17 Years of Media Reportage of **Modern Biotech in PH**

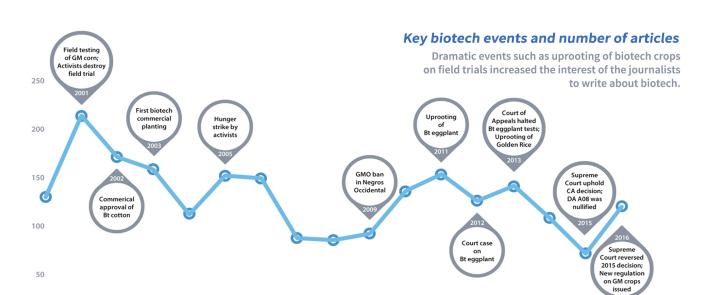
KGN Tome, MJ Navarro, SM Mercado, & MMCA Villena

ISAAA • SEARCA BIC

How media portrays topics such as science and technology affects public understanding and policy development. Analyzing how media frames biotech stories is important to help understand the current biotech discourses in the Philippines as well as how to improve the implementation of biotech communication initiatives. Thus, a 17-year (2000-2016) study was conducted to see the trends in media reporting in print and online on modern crop biotechnology.

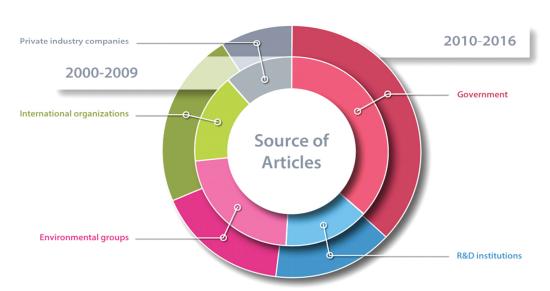
2010-2016 2000-2009 **Manila Bulletin Manila Bulletin Philippine Star Philippine Star Philippine Daily Inquirer Philippine Daily Inquirer** PRINT ONLINE

2,219 articles



Sources of information

Government officials have been the primary source of information in the articles on biotechnology for the past 17 years.



Top keywords used in the articles

genetic engineering Golden Rice

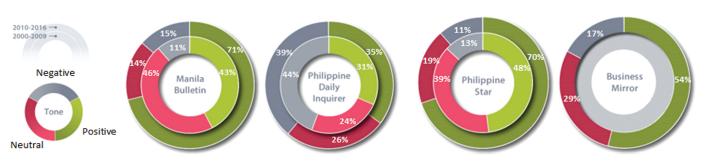
Definition of biotech in articles

30 articles (1%) defined biotechnology (2010-2016)

recombinant DNA 47% technical definition technology or gene splicing 47% popularized definition ...use of living organisms for various purposes ...create disorders like cancer, oraan damage. 6% negative terms allergies, infertility

Tone of articles

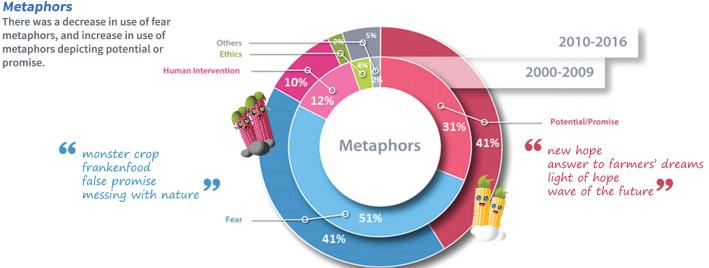
Positive articles increased from 41% (2000-2009) to 59% (2010-2016).



Message Frames

There was a significant shift in the use of governance to social progress in framing articles. 100% 14% 11% 17% 3% New research 10% 11% 6% 37% 16% Public engagement 17% Social progress 28% 20% 0% 2000-2009 2010-2016

Metaphors



Seventeen years of media coverage shows a mature editorial stance of the major Philippine newspapers, which happened gradually over time. This is manifested by the decrease in the number of articles in negative tone; increase in the use of metaphors relating to potential/promise; decline in the use of biotech critics are sources of information; and more articles framed towards social progress, highlighting the benefits of crop biotechnology.

Media practitioners and scientists must continue to collaborate to sustain the coverage and interest on biotechnology. With the increasing use of social media, a new breed of information seekers and producers has the potential to amplify and revolutionize the discourses on biotechnology not just in the Philippines, but also in other countries.



For more details about the study, download From Fear to Facts: 17 Years of Agri-biotech Reporting in the Philippines (2000-2016) at www.isaaa.org. Source: Tome, Kristine Grace N., Mariechel J. Navarro, Sophia M. Mercado, and





