

Intermedia Agenda-Setting between U.S. based Korean-Language Newspapers and Tweets

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This paper examines the evidence of intermedia agenda-setting effects between Korean-language media and Twitter messages generated by Koreans and Korean Americans residing in the U.S. The direction of agenda transfer between media outlets has been rigorously debated by scholars as the emergence of digital media environment. Unfortunately, however, scholarly attention paid to ethnic media, particularly Asian-language media, was limited. Specifically, this paper analyzes rank order correlation and cross correlation between agendas of the Korea Daily and the Korea Times, and Korean tweets. The results show that Korean-language newspaper agendas are more associated with Korean tweets than English mainstream media have. Additionally, some high profile issues including immigration and North Korea to the ethnic community are more likely to quickly transfer between the media outlets. This paper is the first attempt to systematically study agendas of Korean-language newspapers and their agenda transfer to other media outlets. It might contribute knowledge about media effects by filling some of the gap in the literature of media effects and ethnic minorities.

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