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Content Analysis: U.S. Newspaper and social media portrayal of President Obama in association with the killing of Osama bin Laden during the 2012 presidential election year

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Content Analysis: U.S. Newspaper and social media portrayal of President Obama
in association with the killing of Osama bin Laden during the 2012 presidential
election year

Thesis submitted in partial fulfillment of Honors

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Abstract

In a broad sense, public relations is the communication between an organization and its audience. Public relations helps create and maintain a relationship between the two. When an organization experiences a success or failure public relations is put into place to help rally public support.

The intent of this thesis aims to determine the tone of President Obama in U.S. newspapers and social media in association with the capturing and killing of terrorist Osama bin Laden.

This thesis examines a variety of U.S. newspapers by region and social media. Newspaper articles related to the topic were retrieved from six regional newspapers: *Columbus Dispatch*, *Houston Chronicle*, *Charlotte Observer*, *New York Times*, *Los Angeles Times*, and *Washington Post*. From these papers, a specific time period was chosen to examine articles. The months of April, June, and August 2012 were chosen. During these months, a keyword search for “osama bin laden” was used. Articles that contained this keyword were then examined and coded. Blogs and Facebook pages of the Republican and Democratic Party were examined. Two political blogs, Daily Kos and Red State, were chosen. From these blogs and Facebook pages, the same time period was chosen as for the newspapers. The keyword search was also the same, “osama bin laden”.

Introduction

The media is charged with reporting news to the American public, and it is important to understand the framing that accompanies such news. According to Goffman (as cited in Bryant & Miron, 2004, p. 693) “frames are definitions of a situation that include organization and subjective elements.” Perception on the reality of an issue is hard to understand without the assistance of framing (Bryant & Miron, 2004). Tetteh and King (2011) explain that framing theory “proposes that how an idea, issue, or personality is presented (framed) in the media influence how people think about that issue or personality” (p. 505). Therefore, it is suggested that individuals form opinions from information based on social media sources.

On September 11, 2001, a group of al-Qaeda extremists hijacked four airplanes to complete terrorist attacks against the United States. Two planes were flown into the World Trade Center’s Twin Towers in New York City, the third plane was flown into the Pentagon near Washington, D.C., and the last plane was diverted from its course and crashed into a Pennsylvania field. These terrorist attacks caused the deaths of thousands of people, leading the U.S. to form initiatives to combat terrorism. In 2011, President Barack Obama gave the U.S. Navy Seals the order to capture and kill Osama bin Laden, the man behind the attacks. On May 2, 2011 the U.S. Navy Seals completed their mission, ten years after the initial attack on the U.S. (“9/11 Attacks”).

Newspapers, blogs, and other social media were flooded with information about the exact details of the capturing and killing of Osama bin Laden. In addition to news sources, entertainment sources used the information from the event to capture public attention. Books, movies, videogames, and miscellaneous entertainment stemmed from the killing of bin Laden.

The Hollywood film “Zero Dark Thirty” and the book *No Easy Day: The Firsthand Account of the Mission That Killed Osama bin Laden*, a first-hand account of the mission to eliminate bin Laden, were a few of the entertainment that emerged from the killing.

It is important to understand that news must stay current and accurate so that the public may get the information they desire. It is also important to understand how such news is portrayed in media in order to therefore understand what opinions people may hold from these sources.

The aim of this research was to examine newspaper, blog, and other social media coverage of the public opinion of President Barack Obama during the months of April, June, and August 2012, election year. The tone and entertainment value from the event of the capturing and killing of Osama bin Laden were examined through these different sources. The results will provide media practitioners with insight into how President Obama was portrayed. Future research could reveal how such portrayal impacted/affected public opinion of President Obama in his election campaign.

Literature Review

(1) Framing

In the article “Effects of news frames and schemas on individuals' issue interpretations and attitudes” Fuyuan Shen (2004) states that “[. . .] media frames can have significant consequences on how audiences perceive and understand issues and can alter public opinions on ambivalent and controversial issues” (p. 402). Framing issues in a different way than one might already see them, allows room for a different opinion. An example of framing in order to

establish a desired opinion from an audience would be that President Obama used the capturing and killing of Osama bin Laden to leverage public opinion during his re-election campaign. Framing by the media to make President Obama appear as a hero might alter one's opinion over the issue.

(2) Sensationalism of Political Events

The article "Monica Lewinsky's contribution to political science" by John R. Zaller (1998) focuses on the sensationalism of scandal in politics. Former President Bill Clinton's rating increased from 60 percent to 70 percent ten days after the Lewinsky scandal was publicized. Zaller states, "Even when [. . .] public opinion is initially responsive to media reports of scandal, the public's concern with actual political achievement reasserts itself" (1998, ¶ 1). It was found that political substance, not media hype, was more important in U.S. politics. Through Zaller's research it was found that as media coverage was more negative about the Clinton-Lewinsky scandal, support for Clinton fell seven percentage points. When media coverage was more balanced between negative and positive, Clinton's support raised 17 percentage points. Zaller gives a parallel to the Clinton-Lewinsky scandal, Gerald Ford's pardon of Richard Nixon. The article describes the disapproval from the American public on Ford pardoning Nixon. Zaller states, "American politics tends to be driven more by political substance - in this case, public disapproval of the pardon of Nixon - than by the antics of Media Politics" (1998, ¶ 38).

(3) Public Opinion

The article "The President's listening post: Nixon's failed experiment in government public relations" focuses on Richard Nixon's experiment on presidential public relations. The article uses three academic subfields to examine Nixon's public relations effort referred to as

triangulation (Lee, 2012). “Triangulation is a research methodology [. . .] It seeks to build a comprehensive and balanced historical narrative by relying on several primary or other independent sources, generally archival documents, official government publication, contemporaneous journalist coverage, and memoirs” (Lee, 2012, ¶ 4).

Franklin Roosevelt in 1939 established the Office of Government Reports that made the president aware of public opinion. Lyndon Johnson established the Federal Information Centers (FIC) that responded to information requests and guided citizens through federal agencies to find the issue that was trying to be restored (Lee, 2012).

To expand on citizen feedback Nixon adopted the idea of listening: “We must listen to the voices of dissent, sometimes strident, sometimes cool . . . because the protestors may have something to say worth listening to” (Lee, 2012). Listeners for Nixon was created to provide the public venues to express and record their opinion and comments about Nixon. Listeners for Nixon was expanded into Nixon-Agnew Listening Posts, an opportunity for the President to reply to participants on the issues they raised (Lee, 2012).

As Nixon was in office there was an attempt to expand the listening project. It was planned to have people visit different cities and listen to the public and have the president report back on the issue to improve two-way communication between the public and the government (Lee, 2012).

The FIC and the Presidential Listening Posts (PLP) failed to attract public response. Reporters were generally uninterested in the PLP. A Missouri newspaper observed that citizens

felt it was impersonal to send a suggestion through the Listening Poll and preferred to directly contact the president. (Lee, 2012).

Asymmetrical visions between the public and the President lead to the failure of the PLP. Elected officials in general do not make decisions based off a complaint or suggestion. The public is aware that individual opinions offered by them are not important when presidents go against the individuals suggestions. (Lee, 2012). According to Lee this is why the PLP failed; two-way communication is an ideal concept limited by political realities (Lee, 2012).

In the article “Administrative politics and the public presidency” researchers suggest that public opinion was critical to George W. Bush and his administration. “Political commentators were quick to declare that public opinion drove [his] policy switches” (Canes-Wrone, 2009, ¶ 3). Polling data was noted on terrorism where it was observed that not enough was being done on the issue. This article describes the “scant attention [that] has been paid to the ways in which a president’s public relations affect his (or her) decisions and behavior with respect to the federal bureaucracy” (Canes-Wrone, 2009, ¶ 4). Questions that are presented in the article are: “When will presidents create new agencies to satisfy public pressure ‘to do something’ about a problem” and “How, if at all, are agencies that have been created to satisfy such pressure likely to differ from others” (Canes-Wrone, 2009, ¶ 5).

Personal popularity affects substantive responsiveness “with presidents being most responsive when they have average approval ratings” (Canes-Wrone, 2009, ¶ 23). Research shows that presidents will be more responsive with certain issues like traditional left-right issues. It shows that presidents will give more attention to what voters feel are the most important problems (Canes-Wrone, 2009).

As presidents give more focus on voter opinions it will in response affect the agenda setting of the president and his administration. Agenda setting directly affects the constituents' opinion of the president and his administration.

(4) Agenda Setting

The article "Agenda building in the 1992 presidential campaign" examines major party candidates' press releases during the final month of the 1992 presidential campaign. Viewing these press releases allowed Gray, Walters, & Walters (1996), "an opportunity to assess complete articulated political agendas in a visible, vituperative, and public relations-dependent presidential campaign" (§ 12). The study focuses on three factors

(1) the issues raised in the press releases disseminated by offices of the two major presidential candidates during October, 1992; (2) the issues identified as important to the voters, and (3) the registered voter candidate preference (Gray, Walters & Walters, 1996, § 13).

Three sets of data were used in the study: a tally of all press releases concluded from a Texas town, data from 775 registered voters that examined the issue interests of the voters, and data from candidate preference. Two sources were used to determine the data, "a compendium of trial heats given in the November/December 1992 issue of The American Enterprise and The Gallup Poll Monthly for October and November, 1992" (Gray, Walters & Walters, 1996, § 17).

