

Agenda and use of sources in headlines and lead stories in Chilean media. A study of the press, online, radio and television news¹

Agenda y uso de fuentes en los titulares y noticias centrales de los medios informativos chilenos. Un estudio de la prensa impresa, online, radio y televisión

Agenda e uso de fontes nas manchetes e principais notícias da mídia chilena. Um estudo da imprensa, rádio e televisão

MAUREEN DÍAZ, Pontificia Universidad Católica de Valparaíso, Chile (maureen.diaz@pucv.cl)

CLAUDIA MELLADO, Pontificia Universidad Católica de Valparaíso, Chile (claudia.mellado@pucv.cl)

ABSTRACT

Through a content analysis of headlines and central news of the main Chilean printed and online newspapers, as well as radio and television newscasts, the study describes the degree of homogeneity/diversity of the thematic agenda and the use of sources in different news media platforms. The results reveal a high level of homogeneity, both in the thematic agenda and in the use of news sources among the different types of platforms analyzed, where common professional procedures and values seem to regulate news production in a uniform way, although media with different audience orientations tend to show more heterogeneity among them.

Keywords: journalism, thematic agenda, news sources, headlines, news, content analysis.

RESUMEN

A través de un análisis de contenido de titulares y noticias centrales de los principales diarios, portales online, noticieros radiales y de televisión chilenos, este estudio describe el grado de homogeneidad/diversidad de la agenda informativa y del uso de fuentes en distintas plataformas. Los resultados revelan un alto nivel de homogeneidad tanto en la agenda temática como en el uso de fuentes en las noticias de los diferentes tipos de medios analizados, donde procedimientos y valores profesionales comunes parecen regular la producción de noticias de manera uniforme, aunque se observa cierta heterogeneidad entre medios con una orientación de audiencia diferenciada.

Palabras clave: periodismo, agenda temática, uso de fuentes, titulares, noticias, análisis de contenido.

RESUMO

Através de uma análise de conteúdo de manchetes e principais notícias dos principais jornais chilenos impressos e on-line, bem como noticiários de rádio e televisão em 2015, este estudo descreve o grau de homogeneidade versus diversidade da agenda temática e o uso de fontes em diferentes meios de plataformas de comunicação. Os resultados revelam um alto nível de homogeneidade, tanto na agenda temática quanto no uso de fontes de notícias entre os diferentes tipos de mídia analisadas, onde os procedimentos e valores profissionais comuns parecem regular a produção de notícias de maneira uniforme, embora alguma heterogeneidade entre meios com audiência diferenciada é observada.

Palavras-chave: jornalismo, agenda temática, usando fontes, manchetes, análise de conteúdo.

How to cite:

Díaz, M. y Mellado, C. (2017). Agenda y uso de fuentes en los titulares y noticias centrales de los medios informativos chilenos. Un estudio de la prensa impresa, online, radio y televisión. *Cuadernos.info*, (40), 107-121. <https://doi.org/10.7764/cdi.40.1106>

INTRODUCTION

The headlines and central news stories of media are considered the referents of the highest classification of the issues they deem relevant (Casero-Ripollés & López-Rabadán, 2012). Editorial lines and thematic priorities, with strong social influence in guiding the attention of the audience on a reduced number of topics, can be seen through their content. These topics have been strategically chosen to maintain circulation, traffic or rating numbers, while representing professional standards and selection criteria for a particular media (Davara-Torrego, 2004). As they concentrate the higher informational relevance, they become, of course, fundamental in establishing socially relevant themes and actors within the media agenda (McCombs, 2004).

In order to address this phenomenon, this study analyzes how the Chilean news media build the thematic agenda and makes use of different sources in their headlines and central news.

One of the questions that researchers have asked in the field of journalism is whether the entrance of new participants to the traditional media system has generated a greater diversity of content in the thematic agenda of all of them (Althaus & Tewksbury, 2002; Roberts, Wanta & Dzwo 2002; Wang, 2000). Undoubtedly, the emergence of new information providers, as well as the changes that an increasingly empowered audience has undergone, have put pressure on the role of the media (Arriagada & Navia, 2013).

In this context, it seems interesting to know if nowadays there is a greater diversity in the content of the headlines and central news that the public listens to, reads or watches, as well as a greater variety of sources available to the audience in the different informative platforms that conform the Chilean media system.

MEDIA SYSTEM IN CHILE

Within Latin America, Chile is the country that has one of the largest concentrations of property among its media (Becerra & Mastrini, 2009; Mellado, 2012).

In the case of written press, independent and regional newspapers have virtually disappeared, and two large conglomerates, Mercurio SAP and Copesa, have maintained their strong monopoly. Meanwhile, the radio market is controlled by four large consortiums

(Compañía Chilena de Comunicaciones, Familia Bezanilla, Prisa y Dial), with several stations within them². As a result of the associated costs and the arrival of its digital version, the entry of new actors into the television market still seems a confusing scenario. Today national television is led by four TV channels (Televisión Nacional, state channel, *Chilevisión*, from Turner Broadcasting System, Inc., Canal 13, controlled by Andrónico Luksic, and Mega, by the Bethia Group), among which 91% of the national audience is distributed and they have 87% of the advertising share³.

Within the digital arena, online press has multiplied, thanks to the increase in access to social networks, where digital newspapers such as *El Mostrador* (La Plaza S.A.), *Emol* (Mercurio SAP), or *El Dinamo* have achieved high popularity ratings in terms of traffic⁴.

In order to complement and update previous research conducted in Chile (Consejo Nacional de Televisión [CNTV], 2005; Porath, 2007; Puente & Mujica, 2006; Valenzuela & Arriagada, 2009), this study will analyze the information agenda and the use of sources in headlines and central news on different information platforms (print media, online press, television and radio), describing the degree of homogeneity or diversity found. Without a doubt, a study comparing different types of information platforms helps to better appreciate how the Chilean media system constructs reality.

