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## "The Destruction of A Legacy" Agenda Setting and The Bill Cosby Sexual Assault Allegations

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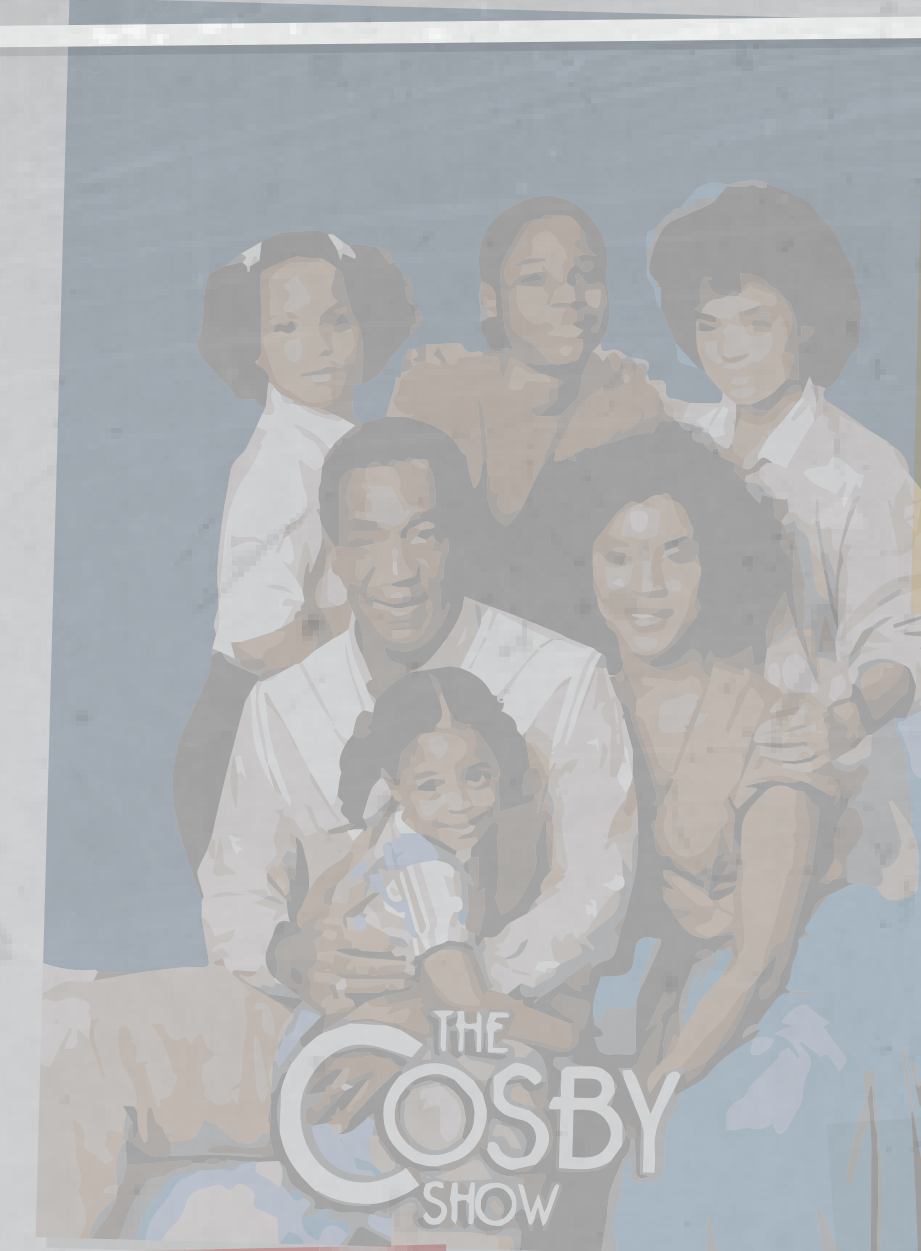
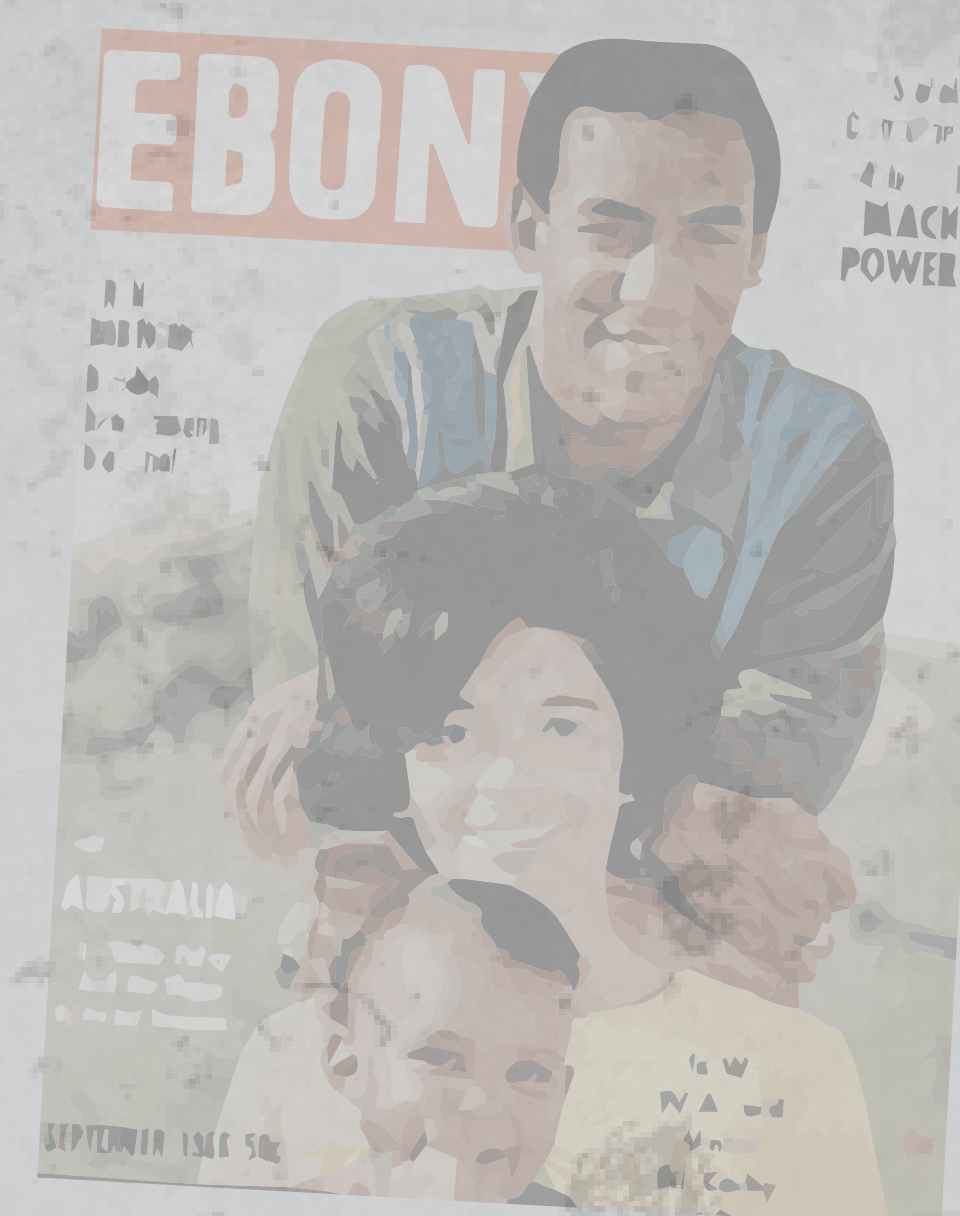
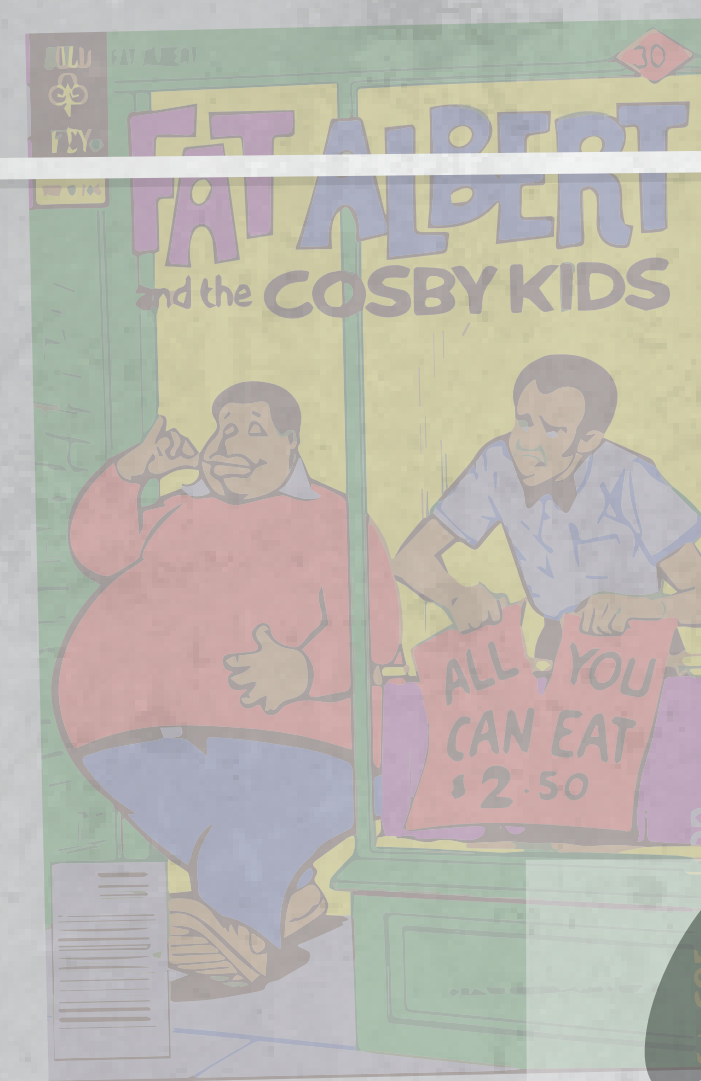
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## RESEARCH QUESTION :

