Public Verdict:
The Media Are Obsessed with Negative News

Question: Generally speaking, do you think the news media put too much emphasis on positive news, or too much emphasis on negative news or do they strike about the right balance between positive and negative news?

Too positive 3%
Too negative 64%
Right balance 32%

Source: Survey by the Los Angeles Times, March 6-9, 1993.

Question: Do the news media automatically look for negative things to report about people who might otherwise have become heroes?

Yes 81%
No 12%

Source: Survey by Scripps Howard News Service/Ohio University, July 17-August 1, 1994.

Question: Overall, do you think the news media is more likely to report:

**Crime**
- Bad news about terrible, violent crimes: 90%
- Good news that violent crime is decreasing: 7%
- Neither/Not sure: 3%

**Government**
- Bad news about how bad our government and politicians are: 70%
- Good news about what government and politicians are doing to make the country better: 25%
- Neither/Not sure: 6%

**Jobs**
- Bad news that people are losing their jobs: 75%
- Good news that more new jobs are being created: 20%
- Neither/Not sure: 5%

**Economy**
- Bad news about our economic problems: 75%
- Good news that the economy is growing: 20%
- Neither/Not sure: 5%