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How Korean Newspapers and Television News Programs Covered Blood Donation: A Quantitative and Qualitative Analysis of Facilitators and Barriers

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The purpose of this study is to investigate the blood donation news coverage through a content analysis of South Korean newspapers and television news programs. Based on the attributes of facilitators of and barriers to blood donation, topics and frequencies of news stories about blood donation were assessed. They were further scrutinized through a qualitative analysis of words and phrases, narratives, metaphors, and sources about those stories.

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Results indicated that self-identity, altruism, and collective action regarding blood donation were more prevalently observed than fear in the media. Moreover, the news media portrayed blood donation as positive and normative behaviors, humanistic value among citizens, or role model and ideal citizen, while its donors included a range of community members. The implications of the results suggest that media campaign practitioners and policy-makers for blood donation should make every effort to deliver the positive aspect of the issue through communication channels.

Keywords: blood donation, news coverage, framing, media frames, theory of planned behavior

Many countries, including developing countries in particular, continue to demand regular supplies of sufficient blood donations because blood for transfusions is only usable for a restricted period. Every second of every day, blood transfusions are needed to help people around the world survive (World Health Organization, 2007). More specifically, in South Korea, fewer than 7% of healthy Koreans between the ages of 16 and 69 actually donate annually (Korean Red Cross, 2012). While its recent rate of blood donation is 5.44% (Korean Red Cross, 2012), South Korea anticipated the gap between supplies and the demand for blood to continuously increase over the next years (Korean Ministry of Health and Welfare, 2004). Accordingly, practitioners need to keep recruiting more volunteers for blood donation while researchers must examine and suggest theoretical foundations to predict the behavior of blood donors.

A substantial body of literature on blood donation has investigated the critical determinants that affect blood donation (Amponsah-Afuwape, Myers, & Newman, 2002; Armitage & Conner, 2001; Cha, 2009; Ferguson, 1996; Glynn, Kleinman, Schreiber, Zuck, McCombs, Bethel, Garratty, & Williams, 2002; Glynn, Williams, Nass, Bethel, Kessler, Scott, Fridey, Kleinman, & Schreiber, 2003; Hollingsworth & Wildman, 2003; Jin & Lee, 2012; Jones et al., 2003; Robinson, Masser, White, Hyde, & Terry, 2008; Sojka & Sojka, 2003; Wiwanitkit, 2002; Wu et al., 2001). These studies have conceptually identified and empirically revealed the factors that facilitate as well as create barriers to blood donation. However, although past research on blood donation empirically looked for factors that predict blood donation, little research to date has attempted to examine specifically how the mass media, particularly in South Korean settings, portray blood donation. Moreover, Korean communication scholars' efforts to discern the effect of critical

variables on blood donation have been hardly made (Cha, 2009). More studies are needed which explore what factors facilitate and impede blood donation from the perspective of communication in South Korean settings.

The rationale of this study is twofold. First, by approaching the facilitators of and barriers to donating blood, the study aims to assess how Korean newspapers and television news programs covered blood donation. Given that the mass media frequently affect behavior change substantially (e.g., Bryant & Zillmann, 2002), it is critical that media consumers can be exposed to positive variables of blood donation through diverse media channels. In contrast, the news media often need to conceal the negative variables of blood donation, in that negative news delivered via the media produces anxiety and depression among audiences (McNaughton-Cassill, 2001). Second, by virtue of framing theory, this study also seeks to examine the framing of the facilitators of and barriers to donating blood in the news media. By examining how the media are saliently emphasizing and de-emphasizing these factors, the study provides practical applications that campaigners and policymakers for blood donation will be able to design what types of messages about blood donation should be communicated.

