Media Analysis Report

2016 Census: 1 February – 23 August 2016

Australian Bureau of Statistics

Contents

Introduction

This document presents the results of analysis of media coverage of the 2016 Census between 1 February and 23 August 2016.

> A random sample of 997 press articles, 1,082 broadcast reports, and 1,942 social media posts with a Buzz Influence score of five and above (social media only from 8 July to 23 August) were analysed for this report.

> All articles from the following internet sites were also analysed:

>> *ABC online*
>> *Crikey*
>> *news.com.au*
>> *theaustralian.com.au*
>> *afr.com*
>> *IT News*
>> *cnet.com.au*
>> *dailymail.com.au*
>> *smh.com.au*
>> *theguardian.com/au*

Executive Summary

Key Findings

In contrast to coverage of previous Censuses, the 2016 Census was notably controversial.

This was due to two main issues: the **privacy concerns** triggered by the retention of name and address details for up to four years, and the **failure of the Census website** on the night of the Census, 9 August.

Despite the widespread complaints about and criticisms of these issues, overall coverage of the Census was only slightly unfavourable on average (49.1 rating), and favourable reports were slightly more common than unfavourable in traditional media (see chart 1).

Traditional media coverage that cited an ABS spokesperson was particularly favourable (54.5 average rating; see chart 49), indicating that representatives successfully promoted the Census and responded to criticisms. More than 60% of the coverage that quoted a spokesperson also conveyed at least one favourable message (404 of 654 reports). However, criticism often focused on the perceived inadequacy of the ABS's justifications for the changes to the policy in relation to the retention of names and addresses.

Internet and social media coverage was notably unfavourable

The average favourability rating of internet coverage was 46.6 and that of social media was 47.8. Social media posts were dominated by unfavourable commentary (see chart 2); however, by its nature, social media coverage tends to be more opinionated and subjective, and is often more unfavourable than most news coverage. Similarly, opinion pieces,

editorials, letters and talkback callers were also less favourable than news reports in traditional media coverage (47.2 rating, compared to 51.2).

Regional press and broadcast coverage was clearly the most favourable on average (see page 9), partly due to widespread syndication of favourable press articles about matters such as employment opportunities, which were unrelated to the main issues of the period. Also, regional coverage was more likely to discuss the purpose of the Census than national and metropolitan outlets.

Security and Privacy

Security and privacy was easily the most common focus of all coverage (see page 13). In traditional media, it was also the least favourably discussed focus of coverage, while in social media it was the second least favourable (behind administration).

Confidentiality/privacy was also the second most frequently mentioned topic of all, with a total of 1,569 mentions. It was clearly the leading topic in social media coverage, with 841 mentions and an average rating of 44.5.

Security and privacy concerns were first raised well ahead of the Census, and continued to be raised afterwards

While the ABS announced that it would be changing its policy in relation to the retention of names in December 2015, news coverage seldom discussed the changes until March. The topic of data retention and matching began to be mentioned in this month, rose to greater prominence in July, and discussion peaked in early August. The relatively extended period

of coverage of these issues meant that the most frequently conveyed unfavourable messages up until the day of the Census were those related to security and data retention, led by *Census data is not safe* (276 mentions), *retention of data is a security concern* (138), and *storage of information is not justified* (101).

Coverage emphasised several main factors:

> Departure from the norm, especially after 2006, when data retention was sought but declined;
> The way consultation on the change was conducted (that is, without independent oversight);
> The lack of explanation about why the changes were needed; and
> Specific concerns raised by privacy experts, including former senior ABS staff.

Columns, letters and opinion pieces tended to be much more critical than news coverage of confidentiality/privacy

The average favourability rating of opinion-type coverage was 45.6, compared to 50.9 for news reports. Most commentators supported the ABS's function and stressed the importance of the Census, but questioned the benefits of retaining this data.

The increasingly contentious nature of coverage in the lead-up to the Census led to a spike in unfavourable reports on the retention of names and privacy in general in the first week of August

Despite the increase in unfavourable traditional media coverage in the first week of August, reporting remained favourable on average each day (see chart 10). This was partly due to the frequent presence of
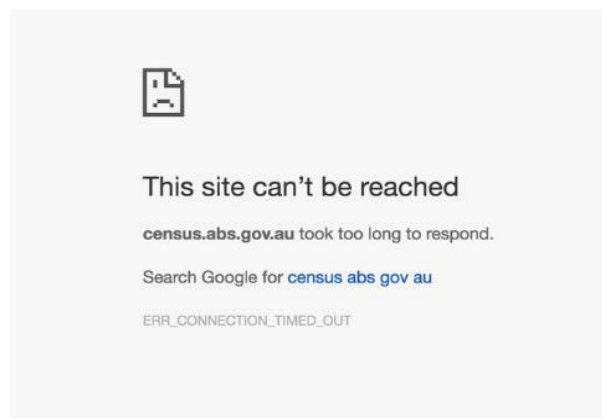
ABS representatives such as David Kalisch, Duncan Young and Chris Libreri, who often emphasised the importance of the Census and conveyed the favourable message that *the Census benefits the Australian community*, which was the fourth leading message overall (311 mentions).

Site crash

Topics related to the Census website dominated the analysed coverage

The most frequently mentioned overall were electronic/online forms (1,624 mentions), electronic submission (1,019), the Census site itself (989) and the site crashing (909). Electronic submission and online forms were mentioned slightly more often prior to the Census, while the site and the site crash were mentioned far more often afterwards. The focus on electronic submission this year also occasionally led to confusion about how to access physical forms.

The failure of the site on the night of the Census was routinely mocked on social media, with the hashtag #CensusFail becoming widely used. For example:

This site can't be reached

census.abs.gov.au took too long to respond.

Search Google for census abs gov au

ERR_CONNECTION_TIMED_OUT

Kathryn Foran
@kathrynforan

Refresh. Refresh. Refresh. Refresh. #CensusFail
8:33 PM - 9 Aug 2016

2

The ABS's handling of communication to users about the Census site crash was one of the first issues to draw harsh criticism in both social and traditional media

After the sustained criticism targeting the ABS in the lead-up to the Census, traditional media coverage was also generally unforgiving of the crash. Unfavourable coverage after 9 August began to suggest a general mishandling of the entire Census by the ABS. Some commentators focused on what they considered to be the ABS's failure to adequately respond to privacy concerns in the lead-up to the Census.

Owing to the huge volume of discussion of the failure of the Census website, the leading message in all coverage was the unfavourable *Census technology/ website is unreliable* (381 mentions), which made up 18.6% of coverage that conveyed any messages, and 11.0% of all messages conveyed.

While the second leading unfavourable message was that *Census data is not safe* (369 total mentions), the corresponding favourable message that *Census data is safe* appeared slightly more often (378 mentions). The favourable message was in fact conveyed far more often than its corresponding unfavourable message following the Census (251 mentions to 158), suggesting that the ABS managed to allay fears about the data following the site crash.

Table 1

KEY METRICS		
TOTAL VOLUME	OVERALL	4,470
	PRESS	997
	BROADCAST	1,082
	INTERNET	719
	SOCIAL MEDIA	1,942
AVERAGE FAVOURABILITY	OVERALL	49.1
	PRESS	50.8
	BROADCAST	51.4
	INTERNET	46.6
	SOCIAL MEDIA	47.8
LEADING STORY FOCUS (REPORTS)	SECURITY & PRIVACY (2,336)	
LEADING TOPICS (MENTIONS)	ELECTRONIC/ONLINE (1,624)	
LEADING MESSAGE (MENTIONS)	CENSUS TECHNOLOGY/WEBSITE IS UNRELIABLE (381)	
LEADING SPOKESPERSON (MENTIONS)	MALCOLM TURNBULL, AUSTRALIAN PRIME MINISTER (203)	
LEADING BYLINES/COMPERES (REPORTS)	ABSCENSUS (TWITTER) (37)	
LEADING MEDIA (REPORTS)	TWITTER (1,905)	

Media Overview

Chart 1 Traditional Media

UNFAV, 980, 35.0%

FAV, 1,021, 36.5%

NEU, 797, 28.5%
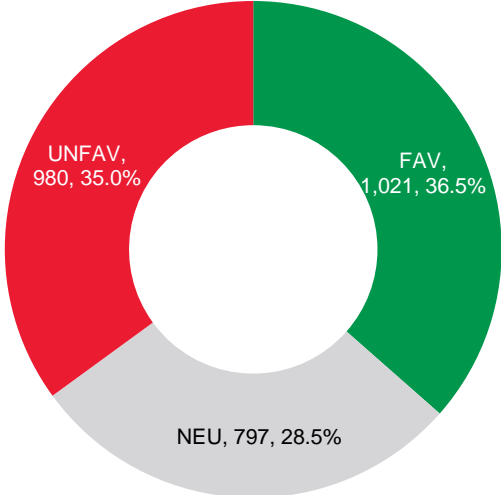
Chart 2 Social Media

FAV 23.4%

UNFAV 53.9%

NEU 22.7%
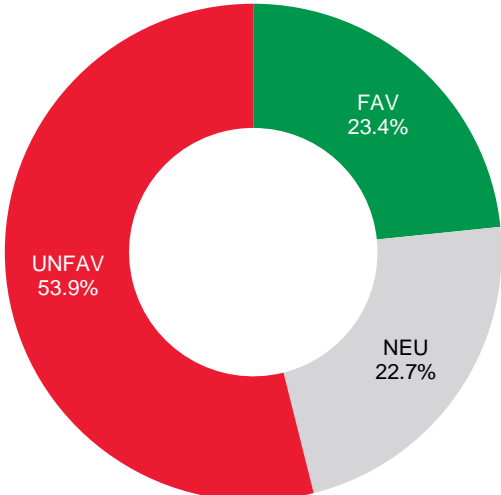
Origin

Chart 3 Traditional Media

- SPONTANEOUS
- PROACTIVE
- THIRD PARTY GENERATED

221, 7.9%
505, 18.0%
2,072, 74.1%
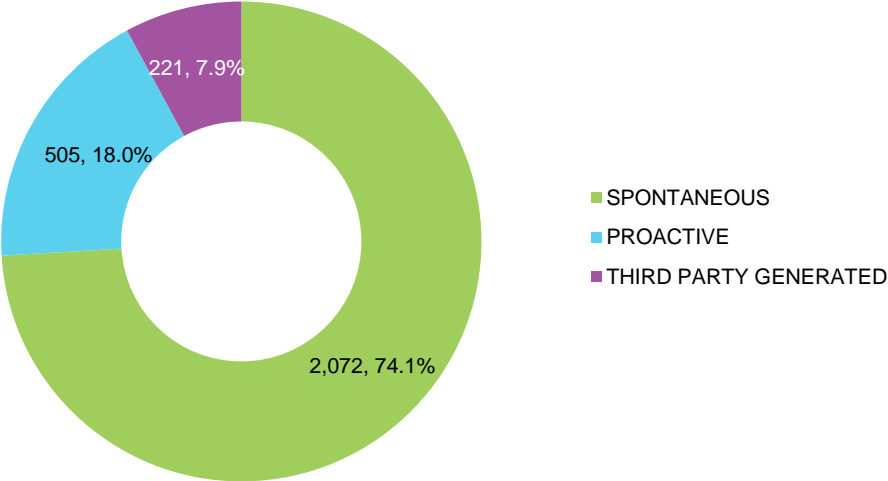
These charts show the proportion of reports that were identified as having been generated by an ABS media release during the period, and those that were spontaneously produced by journalists or other parties.

