

Coverage Of G20 Summit 2023: A Comparative Analysis Of ABC News And BBC News Youtube Channels

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ARTICLE INFO	ABSTRACT
	<p>This research presents an analytical study on the coverage of the G20 Summit 2023 by YouTube channels of two prominent news organizations, ABC News and BBC News. In an era marked by the growing influence of digital media, understanding how major news outlets utilize online platforms to report on significant global events is crucial. This study aims to examine the extent and nature of coverage provided by these channels, exploring differences in content focus, tone, and presentation style. The methodology involves content analysis of a sample of videos uploaded by ABC News and BBC News related to the G20 Summit 2023. Utilizing content analysis methods, a diverse range of videos uploaded by both channels during the summit period are scrutinized. The analysis focuses on five key aspects: agenda setting, narrative construction, visual presentation, audience engagement, and editorial stance. The research aims to reveal the differences and similarities in the coverage approaches adopted by ABC News and BBC News. Furthermore, it seeks to explore how these differences may reflect the news organizations' editorial priorities, journalistic standards, and audience targeting strategies. The findings of this study hold significance for media scholars, journalists, policymakers, and the public interested in understanding the dynamics of online news coverage and its implications for shaping public discourse on global affairs. By shedding light on the editorial practices of major news organizations on YouTube, the research contributes to the broader discourse on media representation, agenda setting, and digital journalism in the contemporary media landscape.</p> <p>Keywords: G20 Summit 2023, Comparative Analysis, ABC News, BBC News, YouTube Channels, Media Coverage.</p>

Introduction:

In the dynamic landscape of modern journalism, the dissemination of news has transcended traditional platforms, with digital media outlets increasingly shaping public discourse and opinion. Among these, YouTube stands out as a dominant force, offering a platform where news organizations can reach vast and diverse audiences with unprecedented immediacy and engagement. In this vein, the coverage of significant global events on YouTube channels has become a focal point for researchers seeking to understand the evolving dynamics of news production, distribution, and consumption. The G20 Summit, an annual gathering of leaders from the world's largest economies, serves as a pivotal forum for addressing pressing global challenges and coordinating international economic policies. Against the backdrop of geopolitical tensions, economic uncertainties, and the ongoing impacts of the COVID-19 pandemic, the G20 Summit of 2023 held particular significance as leaders convened to chart a course for global recovery and resilience. In this context, the coverage of such a momentous event by prominent news organizations assumes heightened importance, offering insights into their editorial priorities, journalistic practices, and framing of key issues. At the heart of this study is the recognition of YouTube's role as a primary source of news for millions of viewers worldwide, particularly among younger demographics who increasingly turn to digital platforms for information and analysis. Understanding how news organizations leverage YouTube to report on significant events like the G20 Summit offers valuable insights into the evolving nature of journalism in the digital age, where immediacy,

interactivity, and multimedia storytelling intersect to shape public perceptions and influence political discourse.

Through a systematic examination of the content, tone, framing, and audience engagement metrics of ABC News and BBC News' G20 Summit coverage on YouTube, this research seeks to address several key research questions. How do these news organizations prioritize and contextualize key issues discussed at the summit? What editorial strategies do they employ to capture and retain viewer attention in an increasingly competitive digital landscape? How do their respective approaches reflect broader trends in digital journalism, including the use of multimedia storytelling techniques, audience interaction, and social media integration? By delving into these questions, this research endeavors to contribute to our understanding of the evolving practices and implications of digital news production, distribution, and reception in an era characterized by rapid technological advancements, shifting audience preferences, and evolving media ecosystems. Ultimately, the findings of this study hold implications not only for the practice of journalism but also for broader discussions surrounding media pluralism, democratic participation, and global information flows in the digital age.

The reach of YouTube channels of international news broadcasters can vary significantly depending on several factors. High-quality, relevant content tends to attract more viewers. If the news channel consistently produces content that is engaging, informative, and up to date, it's likely to have a broader reach. Understanding the target audience and creating content tailored to their interests can help expand the reach. The news channel covers global events, it may attract viewers from around the world. Optimizing video titles, descriptions, and tags with relevant keywords can improve the chances of appearing in search results and recommendations, thus increasing visibility and reach. Encouraging viewer engagement through likes, comments, and shares can help spread the channel's content to a wider audience through social sharing and YouTube's algorithm. Regularly uploading new content maintains viewer interest and can help grow the channel's subscriber base over time. Overall, a combination of these factors, along with the news channel's reputation and brand recognition, will determine the reach of its YouTube account on an international scale.