Theoretical Backgrounds

Theory of reasoned action and theory of planned behavior

To identify the facilitators of and barriers to donating blood, the theory of reasoned action (TRA) and the theory of planned behavior (TPB) have been commonly used and applied to blood donation for both theoretical and

practical reasons, such as recruiting and maintaining blood donors (Giles, McClenahan, Cairns, & Mallet, 2004). TRA, originally conceptualized by Fishbein and Ajzen (1975), postulates that individuals' purposive behavior in a specific situation is best predicted by behavioral intention. In turn, the behavioral intention is directly associated with two variables: 1) the individual's attitude toward performing the purposive behavior and 2) the individual's subjective norm. An attitude refers to an individual's affective or evaluative response toward performing a particular behavior. It may also be conceptualized as a function of behavioral beliefs and the amount of positive or negative evaluation of some object. A subjective norm is an individual's perception that significant referents (i.e., individuals or groups) feel that he or she should behave in a prescribed way (Fishbein & Ajzen, 1975). Because TRA fails to entirely explain volitional control over people's behaviors, it was extended to TPB to include an additional variable of perceived behavioral control (Ajzen, 1991). This variable refers to "people's perception of the ease or difficulty of performing the behavior of interest" (Ajzen, 1991, p. 183).

Understanding facilitators of and barriers to the intent to donate blood for news value

As Ajzen (1991) called for additional variables to add to TPB, past research (Jin, 2005; Jin & Lee, 2012) attempted to determine whether additional predictors can be included in the model of blood donation suggested by Armitage and Conner (2001). The research suggested that individuals' intention to donate blood can be directly predicted by seven proximal variables: attitude, subjective norm, perceived behavioral control,

self-efficacy, self-identity, altruism, and collective-efficacy. These variables can spur individuals' intent to donate blood. Moreover, fear is negatively associated with attitude and self-efficacy, while knowledge is associated with fear and attitude. Incorrect knowledge or fears about blood donation play a negative role as its barrier.

This study asserts that special attention should be given to the importance of self-identity, altruism, collective-efficacy, and fear because values embedded in those variables may serve as news resources of blood donation for mass media. Self-identity as a normative influence refers to people's perceptions toward taking a particular action as a societal role based on their personality, personal characteristics, and social status (Armitage & Conner, 2001). For example, an individual who believes that a regular blood donation shapes or reinforces the individual's own identity and role is more likely to participate in blood donation. This normative aspect of blood donation may become a source of good news on the grounds of its desirable role in strengthening and providing society with support for existing norms and orders.

Past research (Armitage & Conner, 2001; Cha, 2009; Kopfman & Smith, 1996; Morgan & Miller, 2002; Robinson et al., 2008) has provided evidence that philanthropic values such as moral norms of blood donation and altruism of organ donation can predict the behavioral intention of the donors. This is because values involving enduring beliefs are regarded as a strong determinant of behavior (Rokeach, 1973). This altruistic value may garner considerable attention from news media producers and consumers because like the normative aspect of self-identity, altruism can help to heighten the societal norm. One prior study (Davis & McLeod, 2003) has indicated that altruism emerged as one of the most frequent themes in newspapers around

the world.

As the antecedent of collective behaviors, collective efficacy is defined as “people’s beliefs in their joint capabilities to forge divergent self-interests into a shared agenda, to enlist supporters and resources for collective action, to devise effective strategies and to execute them successfully, and to withstand forcible opposition and discouraging setback” (Bandura, 1995, p. 33). Bandura highlighted the increasing necessity of collective efficacy in society, where individuals are more mutually dependent on one another. Societal members ought to frequently resolve social and public health problems, including blood donation, with collective voices. From this perspective, mass media as a function of mobilization may evoke audiences’ sense of collective efficacy, which subsequently leads to their collective action for a certain agenda. Notably, Sood (2002) found that individuals’ collective-efficacy can be facilitated by mass media. Accordingly, if news media try to feature and emphasize societal members’ collective actions for blood donation, the media may serve as a cue to action to lead other members to donate blood together. Thus, this current study assumes that the collective action can be a good news theme.

