

Call for Master's Thesis on Media Reporting of Road Traffic Collisions

Advocates for „clean mobility“are concerned that media reporting on traffic collisions reproduces power relations between motorists and weaker traffic participants such as cyclists and pedestrians. Academic research on this problem has found distinct discourses in the production of cyclist and pedestrian social actors in collision with car drivers, while car drivers are frequently backgrounded or invisible (Fevyer & Aldred, 2022). However, although artificial intelligence and natural language processing methods are superbly suited for the detection of media bias (Castillo-Campos, Becerra-Alonso, & Boomgaarden), quantitative investigations of this problem are rare.

Your Master's thesis will investigate this highly relevant topic in the context of press releases from the twelve regional police headquarters in Baden-Württemberg between 2015 and 2023. The following tasks serve as a rough guide for the structure and objectives of the thesis. The final development of the topic will be individual, based on your results and in close consultation with the supervisors:

- Literature research on media bias in reporting on road traffic collisions
- Preparation of the data for analysis
- Statistical analysis and presentation in tables and graphs
- Evaluation and discussion of the results
- Comparative discussion of the results in the context of existing literature

Your Qualifications

- Ongoing Master's studies in Social Science (EPSF)
- Training in natural language processing

We Offer

- The opportunity to write your Master's thesis on a significant and pioneering topic
- Freedom to develop and implement your innovative ideas
- Personal supervision and support

Interested Master candidates should contact Raphael Heiberger (Raphael.heiberger@sowi.uni-stuttgart.de) or Patrick Bernhagen (patrick.bernhagen@sowi.uni-stuttgart.de).

References

Castillo-Campos, M., Becerra-Alonso, D., & Boomgaarden, H. G. Automated Detection of Media Bias Using Artificial Intelligence and Natural Language Processing: A

Systematic Review. *Social Science Computer Review*, 0(0), 08944393251331510.
doi:10.1177/08944393251331510

Fevyer, D., & Aldred, R. (2022). Rogue drivers, typical cyclists, and tragic pedestrians: a Critical Discourse Analysis of media reporting of fatal road traffic collisions. *Mobilities*, 17(6), 759-779. doi:10.1080/17450101.2021.1981117