Chart 4 Social Media

- SPONTANEOUS
- PROACTIVE
- THIRD PARTY GENERATED

175, 9.0%
40, 2.1%
1,727, 88.9%
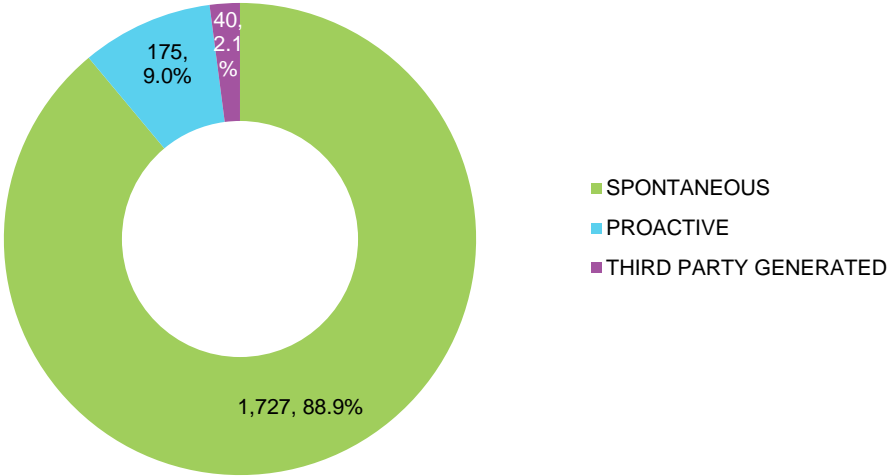
Regional Breakdown

Press

Chart 5

- REGIONAL
- METRO
- SUBURBAN
- NATIONAL

51, 5%
70, 7%
236, 24%
640, 64%

Chart 6

	REGIONAL	METRO	SUBURBAN	NATIONAL
Total	640	236	70	51
UNFAV	166	111		
NEU	186	77		
FAV	288			
AVG FAV	52.1	48.1	50.6	47.1

FAV NEU UNFAV AVG FAV

Broadcast

Chart 7

- METRO
- REGIONAL
- NATIONAL

110, 10%
311, 29%
661, 61%

Chart 8

	METRO	REGIONAL	NATIONAL
Total	661	311	110
UNFAV	201		
NEU	181		
FAV	279	173	
AVG FAV	50.6	53.3	50.8

FAV NEU UNFAV AVG FAV
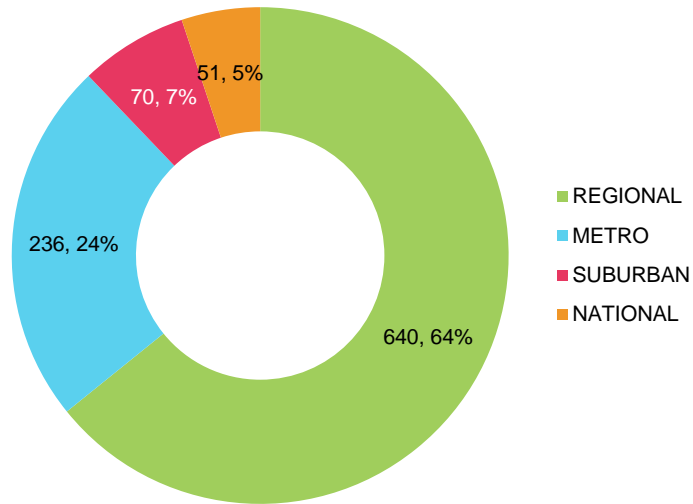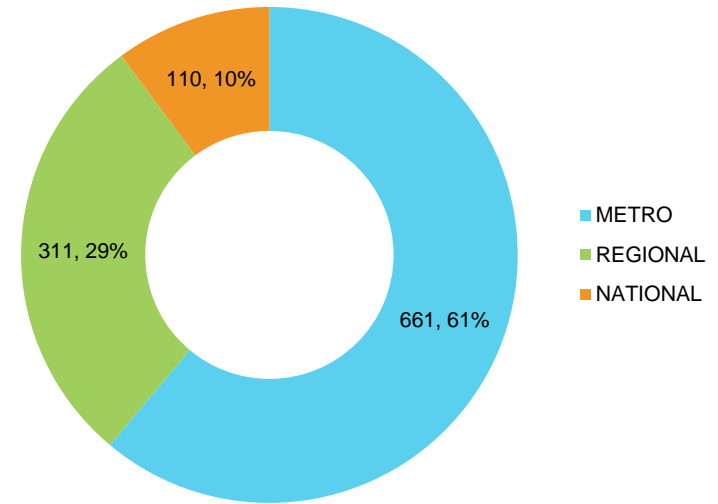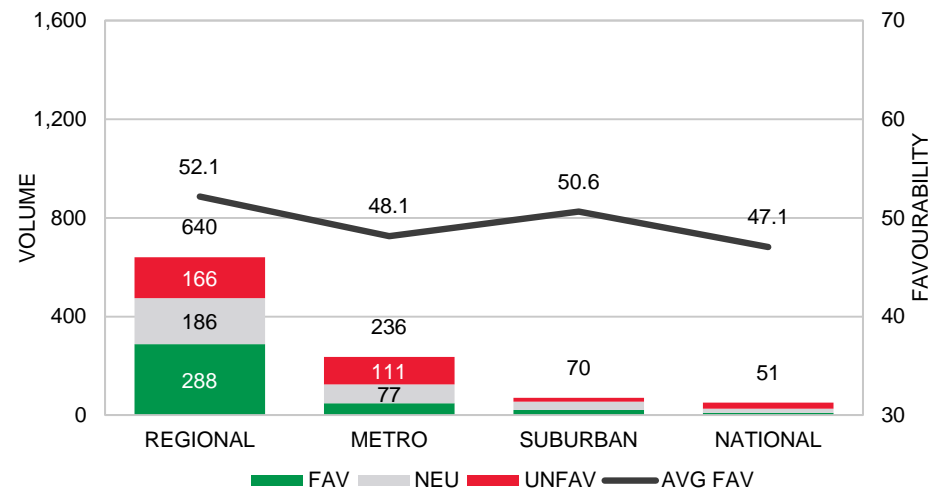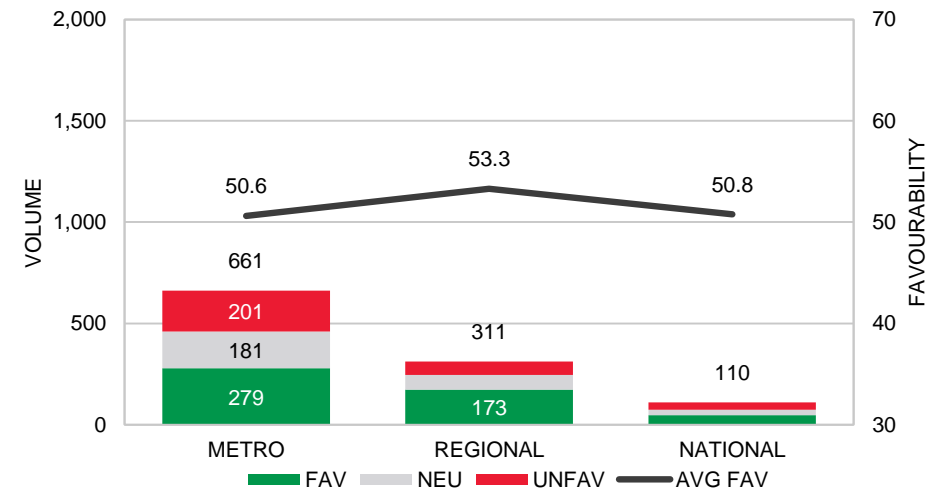
These charts show the proportions, volume and favourability of traditional media coverage in each region.

Trend

Monthly Trend (1 February – 23 August)

Chart 9 Traditional Media
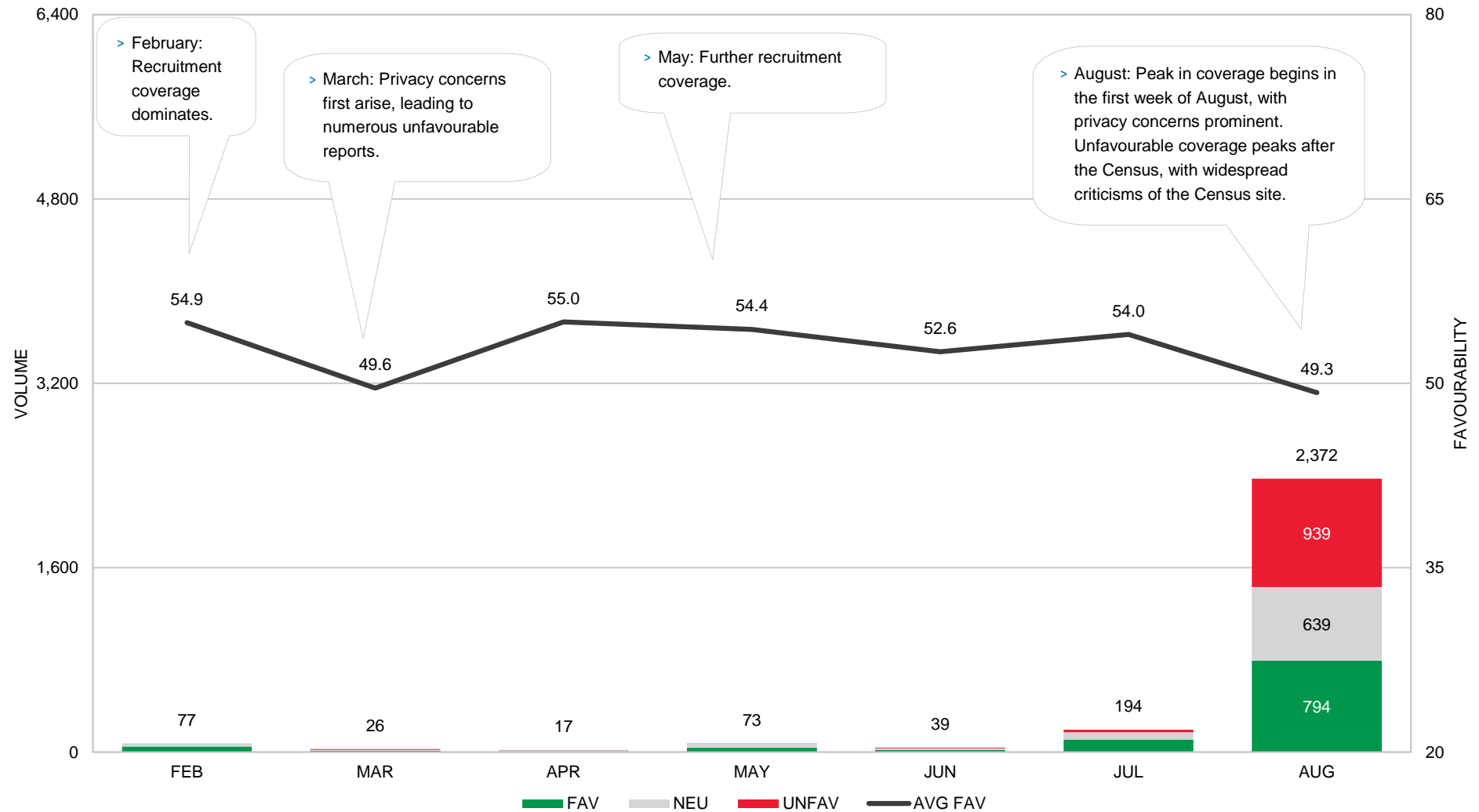
> February: Recruitment coverage dominates.