Fear refers to an individual’s negative emotional arousal caused by perceiving a person, issue, or object as personally relevant severity (Murray-Johnson & Witte, 2003). In particular, this concept has become the principal reason that an individual is reluctant to donate blood (Wiwanitkit, 2002). Fears about blood donation, for example, can result from uncertainty about the safety of donating blood, apprehension about needles, and physical side effects (Jin, 2005). With regard to fear appearing in news media, Altheide and Michalowski (1999) have revealed that the use of fear by newspapers and television was increasingly prevailing. The pervasiveness of fear about

crime, health, and environment in the media may construct a culture of surveillance to notice their dangerous aspects. Accordingly, media as a function of surveillance may pay attention to apprehensive situations about blood donation such as accidents of the safety of donating blood. As McNaughton-Cassill (2001) noted about the relationship between negative news and psychological distress, if individuals frequently observe such situations from the media, they will be more likely to hesitate to donate blood.

Thus far, this study has identified the facilitators of and barriers to blood donation on individuals' behavioral intention and reviewed the importance of values embedded in the variables for news sources. Therefore, it may be useful to assess how mass media described blood donation:

RQ1: To what extent are the variables (i.e., self-identity, altruism, collective action, and fear) as facilitators of and barriers to blood donation prevalent in newspapers and television news program shows?

Framing theory

To further understand the coverage of the facilitators of and barriers to blood donation and the coverage's implications for the future of blood donation promotion, this study used framing theory and qualitative methods of framing analysis. By focusing on the choices of words and phrases, narratives, sources, and metaphors of news, the study investigated how the news media have constructed the facilitators of and barriers to blood donation.

Based on its roots in cognitive psychology, framing theory has been

defined by many scholars. For example, Goffman (1974) states that a frame refers to a “schemata of interpretation,” through which individuals organize and make sense of information or an occurrence (p. 21), while Reese (2003) writes, “frames are organizing principles that are socially shared and persistent over time, that work symbolically to meaningfully structure the social world” (p. 11). Framing operates on cognitive processes that people use to perceive, understand, judge, and interact with the world around them (Hallahan, 1999). By providing contextual cues, framed messages influence individuals’ cognitive processing of information. That is, the individuals can perceive the messages differently.

Besides the psychological approach, framing as the perspective of communication means how media construct reality. In other words, message senders such as journalists frame the contents and messages of given social issues. This media framing occurs by the senders’ selecting and emphasizing some facts and leaving others out. They underscore some contents or make others inconspicuous. Eko (1999) argues that “framing refers to the activities of the mass media as they select, emphasize and present some aspect of “reality” to audiences, while ignoring others” (p. 277). By including and excluding elements within an issue, framing provides message receivers with the perspectives of how to think about that issue. Entman (1993) asserts that “to frame is to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation for the item described” (p. 52). He also notes that “frames select and call attention to particular aspects of the reality described, which logically means that frames simultaneously direct attention away from other aspects” (p. 55). As Entman (1991) showed, two similar stories

about airplane accidents were dealt with from different angles.

Framing plays a crucial role in building social reality because it forms the angles through which people see the world (Hallahan, 1999). Eko (1999) notes that news frames have the power to influence audiences' judgments of certain issues. Past research (Price, Tewksbury, & Powers, 1997) found that framing affects readers' understanding and feelings of news. It also revealed that there was a significant correlation between the frames and the understanding of an issue. Given that framing can lead to people's certain understanding and evaluating of an issue, it is necessary to delve into what frameworks are employed to deal with a given topic. Notably, frames consist of several elements by including keywords, metaphors, stock phrases, sources of information, concepts, symbols, and visual images, which go into building news frames (Entman, 1991, 1993).

By analyzing news contents from a framing perspective, this study also aims to identify how newspaper and television journalists portray the narratives of blood donation. Thus, the following second research question was suggested:

RQ2: With regards to the facilitators of and barriers to blood donation (i.e., self-identity, altruism, collective action, and fear), what elements of frames (i.e., words and phrases, narratives, metaphors, and sources) emerge from newspaper and television news accounts of blood donation?