For this study, personal qualities, including character, the draft, Iran, Iraq, and first and last names of the candidates, were also drawn from questions asked in the Gallup Poll and added to the basic ten issues. From this enlarged list, a dictionary of single key words for each issue was constructed. Then, a single key

word dictionary was bounced by computer against the original press release (Gray, Walters & Walters, 1996, ¶ 19).

The study compared registered voters' agenda to the candidates' agendas. The study clearly found that what voters believed to be important issues did not directly correlate with what the candidates found to be important. The results that emerged were "the inability of Bush-Quayle to use press releases to redefine the issue agenda order for the registered voting public. Conversely, the Clinton-Gore staff enjoyed success by employing their releases to match its issue agenda order to that of registered voters" (Gray, Walters & Walters, 1996, ¶ 31).

The article "Agenda building effects by 2008 presidential candidates on global media coverage and public opinion" examines two candidates' public relations tactics, including speeches, press releases, and media coverage, in the 2008 United States presidential election. Kim, Xiang, & Kiouisis (2011) note in their study that Ku, Kaid, and Pfau wrote, "in political campaigns, messages from organizations and political actors are among the major information resources for global media professionals; thus the messages have the potential to influence the public agenda" (¶ 3).

The study found that there was a connection between public relations messages and global media coverage. Salience relationships between public relations messages and media coverage did not have positive support. The major result in the study was that Obama was much more visible in global media than McCain (Kim, Xiang & Kiouisis, 2011).

In general, the study supports first level agenda building associations between public relations messages and media content for both issues and political figures.

In the second level agenda building analysis the study failed to find support for

relationships between the salience of issue frames and overall tone among public relations messages, media content, and public opinion (Kim, Xiang & Kioussis, 2011, ¶ 16).

This study concluded that media coverage and public opinion about a candidate results in a positive relationship between the two (Kim, Xiang & Kioussis, 2011).

Public opinion of a candidate and his administration are built on credibility and trust. If credibility and trust are a positive attribute of a candidate then one can expect public opinion of the candidate to be good; moreover, if credibility and trust are a negative attribute of a candidate then one can expect public opinion of the candidate to be bad.

(5) Credibility and Trust

In Mordecai Lee's article "Origins of the epithet 'government by public relations': Revisiting Bruce Catton's War Lords of Washington, 1948" the concept of "government by public relations" is examined (2009, ¶ 2). This term has been viewed negatively "implying that governmental decision-making is guided by appearances rather than on the merits" (Lee, 2009, ¶ 1). This term is aimed at those in the executive branch and the bureaucracy. Government by public relations "is a putdown of manipulative and fake packaging in the presentation of controversial public policies" (Lee, 2009, ¶ 2). Lee asks an interesting question, "How does one prove that a policy decision was made without considering potential public reaction?" (2009, ¶ 2).

This is an interesting look on what government does and why government does it. The concept of government by public relations could be used to examine the what and why of

President Barak Obama's leveraging of Osama bin Laden's death to his presidential campaign. Were his motives for finding this terrorist purely to help the country and put its citizens at ease, or were they used to invoke a positive public opinion for his campaign? If his motives were more for appearances rather than merit, is it safe to say that his use of public relations in that crisis caused credibility and trust to be put in danger?

Spiro Kiouisis and Jesper Strömbäck's "The White House and public relations: Examining the linkages between presidential communications and public opinion" quotes Martin Wattenberg in his article Wattenberg wrote that, "if the power of the presidency is the power to persuade, then the ability to communicate with the American public is one key tool in exercising that power" (The Changing Presidential Media Environment, 2004, ¶ 3).

Public relations has a history of being misconstrued as negative and harmful. The profession is seen as lacking credibility and trust. Joosuk Park and Candace White in their article "Public perceptions of public relations" attempt to observe how public relations is seen by the public today. Portrayal in the media of public relations has affected peoples' perceptions toward the "credibility of the profession and influence whether people see public relations as valuable to society" (Park & White, 2010, ¶ 1). A telephone survey was conducted with results indicating that public relations is seen in a more positive light than what it has been in the past (Park & White, 2010, ¶ 1).

When looking at credibility and trustworthiness among public relations practitioners most citizens are cynical to the work of these professionals. Claes Vreese and Matthijs Elenbaas (2009) article "Spin doctors in the spotlight: Effects of strategic press and publicity coverage on perceptions of political PR" examines this perception. Their research supported "that exposure to

publicity strategy news aroused political PR cynicism” (Vreese & Elenbaas, 2009, ¶ 12). It was found that citizens were more likely to view negatively of political public relations when public relations professionals were part of the news story; however, these professionals should make their motives clearly known. It was found in their study that citizens who had characteristics such as political knowledge, political interest, and education were more distrustful of political public relations. The less involved and less educated citizens held less cynicism towards public relations in politics (Vreese & Elenbaas, 2009).

Credibility and trust are a major factor in the public opinion of presidential candidates; however, this is not the only factor that affects presidential candidates. Credibility and trust can be directly influenced through the candidate; however, there are some things that cannot be directly influenced, such as major events. The impact of these events greatly influence public opinion on these presidential candidates.

(6) Major events impact on public opinion

Bruce Hardy and Dietram Schuefele theorize in their article “Presidential Campaign Dynamics and the Ebb and Flow of Talk as a Moderator: Media Exposure, Knowledge, and Political Discussion” that “major campaign media events influence the sheer amount of discussion citizens engage in, and we show that an increase in discussion coincides with an amplification of inaccuracies concerning knowledge of candidate issue stances” (2009, ¶ 1). This article supports the same theory that could be applied to the hypothesis: major events may influence public opinion on political candidates enough to engage the public in supporting a candidate. Hardy and Schuefele theorized that the concept is true because of the large number of individuals discussing politics after those events “which in turn produces an overall increase in

political discussion across the electorate” (2009, ¶ 1). These individuals are regarded as seasonal discussants.

This concept of individuals only participating because of the major campaign media event that occurred could also be applied to the previous mentioned hypothesis: major events may influence public opinion on political candidates enough to engage the public in supporting a candidate. These seasonal discussants could be examined to support the notion that they still support the candidate months after the major event and to examine whether the public relations of the event impacted their decision to support the candidate.

(7) Political Views by Region

In the article “Region and political opinion in the contemporary United States” Robert Biggert and David Weakliem discuss “the existence of regional differences in political opinions” (1999, ¶ 2). They write that, “In the U.S., for example, it is generally believed that the South and Southwest are more conservative than the Northeast and upper Midwest” (Biggert & Weakliem, 1999, ¶ 2). Throughout their article they provide a political analysis of each region. They divide the United States into eight regions: New England, Middle Atlantic, South, Midwest, Plains, Southwest, Mountain, and Pacific. According to the results of their research, regions that were more liberal included New England, Middle Atlantic, Midwest, Plains, Mountain, and Pacific. Regions that were more conservative included the South and Southwest.

An analysis by Jeffery M. Jones titled “State of the States: Political Party Affiliation” tracked data from 2008 that examined political party affiliation by states. The population for the poll was around 350,000 U.S. adults. Jones grouped together independents who leaned

Republican and Republican identifiers with the Republican total; as well as, grouped independents that leaned Democratic and Democratic identifiers the Democratic total. It was found that “a majority of Americans nationwide said they identified with or leaned to the Democratic Party in 2008” (Jones, 2009).

Party affiliation and regional area are tracked from the above articles to include information about states that have newspapers involved in my research: New York: Democratic, Mid-Atlantic; California: Democratic, Pacific; Washington, D.C.: Democratic, Mid-Atlantic; North Carolina: Democratic, South; Texas: Republican, Southwest; Ohio: Democratic, Midwest. Hypotheses were formed from the results above. North Carolina’s hypothesis was chosen as more negative based on the reasoning of it being a swing state.

Hypotheses

Hypotheses were formed from the analysis of regional newspapers, social media, and information gained from the literature review. Eleven hypotheses were formed. When forming the hypotheses, entertainment mentions were written as large or little. Little mentions of entertainment in articles or posts mean that less than half of the articles or posts contain entertainment mentions. Large mentions of entertainment in articles or posts mean that half or more of the articles or posts contain entertainment mentions.

Hypothesis 1 examined the tone and entertainment mentions in articles in the Western U.S. through the newspaper the *Los Angeles Times*.

Hypothesis 1: Mentions of President Barack Obama in the *Los Angeles Times* will contain more positive opinions and praise toward him in association with the capturing and killing of Osama bin Laden with large mentions of spin off entertainment from that event.

Hypothesis 2 examined the tone and entertainment mentions in articles in the Midwestern U.S. through the newspaper the *Columbus Dispatch*.

Hypothesis 2: Mentions of President Barack Obama in the *Columbus Dispatch* will contain more positive opinions and praise toward him in association with the capturing and killing of Osama bin Laden with little mention of spin off entertainment from that event.

Hypothesis 3 examined the tone and entertainment mentions in articles in the Southeastern U.S. through the newspaper the *Charlotte Observer*.

Hypothesis 3: Mentions of President Barack Obama in the *Charlotte Observer* will contain more negative opinions and criticism toward him in association with the capturing and killing of Osama bin Laden with little mention of spin off entertainment from that event.

Hypothesis 4 examined tone and entertainment mentions in articles in the Northeastern U.S. through the newspaper the *New York Times*.