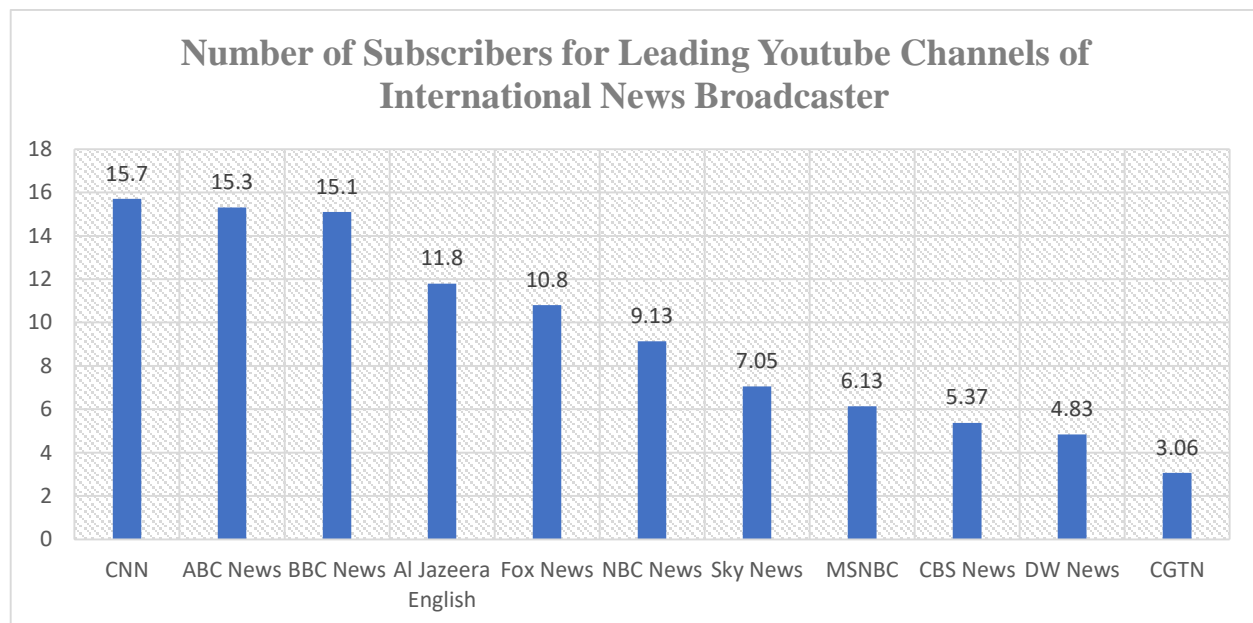


Chart No. 1

* Number of subscribers in million

The number of subscriptions for YouTube channels of leading international news channels provides valuable insights into audience preferences and the competitive landscape of the media industry. In the dataset provided, CNN emerges as the frontrunner with 15.7 million subscribers, followed closely by ABC News at 15.3 million and BBC News at 15.1 million. These three major networks command significant audiences, indicating their popularity and influence in the global news sphere. Interestingly, Al Jazeera English holds a respectable position with 11.8 million subscribers, reflecting its international appeal and credibility in covering diverse geopolitical events. Meanwhile, Fox News, known for its conservative-leaning stance, secures 10.8 million subscribers, showcasing its strong following among certain demographics despite controversies surrounding its reporting practices. NBC News and Sky News maintain substantial subscriber bases of 9.13 million and 7.05 million respectively, illustrating their enduring relevance in the competitive media landscape. MSNBC, CBS News, and DW News follow suit, each boasting subscriber numbers above 4 million, indicative of their established foothold in the news industry. However, it's worth noting the relatively lower subscription count of CGTN at 3.06 million. While CGTN represents China's state-run global news network, its subscriber count suggests it may not wield as much influence in comparison to its Western counterparts. This could be attributed to various factors including geopolitical perceptions and differing editorial standards. Overall, the data

underscores the diverse array of news channels available to audiences worldwide, each catering to specific interests, ideologies, and geographic regions. It also highlights the intense competition among media outlets vying for audience attention and trust in an era characterized by rapid information dissemination and evolving consumer preferences.