> March: Privacy concerns first arise, leading to numerous unfavourable reports.

> May: Further recruitment coverage.

> August: Peak in coverage begins in the first week of August, with privacy concerns prominent. Unfavourable coverage peaks after the Census, with widespread criticisms of the Census site.

This chart shows the volume and average favourability of traditional media coverage in each month from 1 February to 23 August 2016.

Daily Trend (8 July – 23 August)

Chart 10 Traditional Media
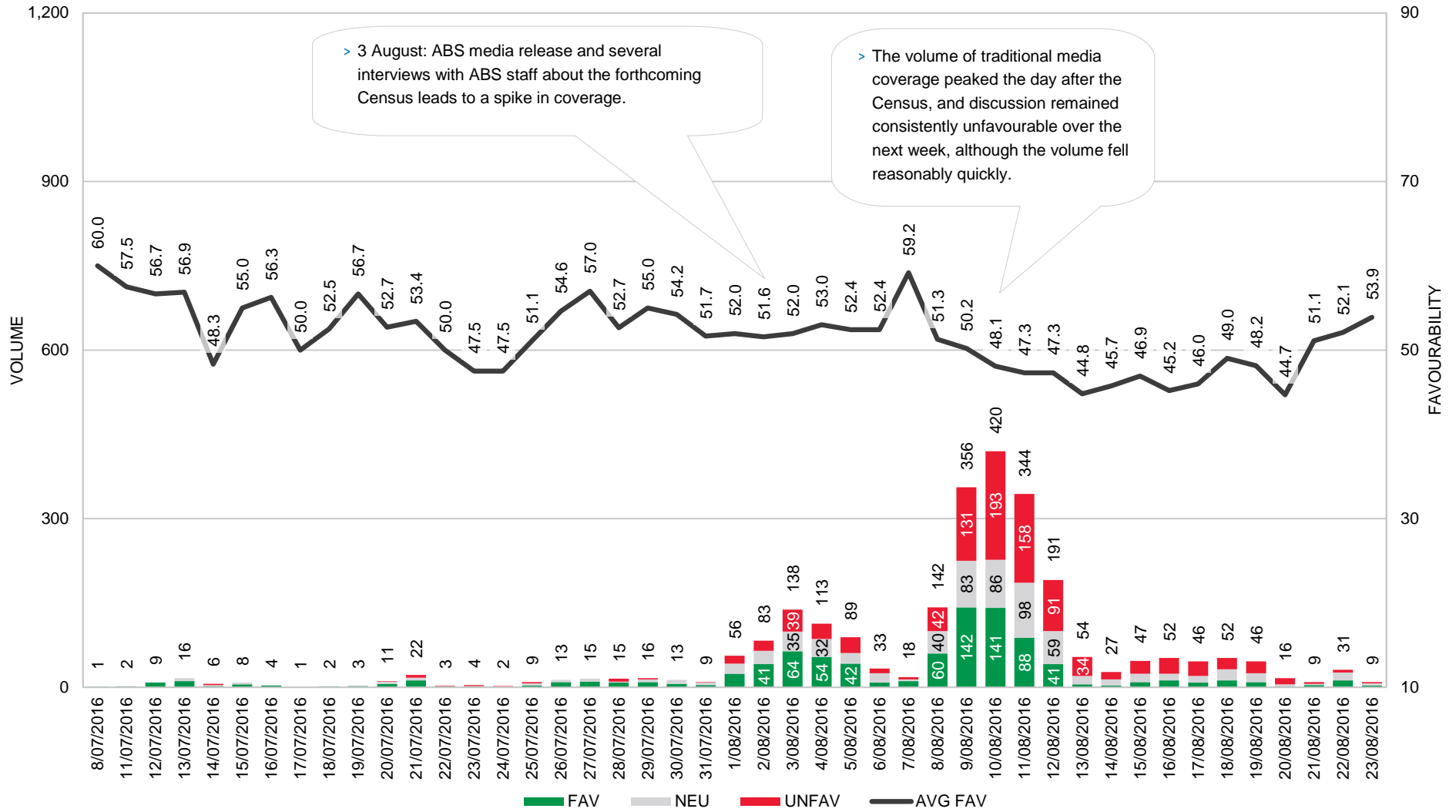
> 3 August: ABS media release and several interviews with ABS staff about the forthcoming Census leads to a spike in coverage.

> The volume of traditional media coverage peaked the day after the Census, and discussion remained consistently unfavourable over the next week, although the volume fell reasonably quickly.

Legend: FAV | NEU | UNFAV | AVG FAV

This chart shows the volume and average favourability of traditional media coverage each day from 8 July to 23 August 2016.

Chart 11 Social Media

> 3 August: Privacy concerns become more prominent, with calls to boycott the Census.

> Social media coverage peaked on the night of the Census, with the average favourability of discussion continuing to fall over subsequent days.

> The volume of social media coverage dwindled over the next week, but discussion remained unfavourable on average, before improving after 20 August.

FAV   NEU   UNFAV   AVG FAV
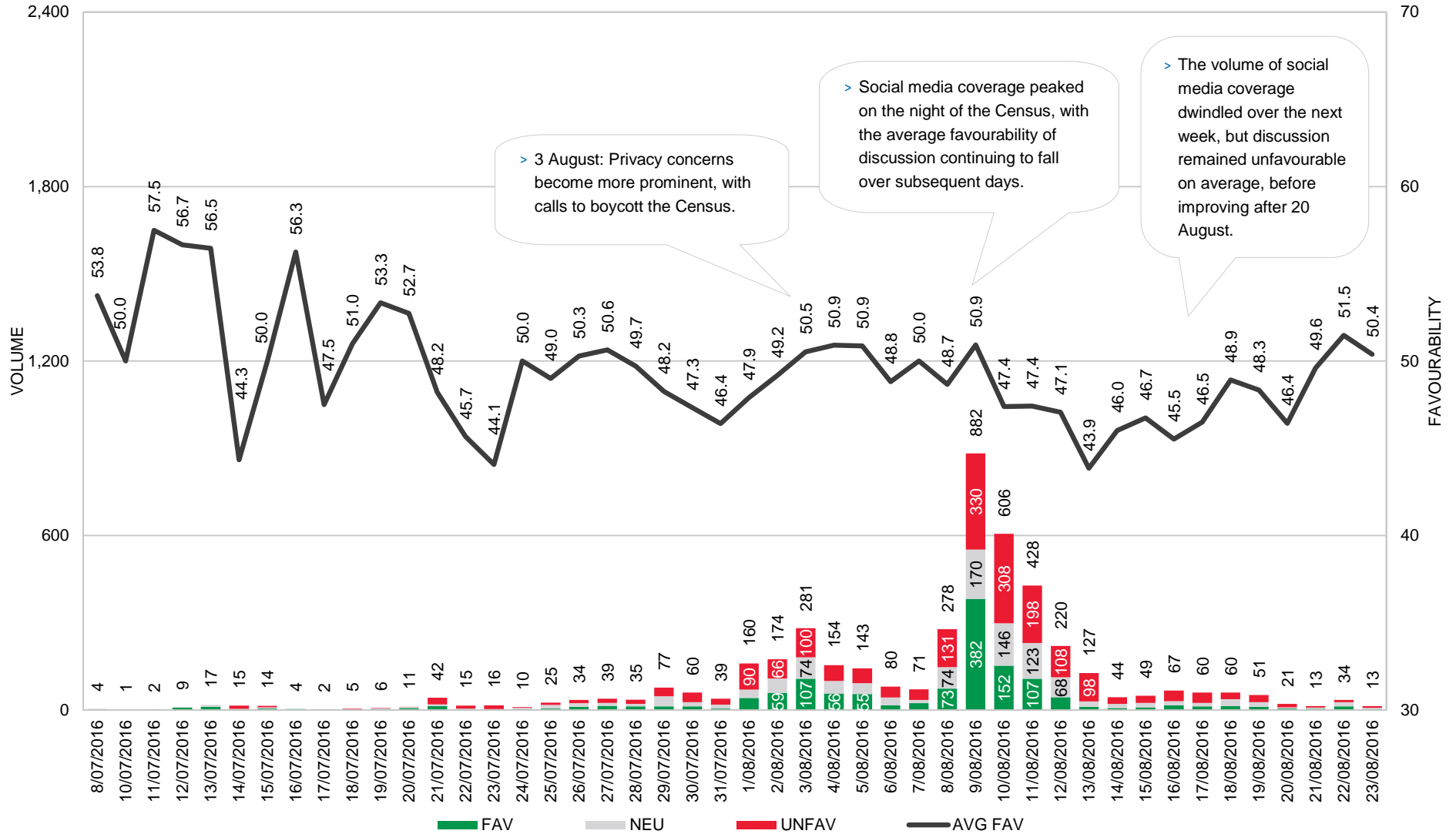
This chart shows the volume and average favourability of social media coverage each day from 8 July to 23 August 2016.

Story Focus

Chart 12 Traditional Media

Volume (left axis) / Favourability (right axis)

Story Focus	Volume	FAV	NEU	UNFAV	AVG FAV
SECURITY & PRIVACY	1145	317	292	536	47.6
COLLECTION/SUBMISSION	664	295	173	196	51.5
FORMS	313				48.2
PURPOSE	228				56.0
EMPLOYMENT	156				54.4
ADMINISTRATION	132				48.0
DISTRIBUTION	66				54.8
FINDINGS	48				51.1
SUPPORT SERVICES	46				49.5

Legend: FAV, NEU, UNFAV, AVG FAV

Chart 13 Social Media

Volume (left axis) / Favourability (right axis)

Story Focus	Volume	FAV	NEU	UNFAV	AVG FAV
SECURITY & PRIVACY	1191		271	855	44.9
FORMS	373	274			55.4
ADMINISTRATION	143				44.8
PURPOSE	119				51.9
COLLECTION/SUBMISSION	67				53.8
FINDINGS	27				50.2
SUPPORT SERVICES	14				48.6
DISTRIBUTION	5				55.0
EMPLOYMENT	3				50.0

Legend: FAV, NEU, UNFAV, AVG FAV

These charts show the main focus of the analysed coverage of the Census. Each report has only one story focus, which reflects its main theme.

Leading Topics

Overall

Chart 14 Traditional Media

Topic	FAV	NEU	UNFAV	Total	AVG FAV
ELECTRONIC/ONLINE	499	277	495	1,271	49.9
ELECTRONIC SUBMISSION	389		361	940	50.1
CENSUS SITE	310		421	910	48.5
SITE CRASHING			406	752	46.3
CONFIDENTIALITY/PRIVACY	272		306	728	49.2
HACKING			323	636	46.9
PHYSICAL	302			584	52.7
9 AUGUST 2016 CENSUS NIGHT	278			536	52.0
DENIAL OF SERVICE			245	409	44.8

Chart 15 Social Media

Topic	FAV	NEU	UNFAV	Total	AVG FAV
CONFIDENTIALITY/PRIVACY			638	841	44.5
ELECTRONIC/ONLINE	274			353	55.6
BOYCOTT				298	45.4
SITE CRASHING				157	44.6
9 AUGUST 2016 CENSUS NIGHT				125	57.6
ELECTRONIC SUBMISSION				79	53.5
CENSUS SITE				79	53.4
RELIGION				62	50.7
ABS LEADERSHIP				60	44.0

These charts show the most frequently mentioned topics in coverage of the Census, and the favourability of reports in which they were mentioned. Unlike story focus, one report can mention more than one topic.