Hypothesis 4: Mentions of President Barack Obama in the *New York Times* will contain more positive opinions and praise toward him in association with the capturing and killing of Osama bin Laden with large mentions of spin off entertainment from that event.

Hypothesis 5 examined the tone and entertainment mentions in articles in the Southwestern U.S. through the newspaper the *Houston Chronicle*.

Hypothesis 5: Mentions of President Barack Obama in the *Houston Chronicle* will contain more negative opinions and criticism toward him in association with the capturing and killing of Osama bin Laden with little mention of spin off entertainment from that event.

Hypothesis 6 examined tone and entertainment mentions in articles in the District of Columbia through the newspaper the *Washington Post*.

Hypothesis 6: Mentions of President Barack Obama in the *Washington Post* will contain more positive opinions and praise toward him in association with the capturing and killing of Osama bin Laden with large mentions of spin off entertainment from that event.

Hypothesis 7 examined the tone and entertainment mentions in a Republican Party blog.

Hypothesis 7: Mentions of President Barack Obama in *Red State* will contain more negative opinions and criticism toward him in association with the capturing and killing of Osama bin Laden with large mentions of spin off entertainment from that event.

Hypothesis 8 examined the tone and entertainment mentions in a Democratic Party blog.

Hypothesis 8: Mentions of President Barack Obama in *Daily Kos* will contain more positive opinions and praise toward him in association with the capturing and killing of Osama bin Laden with little mention of spin off entertainment from that event.

Hypothesis 9 examined the tone and entertainment mentions on Facebook of the Republican Party.

Hypothesis 9: Mentions of President Barack Obama in the Republican Party's Facebook page will contain more negative opinions and criticism toward him in association with the capturing and killing of Osama bin Laden with large mentions of spin off entertainment from that event.

Hypothesis 10 examined the tone and entertainment mentions on Facebook of the Democratic Party.

Hypothesis 10: Mentions of President Barack Obama in the Democratic Party's Facebook page will contain more positive opinions and praise toward him in association with the capturing and killing of Osama bin Laden with little mention of spin off entertainment from that event.

Hypothesis 11 examined the overall tone and entertainment mentions in all sources.

Hypothesis 11: Mentions of President Barack Obama in all sources will contain more positive opinions and praise toward him in association with the capturing and killing of Osama bin Laden with large mentions of spin off entertainment from that event.

Methods and Materials

The purpose of this study is to examine newspaper and social media portrayal of President Barack Obama in association with the capturing and killing of Osama bin Laden during the 2012 presidential campaign election year. A content analysis was chosen for this thesis so as to determine if these outlets praised or criticized Obama in association with the capturing and killing of terrorist Osama bin Laden and if regional areas varied on their public opinion of Obama. The time period that was chosen to observe these criteria was a six month period. Future research might include a larger sample size of newspapers and social media sources to give a broader view of nationwide opinion. Also, a qualitative study might be made to gather data pertaining to the thoughts and opinions to understand how this framing might affect people who read newspapers as opposed to other media sources.

Research Design and Coding

Media stories were examined from the months of April, June, and August of 2012 at random. These three months were chosen to give a wide spectrum of stories to the months leading up to the 2012 presidential campaign election date. April was chosen as the starting month due to it being the month before the 1 year anniversary of the capturing and killing of Osama bin Laden. June and August were chosen systematically after April, leaving one month in between each selected month.

In addition to the newspapers, two political blogs were examined one from the Democratic Party, Daily Kos, and one from the Republican Party, Red State,; furthermore, Facebook pages were examined from those parties as well. The same time table was applied from the newspaper articles to the blogs and social media to keep consistent data.

The study examined the mention of keywords or their references in different articles or posts. Osama bin Laden, Terrorism, references to military, and references to Obama's political campaign were chosen for this study. The *New York Times*, *Los Angeles Times*, *Washing Post*, *Houston Chronicle*, *Charlotte Observer*, and *Columbus Dispatch* were searched using the keyword "osama bin laden". These articles or posts were then examined to determine the tone that Obama was portrayed in (negative or positive and if entertainment had stemmed from the event (movies, games, books).

The coding of these words are as follows:

Osama bin Laden: 1

Terrorism/Terrorist: 2

References to military: 3

References to Obama’s political campaign: 4

These articles or posts were then examined to determine if they contained praise or criticism toward President Obama. The coding for this is as follows:

Praise: A

Criticism: B

After praise or criticism was determined, articles were scanned for mention of movies, video games, books, or miscellaneous entertainment that emerged from the capturing and killing of Osama bin Laden. The coding for this is as follows:

Movies: 1

Video Games: 2

Books: 3

Miscellaneous: 4

Below is an example of the coding system for the sources.

| Date | Source | Title | Location | Keywords | Tone | Entertainment |
|-----------|------------------------|--|----------|----------|------|---------------|
| 8/16/2012 | Red State | A Killer Among Us? #ThingsObamaKilled | | 1,4,5,6 | B | 1 |
| 6/14/2012 | <i>Washington Post</i> | Silly Season, 2012 | Opinions | 1,5,6 | B | 0 |

One hundred and seventy six articles and posts were examined. This study analyzed the following independent variables: news and time, and analyzed the following dependent variables: tone, story, and roles.

Sources

Republican Blog

The hypothesis on the Republican blog states, mentions of President Barack Obama in *Red State* will contain more negative opinions and criticism with large mentions of spin off entertainment from the event of the capturing and killing of Osama bin Laden, proved to be supported. Three posts were found that contains reference to the capturing and killing of Osama bin Laden during the three month period that was examined. All three posts focus on a critical view of Obama with mostly negative attitudes toward his role. Also, two out of the three posts reference entertainment that has or would stem from the event.

The August 16, 2012 post on the blog *Red State* "Special Operations OPSEC targets Obama for reckless intelligence leaks" contains references to Osama bin Laden, the military, and Obama's political campaign. The post criticizes President Obama for his decision to order the capturing and killing of Osama bin Laden. There was also a reference to entertainment in the post, a documentary type video called "Dishonorable Disclosures: How Leaks and Politics Threaten National Security". It also states that Obama disclosed important information to Hollywood filmmakers. The post describes Obama using the capturing and killing of Osama bin Laden to capitalize on the political benefits of the event.

The April 28, 2012 post on the blog *Red State* "A Killer Among Us? #ThingsObamaKilled" contains references to Osama bin Laden, the military, and Obama's political campaign. The post criticizes President Obama for him taking the credit of the capturing and killing of Osama bin Laden. It also contains reference to entertainment in the post, as well as him using the event to further his political career. The post states, "If you don't believe [Obama],

wait till the campaign commercials tell you. Don't believe them? Well, just in time for the election, Hollywood will provide us with an in-kind contribution of a propaganda film" (Erickson, 2012). Erickson does however tribute President Obama of using this event to propel his campaign; paralleling the Bin Laden event to that of George H.W. Bush getting Iraq out of Kuwait.

The April 27, 2012 post on the blog *Red State* "Obama Administration Hails Its Own 'Gutsy Call'" contains references to Osama bin Laden, and Obama's political campaign. The post criticizes President Obama on the facets of his duty, "this may be the first campaign video in history, and perhaps the first time in the history of political campaigns in general, that a candidate has touted merely doing his job as a reason he deserves reelection. Not that he did it well or efficiently or better but just that he showed up for work and did what we paid him to do" (Spencer, 2012). Spencer makes light of the Bin Laden situation, calling the place where the raid was held mostly friendly and that no backbone was needed.

Democratic Blog

The hypothesis on the Democratic blog states that mentions of President Barack Obama in *Daily Kos* will contain more positive opinions and praise with large mentions of spin off entertainment from the event of the capturing and killing of Osama bin Laden this hypothesis is supported. Three posts contain references to the capturing and killing of Osama bin Laden during the three month period that was examined. All three posts focus on a positive view of Obama with positive attitudes toward him and his campaign. Only one out of the three posts reference a form of entertainment from the event, a statue that should be erected in honor of President Obama.

The April 30, 2012 post on the blog *Daily Kos* “Republicans Wouldn't, Couldn't, Shouldn't Get Bin Laden” contains references to Osama bin Laden, terrorist, the military, and Obama’s political campaign. The post praises President Obama for his decision and courage to give the order to capture and kill Osama bin Laden. The post goes on to elaborate on John McCain, Mitt Romney, and George W. Bush’s lack of courage and decision making to capture Bin Laden. The post refers to a statement made by McCain about Obama leveraging the capturing and killing of Bin Laden for his political campaign, "Shame on Barack Obama for diminishing the memory of September 11th and the killing of Osama bin Laden by turning it into a cheap political attack ad" (Perr, 2012). The post criticizes the aforementioned people stating that they owe a thank you to President Obama for his courage.

The April 30, 2012 post on the blog *Daily Kos* “Ed Gillespie Explains The Proper Way to Politicize 9/11” contains references to Osama bin Laden, the military, and Obama’s political campaign. The post contains Ed Gillespie’s opinions that Obama is using the capturing and killing of Osama bin Laden to aide in his campaign and the blog writer, eXtina’s, views on his answers. The writer defends Obama throughout the entire post. The writer parallels what Obama is doing with his campaign to that of what George W. Bush did with his 2004 campaign. Gillespie stated that Obama went overboard when he called out Governor Romney’s lack of decision making. The writer then goes on to defend that Obama is not the only figure that has done so, but that Dick Cheney did the same with John Kerry. The post then ends with a wrap up of the difficult decisions that President Obama had to make such as ordering a search and find of Bin Laden, using the Navy Seals to capture Bin Laden, and ignoring advice from top advisors. One last ending statement from the writer defends the entire post against Gillespie, “Well, I

thought that's what politics was - questioning what your opponent would or wouldn't do - especially based on what they said they would or wouldn't do" (eXtina, 2012).

