the story. Out of all the stories studied, only one had an upbeat or happy connotation: the First Friday story from KLAS-TV Channel 8. The reporter displayed neutral or happy expressions which show her ability to stay true to the nature of the story.

Why do these local and national reporters behave the way that they do? They have an important role as gatekeepers of information. However, they may be operating

under the influence of someone above them; perhaps news consultants, news directors, or general managers of the stations. If this is the reason for their behaviors, then they are not the ones responsible for nonverbal media bias; the people in control are the ones responsible. Although often times nonverbal behaviors that are biased may be unintentional, they still have powerful effects on viewers and reporters should be aware what their face reveals while reporting the news (Miller et al., 2007).

Limitations of the Study

This visual content analysis' limitations were the fact that even though there was coder reliability between both coders and an exact method, ultimately visual assessments of facial expressions are in the eye of the beholder. While both coders were trained to visually analyze and code photographs of facial expressions, without bias, viewers in the general population are not likely to be aware of the subtle ways expressions on the face of their favorite nightly or daily news anchor or reporter may be portraying to them.

Another limitation is that the principal researcher who was also the first coder has been studying bias for the last few years and is better able to detect subtle differences in facial expressions due to this previous studying, which would explain why the reliability percentage was not as high as desired. For a future analysis, two independent coders should be used for the visual analysis.

Another limitation was that when the words said during each expression was recorded, there was no real scientific way to determine if the words matched up with the expressions; guessing would have been the only way. One more limitation was that the facial expressions were visually compared only to Ekman's six basic emotions. Obviously the face portrays many more emotions than that, but for this thesis, only the

six basic emotions were compared to the facial expressions due to the vast amount of emotions the face could portray. Lastly, due to the principal researcher not able to speak or understand Spanish, the Spanish news channels did not receive as much attention as they should have. For future research, an interpreter should help the principal researcher to interpret the newscast better.

Future Research

Through research, the principal researcher found that Ekman has a Facial Action Coding System that includes a provided coding sheet, training seminar, and computer program that will code the facial expressions and can help determine the exact emotion felt during the facial expression. For future research, this tool would be a great way to determine the exact emotion felt during each facial expression of the anchors and reporters. Although Ekman's tool does not exactly tell the emotion, the computer program is able to categorize facial behaviors based on the muscles that produce them in the face and then the researcher can determine emotion from the outcomes (face-and-emotion.com). This tool could help take this thesis to a higher level and could determine if a facial expression portrayed is the same as the emotion felt at the time. Future research should also include more facial expressions from the Spanish channels and an interpreter would help in that endeavor.

Although this visual content analysis only took part in local Las Vegas news stations, there would be many local and national news stations that would benefit from an analysis of their nonverbal communication to viewers. By analyzing nonverbal communication at the national level, it would help to ensure neutrality to thousands of

news viewers in the U.S. that would benefit in making this country as informed as possible.

The Future of Television News

Even though television news has played such a vital role in getting people information quickly these last 80 years, the future of news will be technology-driven where people will most likely acquire most of their news online (PRC, 9/27/2012). However, journalists will most likely still continue to serve as gatekeepers of news and information, albeit probably within an internet forum (PRC, 3/17/2008). Print and television journalists are questioning the survival of their industries and whether there will be network nightly news or a newspaper that gets printed every Sunday (Ahlers, 2006). In general journalists have a more negative outlook for nightly network news broadcasts surviving another 10 years (PRC, 3/17/2008). However, some journalists actually maintain a positive outlook about this change because that means that the public will have more news choices and input (PRC, 3/17/2008).

Many journalists are embracing new technologies, mainly because they have to in order to keep their jobs (PRC, 3/17/2008). More journalists are turning to new media such as blogs, citizen journalism, and social media like Facebook, Twitter, Google+, and Instagram (PRC, 3/17, 2008). Journalists are optimistic about what new media can bring to their industry, specifically timeliness and speed (PRC, 3/17/2008). If a story needs to get out to the public, the Web can disseminate the information quickly. A news station would have to prepare the anchors, cut into programming, and then deliver the information. Another advantage of Web content is that viewers can post comments about

the television station, or reporters, or what information they want to see (PRC, 3/17/2008).

According to the Pew Research Center that conducted a survey of journalists across the U.S. in 2008, “news people are less concerned about credibility” because they are worrying less about quality and more on economic survival (PRC, 3/17/2008). In 2008 during the economic crisis, there were many cutbacks in newsrooms and more had to be done with less money and fewer people (PRC, 3/17, 2008). In order to survive during these tough financial times, journalists looked more towards technology because often times it was cheaper to post online rather than to pay a reporter overtime to cover the story (PRC, 3/17, 2008). Luckily as the economy has slowly started to recover, network evening newscasts have remained stable over the past few years (PRC, State of the News Media 2013).

The way that journalists are idolized or looked at as local celebrities in the community may in fact change if television journalism goes away, this is a real possibility. If online news becomes the way that so many viewers may potentially receive their news, there won't be a need to “look good on camera” and perhaps real, unbiased journalism can actually exist. Hopefully news directors will employ journalists who try their hardest to get the true story and are not worried about how their hair looks and how much make-up they should wear.

For local television, the way that newscasts are produced is changing and will continue to change in the future (PRC, State of the News Media, 2013). In the past few years, newscasts have placed a greater emphasis on traffic, weather, and sports and reduced the number of packaged stories while shortening the lengths of stories (PRC,

State of the News Media, 2013). Younger people are tuning out local newscasts and concentrating on digital sources to gain information, which as a result, television news may face some of the same problems that newspapers are facing today (PRC, State of the News Media, 2013).

According to an annual report from the Pew Research Center, one television news platform that may sustain over the next several years is network news (PRC, State of the News Media, 2013). These stations have not changed format or structure much over the past six years, which may be the contributing factor why they will continue to prosper; people know what to expect from network news (PRC, State of the News Media, 2013).

Conclusion

Ekman stated that the human face is a blend of six different major facial emotions: happiness, sadness, surprise, fear, anger, and disgust (1975). He stated that facial expressions offer “the promise of revealing...how someone really feels,” (Ekman, 1975). He stated that people are taught to control their facial expressions and wear a facial response that they don’t feel at all and that expression can fool the person looking at them (Ekman, 1975). He said that when someone is speaking, facial expressions may in fact be more truthful than words, revealing their true thoughts and emotions, or as Ekman coined it “emotional leakage” (Ekman, 1975). This thesis took this theory and inserted it into the idea that reporters and anchors, who have a journalistic obligation to report the news in a fair and unbiased manner, may demonstrate emotional leakage when reporting the news in local Las Vegas media. The visual content analysis conducted in this thesis was able to support Ekman’s theories and ideas involving emotional leakage.

Media bias can occur in verbal behavior, wording of questions and statements, but it is still important to study nonverbal behavior because television is a visual medium that can have very subtle influence on viewers (Babad and Peer, 2009). News broadcasters are “ethically bound to maintain objectivity and personal detachment, and deviation from equity constitutes negative bias” (Babad and Peer, 2009). This was a qualitative study on nonverbal facial expression behavior in local Las Vegas television news and anchors. The findings revealed that it is reasonable to assume that newscasters can present news without emotion. The emotions revealed on their faces could easily be acting the part of someone who empathizes with the story, but in reality is so detached from being in the news business so long, they no longer know or realize the emotions are acted instead of being conveyed as real. The knowledge found in this thesis could help forewarn journalism students about their own potential for nonverbal facial expression bias and might help them report more fairly throughout their future careers as journalism professionals (Hunter et al., 2013).