Objectives:

Evaluate the frequency and duration of G20 Summit-related content uploaded by ABC News and BBC News on their respective YouTube channels during the period surrounding the event.

Analyze the thematic focus and framing strategies employed by ABC News and BBC News in their G20 Summit coverage on YouTube, examining how key issues and events are presented and contextualized.

Investigate audience engagement metrics, including number of views, likes, and comments, to assess the level of viewer interaction and response to the G20 Summit coverage provided by ABC News and BBC News on YouTube.

Literature Review:

The coverage of significant global events by news organizations has been a subject of scholarly inquiry, reflecting the evolving dynamics of journalism, media consumption, and public discourse. In the context of digital media, the emergence of platforms like YouTube has revolutionized the dissemination of news, offering news organizations unprecedented reach and engagement with audiences worldwide. This literature review examines key themes and findings in previous research related to the coverage of major events by news channels on YouTube, with a focus on the G20 Summit and the journalistic practices of ABC News and BBC News.

YouTube, in particular, has emerged as a prominent platform for accessing news content, with millions of users turning to the platform for real-time updates, analysis, and commentary (Dubois & Blank, 2018). Scholars have explored the transition from traditional to digital journalism, highlighting the transformative impact of digital platforms on news production, distribution, and consumption (Barnes, 2018; Picard, 2019). Studies have explored the framing of major events such as summits and international conferences, highlighting the role of media in shaping public discourse and influencing policy debates (Reese, 2001; Semetko & Valkenburg, 2000). Research has examined how news organizations frame and prioritize news stories, shaping public perceptions and agenda setting (Entman, 1993; McCombs & Shaw, 1972). Comparative analyses of news coverage by different channels provide insights into journalistic practices, audience preferences, and ideological biases (Ghanem & Rae, 1990; Stromback & Esser, 2009). Comparative studies have investigated differences in news coverage across media outlets, examining variations in framing, tone, and editorial stance (Bennett, 2012; Esser & Strömbäck, 2014). Studies have investigated how news organizations utilize YouTube to reach broader audiences, experiment with multimedia storytelling techniques, and monetize content (Boczkowski & Mitchelstein, 2013; Nielsen & Graves, 2017). Scholars have examined YouTube's role as a news platform, exploring its influence on news consumption habits, audience engagement, and participatory culture (Chadwick & Howard, 2009; Hermida, 2010). How news organizations frame G20 agendas, highlight key issues, and portray world leaders, shaping public perceptions and policy debates are explored in various studies (Cammaerts & Carpentier, 2007; Li, 2018). Research on media coverage of the G20 Summit has focused on agenda setting, framing, and media representations of global governance (Hameleers & van Aelst, 2016; Seungahn & Weaver, 2012). ABC News and BBC News are prominent international news organizations with distinct editorial perspectives, audience demographics, and journalistic standards (Lewis & Cushion, 2018; Sparrow & Sparrow, 2014). Research has examined their coverage of major events, political reporting, and audience engagement strategies, offering insights into their respective roles in the global media landscape (Ewart & Shaw, 2015; Wardle & Williams, 2019).

This literature review highlights the multidisciplinary nature of research on news coverage, digital journalism, and media effects. By synthesizing existing literature on YouTube as a news platform, media framing, comparative media analysis, and coverage of the G20 Summit, this review provides a comprehensive foundation for the analytical study of ABC News and BBC News' coverage of the G20 Summit 2023 on YouTube. Through a systematic analysis of their framing, tone, content, and audience engagement metrics, this research seeks to contribute to our understanding of digital news production, distribution, and reception in an increasingly interconnected and mediated world.

Methodology:

This research paper undertakes a comprehensive analytical study of the coverage of the G20 Summit 2023 by the YouTube channels of two leading news organizations: ABC News and BBC News. ABC News, a flagship news division of the American Broadcasting Company, and BBC News, the esteemed news service of the British Broadcasting Corporation, represent influential voices in the global media landscape, each with its unique editorial perspective, audience reach, and journalistic ethos. The rationale behind selecting ABC News and BBC News for this comparative analysis lies in their standing as major players in the international news arena, coupled with their extensive presence on YouTube, a platform synonymous with digital news consumption. By

examining their respective approaches to covering the G20 Summit 2023, this research aims to shed light on how these news organizations navigate complex geopolitical events, interpret global developments, and engage with their online audiences.