The August 27, 2012 post on the blog *Daily Kos* "There Should be a Statue of Obama in DC" contains references to Osama bin Laden, the military, and entertainment. The post praises President Obama for his decision to give the order to capture and kill Osama bin Laden. The post boasts that Democrats should be pushing for a statue in honor of President Obama. The majority of the post criticizes the Republican Party for the lack of their recognition for President Obama's accomplishments. Also, the post criticizes former President George W. Bush, saying that if he would have been the man to give the order a monument would already be erected in his honor. The post hails Obama for "the most daring, gutsy and successful calls ever in the history of American military leadership" (DestroyTheRight, 2012).

Republican Party Facebook

The hypothesis stating that mentions of President Barack Obama in the Republican Party's Facebook page will contain more negative opinions and criticism with large mentions of spin off entertainment from the event of the capturing and killing of Osama bin Laden is supported. The Republican Party's Facebook page was examined for the months of April, June, and August 2012. No posts referenced the capturing and killing of Osama bin Laden. The hypothesis was not supported on the base of social media.

Democratic Facebook Page

The hypothesis stating that mentions of President Barack Obama in the Democratic Party's Facebook page will contain more positive opinions and praise with large mentions of

spin off entertainment from the event of the capturing and killing of Osama bin Laden is supported. The Democratic Party's Facebook page was examined for the months of April, June, and August 2012. No posts referenced the capturing and killing of Osama bin Laden. The hypothesis not supported on the base of social media.

Los Angeles Times

For the start of the research findings into the *Los Angeles Times* the keyword "Osama bin Laden" was searched. All articles that contained that keyword were viewed and recorded, with the exception of television highlights.

April

The April 2, 2012 article in the World section of the *Los Angeles Times* "Bin Laden widows sentenced to 45 days on immigration law violations" contains references to Osama bin Laden and the military. The article did not contain praise or criticism toward President Obama and left him out of the article entirely. The article gave credit to the U.S. military for the capture and killing of Bin Laden. The article consists mainly of the description of Bin Laden's movements across the Middle East (Rodriguez, 2012).

The April 12, 2012 article in the World section of the *Los Angeles Times* "Pakistani lawmakers approve new guidelines for ties with U.S." contains references to Osama bin Laden, terrorism, and the military. The article did not contain praise or criticism toward President Obama and left him out of the article entirely. The article's only mention of Osama bin Laden is that he was killed by a U.S. commando raid in the city of Abbottabad. The article credits the U.S. military for the killing of Osama bin Laden (Ainsley, 2012).

The April 19, 2012 article in the World section of the *Los Angeles Times* “Black Hawk helicopter crashes in Afghanistan with four on” contains references to Osama bin Laden and the military. The article did not contain praise or criticism toward President Obama and left him out entirely. The article gave credit to the U.S. Navy SEALs for killing of Bin Laden. The article consists of information of the helicopter that was shot down that killed 17 of the U.S. Navy SEALs involved in the killing (Alpert, 2012).

The April 21, 2012 Television section of the *Los Angeles Times* a picture is shown titled “Zero Dark Thirty” that contains reference to Osama bin Laden. There are no references to praise or criticism of Obama. In the Television section where this picture is posted there is reference to entertainment in the form of the movie Zero Dark Thirty, which chronicles the hunt for Osama bin Laden (“Zero Dark Thirty”, 2012).

The April 24, 2012 article in the World section of the *Los Angeles Times* “Yemen forces recapture key town from Al Qaeda, kill militants” contains references to Osama bin Laden. The article did not contain praise or criticism toward President Obama and left him out of the article entirely. The article’s only mention of Osama bin Laden is the following statement, “U.S. intelligence officials have said they consider the Yemen-based group the greatest security threat bequeathed by the late Osama bin Laden” (Williams, 2012).

The April 26, 2012 article in the World section of the *Los Angeles Times* “Bin Laden widows deported from Pakistan” contains references to Osama bin Laden, terrorism, and the military. The article contains no references to praise or criticism toward President Obama for his decision to give the order to capture and kill Osama bin Laden. The article’s only reference to Bin Laden was that he was killed by the U.S. Navy Seals in a compound (Alpert, 2012).

The April 26, 2012 article in the Politics section of the *Los Angeles Times*, “Joe Biden blasts Mitt Romney's CEO mind-set on national security” contains references to Osama bin Laden, and Obama’s political campaign. The article is focused on Joe Biden’s talk of President Obama’s leadership with heavy emphasis on the President’s order to capture and kill Osama bin Laden. The article mentions the “high-stakes decision” Obama had to make against some of his leading advisors (Memoli, 2012). The article quotes Biden’s praise of Obama “[making] one of the most courageous decisions I've seen a president make in my lifetime” (Memoli, 2012). The article also references the 2012 political campaign, and how Obama would portray Biden as a “committed conservative” and show Romney’s lack of foreign policy (Memoli, 2012). The article also mentions how the next month will give Obama an opportunity to showcase his leadership to the nation (Memoli, 2012). The beginning of the article focuses more on praise toward Obama through Biden. Yet, the article attempts to stay unbiased by including a statement at the end of the article from RNC spokesperson Kirsten Kukowski speaking of how poorly Obama’s foreign policy actually is. She makes reference to him splitting allies with Israel and increasing adversaries like Iran and Syria (Memoli, 2012).

The April 27, 2012 article in the World section of the *Los Angeles Times* “Al Qaeda diminished since Bin Laden's death, U.S. officials say” contains references to Osama bin Laden, terrorism, and the military. The article did not contain praise or criticism toward Obama; leaving him out of the article entirely. The credit toward the capture and killing of Osama bin Laden was given entirely to the U.S. Navy Seals (Alpert, 2012).

The April 30, 2012 article in the World section of the *Los Angeles Times* “Counter-terrorism official says drones help prevent deeper conflicts” contains references to Osama bin Laden, terrorism, and the military. The article did not contain praise or criticism toward

President Obama. The article gave credit to the U.S. Navy SEALs for killing of Bin Laden. The article mainly consists of the controversy over drone use (Porubcansky, 2012).

The April 30, 2012 article in the World section of the *Los Angeles Times* “Muslims in Middle East, Asia Think Poorly of Al Qaeda, Poll Finds” contains references to Osama bin Laden and the military. The article had no mention of President Obama nor did it contain praise or criticism toward him for the capture and killing of Osama bin Laden. Credit was given to “American forces” for the capture and killing of Bin Laden (Alpert, 2012).

The April 30, 2012 article in the Nation section of the *Los Angeles Times* “WTC 1 Surpasses Empire State, Becomes NYC's Tallest Building” contains references to Osama bin Laden and terrorism. The article did not contain praise or criticism toward President Obama and left him out of the article entirely. The article mentions that the One World Trade Center’s new height was announced on the eve of the killing of Osama bin Laden, and that he was the mastermind behind the attacks on the World Trade Center. There was reference to entertainment in the article, the One World Trade Center (Ford, 2012).

June

The June 5, 2012 article in the World section of the *Los Angeles Times* “U.S. confirms death of No. 2 Al Qaeda figure” contains references to Osama bin Laden. The article did not contain praise or criticism toward President Obama and left him out of the article entirely. The article mentions “the U.S. raid that killed Osama bin Laden in the Pakistani city of Abbottabad in May 2011” (Porubcansky, 2012). The rest of the article is focused on the death of Abu Yahya al-Libi and drone strikes (Porubcansky, 2012).

The June 5, 2012 article in the World section of the *Los Angeles Times* “U.S. drone strikes targeted Al Qaeda second-in-command” contains references to Osama bin Laden and the military. The article did not contain praise or criticism toward President Obama and left him out of the article entirely. The article mentions “U.S. commando raid that killed Osama bin Laden in the Pakistani city of Abbottabad” (Rodriguez, 2012). The rest of the article is focused on the death of Abu Yahya al-Libi and drone strikes (Rodriguez, 2012).

The June 6, 2012 article in the World section of the *Los Angeles Times* “Death of Al Qaeda No. 2 means more decentralization, experts say” contains references to Osama bin Laden. The article did not contain praise or criticism toward President Obama and left him out of the article entirely. The article mentions “Osama bin Laden was killed last year” (Alpert, 2012). The rest of the article is focused on the shift of Al Qaeda (Alpert, 2012).

The June 17, 2012 article in the World section of the *Los Angeles Times* “As Egypt voted, Al Qaeda leader urged Islamists to unite” contains references to Osama bin Laden and the military. The article did not contain praise or criticism toward President Obama and left him out of the article entirely. The article mentions the military raid and the killing in the following statement, “Osama bin Laden was killed last year in an American raid in Pakistan” (Hernandez, 2012). The rest of the article is focused on the division of Egypt between Islamic and secular rule, and a gas quarrel between Egypt and Israel (Hernandez, 2012).