The purpose of this thesis was to analyze whether local Las Vegas news anchors and reporters displayed neutral and unbiased facial expressions when reporting the news. Although overall most of the stations had reporters and anchors that displayed their facial expressions in a neutral or close to neutral manner a lot of the times, there were news stations that may benefit in the future by knowing that their nonverbal communication may be coming across as not completely neutral. This thesis was able to take Ekman’s theories and demonstrate that nonverbal communication, specifically through facial expressions, is a very powerful way to share a message and that every person should be aware of facial expression subtlety, especially when watching local television news.

Further research in this field and in nonverbal communication in the future can only help both local and national news anchors and reporters objectively report the news each and every day, which could then lead to a more informed society. Ekman said that “knowledge is useful” (1975) and as Walter Cronkite said every night as he ended the *CBS Evening News*, “That’s the way it is.”

Appendix A

Pictures of Six Basic Emotions (Soderstrom, 2010)



Happiness

Sadness



Surprise

Fear



Anger

Disgust

Appendix B

Neutral Facial Expressions (Soderstrom, 2010)



Neutral expression 1



Neutral expression 2

Appendix C

Coding Sheet

Instructions: Please analyze each picture based on the instructions that were given previously. Choose one of these facial expressions that most *closely* match the expression in the picture: Happy, Sad, Disgust, Anger, Surprise, Fear, or Neutral.

Channel	Date	Picture	Expression
KSNV			
KVVU			
KLAS			
KTNV			
TELEMUNDO			
UNIVISION			

Appendix D

Complete Code Book for Principal Researcher

Ch. 3, April 1, 2013					
Anchor: Jim Snyder					
Reporter: Elizabeth Donatelli					
Story: Car into Restaurant					
Time	Picture	Words	Coder 1	Coder 2	Pos/Neg/Ne
00-05	3.1	Good evening everyone	Neutral	neutral	Neutral
06-10	3.2	Turned into screams	Surprise	neutral	Positive
11-15	3.3	A car crashed right into	None		N/A
16-20	3.4	In the hospital	Anger		Negative
21-25	3.5	Among other things	Neutral (woman)		Neutral
26-30	3.6	How did this all	Disgust		Negative
31-35	3.7	Spun around	Surprise		Positive
36-40	3.8	Sending ten people to the	Anger		Negative
41-45	3.9	Could be facing life	Disgust		Negative
1.30-1.35	3.10	Now police are	Disgust		Negative
1.36-1.40	3.11	Testing the driver for drugs	Surprise		Positive
1.41-1.45	3.12	I'm Elizabeth Donatelli	Disgust		Negative
1.46-1.50	3.13	For the investigation	Surprise (man)		Positive
1.51-1.55	3.14	There may be a car or two	Neutral		Neutral
1.56-2.00	3.15	Heading west is blocked	Disgust		Negative

2.01-2.05	3.16	Difficult to get around here	Disgust		Negative
					3 Neutral
					4 Positive
					7 Negative
Ch. 5, April 1 2013					
Anchor: John Huck & Elizabeth Watts					
Reporter: Matt Delucia					
Story: Car into Restaurant					
Time	Picture	Words	Coder 1	Coder 2	Pos/Neg/Ne
00-05	5.1	10 people are in the hospital	Disgust (woman)		Negative
06-10	5.2	On Sahara and Arville	Anger (man)		Negative
11-15	5.3	Yeah Well John there are	Anger		Negative
16-20	5.4	To just avoid it	Anger		Negative
40-45	5.5	Bug again 10 people are in the	Anger		Negative
46-50	5.6	People were trying to enjoy	Anger		Negative
51-55	5.7	Police are of course	Anger		Negative
56-1.00	5.8	Near Arville and Sahara	Anger	Angry	Negative
1.01-1.05	5.9	People's conditions and the investigation	Neutral	angry	Neutral
					1 Neutral
					0 Positive
Ch. 8, April 1 2013					
					8 Negative

Anchor: Paula Francis					
Reporter: Brian Brennan					
Story: Car into Restaurant					
Time	Picture	Words	Coder 1	Coder 2	Pos/Neg/Ne
00-05	8.1	Brian Brennan at the scene	Surprised (woman)	surprise	Positive
06-10	8.2	At the restaurant	Disgust	happy	Negative
35-40	8.3	Critical injuries	Neutral		Neutral
41-45	8.4	Police say they have	Neutral		Neutral
46-50	8.5	Will be closed until	Disgust		Negative
					1 Neutral
					0 Positive
Ch. 13, April 1 2013					8 Negative
Anchor:					
Reporter: Spencer Lubitz					
Story: Car into Restaurant					
Time	Picture	Words	Coder 1	Coder 2	Pos/Neg/Ne
00-05	13.1	Tears in their eyes	Concern		
06-10	13.2	When the car came	Surprise		Positive
	13.3	Car is still there	Neutral		Neutral
	13.4	They're waiting for	Anger		Negative
	13.5	Or remove the car	Neutral		Neutral

	13.6	Problem for traffic	Neutral		Neutral
	13.7	Areas of Arville	Surprise		Positive
	13.8	We were told that	Neutral		Neutral
	13.9	Things haven't moved since	Neutral		Neutral
	####	That although we are	Surprise		Positive
	13.1	Police have now	Disgust		Negative
	13.1	On these	Disgust	angry	Negative
	13.1	Of course the latest	Neutral	surprise	Neutral

6 Neutral
3 Positive
3 Negative

Ch. 3					
April 9 2013					
Anchor: Jim Snyder					
Reporter: Christine Kim					
Story: Hepatitis Lawsuit/Punitive Damages					
Time	Picture	Words	Coder 1	Coder 2	Pos/Neg/Ne
00-05	3.1	Good evening	Neutral		Neutral
06-10	3.2	A local jury	Neutral		Neutral
11-15	3.3	For the hepatitis outbreak	Neutral		Neutral
16-20	3.4	With more information	Neutral (man)		Neutral
21-25	3.5	With those 3 plaintiffs earlier	Neutral		Neutral
35-40	3.6	But they want to emphasize	Surprise		Positive
41-45	3.7	Now the jury	Sad		Negative

46-50	3.8	And you	Sad		Negative
51-55	3.9	We're hearing from the plaintiffs	Surprise	sad	Positive
56-60	3.10	Have more on the story	Neutral	neutral	Neutral
					6 Neutral
					2 Positive
					2 Negative
Ch. 5					
April 9 2013					
Anchor: John Huck & Elizabeth Watts					
Reporter: Kevin Bolinger					
Story: Hepatitis Outbreak/Punitive Damages					
Time	Picture	Words	Coder 1	Coder 2	Pos/Neg/Ne
00-05	5.1	A jury has returned with a decision	Anger (man)	angry	Negative
06-10	5.2	Hepatitis C outbreak	Anger (man)	angry	Negative
11-15	5.3	For more than 2 billion	Neutral (woman)		Neutral
16-20	5.4	More on this Kevin	Anger		Negative
40-45	5.5	But they did get 500	Anger		Negative
46-50	5.6	Totaled Two hundred and	Disgust		Negative
51-55	5.7	This on top of the	Disgust		Negative
56-1.00	5.8	That makes it the	Neutral		Neutral
1.01-1.05	5.9	Fox 5 was the only	None		N/A