Data Analysis:

Quantitative Data Analysis

Quantitative data analysis in media research involves the systematic investigation of numerical data to understand patterns, trends, and relationships. Techniques like surveys, experiments, and content analysis are commonly used. Researchers employ statistical methods to analyze data, providing insights into audience behaviors, media effects, and content characteristics. This approach helps in making generalizable conclusions about media consumption and its impact. For instance, regression analysis can reveal the influence of media exposure on public opinion, while frequency analysis can uncover prevalent themes in media content.

Number of News (G20 Summit 2023)

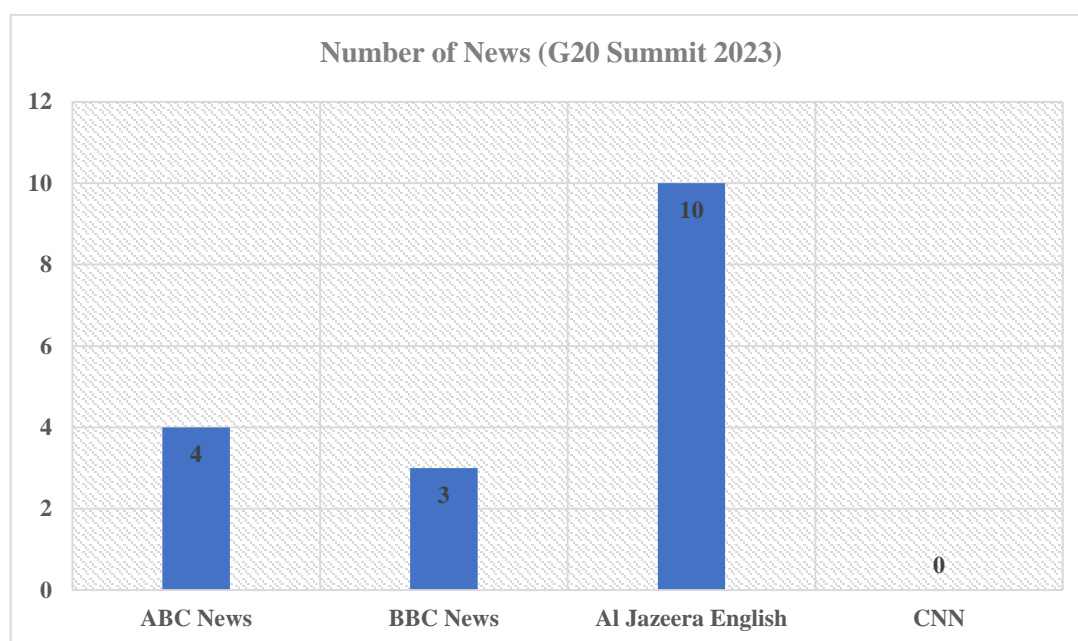


Chart No. 2

The number of news uploads to YouTube channels covering the G20 Summit of 2023 varied among prominent news organizations. ABC News contributed four uploads, while BBC News posted three videos providing coverage of the summit. In contrast, Al Jazeera English led the pack with ten uploads, showcasing their extensive coverage of the event. Surprisingly, CNN did not upload any content related to the G20 Summit, suggesting a potentially differing editorial focus or strategic approach. This data highlights the diverse coverage strategies employed by news organizations on digital platforms like YouTube, where frequency and depth of coverage can vary significantly among competitors, impacting audience engagement and information dissemination.

Time Spent (Duration) of News (G20 Summit 2023)