The June 25, 2012 article in the World section of the *Los Angeles Times* “Congress zooms in on drone killings” contains references to Osama bin Laden and the military. The article did not contain praise or criticism toward President Obama. The article briefly mentions the

killing of Osama bin Laden by the raid in 2011 (Dilanian, 2012). The rest of the article is focused on the use of drones to kill militants (Dilanian, 2012).

The June 28, 2012 article in the World section of the *Los Angeles Times* “Survey: Anti-U.S. sentiment on the rise in Pakistan” contains references to Osama bin Laden, terrorism, and the military. The article did not contain praise or criticism toward President Obama. The article mentions that relations between Pakistan and the U.S. are at their lowest since the terrorist attacks of 9/11. The article briefly mentions the military with the killing of Osama bin Laden, “the secret U.S. commando raid that killed Osama bin Laden in the military city of Abbottabad in May 2011” (Rodriguez, 2012). The rest of the article is focused on the attitudes of Pakistanis on U.S. assistance (Rodriguez, 2012).

August

The August 3, 2012 article in the Politics section of the *Los Angeles Times* “Friendlier skies: The bad old days of air travel may be over” contains references to Osama bin Laden. The article did not contain praise or criticism toward President Obama and left him out of the article entirely. The article’s only mention of Osama bin Laden is the 9/11 attacks. The article’s focus is on the increased security at airports, and the article blames Bin Laden for the burden (Horsey, 2012).

The August 16, 2012 article in the World section of the *Los Angeles Times* “Attack on Pakistan base raises fear about nuclear arsenal” contains references to Osama bin Laden, terrorism, and the military. The article did not contain praise or criticism toward President Obama and left him out of the article entirely. The article mentions Osama bin Laden being

killed by commando forces in May 2011. The article's focus is on the attack of Pakistani security by militant forces (Rodriguez, 2012).

The August 23, 2012 article in the World section of the *Los Angeles Times* "Bin Laden raider is 'Medal of Honor: Warfighter' consultant" contains references to Osama bin Laden and the military. The article did not contain praise or criticism toward President Obama and left him out of the article entirely. The article mentions entertainment in the form of the book *No Easy Day: The Firsthand Account of the Mission That Killed Osama bin Laden* by Matt Bissonnette, and a shooting videogame consulted by Bissonnette set in Afghanistan and other places. The article mentions the raid that killed Osama bin Laden in 2011 (Pham, 2012).

The August 30, 2012 article in the World section of the *Los Angeles Times* "Pentagon warns Navy SEAL author on Bin Laden book" contains references to Osama bin Laden and the military. The article did not contain praise or criticism toward President Obama and left him out of the article entirely. The article mentions entertainment in the form of the book *No Easy Day: The Firsthand Account of the Mission That Killed Osama bin Laden* by Navy Seal Matt Bissonnette. The article mentions the killing of Osama bin Laden by the raid in 2011. The article goes on to mention the legal trouble that Bissonnette may be involved in for releasing classified information (McLeod, 2012).

The August 31, 2012 article in the World section of the *Los Angeles Times* "Ex-Navy SEAL pushes back on Pentagon warning over Bin Laden book" contains references to Osama bin Laden and the military. The article did not contain praise or criticism toward President Obama and left him out of the article entirely. The article mentions Osama bin Laden being killed by the raid in 2011. The article goes on to mention more legal trouble that Matt

Bissonnette, the author of *No Easy Day: The Firsthand Account of the Mission That Killed Osama bin Laden*, may be involved in for releasing classified information (McLeod, 2012).

Washington Post

For the start of the research findings into the *Washington Post*, the keyword “Osama bin Laden” was searched then narrowed down with the inclusion of the keyword “Obama”. After the keywords were entered the search was narrowed by only viewing articles. All articles that contained those keywords were viewed and recorded.

April

The April 6, 2012 article in the Books section of the *Washington Post* “Book review: ‘Pakistan on the Brink’ by Ahmed Rashid” contains references to Osama bin Laden, terrorism, and the military. The article does not contain praise or criticism toward President Obama. The article mentions the raid that killed Osama bin Laden. The article goes on to state that this is a major reason why relations between Pakistan and the United States are declining (Riedel, 2012).

The April 12, 2012 article in the Politics section of the *Washington Post* “Post-ABC News poll shows drop in Republican support for Afghan war” contains references to Osama bin Laden, the military, and Obama’s political campaign. The article does not contain praise or criticism toward President Obama. The article mentions the killing of Osama bin Laden and Obama’s uncertainty of Afghanistan as an asset in his reelection bid (Wilson & Cohen, 2012).

The April 12, 2012 article in the Worlds section of the *Washington Post* “Pakistan calls for end to U.S. drone attacks” contains references to Osama bin Laden, terrorism, and the military. The article does not contain praise or criticism toward President Obama. The operation

to kill Osama bin Laden is mentioned in the article. The article's main focus is Pakistan's wishes that drone strikes stop from the United States (Leiby, 2012).

The April 16, 2012 article in the Africa section of the *Washington Post* "In Africa, U.S. troops moving slowly against Joseph Kony and his militia" contains references to Osama bin Laden, terrorism, and the military. The article does not contain praise or criticism toward President Obama. The article's entire focus is on Joseph Kony mission. The article mentions only a small part about the killing of Osama bin Laden in a statement made an African tribal chief in regards to catching Kony (Raghavan, 2012).

The April 16, 2012 article in the Opinions section of the *Washington Post* "Which Mitt will we get?" contains references to Osama bin Laden. The article does not contain praise or criticism toward President Obama. The article mentions the killing of Osama bin Laden by President Obama. The article's entire focus is on Mitt Romney (Robinson, 2012).

The April 20, 2012 article in the Opinions section of the *Washington Post* "President Obama: Don't go there" contains references to Osama bin Laden and terrorism. The article does not contain praise or criticism toward President Obama. The article mentions the death of Osama bin Laden only briefly. The article's main focus is on the barriers that Congress created to prevent the executive branch from having full control over terrorism decisions (Ackerman, 2012).

The April 26, 2012 article in the Opinions section of the *Washington Post* "Obama's weak spots on counterterrorism are open to Romney" contains references to Osama bin Laden and terrorism. The article does not contain praise or criticism toward President Obama. The

article mentions the killing of Osama bin Laden by Obama's team. The article's focus is on Mitt Romney finding and using holes in President Obama's foreign policy to his advantage (Goldsmith, 2012).

The April 27, 2012 article in the Asia & Pacific section of the *Washington Post* "Pakistan's spy agency seeks some credit for bin Laden's death" contains references to Osama bin Laden, terrorism, and the military. The article does not contain praise or criticism toward President Obama. The article mentions the killing of Osama bin Laden by the military a year ago. The article's main focus is the quarrel if Pakistan should have credit for the capture and killing of Osama bin Laden (Leiby, 2012).

the April 27, 2012 article in the National Security section of the *Washington Post* "'Manhunt' details U.S. mission to find Osama bin Laden" contains references to Osama bin Laden and the military. The article contains criticism toward President Obama. In the article it mentions Defense Secretary Robert M. Gates and Joe Biden's "opposition to the operation" (DeYoung, 2012). The article mentions the killing of Osama bin Laden by the Navy SEALs. The article mentions entertainment in the form of a book titled *Manhunt: The Ten-Year Search for Bin Laden from 9/11 to Abbottabad* (DeYoung, 2012).

The April 27, 2012 article in the Politics section of the *Washington Post* "Obama, Romney Campaign for Youth Vote" contains references to Osama bin Laden and Obama's political campaign. The article does not contain praise or criticism toward President Obama. The article mentions a campaign video by President Obama that boasts on the successful operation by the Navy SEALs on the killing of Osama bin Laden. The article's main focus is on President

Obama's outreach to students and veterans on their college education (Helderman & Sonmez, 2012).

The April 28, 2012 article in the National Security section of the *Washington Post* "Al-Qaeda is weaker without bin Laden, but its franchise persists" contains references to Osama bin Laden, terrorism, and the military. The article does not contain praise or criticism toward President Obama. The article mentions the killing of Osama bin Laden by the Navy SEALs. The article's focus is on what al-Qaeda is doing now (Miller, 2012).

The April 28, 2012 article in the Politics section of the *Washington Post* "White House correspondents' dinner: Where Hollywood, Capitol Hill shine" contains references to Osama bin Laden and Obama's political campaign. The article does not contain praise or criticism toward President Obama. The article mentions Obama referring about the killing of Osama bin Laden to dinner guests. The article mentions Obama asking Hollywood to help support his campaign "like [they] did in 2008" (Zak, 2012).

The April 29, 2012 article in the National Security section of the *Washington Post* "Obama wants to strike 'appropriate balance' on Chinese dissident, official says" contains references to Osama bin Laden, terrorism, Obama as being prepared, the military, and Obama's political campaign. The article contains both praise and criticism toward President Obama. The article contains praise toward Obama from John Brennan, a top counterterrorism adviser, for Obama's "gutsy" decision with Osama bin Laden (DeYoung, 2012). The article mentions a campaign advertisement by President Obama stating that "bin Laden might be alive today had Romney been president" (DeYoung, 2012). The article contains criticism from Senator John

McCain on Obama's advertisement referring to as a ploy to get reelected. The article credits U.S. Navy SEALs for the killing of Osama bin Laden. (DeYoung, 2012).