1.30-1.35	5.10	Coming up you're going to	Anger	5	Negative
1.36-1.40	5.11	Health Plan of Nevada	Anger		Negative
1.41-1.45	5.12	Now this all centers	Disgust		Negative
1.46-1.50	5.13	Deepak Dasai	Disgust		Negative
1.56-2.00	5.14	Delayed along the way	Surprise		Positive
2.01-2.05	5.15	Charges next month	Disgust		Negative
2.06-2.10	5.16	We are live down	Surprise		Positive
					1 Neutral
					2 Positive
					11 Negative
Ch. 8					
April 9 2013					
Anchor: Paula Francis & Dave Courvoisier					
Reporter: Brian Brennan					
Story: Hepatitis C Trial/Punitive Damages					
Time	Picture	Words	Coder 1	Coder 2	Pos/Neg/Ne
00-05	8.1	Insurance company was negligent	Surprise		Positive
06-10	8.2	Hundreds of millions of dollars	Disgust		Negative
11-15	8.3	At the Regional Justice Center with more	Surprise (Dave)		Positive
16-20	8.4	And by 4:00	Disgust		Negative

		they came down with a			
1:30-1:35	8.5	Been exposed to Hepatitis C	Sad		Negative
1:36-1:40	8.6	Negligent and they awarded the plaintiffs	Happy	happy	Positive
1:41-1:45	8.7	Reporting live Brian Brennan	Happy	disgust	Positive
					0 Neutral
					4 Positive
					3 Negative
Ch. 13					
April 9 2013					
Anchor: Tricia Kean					
Reporter: Don Guevara					
Story: Hepatitis C Trial/Punitive Damages					
Time	Picture	Words	Coder 1	Coder 2	Pos/Neg/Ne
DVR did not record very beginning					
45-50	13.1	Now Health Plan of NV issued a	Fear	sad	Negative
51-55	13.2	They say that the jury	Neutral	angry	Neutral
56-1:00	13.3	They plan on appealing this	Disgust		Negative
1:01-1:05	13.4	It is going to be a long	Fear		Negative
1:06-1:10	13.5	Reporting live Don Guevara	Neutral		Neutral
					2 Neutral
					0 Positive
					3 Negative

Ch. 3					
April 17 2013					
Anchor: Jim Snyder					
Reporter: Sergio Avila					
Story: Las Vegas Strip Shooter in Court					
Time	Picture	Words	Coder 1	Coder 2	Pos/Neg/Ne
00-05	3.1	Focus on a terrifying	Disgust		Negative
06-10	3.2	What happened today	Neutral		Neutral
11-15	3.3	The emotion in a local	Sadness		Negative
16-20	3.4	Faced a judge and	Neutral	neutral	Neutral
21-25	3.5	Sergio Avila reports that	Neutral	neutral	N/A
1:30-1:35	3.6	So you just heard that	Anger		Negative
1:36-1:40	3.7	Early morning in February	Anger		Negative
1:41-1:45	3.8	Sexual assault case against	Neutral		Neutral
1:46-1:50	3.9	They found her now	Surprise		Positive
					3 Neutral
					1 Positive
					4 Negative
Ch. 5					
April 17 2013					
Anchor: John Huck & Olivia Fierro					
Reporter: Craig Boswell (national reporter)					

Story: Boston Bombing					
Time	Picture	Words	Coder 1	Coder 2	Pos/Neg/Ne
00-05	5.1	A day after a deadly attack	Anger (woman)		Negative
06-10	5.2	Going through the evidence	None		N/A
11-15	5.3	Live from Boston	Neutral (woman)		Neutral
16-20	5.4	The investigation in the	None		N/A
40-45	5.5	Things are changing now	Happy		Positive
46-50	5.6	Task force began to put on	Neutral		Neutral
51-55	5.7	Two persons of interest are	Surprise		Positive
56-1.00	5.8	The other carrying	Neutral		Neutral
1.01-1.05	5.9	It was an indication of	Happy		Positive
1.30-1.35	5.10	Investigators have gathered a	Surprise	angry	Positive
2:15-2:20	5.11	Including the lid from the	None	angry	N/A
1.41-1.45	5.12	Shards of metal	Happy		Positive
2:21-2:25	5.13	A timing device	Neutral		Neutral
2:26-2:30	5.14	One in particular from the candlelight	None		N/A
2:31-2:35	5.15	Identification of the Boston student killed	Neutral		Neutral
2:36-2:40	5.16	And tomorrow morning	None		N/A
2:41-2:45	5.17	The public is invited	Neutral		Neutral
2:46:2:50	5.18	Guys back to	Happy		Positive

		you			
					6 Neutral
					6 Positive
					1 Negative
Ch. 8					
April 17 2013					
Anchor: Paula Francis & Dave Courvoisier					
Reporter: None					
Story: Marathon Bombing in Boston					
Time	Picture	Words	Coder 1	Coder 2	Pos/Neg/Ne
00-05	8.1	In Boston investigators say	Anger		Negative
06-10	8.2	A candlelight vigil is being held	Disgust	angry	Negative
1:30-1:35	8.3	Authorities now have said	None	none	N/A
1:36-1:40	8.4	Photos from the bomb scene	Surprise		Positive
					0 Neutral
					1 Positive
					2 Negative
Ch. 13					
April 17 2013					
Anchor: Steve Wolford & Tricia Kean					
Reporter: Michael Lopardi					
Story: Arson Arrest/Autism					

Facility Fire					
Time	Picture	Words	Coder 1	Coder 2	Pos/Neg/Ne
00-05	13.1	I'm Tricia Kean and I'm Steve Wolford	Annoyance		Negative
25-30	13.2	Don't know when they'll reopen, possibly	Disgust	none	Negative
40-41	13.3	Obtained a police report that shows	None	sad	N/A
1:00-1:05	13.4	Though in those same records he says	Surprise		Positive
					0 Neutral
					1 Positive
					2 Negative
Ch. 3					
April 25 2013					
Anchor: Jim Snyder					
Reporter: Mackenzie Warren -Carson City Reporter					
Story: Legislative Session 2013					
Time	Picture	Words	Coder 1	Coder 2	Pos/Neg/Ne
00-05	3.1	NV energy progressive plans	Neutral	neutral	Neutral
06-10	3.2	The power company is asking	Anger	neutral	Negative
11-15	3.3	But as our capital	Anger (man)		Negative

		correspondent			
16-20	3.4	Unless the gaming industry is on board	Neutral		Neutral
21-25	3.5	More power than any NV energy	Anger		Negative
1:30-1:35	3.6	Powerful fleet of lobbyists	Anger		Negative
1:36-1:40	3.7	Strip are speaking up	Surprise		Positive
1:41-1:45	3.8	It costs green to go green	Neutral		Neutral
1:46-1:50	3.9	To be clear, they haven't said no	Happy		Positive
1:51-1:55	3.10	Governor Sandoval	Surprise		Positive
1:56-2:00	3.11	The governor is fiercely protective	Neutral		Neutral
2:01-:2:05	3.12	From the looks of that intro	Neutral		Neutral
					5 Neutral
					3 Positive
					4 Negative
Ch. 5					
April 25 2013					
Anchor: John Huck & Olivia Fierro					
Reporter: Azenith Smith					
Story: Patient Dumping Scandal					
Time	Picture	Words	Coder 1	Coder 2	Pos/Neg/Ne
00-05	5.1	One of 1,500 patients involved	Surprise (man)		Positive