Methods

Sampling

This study selected South Korea's two major national daily newspapers (Chosun-Ilbo and Donga-Ilbo) and the prime time news programs of each of the three national broadcast networks (KBS, MBC, and SBS) to sample news stories regarding blood donation. The two newspapers are popular in terms of readership in the country while the networks are the only broadcasting corporations.

This study was more interested in analyzing blood donation news between 1990 and 2005 because statistics regarding the rates of blood donation rate reported by Korean Red Cross were available after 2005. A search by the Korean Integrated News Database System website was conducted because the website is the country's largest news search engine, providing news transcripts produced in Korean newspapers and on broadcasting networks since January 1st, 1990, and July 1st, 1997, respectively. The keyword "blood donation" was entered for newspapers and television news searches, limiting the search dates to between January 1st, 1990, and October 31st, 2005. The search yielded 181 newspaper articles and 43 television news reports. A news story was assessed as blood donation news only if blood donation content was at the center of the story. After removing inappropriate stories, such as those on blood transfusion, a total sample of 219 news stories (177 for newspapers and 42 for television news) was obtained.

Units of analysis

For the first research question, this content analysis was used to measure, in the two newspapers and on the three broadcasting networks, the prevalence of news content involving the variables of the facilitators of and barriers to blood donation. This study has reviewed the attributes of the variables (self-identity, altruism, collective-efficacy, and fear) earlier. The attributes of self-identity can include taking a particular action as a societal role based on their personality, personal characteristics, and social status. Altruism primarily reflects a philanthropic mind. Given that collective-efficacy is found to be a significant precondition for behavior change (Jin & Lee, 2012), collective action could be facilitated by a strong sense of collective-efficacy via mass media. Finally, individuals' fear about blood donation can result from uncertainty about the safety of donating blood, apprehension about needles, and physical side effects. Based on these attributes of the variables, a coding scheme was created as follows:

1. Self-identity: a) individual blood donation behavior regularly or a number of times; b) collecting a certificate of blood donation; c) individual effort to donate blood.
2. Altruism: Individual blood donation behavior for philanthropic purposes.
3. Collective action: a) collective participation in blood donation campaigns, causes, or rallies.
4. Fear: a) uncertainty about the safety of donating blood; b) apprehension about needles; c) physical side effects.

Coding, training, and intercoder reliability

The careful training of coders is an essential task in any content analysis (Wimmer & Dominick, 2000). For this study, two coders—one of the researchers and another graduate student—worked independently and coded 219 news stories about blood donation. Before formal coding began, the two coders conducted a 20 percent pretest to test the coding sheet for inter-coder reliability. The pretest samples were randomly selected from the pool of sampled news articles. While conducting the pretest, the coders evaluated each news item based on the four categories. More specifically, coding was done to analyze the contents of blood donation stories using the developed subcategories of each category. If an item was included in more than one category, it was coded as being related to every category. All coding disagreements were discussed, the codebook was revised, and the reliability was measured by a coding pretest.

After coding, an inter-coder reliability test was performed to ensure the reliability of the results. Inter-coder reliability indicates the level of agreement among independent coders who code using the same coding instrument (Wimmer & Dominick, 2000). The formula proposed by Holsti (1969) was applied to determine reliability for this study. The value of inter-coder reliability was 90 percent.

A qualitative analysis of news coverage

To address the second research question regarding the elements of frames (i.e., words and phrases, narratives, metaphors, and sources) of blood donation news coverage as regards its facilitators and barriers, a qualitative

analysis of blood donation stories was performed. The two primary researchers coded 219 stories for the study, splitting them equally. The news stories were read line-by-line, with the coders noting both similarities and differences in word and phrase choices, narratives, metaphors, and sources, as well as attempting to find the overarching themes of the news stories as a whole (Glaser & Strauss, 1967). Only elements agreed on by both coders were chosen as being representative of news stories found throughout the data.