The April 30, 2012 article in the Style section of the *Washington Post* "White House Correspondents' Dinner 2012: Obama outshines Kimmel and pokes fun at campaigns past and present, Secret Service, Donald Trump" contains references to Osama bin Laden, terrorism, and the military. The article does not contain praise or criticism toward President Obama. The article mentions that last year at the dinner, U.S. Navy SEALs were under order to capture and kill Osama bin Laden. The article's focus is on detailing the events of the President's dinner (Associated Press, 2012).

The April 30, 2012 article in the Style section of the *Washington Post* "Brennan speech is first Obama acknowledgment of use of armed drones" contains references to Osama bin Laden, terrorism, the military, and Obama's political campaign. The article contains criticism toward President Obama for exploiting the killing of Osama bin Laden for political gain. The article mentions that the focus of the Barack Obama's 2012 presidential campaign is the national security accomplishments. The article mentions U.S. Special Operations raid that killed Osama bin Laden (Miller, 2012).

The April 30, 2012 article in the Politics section of the *Washington Post* "Obama strategy of taking credit for Osama bin Laden killing risky, observers say" contains references to Osama bin Laden, terrorism, the military, and Obama's political campaign. The article contains criticism toward President Obama for capitalizing on the killing of Osama bin Laden. The article mentions that the killing of Bin Laden "presents enormous political opportunity for a president" (Wilson, 2012). The article tells of Obama's political advertisements making himself the hero of the story.

The article mentions President Obama's order for the Navy SEALs to kill Osama bin Laden. In the article it quotes John Brennan, a counterterrorism adviser, giving credit to the armed forces, intelligence professionals, and President Obama for the capturing and killing of Bin Laden (Wilson, 2012).

The April 30, 2012 article in the Opinions section of the *Washington Post* "President Obama, Campaigner in Chief" contains references to Osama bin Laden and Obama's political campaign. The article contains criticism toward President Obama for using the killing of Osama bin Laden to his advantage in his 2012 presidential campaign. The article's only mentions of Osama bin Laden is that according to Obama's campaign ad, "Mitt Romney wouldn't have killed Osama bin Laden" (Milbank, 2012).

The April 30, 2012 article in the Opinions section of the *Washington Post* "The path to bin Laden's death didn't start with Obama" contains references to Osama bin Laden, terrorism, and the military. The article contains criticism toward President Obama stating that though "President Obama deserves credit" for the killing of Osama bin Laden he should not discredit all the work that the Bush administration completed in making the mission successful. The article mentions U.S. Special Forces and intelligence killing Osama bin Laden last spring (Rodriguez, 2012).

June

The June 2, 2012 article in the Politics section of the *Washington Post* "On foreign policy, Obama focuses on economic issues, not on Syrian turmoil" contains references to Osama bin Laden, the military, and Obama's political campaign. The article does not contain praise or

criticism toward President Obama. Political campaigns are mentioned in the article, focusing on Obama producing a video for his campaign “on the anniversary of the operation that killed Osama bin Laden [. . .] as proof of his effectiveness” (Wilson, 2012).

The June 2, 2012 article in the National Security section of the *Washington Post* “U.S. drone targets in Yemen raise questions” contains references to Osama bin Laden, terrorism, and the military. The article does not contain praise or criticism toward President Obama. The article focuses on drone strikes and their successes and failures. The article only mentions Osama bin Laden once. The article states that members of SEAL Team 6 are located in Yemen, and they were the ones “used in the Osama bin Laden raid” (Miller, 2012).

The June 5, 2012 article in the National Security section of the *Washington Post* “Al-Qaeda’s No. 2 leader killed in U.S. airstrike” contains references to Osama bin Laden, terrorism, and the military. The article does not contain praise or criticism toward President Obama. The article focuses on the death of Abu Yahya al-Libi. The article mentions Osama bin Laden’s death by Navy SEALs last year (Warrick & Miller, 2012).

The June 6, 2012 article in the National Security section of the *Washington Post* “Intelligence committees vow to stop leaks of secrets” contains references to Osama bin Laden, terrorism, and Obama’s political campaign. The article contains criticism toward President Obama for releasing information about the Bin Laden raid for political gain. White House press secretary Jay Carney states, “Any suggestion that this administration has authorized intentional leaks of classified information for political gain is grossly irresponsible” (Miller, 2012). The article mentions entertainment focused at the Obama administration giving information about the

Bin Laden raid to filmmakers. The article focuses on the House and Senate forming new legislation to prevent leaks of information (Miller, 2012).

The June 6, 2012 article in the Business section of the *Washington Post* “‘Big data’ from social media, elsewhere online redefines trend-watching” contains references to Osama bin Laden. The article does not contain praise or criticism toward President Obama. The article’s focus is on tracking trends on Twitter. The article’s only reference to Osama bin Laden is that people who were using “Big Data” were able to learn of Bin Laden’s death hours before everyone else knew (Cha, 2012).

The June 11, 2012 article in the Opinions section of the *Washington Post* “Obama loses veneer of deniability with intelligence leaks” contains references to Osama bin Laden, terrorism, and the military. The article contains criticism toward President Obama. The article mentions the killing of Osama bin Laden related to the leaks of information. The article focuses on those that leaked information for President Obama (Cohen, 2012).

The June 12, 2012 article in the Asia & Pacific section of the *Washington Post* “Ex-envoy Husain Haqqani was behind memo seeking U.S. help, Pakistani probe finds” contains references to Osama bin Laden and the military. The article does not contain praise or criticism toward President Obama. The article mentions the killing of Osama bin Laden by the Navy SEALs. The article focuses on Husain Haqqani, Pakistan’s former ambassador to the United States, and his personal troubles with releasing a memo seeking U.S. help in Pakistan (Hussain, 2012).

The June 14, 2012 article in the Opinions section of the *Washington Post* “Haggling over Afghanistan” contains references to Osama bin Laden, terrorism, and the military. The article does not contain praise or criticism toward President Obama. The article mentions the raid that killed Osama bin Laden and how that affected Pakistani relations with the United States. The article focuses on Pakistan reaching a political settlement with Afghanistan with the United States intentions mixed in (Krepon, 2012).

The June 14, 2012 article in the Opinions section of the *Washington Post* “Silly Season, 2012” contains references to Osama bin Laden, the military, and Obama’s political campaign. The article contains criticism toward President Obama. The article mentions that he is not the strongest Democratic candidate and that he struggles when he is on the public’s radar. The article mentions the raid that killed Osama bin Laden and how that led to a large aftermath of accusations that made the President appear as “placing his own image above the nation’s security” (Krauthammer, 2012).

The June 14, 2012 article in the National Security section of the *Washington Post* “United States, Pakistan appear to have reached a stalemate on key issues” contains references to Osama bin Laden and the military. The article does not contain praise or criticism toward President Obama. The article only mentions Osama bin Laden once in the article mentioning that U.S. Navy SEALs raided the Pakistani compound. The article’s main focus is Pakistani and U.S. relations (DeYoung, 2012).

The June 15, 2012 article in the Opinions section of the *Washington Post* “Book review: Daniel Klaidman’s ‘Kill or Capture’ and David Sanger’s ‘Confront and Conceal’” contains references to Osama bin Laden, terrorism, and the military. The article contains some criticism

toward President Obama. The article mentions Osama bin Laden, but does not mention the capturing or killing of him. The references to Bin Laden are about the hunt for him. The article's main focus is on the books *Kill or Capture* and *Confront and Conceal* (Temple-Raston, 2012).

The June 18, 2012 article in the Opinions section of the *Washington Post* "WikiLeaks, meet ObamaLeaks" contains references to Osama bin Laden and Obama's political campaign. The article contains criticism toward President Obama and his leaking of information related to the Osama bin Laden raid. The article mentions that these leaks were intended to make President Obama look good. Osama bin Laden is mentioned in the article and how it was "a compelling story to tell on national security" (Thiessen, 2012).

The June 20, 2012 article in the Opinions section of the *Washington Post* "An embassy asks, Drones or diplomacy?" contains references to Osama bin Laden. The article does not contain praise or criticism toward President Obama. Osama bin Laden's killing is mentioned in the article and how it affected United States and Pakistani relationships. The article's focus is on drone use by the Obama administration (Ignatius, 2012).

The June 26, 2012 article in the Politics section of the *Washington Post* "An Obama book the Obamas should read" contains references to Osama bin Laden and the military. The article is more critical toward President Obama making small remarks. The article mentions the Navy SEALs order to kill Osama bin Laden. This statement is within a remark by written by Al Kamen that Obama's friends were Pakistani and if he thought of these friends when ordering the raid. The article's focus is on Obama's life in *Barack Obama: The Story* by David Maraniss. (Kamen, 2012).

August

The August 3, 2012 article in the Opinions section of the *Washington Post* “Remember the war in Afghanistan? Obama and Romney don’t seem to” contains references to Osama bin Laden and the military. The article contains some criticism toward President Obama. There is only one sentence that refers to Osama bin Laden which mention him hiding in Pakistan and that President Obama can take credit for his death (Chandrasekaran, 2012).

The August 8, 2012 article in the Opinions section of the *Washington Post* “Modern-day McCarthyism regarding Hillary Clinton aide Huma Abedin” contains references to Osama bin Laden and terrorism. The article contains criticism toward President Obama. There is only one sentence that refers to Osama bin Laden and refers to Andrew McCarthy’s “suggestion that Obama was free to kill Osama bin Laden because ‘the Islamists [Obama] want to engage have decided al-Qaeda is expendable’ and counter to their peaceful takeover of American institutions” (Milbank, 2012).