Forms

Chart 16 Traditional Media

Legend: ■ FAV ■ NEU ■ UNFAV — AVG FAV

Volume (left axis) and Favourability (right axis) by category:

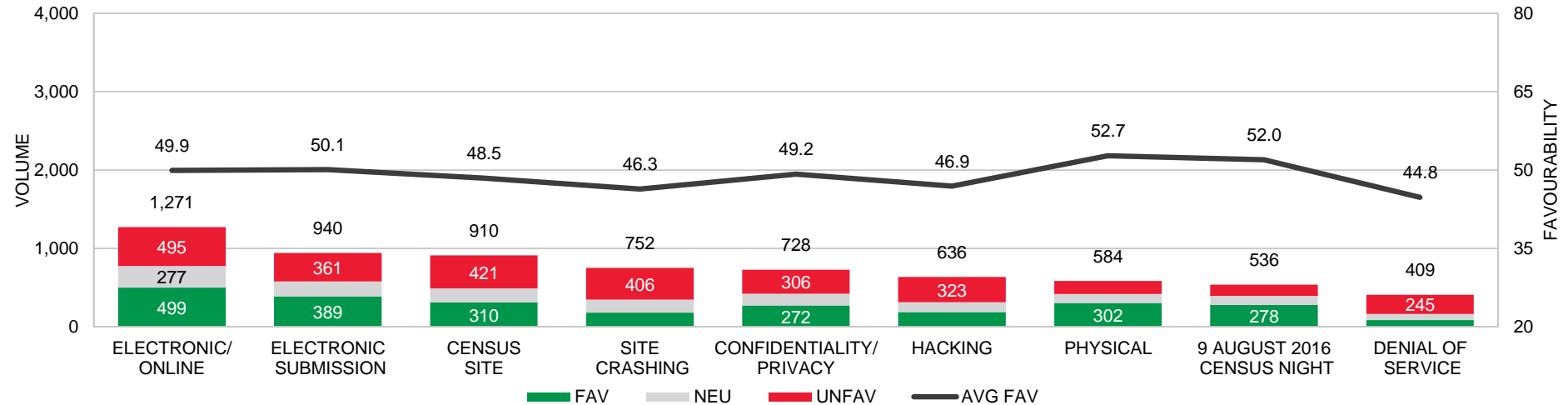| Category	Volume	Breakdown	AVG FAV
ELECTRONIC/ONLINE	1,271	FAV 499, NEU 277, UNFAV 495	49.9
PHYSICAL	584	FAV 302	52.7
CENSUS INSTRUCTION LETTER	212		54.7
ELECTRONIC COMPLETION REQUIREMENTS	49		53.2
REMINDER LETTER	21		58.3
COMPUTER SYSTEM REQUIREMENTS	16		46.9
ALTERNATIVE FORMATS	6		49.2
PHYSICAL COMPLETION REQUIREMENTS	3		53.3

Chart 17 Social Media

Legend: ■ FAV ■ NEU ■ UNFAV — AVG FAV

Volume (left axis) and Favourability (right axis) by category:

Category	Volume	Breakdown	AVG FAV
ELECTRONIC/ONLINE	353	FAV 274, NEU 31, UNFAV 48	55.6
PHYSICAL	56		48.6
ELECTRONIC COMPLETION REQUIREMENTS	6		55.0
ALTERNATIVE FORMATS	4		57.5
COMPUTER SYSTEM REQUIREMENTS	3		55.0

Collection

Chart 18 Tradtional Media

Chart 18: Traditional Media — stacked bar chart (VOLUME, left axis 0–2,800) with AVG FAV line (FAVOURABILITY, right axis 30–70).

Category	FAV	NEU	UNFAV	Total Volume	AVG FAV
ELECTRONIC SUBMISSION	389	190	361	940	50.1
CENSUS SITE	310	179	421	910	48.5
QUESTION/RESPONSE CHANGES IN 2016				82	49.7
COLLECTION DATES				53	52.0
POSTAL OPTIONS				37	53.8

Legend: FAV NEU UNFAV AVG FAV

Chart 19 Social Media

Chart 19: Social Media — stacked bar chart (VOLUME, left axis 0–200) with AVG FAV line (FAVOURABILITY, right axis 30–70).

Category	FAV	NEU	UNFAV	Total Volume	AVG FAV
ELECTRONIC SUBMISSION	62	9	9	79	53.5
CENSUS SITE	61	9	9	79	53.4
QUESTION/RESPONSE CHANGES IN 2016				13	53.5
COLLECTION DATES				3	48.3
POSTAL OPTIONS				1	55.0

Legend: FAV NEU UNFAV AVG FAV

Security/Privacy/Administration

Chart 20 Traditional Media

Chart 20 Traditional Media — stacked bar chart of VOLUME (left axis, 0–2,800) and line of FAVOURABILITY (right axis, 20–80).

Category	FAV	NEU	UNFAV	Total	AVG FAV
SITE CRASHING	182	164	406	752	46.3
CONFIDENTIALITY/PRIVACY	272	150	306	728	49.2
HACKING	187	126	323	636	46.9
DENIAL OF SERVICE			245	409	44.8
ABS LEADERSHIP	184		149	392	50.8
CENSUS TECHNOLOGY			233	364	44.8
FINES	145		154	349	50.2
RETENTION OF NAMES	122		168	349	48.7
BOYCOTT				185	46.8

FAV   NEU   UNFAV   AVG FAV

Chart 21 Social Media

Chart 21 Social Media — stacked bar chart of VOLUME (left axis, 0–3,200) and line of FAVOURABILITY (right axis, 20–80).

Category	FAV	NEU	UNFAV	Total	AVG FAV
CONFIDENTIALITY/PRIVACY		156	638	841	44.5
BOYCOTT		197		298	45.4
SITE CRASHING			157	157	44.6
ABS LEADERSHIP			60	60	44.0
FINES			58	58	45.3
RETENTION OF NAMES			57	57	45.3
SUPPLY OF NAMES			54	54	44.0
CENSUS TECHNOLOGY			53	53	42.6
HACKING			46	46	45.0

FAV   NEU   UNFAV   AVG FAV

Purpose

Chart 22 Traditional Media

FAV   NEU   UNFAV   AVG FAV

Chart 23 Social Media

FAV   NEU   UNFAV   AVG FAV

Employment

Chart 24 Traditional Media

Legend: FAV (green), NEU (grey), UNFAV (red), AVG FAV (line)

Category	FAV	NEU	UNFAV	Total Volume	AVG FAV
FIELD OFFICERS	123	43		181	56.2
RECRUITMENT	89	44		139	55.4
AREA SUPERVISORS	64	24		88	56.8
EMPLOYEE WELFARE				4	61.3
FIELD OFFICER IDENTIFICATION				3	61.7
INDIGENOUS EMPLOYMENT				2	62.5
ONLINE RECRUITMENT				2	50.0
DISTRICT MANAGERS				1	75.0
OTHER MINORITY GROUP EMPLOYMENT				1	55.0
RECRUITMENT EVENTS				1	45.0

Chart 25 Social Media

Legend: FAV (green), NEU (grey), UNFAV (red), AVG FAV (line)

Category	FAV	NEU	AVG FAV
FIELD OFFICERS	1	2	58.3
OTHER MINORITY GROUP EMPLOYMENT	1		75.0
RECRUITMENT	1		75.0

Support Services

Chart 26 Tradtional Media

VOLUME

FAVOURABILITY

| | 51.8 | 55.4 | 64.2 | 65.0 |

230
88
32
110

69
46

13

2

CENSUS INQUIRY SERVICE CIS · ONLINE SUPPORT · MULTI LANGUAGE SERVICES (TRANSLATING & INTERPRETING SERVICE) · NATIONAL RELAY SERVICE

■ FAV ■ NEU ■ UNFAV ━ AVG FAV

Chart 27 Social Media

VOLUME

FAVOURABILITY

47.8   54.2   63.3

38
20
8
10

12
11

3

CENSUS INQUIRY SERVICE CIS · ONLINE SUPPORT · MULTI LANGUAGE SERVICES (TRANSLATING & INTERPRETING SERVICE)

■ FAV ■ NEU ■ UNFAV ━ AVG FAV

Findings

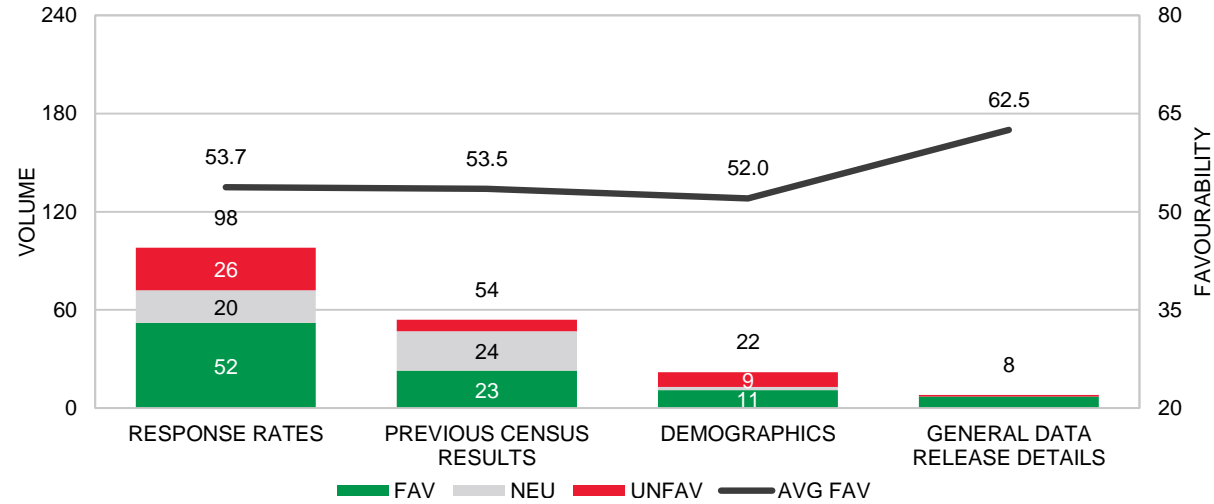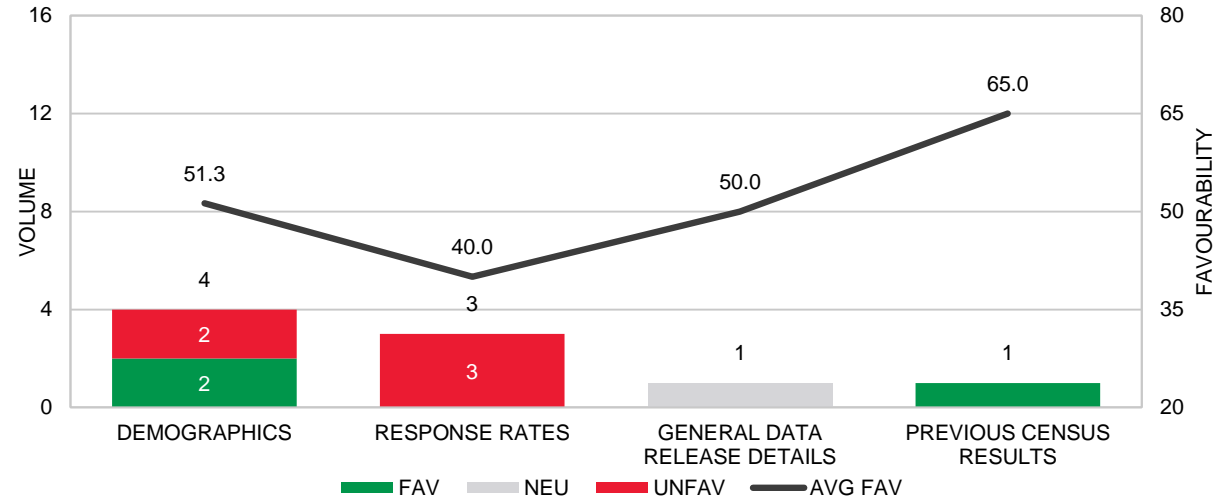## Chart 28 Traditional Media

