Abstract

The diploma thesis concerns itself with the analysis of connection between the media exposure to refugeedom topics and the perceived salience of the issue. Combined qualitative and quantitative research designs ruled by QUAN → qual scheme are used in the thesis. In the quantitative part the effect of exposure to refugeedom-related news on the perceived salience of the subject is constructed using TV and newspaper viewing figures while controlling socio-demographic characteristics of respondents. Binary logistic regression was used to find the influence. The analysis shows that the exposure to content concerning immigration and refugees has influenced the rated importance of the issue. However, there are other variables not included in the model which are affecting the salience.

The qualitative approach offers insights into the relationship discovered with quantitative methods. In-depth interviews showed people are aware of the media influence mainly regarding topics they are thinking about and discussing with their social surroundings. According to some interviewees this influence is stronger observed in topics where we lack personal experience, like the refugees. Apart from the media other issues like value orientation, life experience, social surroundings or the extent of criticism may have influence on the salience of the topic.