The August 9, 2012 article in the Opinions section of the *Washington Post* “Ignoring foreign policy won't make it go away” contains references to Osama bin Laden, terrorism, and Obama as being unprepared. The article contains criticism toward President Obama. There is only one sentence that refers to Osama bin Laden, “criticizing the slayer of Osama bin Laden requires a more sophisticated critique than the presidential campaign” (Gerson, 2012). The article’s main focus is on the foreign policy of the Obama administration (Gerson, 2012).

The August 15, 2012 article in the Politics section of the *Washington Post* “Ryan pick presents new challenges for Biden” contains references to Osama bin Laden. The article does not

contain praise or criticism toward President Obama. The article only mentions Osama bin Laden very briefly which Joe Biden advised President Obama not to order the raid against Bin Laden.

The August 19, 2012 article in the National Security section of the *Washington Post* “On the big screen, Pentagon wants accuracy” contains references to Osama bin Laden, the military, and Obama’s political campaign. The article includes information related to the “military’s relationship with the American movie industry” (Schofield, 2012). The article does contain criticism from the Republicans in Congress for the Obama administration allowing Kathryn Bigelow access to details of the Osama bin Laden raid. This accusation from the Republicans was on the grounds that this was a political move to achieve a reelection bid for President Obama. The article references entertainment in association with the movie “Zero Dark Thirty”. The article states that, “the effectiveness of movies as a recruiting tool has never been quantified, but [. . .] that films helped each branch of service rehabilitate its tattered image after Vietnam” (Schofield, 2012).

The August 22, 2012 article in the National Security section of the *Washington Post* “Book on Osama bin Laden raid, by a U.S. commando, due next month, publisher says” contains references to Osama bin Laden and the military. The article does not contain praise or criticism toward President Obama. The article contains information in association with the book *No Easy Day: The Firsthand Account of the Mission That Killed Osama bin Laden* and its author. The article mention the difficulties that the Obama administration is faced with because of the accusations of itself “offering access to journalists and moviemakers to exploit the success of the bin Laden operation” (Miller, 2012).

The August 22, 2012 article in the Style section of the *Washington Post* “Political war of attribution” contains references to Osama bin Laden and Obama’s political campaign. The article is an overview of how political candidates use and sometimes abuse newspapers in their political advertisements. The article mentions how President Obama’s campaign advertisements have cited a multitude of newspapers. The article does contain a bit of criticism toward Obama. The article mentions Mitt Romney’s campaign advertisements that “express[ed] disappointment that Obama hadn’t fulfilled his promise of ‘hope and change’” (Farhi, 2012). The article also mentions a video from Veterans for a Strong America cited in The *Washington Post* that “describe[ed] the president’s ‘shameless gall’ in taking excessive credit for the death of Osama bin Laden” (Farhi, 2012).

The August 23, 2012 article in the Politics section of the *Washington Post* “George W. Bush doesn’t miss ‘the swamp’ of politics” contains references to Osama bin Laden. The article contains information on what George W. Bush has done since his presidency has ended. The article does not contain praise or criticism toward President Obama. Obama and Osama bin Laden are only mentioned once in the article when a French-themed restaurant is stated, “[Bush] received the call from President Obama last year informing him of Osama bin Laden’s death” (Horowitz, 2012).

The August 23, 2012 article in the Politics section of the *Washington Post* “Paul Ryan: Romney administration would undo defense sequester ‘retroactively’” contains references to Osama bin Laden. The article contains criticism toward President Obama, “The Special Operations OPSEC Educational Fund [. . .] criticize Obama for alleged national security leaks and accuse him of unduly taking credit for the killing of Osama bin Laden” (Sonmez, 2012). The

article is mainly comprised of Army General Martin Dempsey's statements about the military speaking out about politics, and Ryan's view on this statement (Sonmez, 2012).

The August 26, 2012 article in the Politics section of the *Washington Post* "Republicans defy a gathering storm" contains references to Osama bin Laden. The article is a run-down of the Republican National Convention. The article does not contain praise or criticism toward President Obama. Obama is only mentioned once in the article in association with a painting titled "The Forgotten Man". Osama bin Laden is also only mentioned once in the article. Rand Paul stated at the RNC that "Osama bin Laden might be alive, he said, but so would all the Americans who died on Sept. 11, 2001" (Achenbach & Fahrenthold, 2012).

The August 28, 2012 article in the Politics section of the *Washington Post* "Quoth McRaven . . ." contains references to Osama bin Laden and Obama's political campaign. The article contains criticism toward President Obama for publicizing on the killing of Osama bin Laden. The article contains references to entertainment, the book *No Easy Day: The Firsthand Account of the Mission That Killed Osama bin Laden* and the movie "Zero Dark Thirty". The article bashes the Obama administration for the access they gave filmmakers to make the movie. (Kamen, 2012).

The August 29, 2012 article in the Books section of the *Washington Post* "Book review: 'No Easy Day: The Firsthand Account of the Mission That Killed Osama bin Laden'" contains references to Osama bin Laden and the military. The article is mainly discussing the book *No Easy Day: The Firsthand Account of the Mission That Killed Osama bin Laden*, and the account of the mission to kill Osama bin Laden. There is just a small section in the article that mentions President Obama. It mentions how the SEALs watched Obama's news conference. The article

does mention entertainment in the form of the book by Matt Bissonnette. The article does not praise or criticize President Obama.

The August 29, 2012 article in the National Security section of the *Washington Post* “Ex-SEAL’s book says Osama bin Laden made no attempt to defend himself in raid” contains references to Osama bin Laden, the military, and Obama’s political campaign. The article both praises and criticizes President Obama. On the critical side the article mentions how “Republicans have sought to diminish President Obama’s most significant counterterrorism achievement by accusing the White House of selectively leaking details about the raid to ensure a favorable portrayal of the president” (Warrick, 2012). The article mentions that the White House denies they used this for political gain. On the praise said the article mentions that Bissonnette praised Obama for his courage to order the raid. The article also mentions that one Navy SEAL said “we just got this guy re-elected” (Warrick, 2012). The article does contain references to entertainment in the form of a book (Warrick, 2012).

The August 30, 2012 article in the National Security section of the *Washington Post* “Author of book on bin Laden raid could face legal action” contains references to Osama bin Laden and the military. The article mentions former Navy SEAL Matt Bissonnette and the legal trouble he is in for writing about classified information in his book *No Easy Day: The Firsthand Account of the Mission That Killed Osama bin Laden*. The article mentions that he was part of the raid that killed Osama bin Laden. The article mentions that the Obama administration would have a difficult time prosecuting a national hero. The article also contains mentions of entertainment that stemmed from the killing of Osama bin Laden, like the previously mentioned book *No Easy Day: The Firsthand Account of the Mission That Killed Osama bin Laden*. The

article mentions that the administration is in a difficult position because it “encouraged a pro-Obama Hollywood producer to make a movie about the bin Laden raid” (Whitlock, 2012).

The August 30, 2012 article in the Politics section of the *Washington Post* “RNC 2012: Mitt Romney speech to GOP convention (Full Text)” contains references to Osama bin Laden, Obama as being unprepared, and the military. The article does not contain praise or criticism toward President Obama. The article contains the full acceptance speech that Mitt Romney said at the Republican National Convention. Romney credits SEAL Team Six for the killing of Osama bin Laden (RNC 2012: Mitt Romney speech to GOP convention (Full Text), 2012).

The August 31, 2012 article in the Politics section of the *Washington Post* “Mitt Romney flies to Louisiana to view storm damage; Obama to visit Monday” contains references to Osama bin Laden, Obama as being prepared, and Obama’s political campaign. The article contains praise toward President Obama. The post gives credit to President Obama for his “stewardship of the mission to kill al-Qaeda mastermind Osama bin Laden” (Rucker, Markon & Gardner, 2012). The post mentions Obama’s campaign, highlighting his involvement in the capturing and killing of Bin Laden. The article was very pro Obama, praising him for his visit to Louisiana and El Paso (Rucker, Markon & Gardner, 2012).

New York Times

April

The April 6, 2012 article in the Politics section of the *New York Times* “Obama Embraces National Security as Campaign Issue” contains references to Osama bin Laden, terrorism, the military, and Obama’s political campaign. The article does not contain praise or criticism toward

President Obama. The article mentions Obama's credit for the killing of Osama bin Laden. According to the article, an array of experts believe that national security issues will actually help with the upcoming presidential campaign (Cooper, 2012).

The April 18, 2012 article in the Politics section of the *New York Times* "In Ohio, Hurdles for Both Candidates" contains references to Osama bin Laden and Obama's political campaign. The article does not contain praise or criticism toward President Obama. The article mentions the killing of Osama bin Laden only once, and in reference to his political campaign "Osama bin Laden is dead, and General Motors is alive." The article's main focus is the voting state of Ohio (Tavernise & Zeleny, 2012).

The April 24, 2012 article in the Television section of the *New York Times* "No Pressure: Just Make Obama Laugh" contains references to Osama bin Laden and the military. The article does not contain praise or criticism toward President Obama. The article mentions the killing of Osama bin Laden only once, and in reference with last year's White House Correspondents' Association dinner. It mentions the Navy SEALs dispatch to kill Bin Laden. The articles focus is on the dinner, and Jimmy Kimmel's to-be performance at that dinner (Carter, 2012).