06-10	5.2	Now she said she was nearly driven to	Sad		Negative
11-15	5.3	Or any help. Fox 5's	Anger		Negative
16-20	5.4	Two times at this hospital	Anger		Negative
40-45	5.5	She wants everyone to know	Disgust		Negative
46-50	5.6	Living off of disability	Disgust		Negative
51-55	5.7	Reporting live I'm Azenith Smith	Surprise		Positive
56-1.00	5.8	The state department of health & human	Disgust		Negative
1.01-1.05	5.9	Review and approve all business	Neutral	angry	Neutral
1.30-1.35	5.10	Following this ongoing investigation	Surprise	none	Positive
					1 Neutral
					3 Positive
					6 Negative
Ch. 8					
April 25 2013					
Anchor: Paula Francis & Dave Courvoisier					
Reporter: Patranya Bhoolsuwan					
Story: Pimp Behind Bars					
Time	Picture	Words	Coder 1	Coder 2	Pos/Neg/Ne

00-05	8.1	A couple hours ago and the details are vivid	Anger	angry	Negative
06-10	8.2	This man they've been tracking	None	angry	N/A
1:10-1:15	8.3	How to talk to potential clients	Sad		Negative
1:45-1:50	8.4	Coming up tonight at 11	Anger		Negative
1:51-1:55	8.5	We talk to them about	None		N/A
1:56-2:00	8.6	Reporting live I'm Patranya Bhoolsuwan	Anger		Negative
					0 Neutral
					0 Positive
					4 Negative
Ch. 13					
April 25 2013					
Anchor: Tricia Kean					
Reporter: Stacey Guilandi					
Story: Patient Dumping/Mental Illness Story					
Time	Picture	Words	Coder 1	Coder 2	Pos/Neg/Ne
05-10	13.1	This new policy will	Anger		Negative
1:25-1:30	13.2	Spokesperson for the department of health	Neutral	neutral	Neutral
1:31-1:35	13.3	As early as next week	Happy	happy	Positive

					1 Neutral
					1 Positive
					1 Negative
Ch. 3					
May 3 2013					
Anchor: Jim Snyder					
Reporter: Sergio Aguilar					
Story: Patient Dumping					
Time	Picture	Words	Coder 1	Coder 2	Pos/Neg/Ne
00-05	3.1	Patient dumping investigation could be	Anger		Negative
06-10	3.2	Declared an internal disaster	Neutral		Neutral
11-15	3.3	News 3's Sergio Aguilar visited the hospital	Anger	angry	Negative
1:30-1:35	3.4	Since 2007, 80 million dollars	Surprise	neutral	Positive
					1 Neutral
					1 Positive
					2 Negative
Ch. 5					
May 3 2013					
Anchor: John Huck & Olivia Fierro					
Reporter: Les Krifaton					
Story: Unemployment					

Drops					
Time	Picture	Words	Coder 1	Coder 2	Pos/Neg/Ne
00-05	5.1	Dow closed at 6,500	Sad	none	Negative
06-10	5.2	Hitting that 15,000 mark was	Disgust	neutral	Negative
1:10-1:15	5.3	But it won't be going at that same pace	Happy		Positive
1:16-1:20	5.4	Have to wait and see what happens	Sad		Negative
					0 Neutral
					1 Positive
					3 Negative
Ch. 8					
May 3 2013					
Anchor: Paula Francis & Dave Courvoisier					
Reporter: Sharie Harvin					
Story: First Friday					
Time	Picture	Words	Coder 1	Coder 2	Pos/Neg/Ne
00-05	8.1	Thousands celebrating First Friday	Surprise		Positive
06-10	8.2	Instrumental in keeping some businesses	Neutral		Neutral
11-15	8.3	Where Sharie is live with	Anger		Negative
16-20	8.4	Absolutely you know	Happy		Positive

21-25	8.5	Bustled with boutiques, bars	Concern		N/A
1:10-1:15	8.6	So you still have time to come on down	Happy	happy	Positive
1:16-1:20	8.7	Art and of course shopping	Surprise	angry	Positive
					1 Neutral
					4 Positive
Ch. 13					1 Negative
May 3 2013					
Anchor:					
Reporter: Tina Patel					
Story: Child Dies/Fireworks					
Time	Picture	Words	Coder 1	Coder 2	Pos/Neg/Ne
05-10	13.1	Reporter Tina Patel has the latest	Anger	angry	Negative
11-15	13.2	No criminal charges will be filed	Surprise	confused	Positive
16-20	13.3	About Jacob's older brother	Disgust		Negative
1:10-1:15	13.4	The burns are considered serious	Anger		Negative
					0 Neutral
					1 Positive
					3 Negative
Telemundo					
April 17 2013					
Anchor:					
Story: Boston					

Marathon					
Time	Picture	Words	Coder 1	Coder 2	Pos/Neg/Ne
00-05	T1		Disgust	happy	Negative
06-10	T2		Fear	confused	Negative
Telemundo					
April 25 2013					
Anchor:					
Story: Teacher strike in Mexico					
Time	Picture	Words	Coder 1	Coder 2	Pos/Neg/Ne
00-05	T1		Neutral	neutral	Neutral
06-10	T2		Surprise	angry	Positive
Telemundo					
May 3 2013					
Anchor:					
Story: Unemployment numbers					
Time	Picture	Words	Coder 1	Coder 2	Pos/Neg/Ne
00-05	T1		None	happy	N/A
06-10	T2		Disgust	angry	Negative
Univision					
April 17 2013					
Anchor:					
Story: Failure in					

the Senate					
Time	Picture	Words	Coder 1	Coder 2	Pos/Neg/Ne
00-05	U1		Surprise	surprise	Positive
06-10	U2		Happy	happy	Positive
Univision					
April 25 2013					
Anchor:					
Story: Boston marathon bombing vigil					
Time	Picture	Words	Coder 1	Coder 2	Pos/Neg/Ne
00-05	U1		Anger	happy	Negative
06-10	U2		None	None	N/A
Univision					
May 3 2013					
Anchor:					
Story: Boston Bombing					
Time	Picture	Words	Coder 1	Coder 2	Pos/Neg/Ne
00-05	U1		Disgust	confused	Negative
06-10	U2		Surprise	happy	Positive