Results

Quantitative analysis results

Of the 219 news stories ($N = 219$) selected, 177 items were obtained from Chosun-Ilbo ($n = 106$) and Donga-Ilbo ($n = 71$) while 42 items were from KBS ($n = 19$), MBC ($n = 12$), and SBS ($n = 11$). To address the first research question—the extent of the prevalence of self-identity, altruism, collective action, and fear in newspapers and television news programs—frequency tests were run to describe the content of news on blood donation. As shown in Table 1, in newspaper articles, collective-efficacy (39.5%) was the most frequently mentioned topic of blood donation, and altruism (37.3%) was the second most frequent topic, followed by self-identity (14.1%) and fear (14.1%). In television news programs, altruism (42.9%) was the most commonly mentioned topic of blood donation, and self-identity (31.0%) was the second most common topic, followed by collective action (21.4%) and fear (14.3%). Thus, overall, news contents facilitating blood donation involving self-identity, altruism, or collective action were more prevalent

Table 1. Any mention of blood donation topics in newspapers and television news programs

	Newspapers	Television
Collective-efficacy	39.5% (70 times)	21.4% (9 times)
Altruism	37.3% (66 times)	42.9% (19 times)
Self-identity	14.1% (25 times)	31.0% (13 times)
Fear	14.1% (25 times)	14.3% (6 times)

than negative warning factors such as fear about blood donation.

This finding was further analyzed by breaking down the units of self-identity, collective action, and fear into the several attributes in the coding scheme. As shown in Table 2, in terms of self-identity, both newspaper articles and television news programs most frequently offered blood donation news content that included an individual's donating blood regularly or a number of times. In newspapers, an individual's collecting certificates of blood donation and making efforts to donate blood were observed, whereas the same topics did not appear at all in television news programs. Blood donation news regarding collective action showed a similar pattern in the two media, where collective participation in blood donation campaigns, causes, or rallies for philanthropic purposes was most prevalent. Stories about donating blood for commercial or remunerative purposes were also observed less often than stories about donating for philanthropic purposes. Finally, among news embedding negative factors of blood donation, the topics that address the safety of donating blood occurred most frequently. However, news contents describing apprehension about needles and physical side effects were found infrequently from the samples.

Table 2. Any mention of subcategories of blood donation topics in newspapers and television news programs

	Newspapers	Television
Self-identity	14.1 % (25 times)	31.0% (13 times)
1. Individual regular blood donation behavior	18 times	13 times
2. Collecting certificates of blood donation	4 times	0 time
3. Individual effort to donate blood	3 times	0 time
Collective-efficacy	39.5% (70 times)	21.4% (9 times)
1. Collective donation behavior for philanthropic purpose	56 times	8 times
2. Collective donation behavior for commercial/ remunerative purpose	14 times	1 time
Fear	14.1% (25 times)	14.3% (6 times)
1. Uncertainty about the safety	25 times	5 times
2. Apprehension about needles	0 time	0 time
3. Physical side effects	0 time	1 time

Qualitative analysis results

After the 219 stories were investigated on the grounds of word and phrase choice, narratives, metaphors, and sources in the facilitators of and barriers to blood donation, the following elements were summarized.

The choice of words and phrases in self-identity, altruism, and collective action

With regard to the facilitators of blood donation, contents were framed through the repetition of several key words and phrases such as self-identity (e.g., “habit of donating blood,” “king of blood donation,” and “Ph.D. in

blood donation”), altruism (e.g., “contribution to community,” “That must be expected,” “sharing ‘warm blood’,” “love,” “friendship,” “voluntary,” and “helping,”), and collective action (e.g., “festival,” “relay,” “cause,” “campaign,” “rally,” “all together,” “forming a queue,” “participation,” and “joining”).

