The European Association of Fisheries Economists

Title:

Measuring the impact of mass media on consumers purchase of aquaculture products

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This study focuses on development of a methodology to measure the impact of mass media on consumers' purchase of aquaculture products and, specifically, the demand of sea bass and see bream. Therefore, we aim to fill a relevant gap in the literature, as most previous research analyze media coverage about aquaculture, without considering its relation to demand, and they adopt a descriptive / explorative approach (Amberg and Hall, 2008; Feucht and Zander, 2017; Froehlich et al., 2017; Olsen and Osmundsen, 2017; Osmundsen and Olsen, 2017). Moreover, the scarce studies about the effect of mass media coverage on aquaculture demand are focused on the impact of negative events, such as health risks (Sha et al., 2015; Liu et al., 2016). Besides, they are based on linear Almost Ideal Demand System (LA/AIDS) (Deaton & Muellbauer, 1980), measuring media coverage as a simple index based only on the depth of discussion and prominence of placement within the newspaper (Smith et al. 1988; Wessells et al., 1995; Sha et al., 2015).

In this context, and based on previous literature, we propose an index to measure the online mass media coverage of aquaculture that integrates the following attributes of news: 1) Relation to aquaculture, 2) Tone / valence of the content, 3) Content / agenda, 4) Size, Depth of the content, 5) Picture / Video, 6) Geographical scope of the content.

In order to validate the index proposed we have identified a total of 3,391 news published in the 5 top newspapers in Spain containing keywords regarding to aquaculture and fish species, although only 332 were found to have a medium or high relationship to aquaculture. In the present stage of the research we are working on in-depth content analysis of the news to categorize them and obtain quantitative values for the index developed.