Appendix E

Pictures from Each Day Analyzed

Monday, April 1, 2013 KSNV Channel 3



Monday, 4/1/13, 3.1

Monday, 4/1/13, 3.2



Monday, 4/1/13, 3.3

Monday, 4/1/13, 3.4



Monday, 4/1/13, 3.5

Monday, 4/1/13, 3.6



Monday, 4/1/13, 3.7

Monday, 4/1/13, 3.8



Monday, 4/1/13, 3.9

Monday, 4/1/13, 3.10



Monday, 4/1/13, 3.11

Monday, 4/1/13, 3.12



Monday, 4/1/13, 3.13

Monday, 4/1/13, 3.14



Monday, 4/1/13, 3.15

Monday, 4/1/13, 3.16

Monday, April 1, 2013 KVVU Channel 5



Monday, 4/1/13, 5.1

Monday, 4/1/13, 5.2



Monday, 4/1/13, 5.3

Monday, 4/1/13, 5.4



Monday, 4/1/13, 5.5

Monday, 4/1/13, 5.6



Monday, 4/1/13, 5.7

Monday, 4/1/13, 5.8



Monday, 4/1/13, 5.9

Monday, April 1, 2013 KLAS-TV Channel 8



Monday, 4/1/13, 8.1

Monday, 4/1/13, 8.2



Monday, 4/1/13, 8.3

Monday, 4/1/13, 8.4



Monday, 4/1/13, 8.5

Monday, April 1, 2013 KTNV Channel 13



Monday, 4/1/13, 13.1

Monday, 4/1/13, 13.2



Monday, 4/1/13, 13.3

Monday, 4/1/13, 13.4



Monday, 4/1/13, 13.5

Monday, 4/1/13, 13.6



Monday, 4/1/13, 13.7

Monday, 4/1/13, 13.8



Monday, 4/1/13, 13.9

Monday, 4/1/13, 13.10



Monday, 4/1/13, 13.11

Monday, 4/1/13, 13.12



Monday, 4/1/13, 13.13

Tuesday, April 9, 2013 KSNV Channel 3



Tuesday, 4/9/13, 3.1

Tuesday, 4/9/13, 3.2



Tuesday, 4/9/13, 3.3

Tuesday, 4/9/13, 3.4



Tuesday, 4/9/13, 3.5

Tuesday, 4/9/13, 3.6



Tuesday, 4/9/13, 3.7

Tuesday, 4/9/13, 3.8



Tuesday, 4/9/13, 3.9

Tuesday, 4/9/13, 3.10

Tuesday, April 9, 2013 KVVU Channel 5



Tuesday, 4/9/13, 5.1

Tuesday, 4/9/13, 5.2



Tuesday, 4/9/13, 5.3

Tuesday, 4/9/13, 5.4



Tuesday, 4/9/13, 5.5

Tuesday, 4/9/13, 5.6



Tuesday, 4/9/13, 5.7

Tuesday, 4/9/13, 5.8



Tuesday, 4/9/13, 5.9

Tuesday, 4/9/13, 5.10



Tuesday, 4/9/13, 5.11

Tuesday, 4/9/13, 5.12



Tuesday, 4/9/13, 5.13

Tuesday, 4/9/13, 5.14



Tuesday, 4/9/13, 5.15

Tuesday, 4/9/13, 5.16

Tuesday, April 9, 2013 KLAS-TV Channel 8



Tuesday, 4/9/13, 8.1

Tuesday, 4/9/13, 8.2



Tuesday, 4/9/13, 8.3

Tuesday, 4/9/13, 8.4



Tuesday, 4/9/13, 8.5

Tuesday, 4/9/13, 8.6



Tuesday, 4/9/13, 8.7

Tuesday, April 9, 2013 KTNV Channel 13



Tuesday, 4/9/13, 13.1

Tuesday, 4/9/13, 13.2



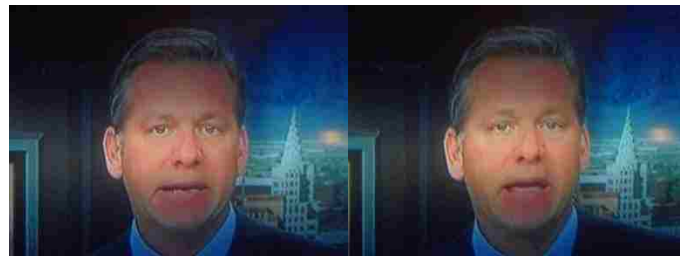
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Wednesday, April 17, 2013 KSNV Channel 3



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Wednesday, 4/17/13, 3.2



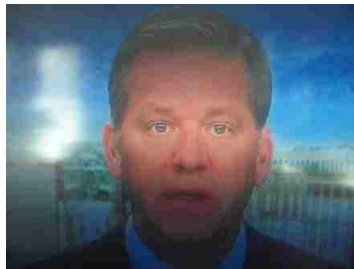
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Wednesday, 4/17/13, 3.5 Wednesday, 4/17/13, 3.6



Wednesday, 4/17/13, 3.7 Wednesday, 4/17/13, 3.8

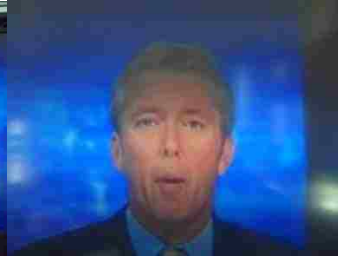


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Wednesday, April 17, 2013 KVVU Channel 5



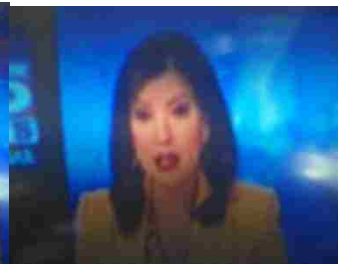
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Wednesday, 4/17/2013, 5.4



Wednesday, 4/17/2013, 5.5



Wednesday, 4/17/2013, 5.6



Wednesday, 4/17/2013, 5.7



Wednesday, 4/17/2013, 5.8



Wednesday, 4/17/2013, 5.9

Wednesday, 4/17/2013, 5.10



Wednesday, 4/17/2013, 5.11

Wednesday, 4/17/2013, 5.12



Wednesday, 4/17/2013, 5.13

Wednesday, 4/17/2013, 5.14



Wednesday, 4/17/2013, 5.15

Wednesday, 4/17/2013, 5.16



Wednesday, 4/17/2013, 5.17

Wednesday, 4/17/2013, 5.18

Wednesday, April 17, 2013 KLAS-TV Channel 8



Wednesday, 4/17/2013, 8.1

Wednesday, 4/17/2013, 8.2



Wednesday, 4/17/2013, 8.3

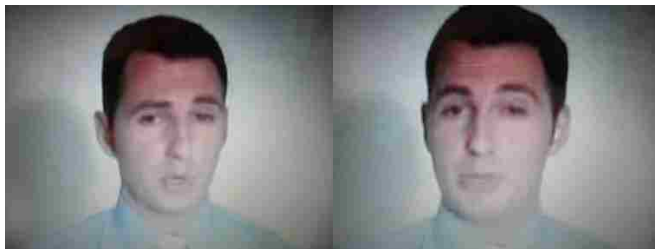
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Wednesday, April 17, 2013 KTNV Channel 13



Wednesday, 4/17/2013, 13.1

Wednesday, 4/17/2013, 13.2



Wednesday, 4/17/2013, 13.3

Wednesday, 4/17/2013, 13.4

Thursday, April 25, 2013 KSNV Channel 3



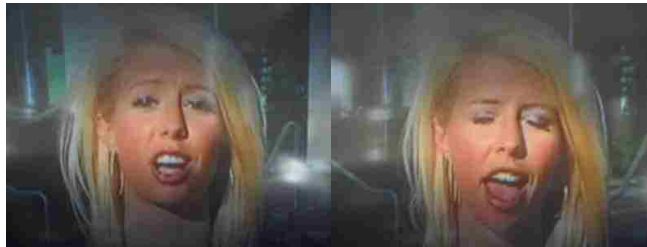
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Thursday, 4/25/2013, 3.2