Narratives and sources in self-identity, altruism, and collective action

Based on a number of episodes and events, typical narratives about blood donation included descriptions of blood donors as positive or normative community members. For example, Chosun-Ilbo described one blood donor (taxi driver, 33 years old) who had donated blood 61 times over the last 10 years with a direct quotation, “My blood helped people survive..... I decided to keep donating blood because I can’t ignore fact that many people are still dying of the shortage of blood.” Similarly, in other stories, blood donors were portrayed as follows: “Today is the fourth time for me to donate blood for that kid.... I am going to come here again until he gets healthy (American soldier in South Korea, 25 years old),” and “The aim of my life is to become a king of blood donation.... I am going to do that 1000 times in my entire life. This is the way to help others with my body (insurance agent, 28 years old).”

In terms of collective participation in blood donation, the news stories usually described community members’ shared efforts, beliefs, voices, and actions for blood donation. These examples include corporation CEOs and employees, military soldiers, police officers, government employees, hospital doctors and nurses, church members, and students, who were also all sources of the media frames about blood donation. These diverse community members’ collective actions, through rallies, causes, or

campaigns for blood donation, also focused on altruistic and moral norms by specifically emphasizing the meaning of “plural” and “warm.” In other words, the stories illustrated the humanistic value among citizens who were not reluctant to jointly participate in blood donation in a metropolitan city.

Metaphors in self-identity, altruism, and collective action

Interestingly, the news media usually portrayed blood donors as role models and ideal citizens by using the following expressions: “their attitudes toward sharing their own things with others..... Blood donation will be the most sublime devotion if it is based on pure volunteering” and “blood donors find their life worth living.” That is, blood donors’ altruistic and moral values were highly underscored.

The choice of words and phrases, narratives, sources, and metaphors regarding fear

As a barrier to blood donation, fear was framed based only on facts, not on certain narratives or metaphors. For instance, several news items used quotations from health care employees to mention that many people mistakenly believed that blood donation could cause AIDS infection. These stories approached this issue from a thematic frame rather than an episodic one, in order to explain that AIDS infection can occur through blood transfusion, but not through donation.

Discussion

The rationale of this study was twofold: 1) to investigate the prevalence of the facilitators of and barriers to blood donation in the South Korean news media through a quantitative content analysis and 2) to scrutinize how the media portray the narratives of blood donation from a qualitative framing perspective in order to further understand news coverage of blood donation and the coverage's implications on its future promotion. The study found that many news items regarding blood donation in newspapers and on television news programs yielded positive rather than negative news. Specifically, the two types of news media more saliently featured the themes of an individual's regular blood donation behavior and people's collective participation or rallying for altruistic purposes. Furthermore, the study also indicated how the message senders of the media framed the health issue using particular words, phrases, narratives, metaphors, and sources.

This study assumed that the facilitators of and barriers to behavioral intent to donate blood should be, respectively, more exposed or concealed through diverse media channels because the media can substantially affect individuals' behavior, including their blood donation behavior. Accordingly, media campaign practitioners for blood donation should make every effort through communication channels not only to make audiences realize the positive aspects of blood donation but also to remove fearful factors from their perception. In the persuasive process, the media are expected to serve as a critical source in disseminating blood donation news. That is, when the media are employed to support the normative and altruistic attributes of blood donation, more donors will be likely to participate. For instance,

campaign practitioners can release philanthropic and normative news items about blood donation to media journalists while attempting to manage incorrect or fearful knowledge about blood donation. In addition, news on collective action in blood donation can be used to attract news media producers.

As Entman (1991) asserted, media frames can result in the “common sense” understanding of particular issues among societal members. Once the common sense understanding is shaped, those members can take certain actions at the level of individual or public behavior. A past study (Broadway & Walsh-Childers, 2004) indicated that media framing affected the creation of a common sense understanding of a painkiller as harmful to American society, because the painkiller was abused as a drug. Consequently, this issue framed by the mass media could drive public policy, which developed the first initiative against its abuse. Similarly, through media frames, the common sense understanding of the issue of blood donation may suggest a certain public policy. For example, when news media frequently emphasize the urgent needs of blood donation and the systematic management of blood drives, community members and health policy-makers will be likely to recognize the importance of the problem.