THE CONSTRUCTION OF THE MEDIA AGENDA

The media agenda setting has attracted the interest of a large number of researchers around the world (Cohen, 1963; McCombs & Shaw, 1972; López-Escobar, Llamas & Rey-Lennon, 1996; Valenzuela & Arriagada, 2009), who have studied the degree of diversity (homogeneity) of the media in order to address the role of journalism in public debate and the political system. The importance of the agenda setting is defined by the news coverage of certain issues and their influence on citizens' priorities and concerns (McCombs, 2004). The theory of the agenda setting developed within a framework in which the media were hegemonic and imposed a model where messages –strongly hierarchical– were broadcasted in a unidirectional way to a massified and passive audience. However, due to the emergence of digital media, researchers have discussed the adequacy of such

reasoning to these new media (Althaus & Tewksbury, 2002; Wang, 2000).

The existence of differences in the journalistic practices of different types of media has been approached from two important theoretical perspectives: the particularist and the generalist.

According to the first, journalists of different types of media conduct multiple practices following a singular logic, through specific production cultures (Reich, 2011). Meanwhile, according to the generalist perspective (Benson, Blach-Ørsten, Powers, Willig & Zambrano, 2012), professional structures, procedures and values regulate the production of news uniformly. Journalists make similar decisions, regardless of the type of media in which they work (Reich, 2011), as a result of being subject to similar practices and beliefs established within the journalistic field in a given cultural context (Bourdieu, 1998), as well as the technological and organizational convergence of the media (Boczkowski & Ferris, 2005; Cook, 1998).

Regarding the homogeneity versus the heterogeneity that the media have in their content, several studies have shown that competition for the same type of audience would lead to homogeneity, whereas when this competition does not occur, the media would tend to the diversity of styles and content (Esser, 1999; Mellado & Lagos, 2014).

However, the evidence provided by studies comparing at least two types of media has been coincidental in not showing significant differences in their thematic agenda. In the Chilean context, Valenzuela and Arriagada (2009), for example, compared the news agendas of the press and television for five years, revealing that despite the ideals of independence, pluralism and competition to which the media adhere, there is a high degree of dependency, homogeneity and collaboration. At the international level, Maier (2010) compared online news content to newspaper, television and radio, finding that digital media top stories are similar to their mainstream counterpart by covering the same topics.

In other words, the results found by previous studies point to a homogeneity in terms of the agenda of the media.

However, due to the lack of studies in Chile that have simultaneously compared the agenda of headlines and central news of the radio, television, online

and printed press, and in order to get to know more in detail the agendas of each media, the following formal research questions are posed:

- RQ1: What is the level of homogeneity in the thematic agenda of the headlines and the central news of the printed press, online press, television and radio in Chile?
- RQ2: What hierarchy do the central headlines of print, online, television and radio news in Chile give to different informative topics?

If the particularist perspective coincides with our analysis, we should find significantly different agendas among the different information platforms analyzed. However, if the generalist perspective prevails, at least at the thematic agenda level, the media should be homogeneous. Finally, if the argument about the relationship between competition and uniformity prevails, media with a differentiated audience orientation should have greater heterogeneity in their agendas than those competing for the same audience.

INFORMATION SOURCES AND THEIR RELATIONSHIP WITH JOURNALISTIC PRACTICE

Within journalism studies, the use of sources has been an ongoing research object since the 1970s (Dimitrova & Strömbäck, 2009a; Gans, 1980; Manning, 2001; Shoemaker & Reese, 1996; Tuchman, 1978). Sources are considered a fundamental piece in the news construction, which journalists need to obtain relevant and trustworthy information (Berkowitz, 2010). In this regard, their selection is determined by a combination of production routines and by certain credibility standards (Dimitrova & Strömbäck, 2009b; Manning, 2001; Tuchman, 1978).

Among the studies on the use of sources, it is possible to detect at least two lines of work. First, the study of relations between journalists and politicians, where interaction has been defined as a professional dynamic, sometimes controlled by journalists (Strömbäck & Nord, 2006), and sometimes controlled by political power (Bennett, Lawrence & Livingston, 2007; Casero-Ripollés, 2009; Hallin & Mancini, 2004).

On the other hand, it is also possible to identify the study of source management as a relevant professional criterion for evaluating the journalistic production process (Casero-Ripollés & López-Rabadán, 2013). In this view, studies on source management and their professional consequences (Franklin & Carlson, 2011; Reich, 2009) begin to appear, revealing that the journalist's criterion and discretion influence the level of credibility of a source (Reich, 2009).

Several studies show that journalistic sources include members of elite groups and official institutions, because of their structural position, availability, credibility and representative status, as well as their understanding of journalistic needs and their routines (Berkowitz, 2009; Davis, 2000; Helle, 2000; Manning, 2001), tending to be more present than alternative or non-official sources (Grabe, Zhou & Barnett, 1999). Other research has also detected a structural deficit in the number of sources used in the news (De Pablos, 2006; García-Santamaría, 2010; Mayoral, 2005; Gronemeyer & Porath, 2015), as well as an increase in anonymous sources (Franklin & Carlson, 2011), which would have repercussions in terms of the credibility and professional quality of journalism. Pellegrini and Mujica (2006), for example, through the application of the instrument *Valor Agregado Periodístico* [Journalistic Added Value] (VAP-UC), found that the front pages of the Chilean newspapers presented similarly high percentages of news generated by the sources, and when comparing them with the Colombian, Peruvian and Argentine press, they found that Chilean newspapers used more official sources than their counterparts in the rest of Latin America. Subsequently, in a study that analyzed four Chilean TV newscasts, Pellegrini (2010) detected a high use of testimonial sources, with no greater informative value, and official sources.

From this review of the literature, this study raises its third and fourth research questions:

- RQ3: Is there a significant relationship in the use of sources among the different types of information platforms analyzed?
- RQ4: What is the level of homogeneity that exists in the type of sources used in the headlines and central news of print press, online press, television and radio?

METHODOLOGY

SAMPLE

This study conducted a content analysis of the headlines and central news of the main newspapers and newscasts of Chilean written and online press, television and radio during 2015.