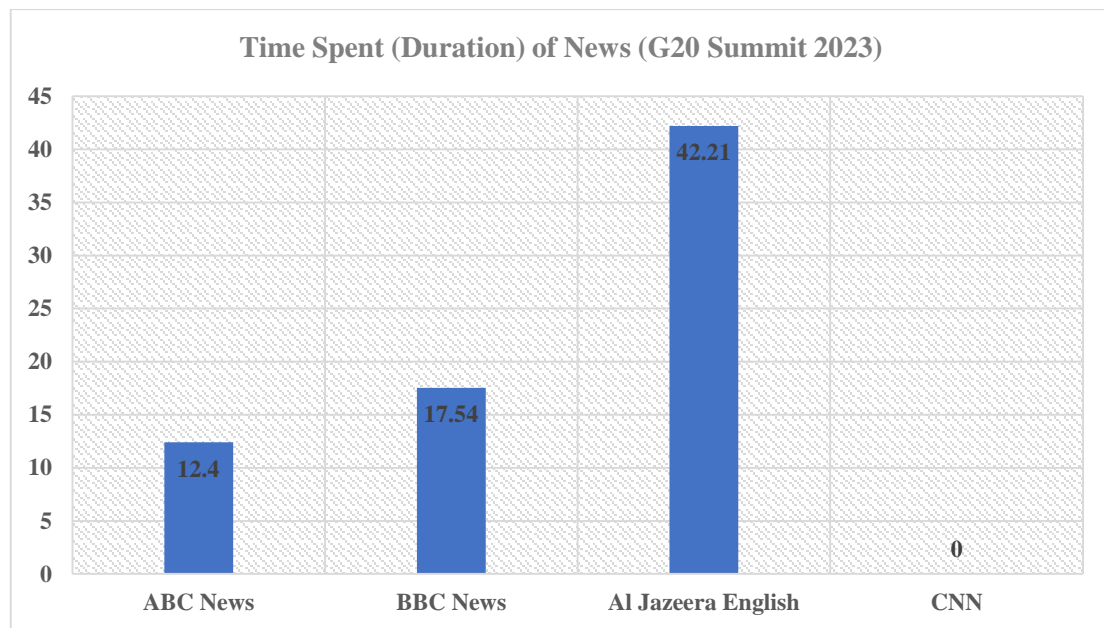


Chart No. 3

The total time dedicated to news stories about the G20 Summit of 2023 varied significantly across YouTube channels of major news outlets. ABC News allocated 12 minutes to covering the summit, while BBC News devoted 18 minutes to providing comprehensive coverage. In contrast, Al Jazeera English demonstrated a substantial commitment, dedicating 41 minutes to reporting on the summit, indicating a robust focus on in-depth analysis and discussion of key developments. Surprisingly, CNN did not feature any news stories related to the G20 Summit on its YouTube channel, suggesting a potential divergence in editorial priorities or strategic decisions. This data underscores the diverse approaches adopted by news organizations in covering significant global events on digital platforms like YouTube, where the duration of news stories can vary widely, impacting audience engagement and the depth of information provided.

Qualitative Data Analysis

Qualitative data analysis in media research involves examining non-numerical data to understand media phenomena deeply. Methods include thematic analysis, discourse analysis, and narrative analysis. Researchers interpret texts, interviews, and visual media to uncover meanings, patterns, and cultural contexts. This approach is essential for exploring subjective experiences and the nuanced impact of media on society.

News 1 (ABC News): President Biden set to attend G20 leaders summit in India

The news highlighted that President Joe Biden would attend the G20 summit, intending to strengthen U.S. relations with Asia, while Chinese President Xi Jinping would be absent. When asked about Xi's absence, Biden expressed disappointment. ABC News political contributor and NPR White House correspondent Asma Khalid discussed the implications, noting that Xi had previously attended all G20 summits. The G20 is a premier gathering of major international economies, and Xi's absence is significant.

Experts suggest this absence might provide the U.S. an opportunity to advance agendas China might oppose, notably reforms at the World Bank. However, it remains unclear if China is avoiding specific issues or if Biden's administration will focus on these topics in discussions with India. This shift could enable the U.S. to influence international economic policies without direct Chinese opposition.

National Security Advisor Jake Sullivan stated that the Biden administration aims to create a stronger, more capable World Bank, offering more lending capacity as an alternative to China's Belt and Road Initiative. Sullivan emphasized that this mission provides a credible alternative to China's coercive and unsustainable lending practices.

The three-minute news segment, uploaded on September 4, 2023, has 29K views, 259 likes, and 161 comments. Notably, commenters pointed out that the channel used the wrong map of India. This incident highlights the significance of accurate representation in media coverage, which can affect public perception and international relations.

News 2 (ABC News): Biden to head India for G20 Summit

The news segment begins with a CNN poll conducted by SSRS, indicating that 46% of registered voters believe any Republican nominee would be better than President Biden. This is a concerning figure for Biden, who is preparing for the G20 summit in India to bolster his re-election campaign. ABC News White House Correspondent Karen Travers and Political Director Rick Klein provide analysis. Klein notes that 58% of the

poll respondents think Biden's policies have worsened the economy, with a graphic displaying various poll aspects.