Chart 29 Social Media
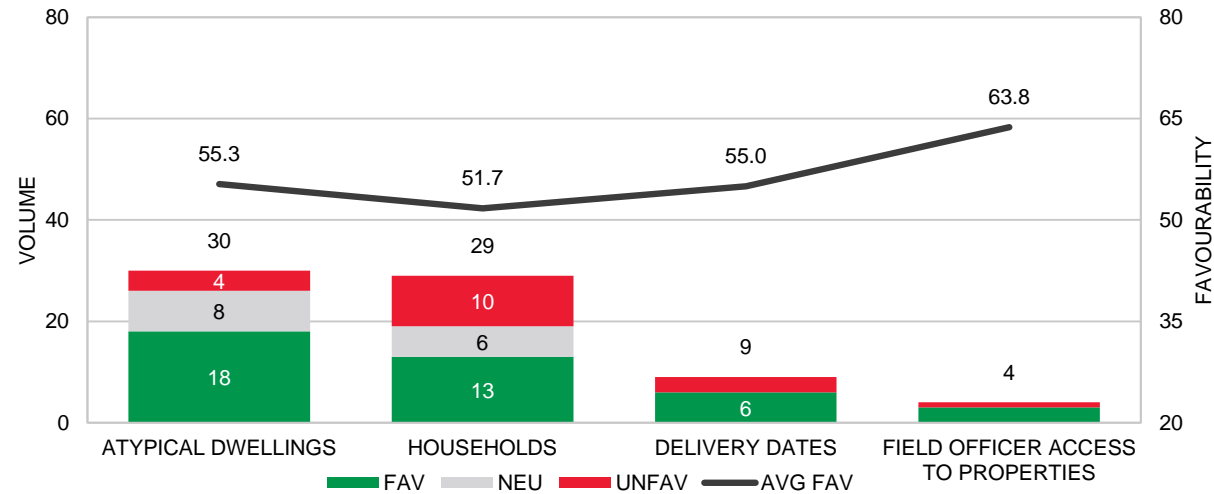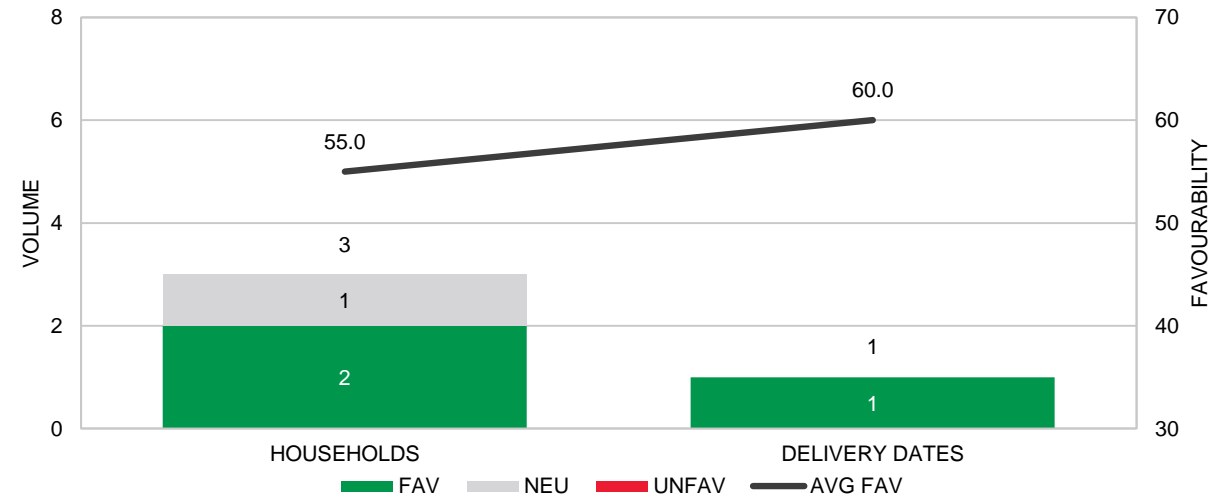
Distribution

Chart 30 Traditional Media

Chart 31 Social Media
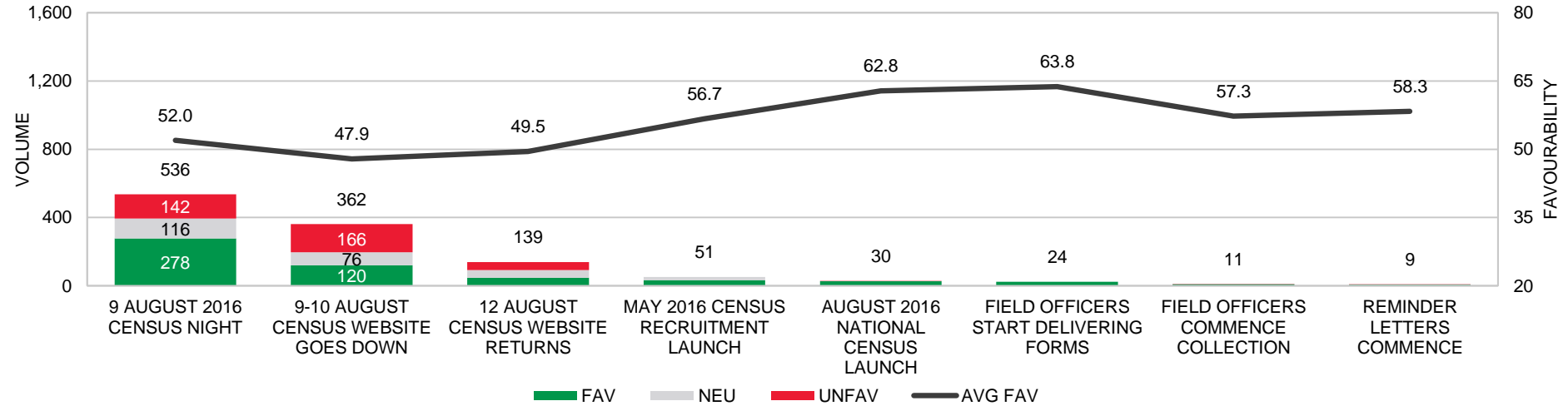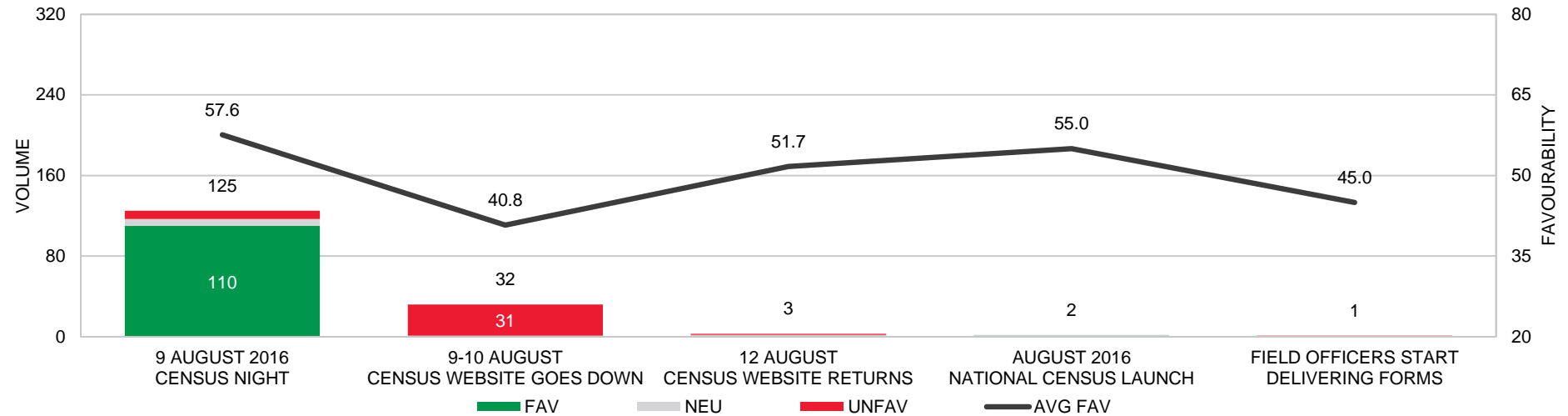
Key Census Dates

Chart 32 Traditional Media

Legend: ■ FAV ■ NEU ■ UNFAV ━ AVG FAV

X-axis categories: 9 AUGUST 2016 CENSUS NIGHT; 9-10 AUGUST CENSUS WEBSITE GOES DOWN; 12 AUGUST CENSUS WEBSITE RETURNS; MAY 2016 CENSUS RECRUITMENT LAUNCH; AUGUST 2016 NATIONAL CENSUS LAUNCH; FIELD OFFICERS START DELIVERING FORMS; FIELD OFFICERS COMMENCE COLLECTION; REMINDER LETTERS COMMENCE

Bar totals: 536, 362, 139, 51, 30, 24, 11, 9

9 AUGUST 2016 CENSUS NIGHT: FAV 278, NEU 116, UNFAV 142
9-10 AUGUST CENSUS WEBSITE GOES DOWN: FAV 120, NEU 76, UNFAV 166

AVG FAV line: 52.0, 47.9, 49.5, 56.7, 62.8, 63.8, 57.3, 58.3

Chart 33 Social Media

Legend: ■ FAV ■ NEU ■ UNFAV ━ AVG FAV

X-axis categories: 9 AUGUST 2016 CENSUS NIGHT; 9-10 AUGUST CENSUS WEBSITE GOES DOWN; 12 AUGUST CENSUS WEBSITE RETURNS; AUGUST 2016 NATIONAL CENSUS LAUNCH; FIELD OFFICERS START DELIVERING FORMS

Bar totals: 125, 32, 3, 2, 1

9 AUGUST 2016 CENSUS NIGHT: FAV 110
9-10 AUGUST CENSUS WEBSITE GOES DOWN: UNFAV 31

AVG FAV line: 57.6, 40.8, 51.7, 55.0, 45.0

Leading Messages

Traditional Media

Chart 34 Favourable Messages

VOLUME

Message	Volume
CENSUS DATA IS SAFE	361
THE CENSUS BENEFITS THE AUSTRALIAN COMMUNITY	292
STAKEHOLDER OTHER THAN ABS RESPONSIBLE FOR OUTCOME	171
ONLINE COMPLETION OF CENSUS IS EASY	109
FINES WILL APPLY FOR NON-COMPLIANCE	87
RETENTION OF DATA IS NOT A SECURITY CONCERN	43
NAMES ARE REQUIRED TO IMPROVE DATA QUALITY	38
CENSUS TECHNOLOGY/WEBSITE IS RELIABLE	26
ABS IS WELL MANAGED	21
STORAGE OF INFORMATION IS JUSTIFIED	20
IT IS COMPULSORY TO PROVIDE YOUR NAME AND ADDRESS AS PART OF THE CENSUS	20
ALL PEOPLE IN AUSTRALIA WILL BE COUNTED	19

Chart 35 Unfavourable Messages

VOLUME

Message	Volume
CENSUS TECHNOLOGY/WEBSITE IS UNRELIABLE	318
ABS NOT PREPARED FOR CRISIS OUTCOME	180
CENSUS DATA IS NOT SAFE	155
RETENTION OF DATA IS A SECURITY CONCERN	139
ABS RESPONSIBLE FOR OUTCOME	125
ABS IS POORLY MANAGED	124
STORAGE OF INFORMATION IS NOT JUSTIFIED	97
ABS RESPONSE TO ISSUES CRITICISED	59
ABS DID NOT ADEQUATELY TEST WEBSITE PRIOR TO CENSUS	50
CENSUS DATA IS NOT RELIABLE	45
ABS IS UNDERFUNDED	42
LACK OF CLARITY ABOUT IMPOSITION OF FINES	42

These charts show the volume of mentions of favourable and unfavourable messages in the analysed coverage. Each report can convey more than one message.