Through the constructed week method, we designed a systematic-stratified sample of the headlines or central news from newscasts, copies or homepages of the analyzed media, respectively, ensuring that each month of the year was represented by at least one day, and thus avoiding an overrepresentation of a particular period. Two weeks per year were constructed for each media, and the headlines included in the cover and the main headline were codified for the analysis of the agenda, as well as the central news, for the analysis of the use of sources.

In total, 641 headlines were coded within each selected newscast/copy/homepage, as well as 112 headlines and central news.

Headlines were defined as all the news on the front page/headlines, and main headline as the largest headline of the cover/homepage, or the first headline mentioned in the television and radio news. In turn, as central news we understand the body of the news that comes off of said headline in interior pages. In the case of television, we analyzed the headlines and central news of the main newscast of the channel representative of public TV, *24 Horas Central*, Televisión Nacional, and of the main newscast of a channel representative of the private TV, *Chilevisión Noticias*, *Chilevisión*. In the case of radio, these units of analysis were analyzed within the central news program *Radiograma*, *Radio Bio Bio* and *El Diario de Cooperativa*, Radio Cooperativa. In the case of the printed press, we studied the headlines and central news of the cover of a newspaper representative of the Chilean popular press (*Las Últimas Noticias*, *LUN*), and one linked to the elite press (*La Tercera*). Finally, in the online press –understood for purposes of this study as media whose nature is digital and which are not the online version of the content of a traditional media–, headlines and central news of the homepage of *El Mostrador* and *El Dínamo* were analyzed.

The criterion for selecting the media was determined by their scope (national), their independence in terms of ownership, and their level of readership/audience/traffic.

TOPICS	OPERATIONALIZATION
Original categories	
Government/ Legislature	It addresses topics related to formal and institutionalized power, including the activities of state powers: Governments and their services; International relations, National Congress, etc.
Campaigns/ Elections/Politics	It addresses topics related to government elections at local, provincial and national level, or stories focused on the actions of political parties.
Police/Crime	It addresses aspects associated with public order and security, criminal incidents, corruption and financial crimes, criminal tendencies, anticrime measures and legal proceedings.
Courts	It addresses internal topics of the justice system, such as the appointment of judges, measures and other internal matters.
Defense/Military/ Homeland security	It addresses information related to military (Armed Forces.) and national security policies, considering protection actions and threats from abroad.
Economy/Business	It addresses all non-legislative activities related to economic functioning, including business and personal finances. Microeconomics and macroeconomics are included within this topic.
Education	It addresses any activity, administration, practices or measures regarding primary, secondary and higher education, whether public or private.
Environment/Climate change	It addresses all information relating to ecology, environment, flora and fauna. It considers aspects related to the care and conservation of the environment and the risks and problems of this aspect.
Energy	It addresses topics related to the impact of energy sources and their exploitation and distribution mechanisms (renewable, non-renewable, clean energy and pollutants).
Transportation	It addresses topics related to mechanisms, devices, management, operation and impact of means of transport in all its manifestations (air, sea, land, public and private).
Housing/ infrastructure/public works	It addresses information on the current and future state of material development of society in its specific aspects (interconnectivity, roads, telecommunications, housing, and territorial integration of neighborhoods).
Accidents and natural disasters	It addresses information on accidents caused by man, and related to natural disasters such as earthquakes, tsunamis, floods of rivers, storms, among others.
Health	It addresses news about the health system (public and private), diseases / prevention.
Religion/churches	It addresses information concerning the spiritual development of individuals and the general population, considering the activities of institutions that administer the faith.
Work/employment	It addresses work topics, including administrative situations, measures, training, problems, etc.
Demonstrations/ protests	It addresses situations, events and actions that show conflict between two or more actors in society, for different reasons (demonstrations, protests, strikes, occupations, and other ways to demonstrate social disputes, regardless of the issue that provokes them).
Social problems	It addresses topics of inequality, human rights, poverty, indigence, immigration, racial and ethnic tensions, development (or lack thereof), gender aspects and sexual orientation, among others.
Media	It addresses news about media, communication companies, the tools and technologies they use.

Sports	It addresses news about activities that are clearly linked to sport. These are understood as any physical activity that involves training and is subject to rules.
Science/technology	It addresses activities, development or discovery in the field of science, as well as studies and technological developments.
Travel/fashion/beauty/food	It addresses news items that deal with different aspects of people's lifestyles (leisure, travel, clothing and accessories, beauty, wellness, home and garden, love and sex, diet and cooking).
Culture	It addresses all events, situations and activities related to artistic, historical, culinary expressions, linked to cultural activities aimed at an elite audience.
Show business/celebrities	It addresses activities, facts, practices that involve celebrities from the world of entertainment or show business.
Others	Stories that do not fit clearly in any of the previous categories.
SOURCES	OPERATIONALIZATION
Original categories	
State/political politics	It refers to sources that belong to the administration of the national, regional/provincial or municipal government.
Economy/business	Refers to spokespersons/representatives of the business and economic sector.
Police/Homeland security	It refers to sources that work in law enforcement, as well as to homeland security agencies.
Legal or from courts	It refers to representatives of any branch of a judicial institution and also includes legal professionals from the private sector, such as lawyers.
Military/Defense	It refers to sources working in different military or defense services, as well as spokespersons for such services.
Health	It refers to staff working in different types of organizations dedicated to health care.
Civil society	It refers to members of organized civil society, such as NGOs, unions, churches, among other social organizations, other than the State and business.
Citizens	It refers to people who are informative sources in their personal capacity and not on behalf of a group.
Media	It refers to members who speak on behalf of a media, or explicit reference to information published in the media, or journalists mentioned, other than the author of the news item.
Sports	It refers to sports-related sources, including individual athletes, coaches, representatives of sports teams and other sports organizations, as well as spokespersons.
Artist or celebrity	It refers to sources of the entertainment area.
Academics	It refers to professionals who work as academics and/or researchers in public and private universities or scientific research centers.
Anonymous	It refers to unidentified sources, sources whose identity has not been mentioned and sources that are explicitly mentioned as anonymous.
Others	This category includes sources that do not fall into any of the categories described above.