When asked about voter doubts and the administration's response, Travers explains that the administration does not respond to every poll. However, regarding concerns about Biden's age, the White House typically advises watching Biden on the campaign trail and observing his White House schedule. Critics argue Biden maintains a lighter schedule than his predecessors, a point even some Democratic allies acknowledge.

As Biden prepares for the G20 summit, which includes numerous meetings and sessions with world leaders, he plans to skip some events due to a demanding schedule. The segment also features an ad from Biden's campaign highlighting his surprise visit to Ukraine in February, showcasing his 40-hour journey into a war zone not controlled by the U.S.

The five-minute, thirty-three-second news segment, uploaded on September 7, 2023, has garnered 26K views, 219 likes, and 228 comments. Many commenters agreed with the poll results, expressing reluctance about Biden's re-election.

News 3 (ABC News): President Biden is in India preparing for tomorrow's G20 summit

The news reports that President Biden is preparing for the G20 summit after holding a bilateral meeting with Indian Prime Minister Narendra Modi. Senior White House Correspondent Selena Wang accompanies the president on this four-and-a-half-day trip to India and Vietnam. Wang explains that Biden's agenda includes strengthening America's role in Asia, countering China's global rise, and reforming the IMF and World Bank. By bolstering these multilateral lending institutions, the U.S. aims to offer developing countries alternatives to China's lending practices, which it accuses of being coercive and unsustainable.

Biden is also working to improve U.S.-India relations. India has implemented strict security measures in New Delhi, even declaring a national holiday during the event. When asked about the absence of Russia and China from the summit, Wang noted that this is seen as a significant snub to host country India, reflecting shifting diplomatic priorities amid tense relations with major global players at the G20. Treasury Secretary Janet Yellen, in an interview with Wang, downplayed the impact of their absence, suggesting it might actually facilitate the U.S. agenda.

Biden also seeks to solidify global support for Ukraine. The news segment, lasting two minutes and forty-one seconds, was uploaded on September 8, 2023, and has 17K views, 239 likes, and 123 comments. Viewers expressed mixed reactions, with some agreeing on the strategic implications of Russia and China's absence.

News 4 (ABC News): Biden heads home after G20 summit, Vietnam visit

The international news highlights President Biden's return home after his trip to Vietnam and participation in the G20 summit in India. Chief White House correspondent Mary Bruce reports that, following his meeting with Vietnamese leaders, Biden announced a new strategic partnership, enhancing diplomatic relations between the two nations. This partnership marks a significant shift nearly 50 years after the end of the war, with both countries now focusing on the mutual concern of China's rise. However, this relationship remains delicate due to Vietnam's communist regime and its human rights record, which has drawn criticism.

At the G20 summit in India, Beijing was a key focus. The absence of China and Russia provided the U.S. with an opportunity to rally world leaders against Chinese aggression and garner support for Ukraine. Although the summit's final declaration did not directly criticize Russia for its invasion of Ukraine, it allowed the U.S. to push its agenda in the absence of direct opposition from these major powers.

The news segment, lasting one minute and twenty-five seconds, was uploaded on September 11, 2023, and has garnered 5K views, 59 likes, and 50 comments. Viewer reactions varied, with some praising the strategic diplomatic moves and others expressing skepticism about the potential impact on human rights and geopolitical stability.

News 5 (BBC News): G20 joint declaration breakthrough despite deep divisions

The news highlights the G20 summit's agreement on a joint declaration, including a statement on the Russian attack on Ukraine. However, a BBC correspondent notes that the statement is substantially watered down compared to last year's, calling on all states to refrain from the threat or use of force without mentioning Russian aggression directly.

India's Prime Minister Modi proposed including the African Union as a permanent member of the G20, part of his effort to amplify the voices of the Global South in international diplomacy. Previously, South Africa was the continent's sole representative. Modi also posed for a bilateral photo op with UK Prime Minister Rishi Sunak, discussing a potential trade deal. Sunak mentioned that their discussions were productive, covering trade, defense, security, education, and research. He emphasized the mutual desire for a successful trade deal but acknowledged the considerable work ahead.

Philani Mthembu, Executive Director of the Institute of Global Dialogue, commented on Modi's initiative to include the African Union, calling it a welcome and significant move. He noted that this inclusion, supported by India and other G20 members, would enhance Africa's voice and coordination in international partnerships, highlighting development issues. Mthembu also emphasized key issues for the African continent, such as climate finance, sustainable finance, and cross-border infrastructure to boost intra-continental trade.