Moreover, the findings of this study show the media frames of blood donation-focusing on particular words, phrases, narratives, metaphors, and sources-reflected the facilitators and barriers. These findings provide practical implications for blood donation recruiters. When they conduct blood donation campaigns, they can develop appropriate messages by using the frames found in this study. In the contents of the campaign, they can emphasize those elements of the frames in self-identity, altruism, or collective action, so that they produce a “common sense” understanding.

Interestingly, this study also found that television news tends to more frequently mention self-identity than newspaper articles. This might indicate that television news is easier to report news items regarding self-identity by focusing on an interviewee's personal experiences or stories. In addition, the study revealed that blood donation news regarding collective-efficacy was much more often mentioned in newspaper articles. This might mean that newspapers preferred to release news items about the collective participation of organizations, such as corporations, military, and police. If so, this finding would be helpful for campaign practitioners to prepare for publicities of blood donation as a public relations tactic. However, future research should be able to identify specific reasons why these differences between two media types exist.

Despite its crucial findings, this study includes a few limitations. The sampling, which included only two major newspapers, cannot perfectly generalize the prevalence of facilitators of and barriers to blood donation. A randomly chosen or large sampling of other Korean newspapers should be included. In addition, the study limited the search dates of news transcripts to between 1990 and 2005, which cannot assure the characteristics of recent news coverage of blood donation. However, for future studies, the findings can be useful to compare with the recent and current trend of news coverage of blood donation. Moreover, instead of obtaining only three broadcast networks' prime time news programs, cable networks' broadcasts should also be used. It may also be insufficient to cover only the facilitators and barriers because other news stories of blood donation can include shortages of blood, suggested strategies for increasing blood donations, problems of current systems of blood donation drives, and the like. Because "problem recognition" can lead to communication behaviors (Grunig & Hunt, 1984),

future studies can analyze how the news media frame the problems surrounding blood donations (e.g., blood donation policies). Finally, given that this study assesses specifically how the mass media portray blood donation in South Korean settings, future studies can attempt to find any differences or similarities of the issue by comparing with other countries.

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헌혈에 관한 국내 일간지와 텔레비전 뉴스 보도기사 내용분석: 촉진 요인 및 장애 요인의 양적·질적 분석 방법을 토대로

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본 연구는 한국의 일간지와 텔레비전 뉴스 프로그램에 나온 헌혈 보도 기사를 내용분석 방법을 통해 조사하고자 하였다. 이를 위하여 헌혈의 촉진 요인 및 장애 요인의 속성들을 바탕으로 헌혈 보도 기사의 주제 및 주기를 평가하였다. 더 나아가 질적 분석을 통하여 해당 기사들의 단어, 구절, 묘사, 비유 및 소스를 면밀히 살펴 보았다. 주요 연구 결과로는 헌혈에 관한 자기정체성, 이타심 및 집단적 행동들이 공포감보다 더욱 우세하게 나온 것을 발견하였다. 뿐만 아니라, 헌혈을 긍정적 및 규범적 행위로 묘사하거나, 시민들의 인도주의적 가치로, 혹은 역할 모델이나 이상적 시민으로 묘사하였다는 것이다. 또한, 헌혈자로는 다양한 공동체 구성원들이 포함되었다. 본 연구 결과를 통해서, 미디어 헌혈 캠페인 실무자들과 정책 입안자들이 커뮤니케이션 채널을 이용하여 헌혈의 긍정적 측면을 전달하기 위해 노력해야 한다는 점을 시사해 준다.

주요어 : 헌혈, 뉴스보도, 틀짓기, 미디어 프레이밍, 계획행동 이론