Table 1: Operationalization of each topic and type of sources

Source: Own elaboration.

MEASURES

The analysis procedure was conducted by two coders, who were trained in the completion of an analysis sheet based on a codebook designed for such effects. In order to analyze the main theme of the headlines, as well as the main title of the copy, edition or newscast, the codebook provided 24 categories of topics previously defined by the Fondecyt project 1150153, which frames this study, similarly operationalized by previous studies on thematic agenda (Casero-Ripollés & López-Rabadán, 2012). These categories were: government/legislature, campaigns/elections/politics, police and crime, courts, defense/military/homeland security, economy/business, education, environment and climate change, energy, transportation, housing/infrastructure/public works, accidents and natural disasters, health, religion and churches, work and employment, demonstrations and protests, social problems, media, sports, science and technology, travel/fashion/beauty/food, culture, show business and celebrities (see operationalization of each topic in table 1). Since there are many frequencies with value 0 (zero) in several of the subjects analyzed, we decided to group these categories into nine major themes: politics, economy and business, police and crime, courts, social affairs, accidents and disasters, sports, culture and shows, and others.

Regarding the use of sources, the coders had to use a logic equivalent to the one contemplated in the measurement of the subject, and to identify the main source of the central news. The type of sources was based on

the operationalization of the 14 categories defined by the project in which this study is framed: State/Political party source, Economy/Business source, Police/Security source, Legal or Court source, Military/Defense source, Health source, Civil society source, Citizen source, Media source, Sports source, Artists or celebrities source, Academic source, Anonymous source, and other source. Subsequently, police/security sources were grouped together with defense and military sources; Citizen sources with those of civil society; as well as the sources of science, health and academics under the typology of expert sources. In order to test for reliability, the Krippendorff Alpha index was used. Based on the Ka formula, the global inter-judge reliability was .81 for the main topic and .79 for the type of sources.

The data collected were analyzed through descriptive and inferential statistics—use of contingency tables, Cramer's V and Spearman's correlation test—, which allowed to describe the hierarchy and degrees of similarity or difference in the topics covered and in the use of sources in the main headlines of the different information platforms analyzed.

RESULTS

THE HOMOGENEITY OF THE THEMATIC AGENDA IN THE CHILEAN MEDIA

The content analysis conducted by this study revealed that the Chilean news media possess a high degree

Medio	Printed		Online	Television		Radio		
	TER	LUN	MOS	DIN	TVN	CHV	BIO	COO
<i>La Tercera</i>	1.000	.282	.417*	.662**	.704**	.588**	.499*	.479*
<i>Las Últimas Noticias</i>	.282	1.000	.327	.318	.574**	.468*	.468*	.265
<i>El Mostrador</i>	.417*	.327	1.000	.511*	.708**	.494*	.728**	.722**
<i>El Dínamo</i>	.662**	.318	.511*	1.000	.606**	.549**	.628**	.576**
Televisión Nacional	.704**	.574**	.708**	.606**	1.000	.547**	.821**	.642**
Chilevisión	.588**	.468*	.494*	.549**	.547**	1.000	.617**	.556**
Bío Bío	.499*	.468*	.728**	.628**	.821**	.617**	1.000	.658**
Cooperativa	.479*	.265	.722**	.576**	.642**	.556**	.658**	1.000

Table 2: Correlations of the central theme of the headlines of the printed press, online press, radio and television

* Correlation is significant at the 0.05 level ** Correlation is significant at the 0.01 level

Source: Own elaboration.

of homogeneity in the thematic agenda presented to the audience through its headlines and central news.

When correlating the main thematic of the headlines of the different media analyzed, results show a significant correlation between three of four of them, with the exception of the printed press (table 2), and specifically the newspaper *Las Últimas Noticias* (LUN), which is differentiated by its content oriented to entertainment chronicle and television news (show business and celebrities). Indeed, when comparing the themes of this media with the rest of the analyzed media, we find that it only correlates significantly with the television news (TVN and *Chilevisión*), which tend to show more popular oriented news, and with *Radio Bío Bío*, which stands out for a transversality of themes in its headlines.

The most homogeneous agendas within the same type of media are from the radio, whereas the only type of platform that does not present a homogeneous agenda among the analyzed media is the printed press, where the elite and popular press differ to a greater extent, possibly a product of the distinction that both types of press make of their audience.

At the same time, when comparing the agendas among all the analyzed media, the results reveal that the most homogeneous agendas are those of *El Mostrador* with *Radio Bío Bío*, TVN and *La Tercera*.

THE THEMATIC HIERARCHY OF HEADLINES

Considering the main topic of the main headline of each media, the results show the hierarchy that the printed press, online press, television and radio give to different topics.

Firstly, issues such as police and crime, or accidents and natural disasters, are included to a greater or lesser extent, but transversally by all media in their main/central news, while – if examined separately – social issues linked to transportation, health, energy, or work and employment are practically absent from the main headlines of the media analyzed.

The hierarchy of themes shows a greater homogeneity between radios, which prioritize politics, police and crime, accidents and social issues, in their main headlines, above all others.

Focusing punctually on the types of media analyzed, it can be seen that there are interesting differences. While one of every two headlines published on the cover of *La Tercera* is linked to the issue of police and crime, the headlines of *Las Últimas Noticias* give greater emphasis to those linked to sports and culture and shows⁵.