The five-minute, forty-second news segment, uploaded on September 9, 2023, has garnered 148K views, 1.5K likes, and 775 comments. Many commenters expressed happiness over the inclusion of the African Union in the G20.

News 6 (BBC News): G20 summit: World leaders arrive in India's capital

The news reports on the arrival of world leaders at the G20 Summit in New Delhi, India. The G20 comprises 19 of the world's wealthiest economies and the European Union. Among the first to arrive was British Prime Minister Rishi Sunak, whose Indian heritage drew extra attention. BBC's South Asia correspondent Samira Hussain noted that Sunak was welcomed with dancers, the British High Commissioner, and Indian dignitaries, including the Minister of State. Sunak outlined his three priorities: stabilizing the global economy, building international relationships, and supporting the most vulnerable. He also highlighted the absence of Russia's leader and the G20's strong support for Ukraine.

When asked if Sunak's focus on establishing a trade deal with India might be affected by India's reluctance to fully support Ukraine, Hussain confirmed that this topic would be discussed during the bilateral meeting between Sunak and Modi, including efforts to produce a joint statement condemning Russia's actions.

Diplomatic correspondent Sushasini Haider of The Hindu emphasized that a key question is whether the leaders can agree on a joint declaration, particularly concerning Ukraine. She noted that the Sherpas have been working to ensure the Ukraine conflict doesn't dominate the summit, highlighting India's initiatives to focus on developmental issues and advocate for the African Union's membership.

The segment also mentioned that Indonesian President Joko Widodo invited Ukrainian President Volodymyr Zelensky to address the G20, but India has not yet considered this request. The eight-minute, twenty-three-second news segment, uploaded on September 8, 2023, has 342K views, 3.6K likes, and 1.4K comments, with many expressing good wishes and appreciation for India's hosting of the summit.

News 7 (BBC News): Russia hails unexpected G20 'milestone' as Ukraine fumes

The news begins with President Biden's visit to Vietnam following the G20 summit, during which India handed over the presidency to Brazil. Prime Minister Modi facilitated the transition by passing the ceremonial gavel to Brazil's President Luiz Inacio Lula da Silva. Earlier, all leaders convened for a ceremony at Mahatma Gandhi's memorial.

Despite this symbolic transition, a joint statement on the Ukraine war was issued, omitting any mention of Russian aggression. A reporter in New Delhi observed leaders departing, noting India's satisfaction with improved communication. Initially, there was a significant gap in the text concerning Ukraine, but after 200 sherpa meetings, consensus was reached, and the statement was fully adopted as Brazil assumed the presidency.

British Prime Minister Sunak visited Akshardham with his wife in New Delhi before heading to Rajkot, where discussions on the joint statement continued. Sunak emphasized the G20's diverse perspectives but highlighted the unified condemnation of the war's impact on food prices and energy security.

The three-minute, fifty-one-second video, uploaded on September 10, 2023, has garnered 434K views, 4.9K likes, and 2K comments. Viewers expressed interest in the diplomatic proceedings and appreciated the G20's collective stance on addressing global issues.

Conclusion

In analyzing the data pertaining to news coverage of the G20 Summit of 2023 across various YouTube channels, several key insights emerge. Firstly, the number of news uploads varied among prominent news organizations, with Al Jazeera English leading with ten uploads, while others like ABC News and BBC News contributed fewer uploads, indicating varying degrees of emphasis or interest in the event among news outlets. Secondly, the duration of news stories also varied significantly, with Al Jazeera English dedicating the most time, reflecting a commitment to in-depth analysis and discussion. Conversely, CNN's absence from coverage suggests a potential divergence in editorial priorities or strategic decisions.

The content of the news stories highlighted key aspects of the G20 Summit, such as President Biden's attendance and the absence of leaders like Xi Jinping, as well as discussions on critical issues like the war in Ukraine and global economic stability. Furthermore, the reactions from viewers, as evidenced by likes, views, and comments, provide valuable insights into audience engagement and sentiment regarding the coverage.

Overall, the data underscores the diverse approaches adopted by news organizations in covering significant global events like the G20 Summit. It also highlights the importance of accurate representation and comprehensive reporting in informing the public and shaping perceptions. As digital platforms continue to play a crucial role in news dissemination, understanding these trends and patterns can aid in refining coverage strategies and enhancing audience engagement in the future.

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