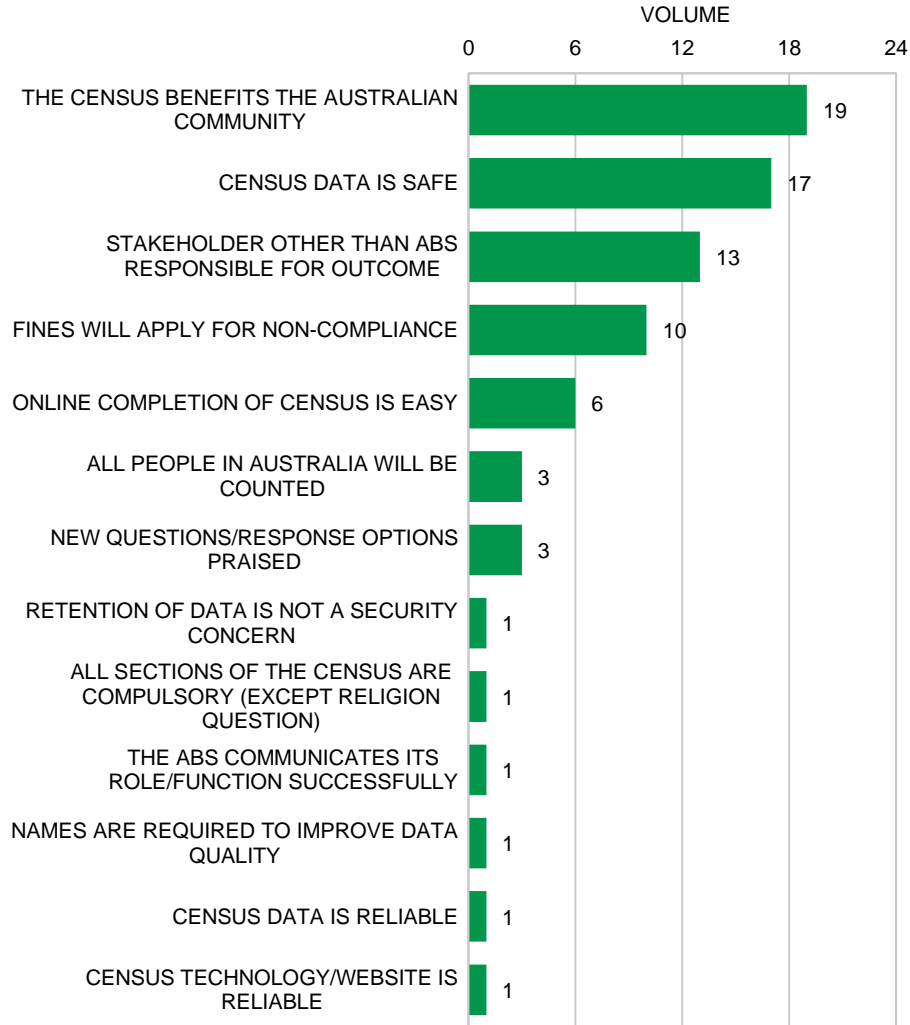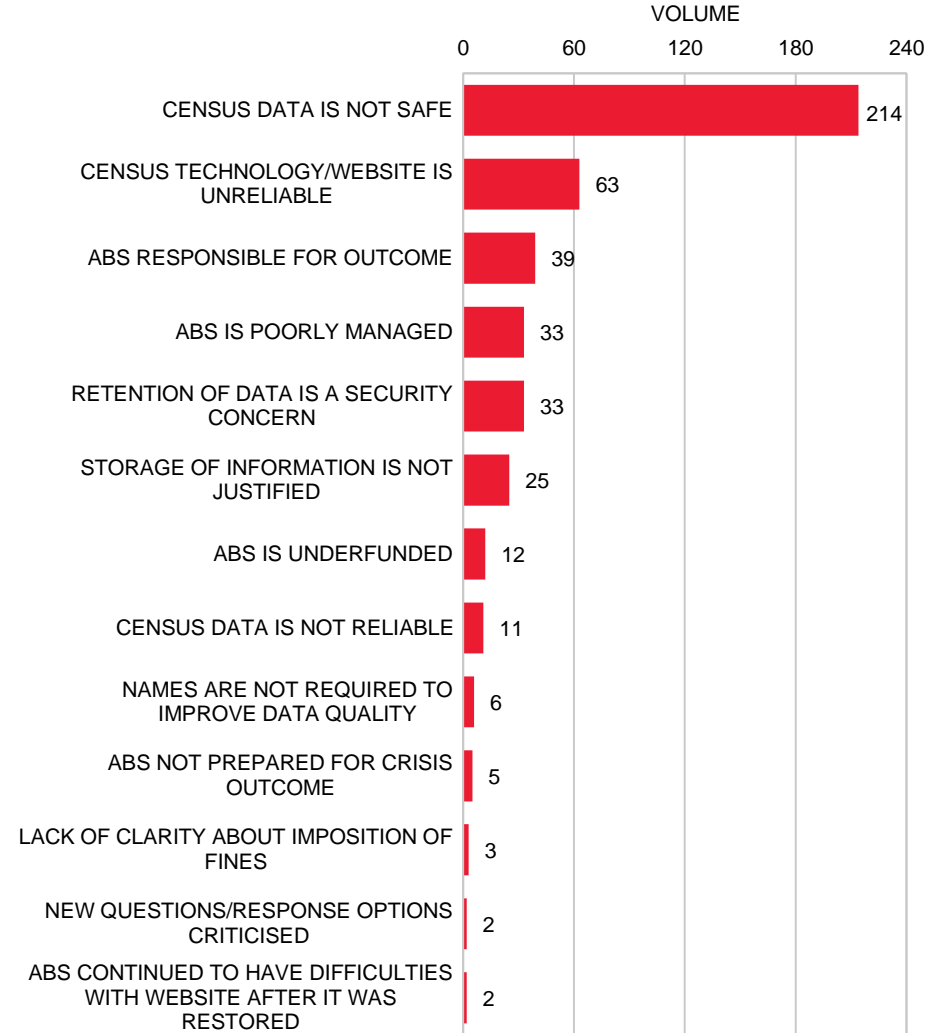# Social Media

Chart 36 Favourable Messages

VOLUME

	Volume
THE CENSUS BENEFITS THE AUSTRALIAN COMMUNITY	19
CENSUS DATA IS SAFE	17
STAKEHOLDER OTHER THAN ABS RESPONSIBLE FOR OUTCOME	13
FINES WILL APPLY FOR NON-COMPLIANCE	10
ONLINE COMPLETION OF CENSUS IS EASY	6
ALL PEOPLE IN AUSTRALIA WILL BE COUNTED	3
NEW QUESTIONS/RESPONSE OPTIONS PRAISED	3
RETENTION OF DATA IS NOT A SECURITY CONCERN	1
ALL SECTIONS OF THE CENSUS ARE COMPULSORY (EXCEPT RELIGION QUESTION)	1
THE ABS COMMUNICATES ITS ROLE/FUNCTION SUCCESSFULLY	1
NAMES ARE REQUIRED TO IMPROVE DATA QUALITY	1
CENSUS DATA IS RELIABLE	1
CENSUS TECHNOLOGY/WEBSITE IS RELIABLE	1

Chart 37 Unfavourable Messages

VOLUME

	Volume
CENSUS DATA IS NOT SAFE	214
CENSUS TECHNOLOGY/WEBSITE IS UNRELIABLE	63
ABS RESPONSIBLE FOR OUTCOME	39
ABS IS POORLY MANAGED	33
RETENTION OF DATA IS A SECURITY CONCERN	33
STORAGE OF INFORMATION IS NOT JUSTIFIED	25
ABS IS UNDERFUNDED	12
CENSUS DATA IS NOT RELIABLE	11
NAMES ARE NOT REQUIRED TO IMPROVE DATA QUALITY	6
ABS NOT PREPARED FOR CRISIS OUTCOME	5
LACK OF CLARITY ABOUT IMPOSITION OF FINES	3
NEW QUESTIONS/RESPONSE OPTIONS CRITICISED	2
ABS CONTINUED TO HAVE DIFFICULTIES WITH WEBSITE AFTER IT WAS RESTORED	2

Message Trend

Traditional Media

Chart 38 Favourable Messages

Legend:
- CENSUS DATA IS SAFE
- THE CENSUS BENEFITS THE AUSTRALIAN COMMUNITY
- STAKEHOLDER OTHER THAN ABS RESPONSIBLE FOR OUTCOME
- ONLINE COMPLETION OF CENSUS IS EASY
- FINES WILL APPLY FOR NON-COMPLIANCE
- RETENTION OF DATA IS NOT A SECURITY CONCERN

Chart 39 Unfavourable Messages

Legend:
- CENSUS TECHNOLOGY/WEBSITE IS UNRELIABLE
- ABS NOT PREPARED FOR CRISIS OUTCOME
- CENSUS DATA IS NOT SAFE
- RETENTION OF DATA IS A SECURITY CONCERN
- ABS RESPONSIBLE FOR OUTCOME
- ABS IS POORLY MANAGED

These charts show the volume of mentions of the leading six messages in each month of the analysis period.