Among the online media, although the two analyzed prioritize in their headlines news related to police or crime, *El Mostrador* is significantly closer than *El Dinamo*

Main topic	Printed		Online		Television		Radio	
	TER	LUN	MOS	DIN	TVN	CHV	BIO	COO
Politics	28.6	0	28.6	21.4	28.6	0	21.4	35.7
Economy and business	14.3	7.1	0	0	14.3	0	0	0
Police and crime	50.0	14.3	28.6	50.0	21.4	92.9	28.6	14.3
Courts	0	0	14.3	0	0	0	0	0
Social affairs	0	14.3	14.3	7.1	7.1	0	14.3	21.4
Accidents and natural disasters	7.1	14.3	7.1	7.1	14.3	7.1	21.4	21.4
Sports	0	21.4	7.1	14.3	14.3	0	14.3	7.1
Culture and show business	0	21.4	0	0	0	0	0	14.3
Others	0	7.1	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100

Table 3. Presence of the topic of the main headline of the headlines by media (percentages)

(Cramer's $V = .344$; $p = .001$)

Source: Own elaboration.

to issues such as politics, courts or social issues, while the latter prioritizes issues such as police and crime, and sport. In the case of television, the differences are much more marked. In *Chilevisión Noticias*, nine out of ten main headlines are about some crime and police topic, and the rest, about accidents and natural disasters. In *24 Horas Central* of TVN, on the other hand, there is a greater diversification between hard topics such as politics, economy and business and social issues, and issues traditionally considered as soft, such as police, accidents and sports (table 3).

HOMOGENEITY IN THE USE OF SOURCES

Another objective of our study was to identify if there was a significant relation in the use of sources in the central news of different types of media. The results of this study allow to affirm that, in effect, there is a significant positive relation in the use of sources in the analyzed media.

First, a high homogeneity and congruence is noticed in the use of sources between the different types of media and between the media analyzed at the individual level, although with some exceptions. As in the case of the type of subject addressed, *Las Últimas Noticias* and *Chilevisión* are distant from other media.

Likewise, the use of sources in central news in print press and television do not correlate with that of radio news, where official sources of government predominate (table 4).

THE HIERARCHY OF SOURCES IN THE HEADLINES

Our last research question sought to answer the hierarchy that the headlines and central news of the printed press, online press, television and radio gave to different types of sources.

As can be seen in table 5, the vast majority of the analyzed media occupy official sources of the State or politics in their central news.

If we analyze the data by type of media, it is possible to appreciate that the radio news and the newspaper *Las Últimas Noticias* present a greater diversification in the type of sources. Likewise, popular media such as *Las Últimas Noticias* and *Chilevisión* are those that offer greater inclusion of citizen and civil society sources in their central news, while the expert sources are present to a greater extent in *Las Últimas Noticias* than in *Chilevisión*.

It should be noted that television is the only type of media where it is possible to appreciate the presence of anonymous sources in its central newscasts.

Although the largest discrepancies within the same media type occur in print press and television, they are not statistically significant.

DISCUSSION

This research analyzed the thematic agenda and the use of sources through the comparison of the headlines and central news of the printed, online, radio and television national press in Chile.

Media	Printed		Online		Television		Radio	
	TER	LUN	MOS	DIN	TVN	CHV	BIO	COO
<i>La Tercera</i>	1	0.114	.888**	.640*	.676**	0.251	0.401	0.531
<i>Las Últimas Noticias</i>	0.114	1	0.133	0.484	0.133	0.488	0.235	0.183
<i>El Mostrador</i>	.888**	0.133	1	.765**	.751**	0.397	.568*	.547*
<i>El Dínamo</i>	.640*	0.484	.765**	1	.765**	.646*	.671**	.668**
Televisión Nacional	.676**	0.133	.751**	.765**	1	.667**	0.365	0.329
Chilevisión	0.251	0.488	0.397	.646*	.667**	1	0.248	0.220
Bio Bio	0.401	0.235	.568*	.671**	0.365	0.248	1	.721**
Cooperativa	0.531	0.183	.547*	.668**	0.329	0.220	.721**	1

Table 4. Correlations of the main source in the central news of the printed press, online press, radio and television

* Correlation is significant at the 0.05 level ** Correlation is significant at the 0.01 level

Source: Own elaboration.

The results of the study show in both cases—thematic agenda and use of sources—a high level of homogeneity among the types of media analyzed, with some exceptions, as in the case of the printed press, where the newspaper *Las Últimas Noticias* differs notoriously from the newspaper *La Tercera*, as well as other types of media analyzed. This difference finds a possible explanation in the marked popular orientation of the audience of *Las Últimas Noticias*, as well as in the spectacularization of its contents, which makes its approach more miscellaneous, of a level of minor political interest, but of greater popular attraction. In fact, both in the analysis of the subjects of its headlines and the use of sources in its central news show a particular pattern with predominance of subjects considered soft and the inclusion of sources different from those that the other media include in their headlines and central news.

The results also show—at least at a descriptive level—that issues related to police and crime, sports, politics and natural disasters have a greater presence in the main headlines than others related to social issues such as health or housing, which could be delimited by a

greater presence of news values, as well as the need to attract a greater audience.

These results coincide with those found by Puente and Mujica (2006) or Valenzuela and Arriagada (2009) at the level of the agenda in print press and television, contributing evidence to the strong similarity that exists in the selection of topics by the media, which seems to transcend in time.

According to the above, it can be concluded that regarding the competition-uniformity relationship, the printed media analyzed are directed at different audiences and do not compete with each other, so the diversity of style and themes is more evident in this type of media, coinciding with previous results at both national and international levels (Esser, 1999; Mellado & Lagos, 2014).

In spite of this, and because there is a high degree of homogeneity among the different types of media analyzed, it can be said that, overall, the generalist perspective prevails, at least at the level of thematic agenda and use of sources. In both, common professional procedures and values seem to regulate the production of news in a uniform way.

Main source	Printed		Online		Television		Radio	
	TER	LUN	MOS	DIN	TVN	CHV	BIO	COO
State/Political parties	50	12.5	66.7	100	57.1	16.7	54.5	37.5
Economy/Business	33.3	0	16.7	0	14.3	0	0	0
Police/Homeland security/Military defense	0	0	0	0	14.3	0	0	0
Legal/ From court	8.3	0	16.7	0	0	0	9.1	12.5
Expert	0	25	0	0	0	0	9.1	12.5
Citizen/ Civil society	0	25	0	0	0	50	18.2	12.5
Media	8.3	12.5	0	0	0	0	0	12.5
Sports	0	12.5	0	0	0	0	9.1	0
Artist / Celebrity	0	12.5	0	0	0	0	0	0
Anonymous source	0	0	0	0	14.3	33.3	0	0
TOTAL	100	100	100	100	100	100	100	100

Table 5: Hierarchy of the type of source used in the central news of the headlines/covers of the printed press, online press, radio and television (percentages)

$$(X^2 = .336; p = .065)$$

Source: Own elaboration.

