

# WHAT SHAPES THE MIGRATION STORY?

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## THE PROBLEM

In Europe, migration is not only a policy issue but a media-driven narrative. Even though migration dominates politic debate, most people experience it only through media, rather than direct contact, making migration coverage a crucial factor in shaping public attitudes.

### Research Question

*What are the similarities and differences in the framing of migration between old and new media in France, Germany, and the United Kingdom?*

### Literature Review:

- Migration is often framed as a security threat or burden;
- New media amplifies polarization, while old media is more stable;
- Media mainly reinforces existing opinions rather than changing them.

## HOW WE INVESTIGATED

**Design:** Comparative qualitative content analysis

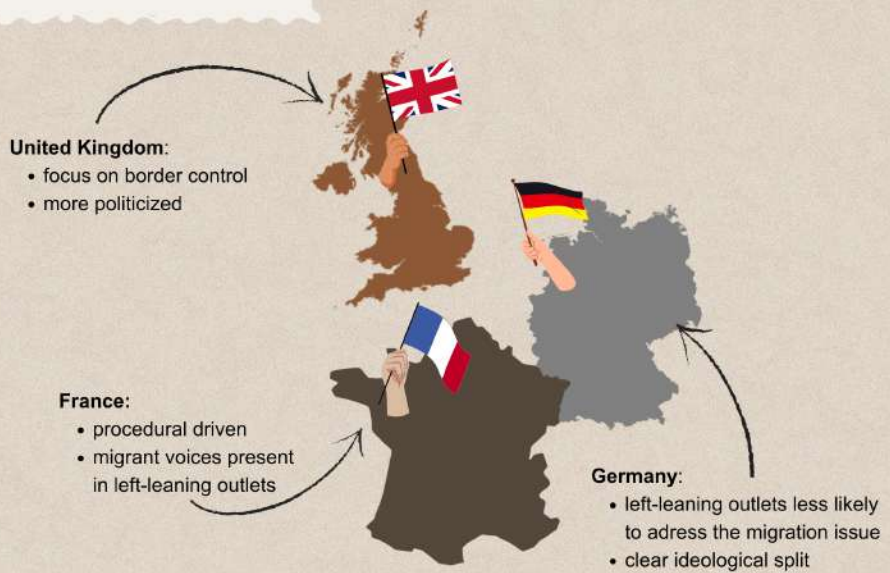
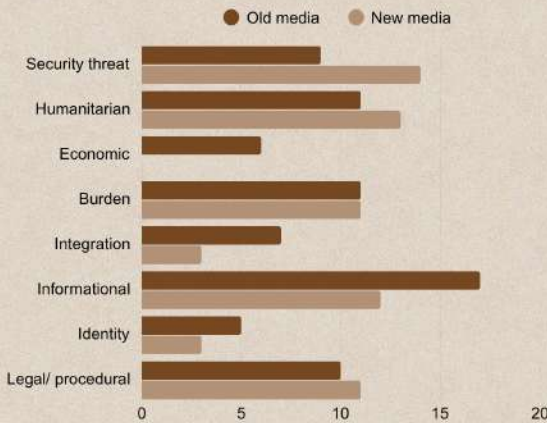
**Scope:** France, Germany, UK  
old media (newspapers), new media (Instagram accounts)  
last 6 months of 2025

**Sample:** 87 items; balanced by country, media type and political orientation

### Data Analysis:

- Frame analysis using thematic coding
- Focus on: general framing, source framing, rhetoric framing, visual coding (only for new media)

## WHAT WE FOUND



## CRISIS, THREAT AND VICTIM: FRAMES THAT STICK

### 1. Political orientation effects

- Left-leaning outlets* → humanitarian
- Right-leaning outlets* → security/burden/legal
- Centrist outlets* → informational
- Migrants are often spoken about rather than heard, especially in right-leaning and new media contexts

### 2. Polarization: new vs old media

- New media is more polarized than old media
- Reasoning: new media relies on sensationalism because of structural pressures (algorithms, competition, 24/7 news cycle)
- New media* → emotional, opinion-driven
- Old media* → informational, detailed

### 3. Geopolitical effects: UK vs Germany & France

- Same general framing patterns
- *Brexit effect*: UK coverage is more politicized, focusing on border control, public opinion, and "us vs them" narratives
- UK* → economic/ social burden
- Germany & France* → security threats

### Key findings:

Political orientation shapes framing.  
New media is more polarizing and emotional and old media more informational and institutional.

### Main takeaways:

Media framing reflects public discourse and often shapes perception through language, visuals, and source selection.  
Migrants are rarely given a voice.