

Media Coverage

Media coverage for the Faculty of Life and Social Sciences in 2006

The following report is an analysis of the Faculty of Life and Social Sciences (LSS) media performance in 2006. The data is gained from press and broadcast clippings reports sent on a daily and weekly basis by Media Monitors. Please note that while every effort is made to collect details of media coverage, there will be some media mentions that are missed and a few that could be wrongly attributed.

Overall coverage

In 2006 there were 1492 media items for LSS. All items were considered positive apart from 3 that were considered neutral.

LSS total coverage – 1461 media items

- 1489 media items were positive
- 0 media items were negative
- 3 media item was neutral

Swinburne received a total of 3494 media items for 2006, with LSS making up 43% of this total coverage.

LSS media coverage by month

As expected, media coverage dips in the summer semester break. The peaks during the year depend on research stories that are distributed.

January	68 items	July	303 items
February	47 items	August	147 items
March	130 items	September	57 items
April	242 items	October	116 items
May	220 items	November	104 items
June	191 items	December	46 items

Breakdown of publication type

	Media Items	Percentage
Suburban print	193 items	13%
Metro print	246 items	16%
Radio	742 items	50%
Regional	85 items	6%
TV	15 items	1%
Specialist	56 items	4%
International	44 items	3%
News websites	111 items	7%

LSS coverage compared to other faculties and schools

LSS received a total of 1492 media items in 2006 making up 43% of the total coverage.

Faculty/School source of coverage

Faculty	2006 Media Items	Percentage of Total Coverage
Business and Enterprise	366 items	10%
Engineering and Industrial Science	94 items	3%
Information and Communication Technologies	148 items	4%
Life and Social Sciences	1492 items	43%
Design	152 items	4%
Lilydale	113 items	3%
NICA	337 items	9%
School	2006 Media Items	Percentage of Total Coverage
Arts, Hospitality and Sciences	134 items	4%
Business and eCommerce	33 items	1%
Engineering	27 items	1%
Social Sciences	25 items	1%
Not attributed to a School or Faculty	573 items	17%

Main themes of the coverage

Research findings and experts commentating in their fields comprises the bulk of coverage for LSS.

Media Items	Percentages
Alumni	6%
Course	5%
Event	9%
Expert comment	19%
Research	31%
Staff	5%
Student	10%
Incidental mention	3%
Swinburne General/Other	12%