On the other hand, the results show that Chilean journalists heavily depend on official sources, while in most cases, have a greater presence in the central news of the media. These results coincide with those found in Chile by Pellegrini and Mujica (2006), who found that Chilean journals rely more on official sources than their counterparts in the rest of Latin America, revealing the strong similarity that exists in the selection of sources by the Chilean media, which is persistent in time.

As for the citizen and civil society sources, they are becoming more frequent, especially on television and in the popular press. Although it is not clear whether these sources are capable of leaving a mark in the public debate, at least it can be said that there is a “voice” that represents the public sphere in the conventional media. Having citizens as information sources contributes to the media’s contribution to important social and political aspects of a democratic society, such as deliberation, participation and diversification (Gillmor, 2004; Hopmann & Shehata, 2011; Reich, 2015). From the results of this study, it is possible to affirm that *Las Últimas Noticias* and *Chilevisión* –both media mainly related to a popular audience, especially the first one– are those that seem to contribute to a greater extent in this aspect. Possibly, changes in the audience, as well as new needs generated by new media, have forced the media in general to

focus on citizens. Considering that the popular press has traditionally been linked to the commercial role and infotainment, this result becomes even more relevant.

On the other hand, although the diversity of themes is a requirement for the audience to have a pluralistic and balanced perception of reality (Humanes & Fernández, 2015), the homogenization of agendas and the use of sources at a global level is a reflection of the high media concentration that Chile has and the lack of existing regulation. This situation undoubtedly has complex consequences, directly affecting the formation of public opinion on certain issues.

Although this study is pioneering in comparing the information agenda and the use of sources in the headlines of different types of media, it is not free of limitations. Firstly, by focusing exclusively on the headlines and very specific variables of the central news (theme and source), other relevant aspects were left aside in the analysis of information content; among them, the depth of the topics covered, or the styles of reporting used. It is expected that future studies can expand this research to the analysis of the body of the news, and thus have a clearer view of the role that journalism and the media play in public discussion and debate. It would also be interesting to compare the results found here in national media, with the reality of the local media in Chile.

FOOTNOTES

1. This study was funded by the Fondecyt Grant 1150153, “Journalistic Role Performance in Chilean Journalism: A comparative study of television, online media, print newspapers, radio and social networks”.
2. See the survey Cooperativa, Imaginación, Universidad Central, November 24, 2014. In <http://bit.ly/2qEHU8R>
3. According to the National Television Council (CNTV), *Estudio de Concentración de Medios en Chile. Fuentes secundarias* [Media Concentration Study in Chile. Secondary sources] (2015). By L. A. Breull A. At <https://es.scribd.com/document/332672385/CNTVInformeConcentracionMedios-2015>
4. According to a SimilarWeb study. See MediosDigitales.info, Media 2.0, “Ranking de medios digitales en Chile” [Ranking of digital media in Chile]. <https://mediosdigitales.info/2015/02/05/ranking-de-medios-digitales-en-chile/>
5. Considering the differences of themes that *LUN* presented with the rest of the sample, the chi-square was recalculated, but this time excluding the case of *LUN*; however, the differences were maintained ($X^2=91.841$, $p=.019$).

REFERENCES

- Althaus, S. L. & Tewksbury, D. (2002). Agenda setting and the “new” news patterns of issue importance among readers of the paper and online versions of the New York Times. *Communication Research*, 29(2), 180-207. <https://doi.org/10.1177/0093650202029002004>
- Arriagada, A. & Navia, P. (2013). Medios y audiencias, ciudadanos y democracia [Media and audiences, citizens and democracy]. In A. Arriagada y P. Navia, (Eds.), *Intermedios: Medios de comunicación y democracia en Chile* [Intermedia: Media and democracy in Chile] (pp. 11-34). Santiago de Chile: Ediciones Universidad Diego Portales.
- Becerra, M. & Mastrini, G. (2009). *Los dueños de la palabra. Acceso, estructura y concentración de los medios en la América Latina del siglo XXI* [Owners of the word. Access, structure and media concentration in Latin America of the 21st century]. Buenos Aires: Prometeo.
- Bennett, W. L., Lawrence, R. G. & Livingston, S. (2007). *When the press fails: Political power and the news media from Iraq to Katrina*. Chicago: University of Chicago Press.
- Benson, R., Blach-Ørsten, M., Powers, M., Willig, I. & Zambrano, S. V. (2012). Media systems online and off: Comparing the form of news in the United States, Denmark, and France. *Journal of Communication*, 62(1), 21-38. <https://doi.org/10.1111/j.1460-2466.2011.01625.x>
- Berkowitz, D. A. (2009). Reporters and their sources. In K. Wahl-Jorgensen & T. Hanitzsch (Eds.), *The handbook of journalism studies* (pp. 102-115). New York and Abingdon, UK: Routledge.
- Berkowitz, D. A. (Ed.). (2010). *Cultural meanings of news: A text-reader*. Thousand Oaks, CA: Sage.
- Bernard, C. (1963). *The press and foreign policy*. Princeton: Princeton University Press.
- Boczkowski, P. J. & Ferris, J. A. (2005). Multiple media, convergent processes, and divergent products: Organizational innovation in digital media production at a European firm. *The Annals of the American Academy of Political and Social Science*, 597(1), 32-47. <https://doi.org/10.1177/0002716204270067>
- Bourdieu, P. (1998). *Practical reason: On the theory of action*. Palo Alto, CA: Stanford University Press.
- Casero-Ripollés, A. (2009). El control político de la información periodística [The political control of journalistic information]. *Revista Latina de Comunicación Social*, (4), 354-366. <https://doi.org/10.4185/RLCS-64-2009-828-354-366>
- Casero-Ripollés, A. & López-Rabadán, P. (2012). La evolución de la agenda mediática española (1980-2010). Un análisis longitudinal de la portada de la prensa de referencia [Evolution of the Spanish media agenda (1980-2010). Longitudinal analysis of the front pages of two of the most important Spanish newspapers]. *Revista Latina de Comunicación Social*, (67), 470-493. <https://doi.org/10.4185/RLCS-2012-964>
- Casero-Ripollés, A. & López-Rabadán, P. L. (2013). La gestión de fuentes informativas como criterio de calidad profesional [The management of informative sources as criterion of professional quality]. In J. L. Gómez Mompert, J. F. Gutiérrez Lozano & D. Palau Sampio (Eds.), *La calidad periodística: teorías, investigaciones y sugerencias profesionales* [Journalistic quality: theories, research and professional suggestions] (pp. 73-89). Barcelona / Valencia: Servei de Publicacions de la Universitat Autònoma de Barcelona / Universitat Jaume I, Universitat Pompeu Fabra i Universitat e València.
- Cohen, B. (1963). *The press and foreign policy*. Princeton, NJ: Princeton University Press.
- Consejo Nacional de Televisión (CNTV), Chile. (2005). *Barómetro de calidad de noticieros centrales de TV abierta* [Quality Barometer of open TV central news]. Retrieved from <https://www.cntv.cl/cntv/site/artic/20110414/asocfile/20110414175536/calidadnoticierosweb2005.pdf>
- Cook, C. E. (1998). *Lobbying for higher education: How colleges and universities influence federal policy*. Nashville, TN: Vanderbilt University Press.
- Davara Torrego, F. J. (2004). *Cuadernos para el diálogo: un modelo de periodismo crítico* [Notes for a Dialogue: a model of critical journalism]. Doctoral dissertation, Universidad Complutense de Madrid, Servicio de Publicaciones. Retrieved from <http://biblioteca.ucm.es/tesis/inf/ucm-t25239.pdf>