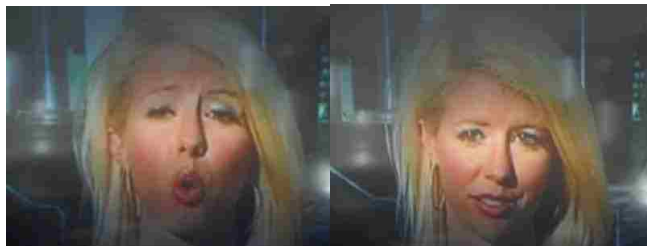
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Thursday, 4/25/2013, 3.4



Thursday, 4/25/2013, 3.5

Thursday, 4/25/2013, 3.6



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Thursday, 4/25/2013, 3.8



Thursday, 4/25/2013, 3.9

Thursday, 4/25/2013, 3.10



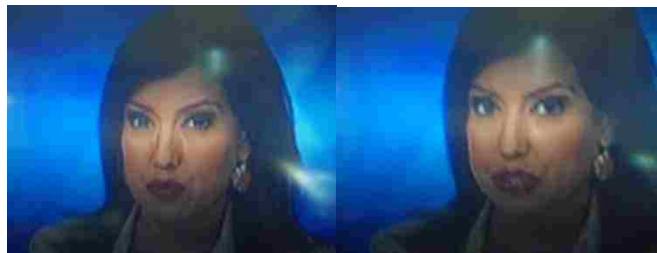
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Thursday, 4/25/2013, 3.12

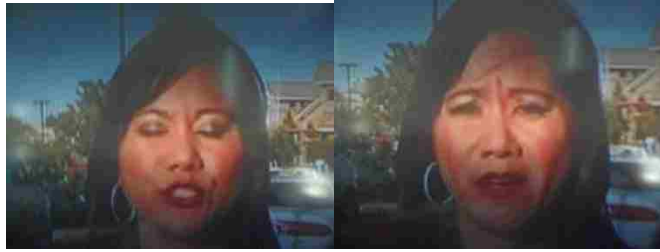
Thursday, April 25, 2013 KVVU Channel 5



Thursday, 4/25/2013, 5.1 Thursday, 4/25/2013, 5.2



Thursday, 4/25/2013, 5.3 Thursday, 4/25/2013, 5.4



Thursday, 4/25/2013, 5.5 Thursday, 4/25/2013, 5.6



Thursday, 4/25/2013, 5.7 Thursday, 4/25/2013, 5.8



Thursday, 4/25/2013, 5.9 Thursday, 4/25/2013, 5.10

Thursday, April 25, 2013 KLAS-TV Channel 8



Thursday, 4/25/2013, 8.1 Thursday, 4/25/2013, 8.2



Thursday, 4/25/2013, 8.3 Thursday, 4/25/2013, 8.4



Thursday, 4/25/2013, 8.5 Thursday, 4/25/2013, 8.6

Thursday, April 25, 2013 KTNV Channel 13



Thursday, 4/25/2013, 13.1 Thursday, 4/25/2013, 13.2



Thursday, 4/25/2013, 13.3

Friday, May 3, 2013 KSNV Channel 3



Friday, 5/03/2013, 3.1

Friday, 5/03/2013, 3.2



Friday, 5/03/2013, 3.3

Friday, 5/03/2013, 3.4

Friday, May 3, 2013 KVVU Channel 5



Friday, 5/03/2013, 5.1

Friday, 5/03/2013, 5.2



Friday, 5/03/2013, 5.3

Friday, 5/03/2013, 5.4

Friday, May 3, 2013 KLAS-TV Channel 8



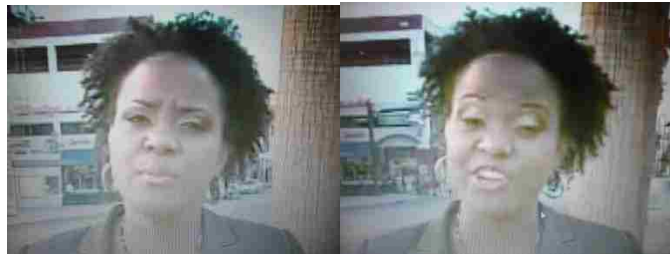
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Friday, 5/03/2013, 8.2



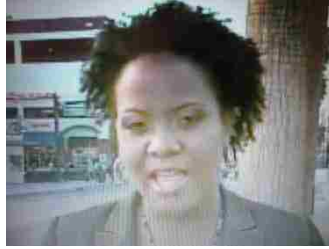
Friday, 5/03/2013, 8.3

Friday, 5/03/2013, 8.4



Friday, 5/03/2013, 8.5

Friday, 5/03/2013, 8.6



Friday, 5/03/2013, 8.7

Friday, May 3, 2013 KTNV Channel 13



Friday, 5/03/2013, 13.1

Friday, 5/03/2013, 13.2



Friday, 5/03/2013, 13.3

Friday, 5/03/2013, 13.4

Telemundo



Wednesday, 4/17/13, T1

Wednesday, 4/17/13, T2



Thursday, 4/25/13, T1

Thursday, 4/15/13, T2



Friday, 5/3/13, T1

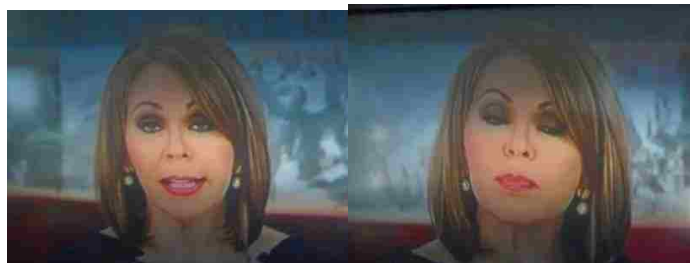
Friday, 5/3/13, T2

Univision



Wednesday, 4/17/13, U1

Wednesday, 4/17/13, U2



Thursday, 4/25/13, U1

Thursday, 4/15/13, U2



Friday, 5/3/13, T1

Friday, 5/3/13, T2

Appendix F

Tables from Chapter 4



Table 1: KSNV, Monday, April 1, 2013

Time	Picture	Words	Expression	Pos/Neg/Neu	Words Match
00-05		Good evening everyone	Neutral	Neutral	Yes
06-10		Turned into screams	Surprise	Positive	Yes
11-15		A car crashed right into	None	N/A	
16-20		In the hospital	Anger	Negative	Yes
21-25		Among other things	Neutral (woman)	Neutral	Yes

26-30		How did this all	Disgust	Negative	Yes
31-35		Spun around	Surprise	Positive	Yes
36-40		Sending ten people to the	Anger	Negative	Yes
41-45		Could be facing life	Disgust	Negative	Yes
1.30-1.35		Now police are	Disgust	Negative	No
1.36-1.40		Testing the driver for drugs	Surprise	Positive	Yes
1.41-1.45		I'm Elizabeth Donatelli	Disgust	Negative	No







1.46-1.50		For the investigation	Surprise (man)	Positive	No
1.51-1.55		There may be a car or two	Neutral	Neutral	Yes
1.56-2.00		There may be a car or two	Disgust	Negative	Yes
2.01-2.05		Difficult to get around here	Disgust	Negative	Yes

Table 2: KVVU, Monday, April 1, 2013

Time	Picture	Words	Expression	Pos/Neg/Neu	Words Match
00-05		10 people are in the hospital	Disgust (woman)	Negative	Yes
06-10		On Sahara and Arville	Anger (man)	Negative	No







