



Double Food Quality: Media Coverage in the Czech Republic

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CROSS-CULTURAL BUSINESS
CONFERENCE 2018

17th – 18th May 2018

University of Applied Sciences Upper Austria
Steyr Campus



1. INTRODUCTION



- Double food quality – what is it?
- Business practice as an ethical problem
- Political issue
 - Slovakia, the Czech Republic, Bulgaria, Hungary – ‘food apartheid’
 - EU (Juncker, Jourová, Sehnalová)
- researches on the double food quality
- Surprising finding: lack of interest by the Czech media



2. RESEARCH OBJECTIVE AND RESEARCH QUESTION



- Definition of the research problem and why to pay attention to the topic
- the objective of the exploratory paper
- the research question → two variables
 - the independent variable = timeline of the political cycle in the Czech Republic (the Czech elections in 2013, 2017)
 - The dependent variable: the presentation of the topic (operationalization = the number of articles on the issue in the selected Czech media)

Years of
political cycle
(2012-2018)
**INDEPENDENT
VARIABLE X**

**FOCUS ON
'CONTROL
'
ELECTION
YEAR 2013**

+

**FOCUS ON
THE
ELECTION
YEAR 2017**

-

**DEPENDENT
VARIABLE Y**

(=number of articles
in the Czech printed
media)



3. RESEARCH STRATEGY

- The philosophical worldview proposed in the study
 - Postpositivist worldview based on observation and measurement of the objective reality → quantitative research
- The review of literature
 - Highly specialised studies, no monograph, scientific article
- Used Methods
 - Mixed methods research (media (quantitative) content analysis, (qualitative) exploration of the media articles (categorization of the principal actors)



3. RESEARCH STRATEGY



- Units of analysis
 - Key word in the searcher: 'double quality food' written in the Czech language
- Archives (identification of information about messages - used database)
 - Searcher (online product of the Czech firm Monitora)
- Sampling framework
 - Time (from January 1, 2012 to present)
 - Type of media – print (major national newspapers)
- Measurement
 - The number of articles
 - Gross Rating Points, Opportunity to See



4. DATA PRESENTATIONS

- 114 published articles
 - Most published articles in 2017 and 2018
 - In September 2017
 - Explanation: Juncker's annual speech on the State of Union
- GRP and OTS
 - 80% of the Czech population registered the articles



YEAR	2012	2013	2014	2015	2016	2017	2018
Number of published articles	2	3	8	3	8	79	11
The highest number of published articles – title (%)	Ekonom (100%)	Týden (33,3%)	Právo (62,5%)	Respekt Právo, HN (33,3%)	Právo, Euro, HN (25%)	Právo (41,4%)	Právo (36,4%)
GPR	1,27	1,65	20,79	6,46	12,16	191,60	24,52
OTS	0,01	0,02	0,21	0,06	0,12	1,92	0,25



5. DATA ANALYSIS AND INTERPRETATION



- Quantitative approach
 - The most attention in 2017 and in the ongoing year 2018
 - By PRÁVO: leftist Czech Newspaper
 - Relative small published articles earlier
 - Abuse of the issue by Euroseptics for political purposes?
 - The political movement ANO,
 - Role of Babiš, Jourová



5. DATA ANALYSIS AND INTERPRETATION



- Qualitative approach
 - most published articles tackled the problem from the political point of view
 - Two main perspectives: internal and external
 - Five principal actors
 - Policymakers
 - Professional associations,
 - Consumers,
 - Producers
 - Officials/bureaucrats



6. DISCUSSION

- Analogical analysis of
 - other media types
 - other in issue engaged countries (Hungary, Poland etc.)
 - **Answer: was the issue medialized just for the political purposes?**
- Other possible research: business motivation for the different packaging (connection with different consumer preferences, cultural differences)??



7. CONCLUSION

- The hypothesis confirmed
 - double food standard issue was politicized in the Czech Republic to some extent
- Triviality of the finding?
 - But it could have been discussed in the Czech media earlier which hadn't happened
 - Note: on the ground of the European Parliament the issue started to be discussed in 2011.





Thank you for your attention.

And time for your questions and discussion.

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