- Davis, A. (2000). Public relations, news production and changing patterns of source access in the British national media. *Media, Culture & Society*, 22(1), 39-59. <https://doi.org/10.1177/016344300022001003>
- De Pablos Coello, J. M. (2006). Fuentes mudas (en la web): periodismo *transit* propaganda [Silent sources (in the web): of the journalism of the propaganda]. *Estudios sobre el Mensaje Periodístico*, 12, 115-145. Retrieved from <http://bit.ly/2q6M9L3>
- Deuze, M. (2008). The professional identity of journalists in the context of convergence culture. *Observatorio (Obs*)*, 2(4). <https://doi.org/10.15847/obsOBS242008216>
- Dimitrova, D. V. & Strömbäck, J. (2009a). Look who's talking: Use of sources in newspaper coverage in Sweden and the United States. *Journalism Practice*, 3(1), 75-91. <https://doi.org/10.1080/17512780802560773>
- Dimitrova, D. V. & Strömbäck, J. (2009b). The conditionality of source use: Comparing source use in US and Swedish television news. *Journal of Global Mass Communication*, 2(1/2), 149-166. Retrieved from <http://www.marquettebooks.com/images/JGMCV02No1-2.pdf>
- Esser, F. (1999). Tabloidization of news, A comparative analysis of Anglo-American and German press journalism. *European journal of communication*, 14(3), 291-324. <https://doi.org/10.1177/0267323199014003001>
- Franklin, B. & Carlson, M. (2011). *Journalism, sources and credibility. New perspectives*. London: Routledge.
- Gans, H. J. (1980). *Deciding what's news: A study of CBS evening news, NBC nightly news, Newsweek, and Time*. Evanston, IL: Northwestern University Press.
- García-Santamaría, J. V. (2010). Crisis del periodismo de fuentes. Las prácticas del periodismo en España en el accidente de Spanair [The crisis of informational sources. The journalism practice in Spain in Spanair's accident]. *RLCS. Revista Latina de Comunicación Social*, (65), 516-537. <https://doi.org/10.4185/RLCS-65-2010-916-516-537>
- Gillmor, D. (2004). *We the media: Grassroots journalism by the people, for the people*. Sebastopol, CA: O'Reilly Media Inc.
- Grabe, M. E., Zhou, S. & Barnett, B. (1999). Sourcing and reporting in news magazine programs: 60 Minutes versus Hard Copy. *Journalism & Mass Communication Quarterly*, 76(2), 293-311. Retrieved from <http://journals.sagepub.com/doi/pdf/10.1177/107769909907600208>
- Gronemeyer, M., & Porath, W. (2015). Un estudio de la homogeneidad entre las posturas editoriales y de las fuentes informativas en la prensa de referencia chilena [A study on homogeneity between editorials and news sources opinions in the Chilean reference press]. *Cuadernos.Info*, (36), 139-153. <https://doi.org/10.7764/cdi.36.567>
- Hallin, D. C. & Mancini, P. (2004). *Comparing media systems: Three models of media and politics*. Cambridge, UK: Cambridge University Press.
- Helle, M. (2000). Disturbances and contradictions as tools for understanding work in the newsroom. *Scandinavian Journal of Information Systems*, 12(1), 81-114. Retrieved from <http://aisel.aisnet.org/cgi/viewcontent.cgi?article=1104&context=sjis>
- Hopmann, D. N. & Shehata, A. (2011). The contingencies of ordinary citizen appearances in political television news. *Journalism Practice*, 5(6), 657-671. <https://doi.org/10.1080/17512786.2011.603967>
- Humanes, M. L. & Fernández Alonso, I. (2015). Pluralismo informativo y medios públicos. La involución de TVE en el contexto del cambio político (2012-2013) [News Pluralism and Public Media in Spain. Televisión Española's regression following a change of government (2012-2013)]. *Revista Latina de Comunicación Social*, (70), 270-287. <https://doi.org/10.4185/RLCS-2015-1046>
- López-Escobar, E., Llamas, J. P. & Rey-Lennon, F. (1996). La agenda entre los medios: primero y segundo nivel [Media Agenda: first and second level]. *Communication & Society*, 9(1-2), 67-89. Retrieved from http://www.unav.es/fcom/communication-society/es/articulo.php?art_id=288
- Maier, S. (2010). All the news fit to post? Comparing news content on the web to newspapers, television, and radio. *Journalism & Mass Communication Quarterly*, 87(3-4), 548-562. Retrieved from <http://journals.sagepub.com/doi/abs/10.1177/107769901008700307>