WHAT, IF ANY, IS THE DIFFERENCE IN HOW  
**THE COSBY SCANDAL**  
IS FRAMED BY DIFFERENT **MEDIA OUTLETS**?

## AGENDA SETTING THEORY :

FREQUENCY LEVELS **IMPACT** PUBLIC OPINION ON IMPORTANCE OF THE  
ISSUES BEING REPORTED (MCCOMBS, 2004).

THE MEDIA **DOES NOT** TELL US WHAT TO THINK, BUT TELLS US WHAT TO  
THINK **ABOUT**.

PEOPLE **DEPEND** ON THE MEDIA WHEN THEIR NEED FOR ORIENTATION IS  
LOW.

MEDIA ONLY SHOWS **PARTS** OF A STORY THAT CORRESPOND TO THE POLITICAL  
ORIENTATION OF THEIR AUDIENCE.

## METHOD :

UTILIZING PURPOSIVE SAMPLING, **60 ARTICLES** WERE GATHERED (20 FROM E!, 20  
FROM CNN, 20 FROM FOX NEWS). EMPLOYING DIRECTIVE CONTENT ANALYSIS, THE  
ARTICLES WERE CODED UNDER **SEVEN** DIFFERENT CATEGORIES:

- |   |                                       |
|---|---------------------------------------|
| <b>01</b> COSBY AS THE RISE AND FALL<br>OF AN AMERICAN HERO                                 | <b>04</b> NOT ACKNOWLEDGED            |
| <b>02</b> THE COSBY CASE AS A MEDIA<br>FEEDING FRENZY                                       | <b>05</b> SUPPORT FOR COSBY           |
| <b>03</b> THE COSBY CASE AS AN EVENT<br>PRODUCED BY AND TYPICAL OF<br>HOLLYWOOD/LOS ANGELES | <b>06</b> POWER OF COSBY              |
|   | <b>07</b> POWER FOR VICTIMS/SURVIVORS |

# "THE DESTRUCTION OF A LEGACY"

AGENDA SETTING AND THE  
BILL COSBY SEXUAL ASSAULT  
ALLEGATIONS

AUTHORED BY:

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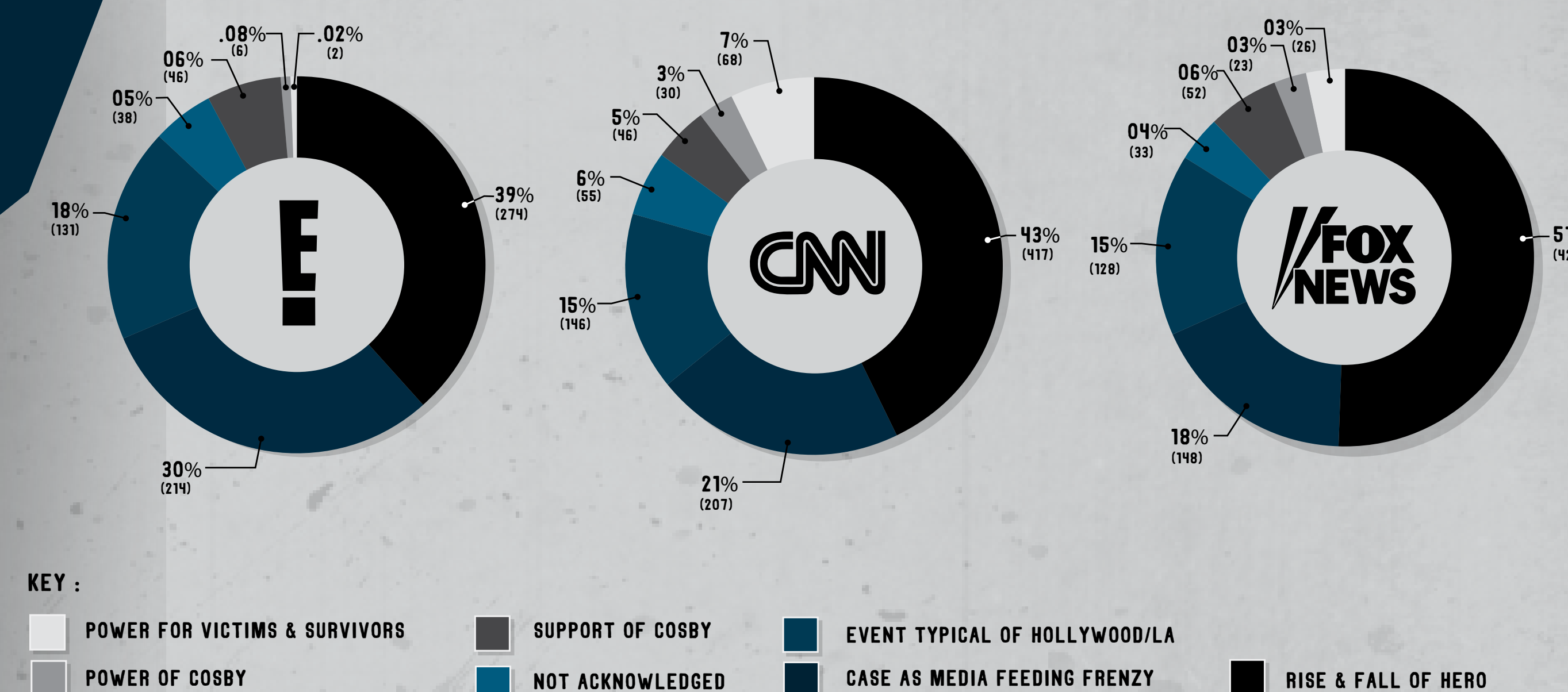
ADVISED BY:

**DR. TARA EMMERS-SOMMER**



## RESULTS :

RESULTS DEMONSTRATE THAT THE DIFFERENCE BETWEEN MEDIA NETWORK  
AND CODING CATEGORY ARE **SIGNIFICANT**. MEDIA NETWORKS OFTEN  
HIGHLIGHT ISSUES THAT CORRESPOND TO THEIR AUDIENCE BASED ON THEIR  
POLITICAL VIEW.



## DISCUSSION AND SIGNIFICANCE :

INDIVIDUALS ARE LIKELY RECEIVING **DIFFERENT INFORMATION**, THROUGH **DIFFERENT  
FRAMES** AND ABOUT **DIFFERENT ISSUES** HIGHLIGHTED AT VARYING LEVELS OF FREQUENCY  
BOTH BETWEEN AND WITHIN NETWORK. DUE TO THE SIGNIFICANT VARIATION, DIFFERENT  
AUDIENCES COULD VERY LIKELY INTERPRET CERTAIN ELEMENTS SUCH AS **SCANDAL AND  
HOLLYWOOD**, AS MORE IMPORTANT THAN OTHER ELEMENTS, SUCH AS **POWER AND SEXUAL  
ASSAULT**. THE AGENDA AND FRAMES PRESENTED TO MEDIA CONSUMING INDIVIDUALS CAN  
CONTRIBUTE TO:

- PRE-CONCEIVED NOTIONS
- ACCEPTANCE OF MYTHS
- FORMULATION OR REINFORCEMENT OF STEREOTYPES
- SHAPING OF ATTITUDES

THEREBY IMPACTING:

- PUBLIC OPINION
- BEHAVIOR
- INTERPERSONAL RELATIONSHIPS