

The European press coverage of the Sustainable Development Goals (SDGs) and the 2030 Agenda: content volume and analysis of key themes

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This study delves into the media coverage of the Sustainable Development Goals (SDGs) and the 2030 Agenda across the five most populous European countries: Germany, France, Spain, Italy, and the United Kingdom. Despite a recognized global imperative to address these goals, there's a noted lack of awareness in the populace. Using Factiva's digital newspaper archive, the research identifies trends in coverage volume and thematic focus over recent years. Results indicate a notable increase in media attention, particularly in Spain and Italy, with topics revolving around domestic policies and health receiving prominence. The findings suggest that shifts in government leadership may influence the prioritization and communication of SDGs. This underscores the crucial role of media in raising awareness and fostering dialogue around global sustainability challenges. The study contributes to understanding how media dynamics intersect with public discourse on sustainable development, highlighting opportunities for targeted communication strategies to drive engagement and action towards achieving the SDGs by 2030.

Presenting author

Alberto E. López-Carrión

Primary author: LÓPEZ-CARRIÓN, Alberto E (Universitat de València)

Presenter: LÓPEZ-CARRIÓN, Alberto E (Universitat de València)

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