- Manning, P. (2001). *News and news sources: A critical introduction*. Thousand Oaks, CA: Sage.
- Mayoral, J. (2005). Fuentes de información y credibilidad periodística [Information sources and journalistic credibility]. *Estudios sobre el Mensaje Periodístico*, 11, 93-102. Retrieved from <https://revistas.ucm.es/index.php/ESMP/article/view/ESMP0505110093A/12446>
- McCombs, M. E. (2004). *Setting the agenda. The mass media and public opinion*. Cambridge, UK: Polity Press.
- McCombs, M. E. & Shaw, D. L. (1972). The agenda-setting function of mass media. *Public opinion quarterly*, 36(2), 176-187. Retrieved from <http://unc.live/2bEsOc7>
- Mellado, C. (2012). 29 The Chilean journalist. In D. H. Weaver & L. Willnat (Eds.), *The Global Journalist in the 21st century* (pp. 382-399). New York: Routledge.
- Mellado, C. & Lagos, C. (2014). Professional roles in news content: Analyzing journalistic performance in the Chilean national press. *International Journal of Communication*, 8(23), 2090-2112. Retrieved from <http://ijoc.org/index.php/ijoc/article/viewFile/2651/1191>
- Pellegrini, S. (2010). Análisis en los noticieros de televisión chilenos: La pauta como factor de calidad y perfil editorial [Analysis of Chilean TV's news bulletins: News content-setting a factor of quality and editorial profile]. *Cuadernos de información*, (27), 25-42. Retrieved from <http://cuadernos.info/index.php/CDI/article/view/20/pdf>
- Pellegrini, S. & Mujica, M. C. (2006). Valor Agregado Periodístico (VAP): la calidad periodística como factor productivo en un entorno medial complejo [Journalistic Added Value: Journalistic quality as a productive factor in a complex medial environment]. *Palabra Clave*, 9(1), 11-28. Retrieved from <http://www.redalyc.org/articulo.oa?id=64900101>
- Porath, W. (2007). Los temas de la discusión pública en las elecciones presidenciales chilenas 2005: relaciones entre las agendas de los medios y las agendas mediatizadas de los candidatos y del gobierno [Public discussion subjects in Chile's 2005 presidential elections: relationships between the agendas of mass media and the mediatized agendas of candidates and government]. *América Latina Hoy*, (46), 41-73. Retrieved from <http://www.redalyc.org/articulo.oa?id=30804603>
- Puente, S. & Mujica, C. (2006). ¿Qué es noticia (en Chile)? [What is news (in Chile?)]. *Cuadernos de Información*, (16), 85-100. Retrieved from <http://cuadernos.info/index.php/CDI/article/view/162>
- Reich, Z. (2009). *Sourcing the news: key issues in journalism—an innovative study of the Israeli press*. Cresskill, NJ: Hampton Press.
- Reich, Z. (2011). Source credibility as a journalistic work tool. In B. Franklin & M. Carlson, *Journalists, sources, and credibility: New perspectives* (pp. 19-36). New York: Routledge.
- Reich, Z. (2015). Why citizens still rarely serve as news sources: Validating a tripartite model of circumstantial, logistical, and evaluative barriers. *International Journal of Communication*, 9, 773-795. Retrieved from <http://ijoc.org/index.php/ijoc/article/view/3200>
- Roberts, M., Wanta, W. & Dzwo, T. H. D. (2002). Agenda setting and issue salience online. *Communication Research*, 29(4), 452-465. <https://doi.org/10.1177/0093650202029004004>
- Shoemaker, P. J. & Cohen, A. A. (2005). *News around the world: Content, practitioners and the public*. New York: Routledge.
- Shoemaker, P. J. & Reese, S. D. (1996). *Mediating the message. Theories of influences on mass media content* (2nd ed.). White Plains, NY: Longman. Retrieved from <http://bit.ly/2pyo9yn>
- Strömbäck, J. & Nord, L. W. (2006). Do politicians lead the tango? A study of the relationship between Swedish journalists and their political sources in the context of election campaigns. *European Journal of Communication*, 21(2), 147-164. <https://doi.org/10.1177/0267323105064043>
- Tuchman, G. (1978). *Making news: A study in the construction of reality*. New York: Free Press.
- Valenzuela, S. & Arriagada, A. (2009). Competencia por la uniformidad en noticieros y diarios chilenos 2000-2005 [The competition for similarity in Chilean news broadcast and newspapers 2000-2005]. *Cuadernos de información*, (24), 41-52. Retrieved from <http://cuadernos.info/index.php/CDI/article/view/33>

Wang, Y. F. (2000). Male reproductive health research needs and research agenda: Asian and Pacific perspective. *International Journal of Andrology*, 23(S2), 4-7. <https://doi.org/10.1046/j.1365-2605.2000.00002.x>

ABOUT THE AUTHORS

Maureen Díaz, Master in Communication by the Pontificia Universidad Católica de Valparaíso. Her research areas are journalism studies. Currently she works as research assistant of the Fondecyt Grant 1150153, "Journalistic Role Performance in Chilean Journalism: A comparative study of television, online media, print newspapers, radio and social networks".

Claudia Mellado, Professor of Journalism in the School of Journalism at the Pontificia Universidad Católica de Valparaíso, Chile. Her main research interests are journalism studies, journalistic cultures, and comparative research. She has published two books and over fifty articles in indexed academic journals. Currently, she is the principal investigator of the Fondecyt Grant: "Journalistic Role Performance in Chilean Journalism: A comparative study of television, online media, print newspapers, radio and social networks", as well as of two crossnational studies: the "Journalistic Role Performance around the Globe", and "Journalism Students across the Globe".