11-15		Yeah Well John there are	Anger	Negative	No
16-20		To just avoid it	Anger	Negative	Yes
40-45		Bug again 10 people are in the	Anger	Negative	Yes
46-50		People were trying to enjoy	Anger	Negative	Yes
51-55		Police are of course	Anger	Negative	No
56-1.00		Near Arville and Sahara	Anger	Negative	No
1.01-1.05		People's conditions and the investigation	Neutral	Neutral	Yes

Table 4: KTNV, Monday, April 1, 2013

Time	Picture	Words	Expression	Pos/Neg/Neu	Words Match
00-05		Tears in their eyes	None	N/A	
06-10		When the car came	Surprise	Positive	Yes
11-15		Car is still there	Neutral	Neutral	No
16-20		They're waiting for	Anger	Negative	No
21-25		Or remove the car	Neutral (woman)	Neutral	Yes
26-30		Problem for traffic	Neutral	Neutral	No

1:10-1:15		Areas of Arville	Surprise	Positive	No
1:16-1:20		We were told that	Neutral	Neutral	Yes
1:21-1:25		Things haven't moved since	Neutral	Neutral	No
1:26-1:30		That although we are	Surprise	Positive	No
1:31-1:35		Police have now	Disgust	Negative	Yes
1:36-1:40		On these	Disgust	Negative	No
1:40-1:45		Of course the latest	Neutral	Neutral	Yes

Table 5: KSNV, Tuesday, April 9, 2013

Time	Picture	Words	Expression	Pos/Neg/Neu	Words Match
00-05		Good evening	Neutral	Neutral	Yes
06-10		A local jury	Neutral	Neutral	Yes
11-15		For the hepatitis outbreak	Neutral (man)	Neutral	Yes
16-20		With more information	Neutral	Neutral	Yes
21-25		With those 3 plaintiffs earlier	Neutral (woman)	Neutral	Yes
35-40		But they want to emphasize	Surprise	Positive	Yes










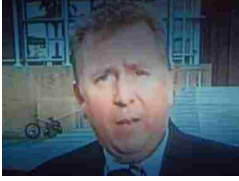

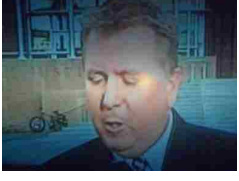


41-45		Now the jury	Sad	Negative	No
46-50		And you	Sad	Negative	No
51-55		We're hearing from the plaintiffs	Surprise	Positive	Yes
56-60		Have more on the story	Neutral	Neutral	Yes

Table 6: KVVU, Tuesday, April 9, 2013

Time	Picture	Words	Expression	Pos/Neg/Neu	Words Match
00-05		A jury has returned with a decision	Anger (man)	Negative	No
06-10		Hepatitis C outbreak	Anger (man)	Negative	No

11-15		For more than 2 billion	Neutral (woman)	Neutral	Yes
16-20		More on this Kevin	Anger	Negative	No
40-45		But they did get 500	Anger	Negative	No
46-50		Totaled Two hundred and	Disgust	Negative	No
51-55		This on top of the	Disgust	Negative	No
56-1:00		That makes it the	Neutral	Neutral	Yes
1.01-1.05		Fox 5 was the only	None	N/A	
1.30-1.35		Coming up you're going to	Anger	Negative	No





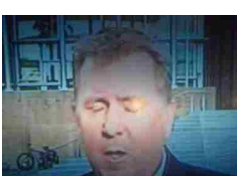


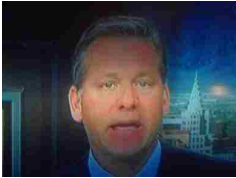

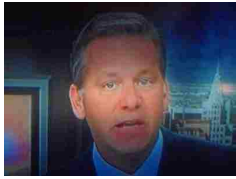
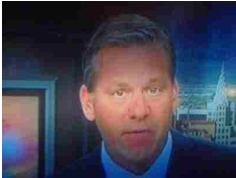

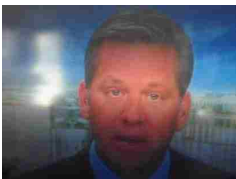
1.36-1.40		Health Plan of Nevada	Anger	Negative	No
1.41-1.45		Now this all centers	Disgust	Negative	Yes
1.46-1.50		Deepak Dasai	Disgust	Negative	No
1.56-2.00		Delayed along the way	Surprise	Positive	Yes
2.01-2.05		Charges next month	Disgust	Negative	Yes
2.06-2.10		We are live down	Surprise	Positive	No

Table 7: KLAS, Tuesday, April 9, 2013

Time	Picture	Words	Expression	Pos/Neg/Neu	WordsMatch
00-05		Insurance company was negligent	Surprise	Positive	Yes
06-10		Hundreds of millions of dollars	Disgust	Negative	No
11-15		At the Regional Justice Center with more	Surprise (man)	Positive	No
16-20		And by 4:00 they came down with a	Disgust	Negative	No
1:30-1:35		Been exposed to Hepatitis C	Sad	Negative	Yes
1:36-1:40		Negligent and they awarded the plaintiffs	Happy	Positive	Yes
1:41-1:45		Reporting live Brian Brennan	Happy	Positive	No

Table 9: KSNV, Wednesday, April 17, 2013

Time	Picture	Words	Expression	Pos/Neg/Neu	Words Match
00-05		Focus on a terrifying	Disgust	Negative	No
06-10		What happened today	Neutral	Neutral	Yes
11-15		The emotion in a local	Sadness	Negative	Yes
16-20		Faced a judge and	Neutral	Neutral	Yes
21-25		Sergio Avila reports that	Neutral	Neutral	Yes
1:30-1:35		So you just heard that	Anger	Negative	No
1:36-1:40		Early morning in February	Anger	Negative	No


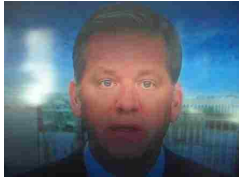



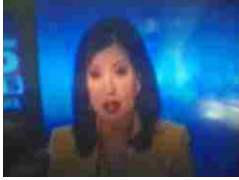










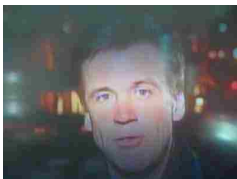
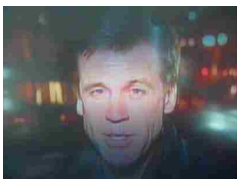

1:41-1:45		Sexual assault case against	Neutral	Neutral	No
1:46-1:50		They found her now	Surprise	Positive	No

Table 10: KVVU, Wednesday, April 17, 2013

Time	Picture	Words	Expression	Pos/Neg/Neu	Words Match
00-05		A day after a deadly attack	Anger (woman)	Negative	Yes
06-10		Going through the evidence	None	N/A	
11-15		Live from Boston	Neutral (woman)	Neutral	Yes

16-20		The investigation in the	None	N/A	Yes
40-45		Things are changing now	Happy	Positive	Yes
46-50		Task force began to put on	Neutral	Neutral	Yes
51-55		Two persons of interest are	Surprise	Positive	No
56-1.00		The other carrying	Neutral	Neutral	Yes
1.01-1.05		It was an indication of	Happy	Positive	No
1.30-1.35		Investigators have gathered a	Surprise	Positive	No