Social Media

Chart 40 Favourable Messages

JUL 16: 2, 2, 0, 1, 0, 3, 0
AUG 16: 17, 15, 13, 9, 6, 0, 3

- THE CENSUS BENEFITS THE AUSTRALIAN COMMUNITY
- CENSUS DATA IS SAFE
- STAKEHOLDER OTHER THAN ABS RESPONSIBLE FOR OUTCOME
- FINES WILL APPLY FOR NON-COMPLIANCE
- ONLINE COMPLETION OF CENSUS IS EASY
- NEW QUESTIONS/RESPONSE OPTIONS PRAISED
- ALL PEOPLE IN AUSTRALIA WILL BE COUNTED
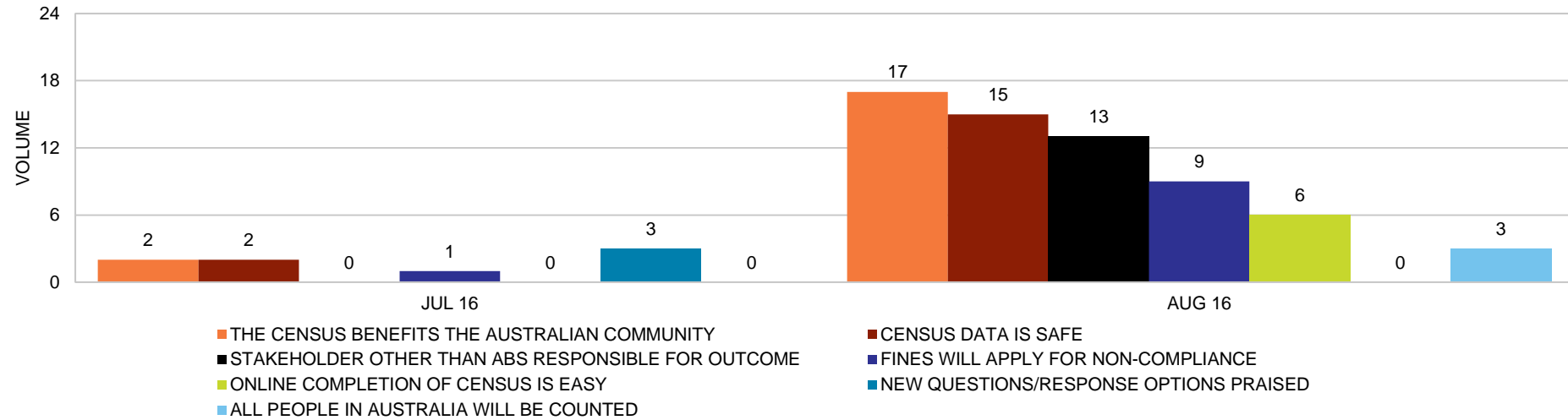
Chart 41 Unfavourable Messages

JUL 16: 52, 0, 0, 1, 12, 7
AUG 16: 162, 63, 39, 32, 21, 18

- CENSUS DATA IS NOT SAFE
- CENSUS TECHNOLOGY/WEBSITE IS UNRELIABLE
- ABS RESPONSIBLE FOR OUTCOME
- ABS IS POORLY MANAGED
- RETENTION OF DATA IS A SECURITY CONCERN
- STORAGE OF INFORMATION IS NOT JUSTIFIED

Social Media Links

Chart 42 Favourable Links

Favourability line values: 58.7, 59.9, 56.4, 56.3, 56.4, 57.5, 53.8, 56.3

Volume bar values: 276, 75, 14, 8, 7, 6, 4, 4

Categories:
- GOVERNMENT WEBSITE, ABS.GOV.AU
- CONSUMER MEDIA TWITTER PIC, CODE RED
- MAINSTREAM MEDIA, SMH.COM.AU
- WEB ONLY, THECONVERSATION.COM.AU
- WEB ONLY, THEMANDARIN.COM.AU
- MAINSTREAM MEDIA, SBS.COM.AU
- DUNCAN YOUNG, ABS CENSUS PROGRAM MANAGER
- MAINSTREAM MEDIA, ABC.NET.AU

VOL — AVG FAV

Chart 43 Unfavourable Links

Favourability line values: 40.7, 41.2, 39.7, 41.4, 40.1, 42.6, 40.8

Volume bar values: 61, 53, 51, 35, 34, 29, 18

Categories:
- MAINSTREAM MEDIA, SMH.COM.AU
- MAINSTREAM MEDIA, ABC.NET.AU
- CONSUMER MEDIA TWITTER PIC, CODE RED
- MAINSTREAM MEDIA, CRIKEY.COM.AU
- MAINSTREAM MEDIA, THEGUARDIAN.COM
- WEB ONLY, INDEPENDENT-AUSTRALIA.NET
- MAINSTREAM MEDIA, THEAGE.COM.AU

VOL — AVG FAV

These charts show the most frequent favourable and unfavourable links in social media in social media coverage.

Leading Media

Chart 44 Press
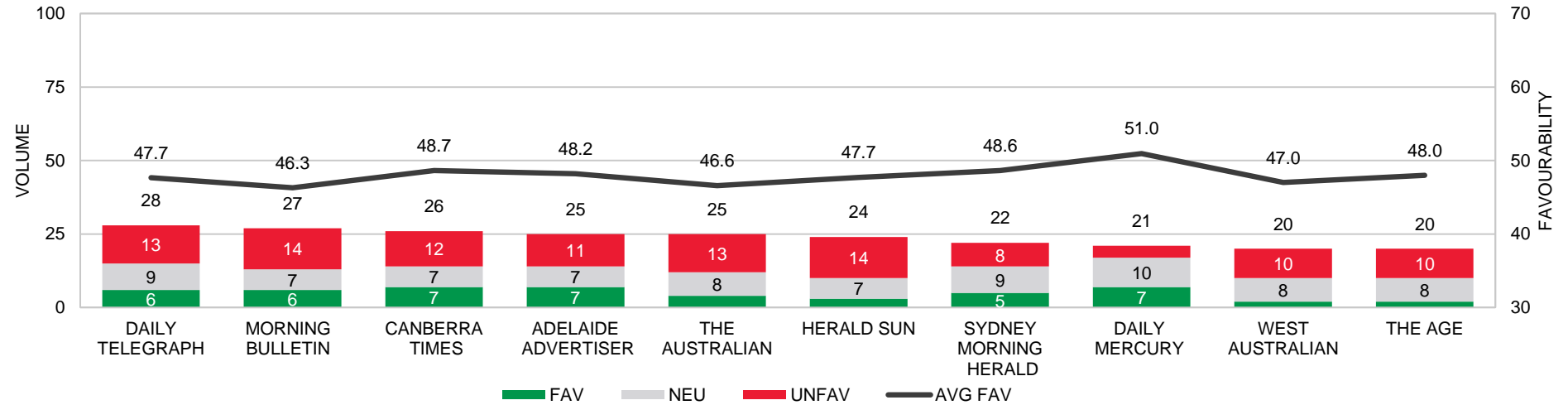
Chart 45 Broadcast
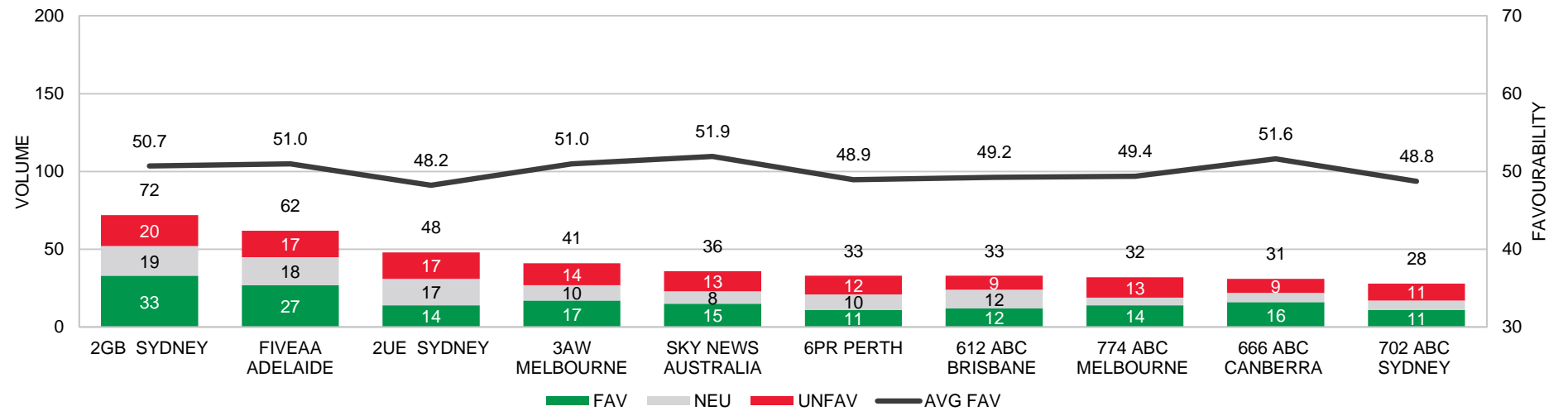
These charts show the media outlets that reported most frequently on the Census in the analysed coverage in each media type.

Chart 46 Internet

Chart 46 Internet — Grouped/stacked bar and line chart showing VOLUME (left axis, 0–600) and FAVOURABILITY (right axis, 20–80) by internet news source.

Source	FAV	NEU	UNFAV	Total Volume	AVG FAV
SMH.COM.AU	(green)	55	87	164	45.8
ABC.NET.AU	42	45	64	151	48.9
THEAUSTRALIAN.COM.AU	38	39	60	137	47.6
NEWS.COM.AU			41	96	47.9
CRIKEY.COM.AU			32	49	42.4
AFR.COM			31	42	42.3
DAILYMAIL.CO.UK				39	45.3
THE GUARDIAN ONLINE				22	44.3
IT NEWS				14	45.0
CNET AUSTRALIA				5	47.0

FAV   NEU   UNFAV   AVG FAV

Chart 47 Social Media

Chart 47 Social Media — Stacked bar and line chart showing VOLUME (left axis, 0–6,000) and FAVOURABILITY (right axis, 20–80) by social media source.

Source	FAV	NEU	UNFAV	Total Volume	AVG FAV
TWITTER	440	430	1,035	1,905	47.7
YOUTUBE.COM				15	51.7
INSTAGRAM				14	51.1
PINTEREST.COM				7	49.3
AU.ANSWERS.YAHOO.COM				1	35.0

FAV   NEU   UNFAV   AVG FAV

Conversation Type

Chart 48 Social Media
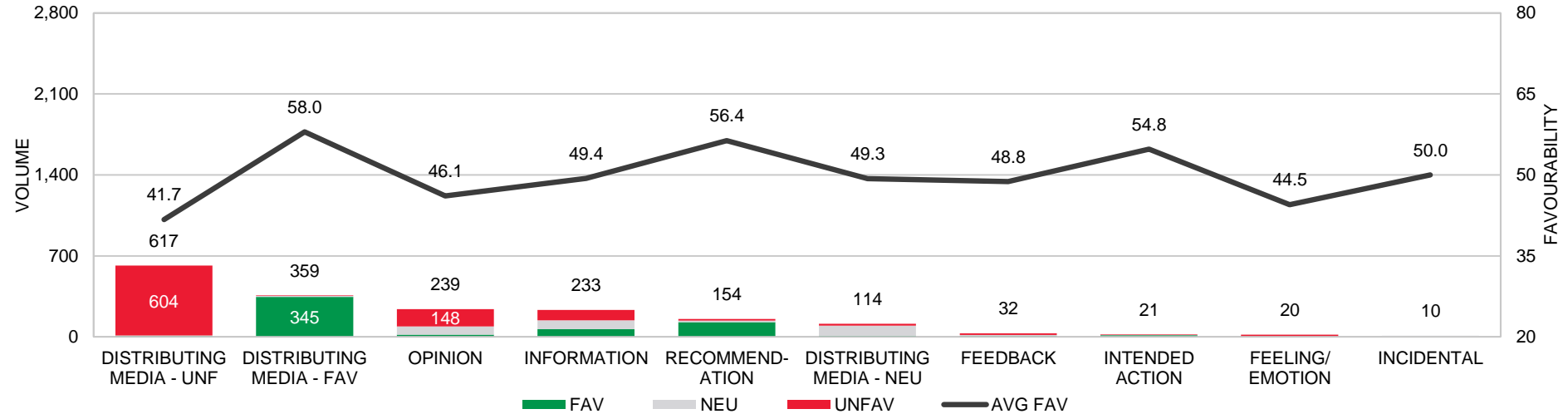
CONVERSATION TYPE	DEFINITION
NO CONVERSATION	For example, a straight retweet with no commentary or discussion; that is not directed to a particular individual or organisation; or that is not part of a conversation.
OPINION	An evaluation of a brand, product or topic that is not necessarily **addressed to** an organisation or person.
FEEDBACK	Includes complaints and positive feedback **addressed to** a particular organisation or individual.
CUSTOMER SERVICE	Includes response to criticism or customer question, etc by an organisation.
RECOMMENDATION	For example, "try it", "avoid it", or "you should stop doing that".
DISTRIBUTING MEDIA – FAVOURABLE, NEUTRAL OR UNFAVOURABLE	The item includes links to other online media (including news articles, blog posts, videos, etc) and the tone of the content linked to is favourable, neutral or unfavourable.
FEELING/EMOTION	For example "this product makes me happy" or "this really upsets me".
INTENDED ACTION	Contains statements of intention, such as "I am going to buy it".
INCIDENTAL	When an organisation is not central to or the focus of the item.
INFORMATION	Includes product/service information, special offers, etc.