1:36-1:40		Including the lid from the	None	N/A	
1:41-1:45		Shards of metal	Happy	Positive	No
2:21-2:25		A timing device	Neutral	Neutral	Yes
2:26-2:30		One in particular from the candlelight	None	N/A	
2:31-2:35		Identification of the Boston student killed	Neutral	Neutral	Yes
2:36-2:40		And tomorrow morning	None	N/A	
2:41-2:45		The public is invited	Neutral	Neutral	Yes


2:46:2:50		Guys back to you	Happy	Positive	No
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Table 11: KLAS, Wednesday, April 17, 2013





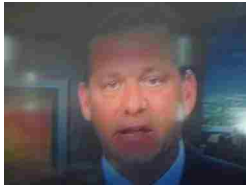
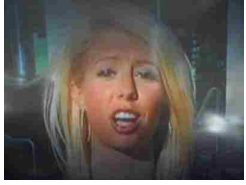
Time	Picture	Words	Expression	Pos/Neg/Neu	Words Match
00-05		In Boston investigators say	Anger	Negative	Yes
06-10		A candlelight vigil is being held	Disgust	Negative	No
1:30-1:35		Authorities now have said	None)	None	
1:36-1:40		Photos from the bomb scene	Surprise	Positive	Yes

Table 15: KSNV, Thursday, April 25, 2013

Time	Picture	Words	Expression	Pos/Neg/Neu	Words Match
00-05		NV energy progressive plans	Neutral	Neutral	Yes
06-10		The power company is asking	Anger	Negative	No
11-15		But as our capital correspondent	Anger (man)	Negative	No
16-20		Unless the gaming industry is on board	Neutral	Positive	Yes
21-25		More power than any NV energy	Anger	Negative	Yes
1:30-1:35		Powerful fleet of lobbyists	Anger	Negative	Yes
1:36-1:40		Strip are speaking up	Surprise	Positive	Yes



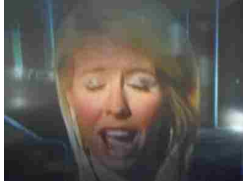

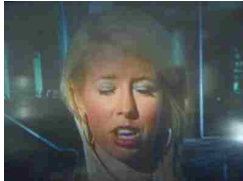

1:41-1:45		It costs green to go green	Neutral	Neutral	Yes
1:46-1:50		To be clear, they haven't said no	Happy	Positive	No
1:51-1:55		Governor Sandoval	Surprise	Positive	No
1:56-2:00		The governor is fiercely protective	Neutral	Neutral	Yes
2:01-2:05		From the looks of that intro	Neutral	Neutral	Yes

Table 16: KVVU, Thursday, April 25, 2013

Time	Picture	Words	Expression	Pos/Neg/Neu	Words Match
00-05		One of 1,500 patients involved	Surprise (man)	Positive	No

06-10		Now she said she was nearly driven to	Sad	Negative	Yes
11-15		Or any help. Fox 5's	Anger	Negative	Yes
16-20		Two times at this hospital	Anger	Negative	Yes
40-45		She wants everyone to know	Disgust	Negative	No
46-50		Living off of disability	Disgust	Negative	No
51-55		Reporting live I'm Azenith Smith	Surprise	Positive	No
56-1.00		The state department of health & human	Disgust	Negative	No
1.01-1.05		Review and approve all business	Neutral	Neutral	Yes


1.30-1.35		Following this ongoing investigation	Surprise	Positive	No
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Table 17: KLAS, Thursday, April 25, 2013

Time	Picture	Words	Expression	Pos/Neg/Neu	Words Match
00-05		A couple hours ago and the details are vivid	Anger	Negative	Yes
06-10		This man they've been tracking	None	N/A	
1:10-1:15		How to talk to potential clients	Sad	Negative	Yes
1:45-1:50		Coming up tonight at 11	Anger	Negative	No
1:51-1:55		We talk to them about	None	N/A	


1:56-2:00		Reporting live I'm Patranya Bhoolsuwan	Anger	Negative	No
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Table 18: KTNV, Thursday, April 25, 2013




Time	Picture	Words	Expression	Pos/Neg/Neu	Words Match
00-05		This new policy will	Anger	Negative	No
1:25-1:30		Spokesperson for the department of health	Neutral	Neutral	Yes
1:31-1:35		As early as next week	Happy	Positive	Yes

Table 19: Telemundo, Thursday, April 25, 2013


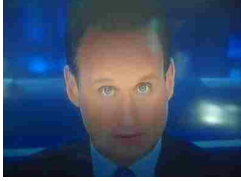



Time	Picture	Words	Expression	Pos/Neg/Neu
00-05			Neutral	Neutral
06-10			Surprise	Positive

Table 21: KSNV, Friday, May 3, 2013

Time	Picture	Words	Expression	Pos/Neg/Neu	Words Match
00-05		Patient dumping investigation could be	Anger	Negative	Yes
06-10		Declared an internal disaster	Neutral	Neutral	No
11-15		News 3's Sergio Aguilar visited the hospital	Anger	Negative	No

1:30-1:35



Since 2007, 80 million dollars

Surprise

Positive

Yes

Table 23: KLAS, Friday, May 3, 2013

Time	Picture	Words	Expression	Pos/Neg/Neu	Words Match
00-05		Thousands celebrating First Friday	Surprise	Positive	No
06-10		Instrumental in keeping some businesses	Neutral	Neutral	Yes
11-15		Where Sharie is live with	Anger	Negative	No
16-20		Absolutely you know	Happy	Positive	Yes
21-25		Bustled with boutiques, bars	None	N/A	

1:10-1:15		So you still have time to come on down	Happy	Positive	Yes
1:16-1:20		Art and of course shopping	Surprise	Positive	No

Table 24: KTNV, Friday, May 3, 2013






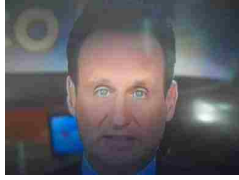
Time	Picture	Words	Expression	Pos/Neg/Neu	Words Match
05-10		Reporter Tina Patel has the latest	Anger	Negative	No
11-15		No criminal charges will be filed	Surprise	Positive	Yes
16-20		About Jacob's older brother	Disgust	Negative	No
1:10-1:15		The burns are considered serious	Anger	Negative	Yes

Table 25: Telemundo, Friday, May 3, 2013

Time	Picture	Words	Expression	Pos/Neg/Neu
00-05			None	N/A
06-10			Disgust	Negative

Appendix G

IRB Exemption Form



**Social/Behavioral IRB –Review
Notice of Excluded Activity**

DATE: August 2, 2013
TO: Dr. Lawrence Mullen, School of Journalism & Media Studies
FROM: Office of Research Integrity – Human Subjects
RE: Notification of IRB Action
Protocol Title: **Media Bias in Local Las Vegas Television News**
Protocol# 1308-4543M

This memorandum is notification that the project referenced above has been reviewed as indicated in Federal regulatory statutes 45CFR46.

The protocol has been reviewed and deemed excluded from IRB review. It is not in need of further review or approval by the IRB.

Any changes to the excluded activity may cause this project to require a different level of IRB review. Should any changes need to be made, please submit a Modification Form.

If you have questions or require any assistance, please contact the Office of Research Integrity – Human Subjects at IRB@unlv.edu or call 895-2794.

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