Placement

Chart 49 Traditional Media
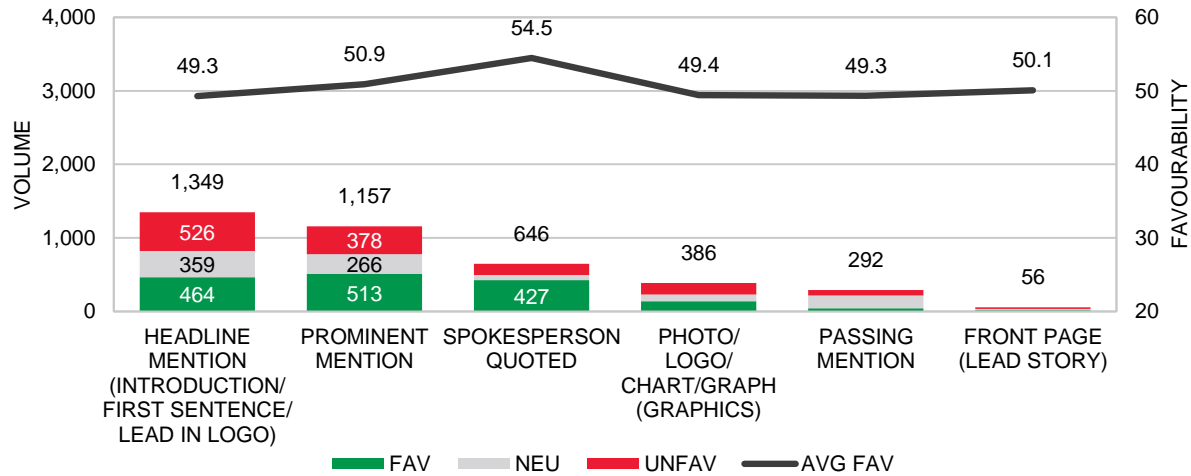
This chart shows the placement of mentions of the census in analysed coverage.

> "Prominent mention" means that the Census was mentioned in the first two paragraphs, or three or more times in a report.

> "Passing mention" means that the Census was mentioned two times or less in the report.

Chart 49 data:
- HEADLINE MENTION (INTRODUCTION/FIRST SENTENCE/LEAD IN LOGO): FAV 464, NEU 359, UNFAV 526, Total 1,349, AVG FAV 49.3
- PROMINENT MENTION: FAV 513, NEU 266, UNFAV 378, Total 1,157, AVG FAV 50.9
- SPOKESPERSON QUOTED: FAV 427, Total 646, AVG FAV 54.5
- PHOTO/LOGO/CHART/GRAPH (GRAPHICS): 386, AVG FAV 49.4
- PASSING MENTION: 292, AVG FAV 49.3
- FRONT PAGE (LEAD STORY): 56, AVG FAV 50.1

Legend: FAV | NEU | UNFAV | AVG FAV

Chart 50 Social Media

Chart 50 data:
- PROMINENT MENTION: FAV 442, NEU 390, UNFAV 1,016, Total 1,848, AVG FAV 47.7
- PHOTO/LOGO/CHART/GRAPH (GRAPHICS): 197, AVG FAV 48.5
- PASSING MENTION: 92, AVG FAV 48.8
- SPOKESPERSON QUOTED: 8, AVG FAV 51.9
- HEADLINE MENTION (INTRODUCTION/FIRST SENTENCE/LEAD IN LOGO): 2, AVG FAV 45.0

Legend: FAV | NEU | UNFAV | AVG FAV

Methodology

Best Practice Media Analysis

The media analysis methodology used by Isentia has a systematic approach to turn media content into meaningful data. This approach analyses media content both quantitatively and qualitatively.

Isentia uses the CARMA® media content analysis methodology, which is internationally recognised as one of the leading commercial systems available. CARMA® (Computer Aided Research and Media Analysis) uses advanced technology to quantify media content, and human intelligence to provide qualitative insight and analysis.

Isentia uses the CARMA® methodology to qualitatively analyse media coverage by taking into account multiple variables. These include the:

> Placement of media reports (front page or lead item in broadcast media and websites);

> Positioning of organisation discussion (headline, prominent mentions, passing mentions);

> Image (photos, illustrations, charts, cartoons, or the image content of video);

> Topics discussed in the media and their relative importance to the client organisation;

> Messages, both favourable and unfavourable, communicated in media reports;

> Sources quoted (both organisation representatives and other individuals who make relevant comments in the media); and

> Tone of content (extreme language, adjectives and adverbs, metaphors or similes and other figures of speech).

An aggregate score is calculated based on these multiple variables and presented on a 0–100 scale where 50 is neutral. This is an overall rating of the favourability of each media report towards the client organisation (and, if relevant, other organisations or competitors). This aggregate score is called the CARMA® Favourability Rating.

The average favourability is the aggregated rating of the media coverage analysed. This can identify the potential impact of media reporting, and can be used to identify trends and establish benchmarks for future data.

The criteria for analysis (such as topics and specific key messages) are set up uniquely for each individual client by a team of media analysis experts. These experts bring their industry knowledge to identify key issues and attitudes that appear in the media, answer clients' key questions, and, where relevant, provide recommendations for further action.

The consistency of analysis is ensured in three key ways:

> Most of the variables analysed are objective criteria (such as media name, positioning, sources' names);

> The somewhat more subjective topics and messages are identified by either exact phrasing or acceptable alternatives, provided to researchers before analysis begins; and

> Isentia uses multiple researchers on projects to minimise individual subjectivity.

Average Favourability Explained
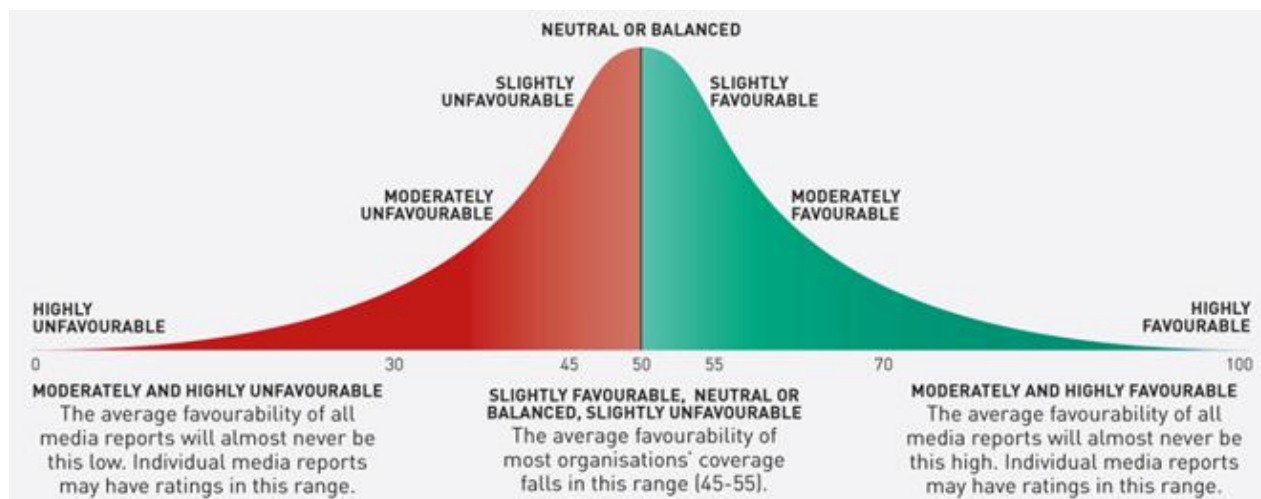
amec
AWARDS | 2016
International Communication Effectiveness
WINNER

Isentia is a member of the International Association for Measurement and Evaluation of Communication (AMEC), the leading organisation for media analysis and measurement and communications research globally, with more than 140 members in 41 countries worldwide and international membership chapters in North America, Asia Pacific and Europe.

AMEC's purpose is to define and develop the industry on an international scale with better professional standards for both companies and individuals. Having this membership means that Isentia complies with AMEC's strict standards, giving you confidence that you have received the best reports and insights (see www.amecorg.com).

In 2016, Isentia celebrated our most successful year yet at the AMEC Awards.

2016

Gold for Best Measurement of a Consumer Campaign for Mars Petcare – Accentuating the Positives of Pet Ownership in Australia

Gold for Best use of Social Media Measurement for Harbour City Estates – Where's Wally? The Happiness Hunt Project

Gold for Simplicity in Campaign Effectiveness Measurement and Reporting for Y&R New Zealand – Big Change Starts Small

Also awarded:

Communications Research & Measurement Company of the Year

AMEC College Student of the Year – Alex Gyde

Lifetime Fellowship Award – John Croll

Silver for Most Impactful Client Recommendations Arising from a Measurement Study for Y&R New Zealand – Big Change Starts Small

Silver for Best Measurement of a Public Sector Campaign for Y&R New Zealand – Big Change Starts Small

Bronze for Best Measurement of a Not-for-profit Campaign for Mission Australia – #NoticeUS – Family Homelessness Awareness Campaign

2015

Gold for Best measurement of a public sector campaign for NZ Electoral Commission – Your Vote is a Powerful Thing

Also awarded:

Communications Research & Measurement Company of the Year

Young Professional of the Year – Ngo Thi Khang

Silver for Best Measurement of a Consumer Campaign for MERALCO – Generation Charge

Silver for Most Innovative use of Measurement in a Digital Campaign for Harbour City Estates Limited – Snoopy Art & Life Exhibition

Silver for Best use of Measurement for a Single Event for NZ Electoral Commission – Your Vote is a Powerful Thing

Bronze for Integrated Communication Measurement/ Research for Maybelline New York – Fashion Brow Duo Shaper

Bronze for Most Innovative use of Measurement in a Digital Campaign for Maybelline New York – Fashion Brow Duo Shaper

2014

Gold for Best Use of Communication Management: Public Sector for Urbis – Research into Age Discrimination, Age Stereotyping and Ageism

Gold for Most Innovative Use of Measurement in a Digital Campaign for Maybelline New York – Hyper Sharp Liner

Gold for Most Innovative Use of Measurement in a Digital Campaign for Harbour City Estates Limited, Hong Kong – Rubber Duck @Harbour City

Also Awarded:

Young Professional of the Year – Ngaire Crawford

Silver for Integrated Communication Measurement/ Research for Urbis – Research into Age Discrimination, Age Stereotyping and Ageism

isentia.insights