The April 26, 2012 article in the Politics section of the *New York Times* "Romney Uses 'Cold War Prism,' Biden Says in Foreign Policy Attack" contains references to Osama bin Laden, the military, and Obama's political campaign. The article does not contain praise or criticism toward President Obama. The article mentions the killing of Osama bin Laden throughout the article. Vice President Joe Biden boasts about President Obama's decision to order the raid that killed Bin Laden (Landler, 2012).

The April 27, 2012 article in the Politics section of the *New York Times* “Obama Trumpets Killing of Bin Laden, and Critics Pounce” contains references to Osama bin Laden, terrorism, the military, and Obama’s political campaign. The article contains both praise and criticism toward President Obama. The article contains praise toward Obama for the capturing and killing of Bin Laden by Vice President Joe Biden and Martha Joynt Kumar, a specialist in presidential communications. She states, “When they are running for re-election, presidents favor discussions of their successes [. . .] The killing of Bin Laden is a natural item for President Obama to highlight” (Baker, 2012). The article also contains criticism toward Obama by Senator John McCain. He calls Obama’s decision to capitalize on the killing of Bin Laden as a campaign tool as pathetic, shameful, and cheap. The article mentions that the President always mentions credits the military and intelligence agencies for the killing of Osama bin Laden (Baker, 2012).

The April 27, 2012 article in the Asia Pacific section of the *New York Times* “United States Talks Fail as Pakistanis Seek Apology” contains references to Osama bin Laden, terrorism, and the military. The article does not contain praise or criticism toward President Obama. The article mentions the killing of Osama bin Laden only once in the article. The article states, “The American operation to kill Osama bin Laden a few months later was taken as a stunning breach of Pakistan’s sovereignty” (Walsh, Schmitt & Myers, 2012). The main focus of the article is relations between Pakistan and the United States (Walsh, Schmitt & Myers, 2012).

The April 27, 2012 article in the U.S. section of the *New York Times* “Raid to Kill Bin Laden Helped United States, Panetta Says” contains references to Osama bin Laden, terrorism, the military, and Obama’s political campaign. The article contains praise toward President Obama for his help in improving national security with the killing of Osama bin Laden. The

article mentions the killing of Osama bin Laden by the Navy SEALs raid in Pakistan. The articles focus is on the critical moments of the Navy SEALs operation (Bumiller, 2012).

The April 28, 2012 article in the Politics section of the *New York Times* “Much Fodder for Obama at White House Journalists’ Event” contains references to Osama bin Laden and the military. The article does not contain praise or criticism toward President Obama. The article’s focus is on the White House Correspondents’ Association dinner. The article mentions the killing of Osama bin Laden only once at the very end of the article in reference to Obama giving the order to the raid that killed Bin Laden (Baker, 2012).

The April 28, 2012 article in the Opinion section of the *New York Times* “Warrior in Chief” contains references to Osama bin Laden, terrorism, the military, and Obama’s political campaign. The article contains praise toward President Obama with the author of the article calling Obama “the warrior in chief that he is” (Bergen, 2012). The article credits both President Obama and the Navy SEALs for the capturing and killing of Osama bin Laden. The article references Obama’s upcoming 2012 presidential campaign. There is mention of the 17-minute documentary highlighting Obama’s decision and courage to give the order to the Navy SEALs to go after Bin Laden (Bergen, 2012).

The April 29, 2012 article in the Politics section of the *New York Times* “Hardly a Close Ally, Clinton Teams With Obama to Raise Cash and Votes” contains references to Osama bin Laden, terrorism, and Obama’s political campaign. The article does not contain praise or criticism toward President Obama. The article credits President Obama’s decision “to send helicopters deep into Pakistan to kill Osama bin Laden” (Baker, 2012). The article references

Obama's upcoming 2012 presidential campaign with the help of former President Bill Clinton (Baker, 2012).

The April 30, 2012 article in the Opinion section of the *New York Times* "Finish Off Al Qaeda. Stop Trying to Fix Afghanistan" contains references to Osama bin Laden, terrorism, and the military. The article does not contain praise or criticism toward President Obama. The article credits the Navy SEALs with the killing of Osama bin Laden. The article focuses on the war in Afghanistan (Grietens, 2012).

The April 30, 2012 article in the Opinion section of the *New York Times* "Warfare or Courtship in 2012?" contains references to Osama bin Laden, terrorism, and Obama's political campaign. The article contains criticism toward President Obama. The article criticizes Obama for his campaign advertisement capitalizing on the killing of Osama bin Laden. The article claims that the advertisement was cheap and made President Obama appear small. The article focuses on what kind of campaigns President Obama and Mitt Romney are running (Brooks, 2012).

The April 30, 2012 article in the Politics section of the *New York Times* "Obama and Romney Spar Over Death of Bin Laden" contains references to Osama bin Laden, terrorism, the military, and Obama's political campaign. The article contains both praise and criticism toward President Obama. Criticism toward Obama comes from Mitt Romney as he tries to "[minimize] Mr. Obama's signature military accomplishment" (Barbaro, 2012). In the article "Obama's allies" praise Obama on his military accomplishment stating that "it [is] a legitimate part of Mr. Obama's record" (Barbaro, 2012). The article mentions the words military, but it is no reference to the Navy SEALs who were involved in the raid on Bin Laden's compound. The article

mentions Obama's presidential campaign, and how the Obama administration is using the killing of Bin Laden at the center of their re-election campaign (Barbaro, 2012).

The April 30, 2012 article in the Opinion section of the *New York Times* "Credit for Bin Laden's Death" contains references to Osama bin Laden. The article contains both praise and criticism toward President Obama. Brian Carter, author of the letter to the editor, notes that Osama bin Laden "was tracked, found and eliminated during President Obama's first term. One might accurately describe that as "mission accomplished" (2012). Carter's statement was made in retaliation to President Obama's detractors who "chastised the president for what they view as grandstanding in pointing out that Osama bin Laden was killed on his watch" (2012). Carter's letter to the editor was in response to the April 28, 2012 article in the *New York Times* "Obama Trumpets Killing of Bin Laden, and Critics Pounce" (Brian, 2012).

The April 30, 2012 article in the Americas section of the *New York Times* "Role of Torture Revisited in Bin Laden Narrative" contains references to Osama bin Laden, terrorism, and the military. The article does not contain praise or criticism toward President Obama. The article mentions the killing of Osama bin Laden by Navy SEALs last year. The article's focus is on torture being used to solicit information (Shane, 2012).

June

The June 4, 2012 article in the World section of the *New York Times* "Elite Military Forces Are Denied in Bid for Expansion" contains references to Osama bin Laden and terrorism. The article does not contain praise or criticism toward President Obama. The article mentions the

killing of Osama bin Laden by the Navy SEAL raid ordered by Obama. The article's focus is on expanding the Special Operations Command (Schmitt, 2012).

The June 4, 2012 article in the Asia Pacific section of the *New York Times* "Qaeda Deputy Targeted in Drone Strike in Pakistan" contains references to Osama bin Laden, the military, and Obama's political campaign. The article does not contain praise or criticism toward President Obama. The article mentions the killing of Osama bin Laden by the Navy SEALs last year. The article mentions Obama's re-election campaign, but not in association with the killing of Bin Laden. The article's focus is on Abu Yahya al-Libi and drone strikes in Pakistan (Walsh & Schmitt, 2012).

The June 6, 2012 article in the Opinion section of the *New York Times* "The Age of Unsatisfying Wars" contains references to Osama bin Laden. The article does not contain praise or criticism toward President Obama. The article mentions the killing of Osama bin Laden by a Navy SEAL team. The article focuses on the war in Afghanistan (Nagl, 2012).

The June 6, 2012 article in the Asia Pacific section of the *New York Times* "Defense Chief Shrugs Off Objections to Drones" contains references to Osama bin Laden. The article does not contain praise or criticism toward President Obama. The article mentions the raid that is responsible for the killing of Osama bin Laden. The article focuses on drone strikes in Pakistan (Harris, 2012).

The June 8, 2012 article in the Politics section of the *New York Times* "Holder Directs U.S. Attorneys to Track Down Paths of Leaks" contains references to Osama bin Laden, terrorism, the military, and Obama's political campaign. The article contains criticism toward

President Obama. The article mentions the killing of Osama bin Laden. There are references in the article toward Obama's re-election campaign in association with the killing of Bin Laden. The article's focus is on addressing classified information leaks (Savage, 2012).

The June 8, 2012 article in the Asia Pacific section of the *New York Times* "Notions of Honor Color High-Stakes Haggling Over NATO Supply Routes" contains references to Osama bin Laden and the military. The article does not contain praise or criticism toward President Obama. The article mentions the raid responsible for the killing of Osama bin Laden. The article's focus is on an agreement between Pakistan and the United States on NATO (Savage, 2012).

The June 17, 2012 article in the World section of the *New York Times* "In a World of Complications, Obama Faces a Re-election Test" contains references to Osama bin Laden, terrorism, the military, and Obama's political campaign. The article does not contain praise or criticism toward President Obama. The article mentions that Obama's strength in foreign policy, since he ordered the raid responsible for the killing of Osama bin Laden, will help him with his re-election campaign (Baker, 2012).

The June 19, 2012 article in the Movies section of the *New York Times* "Finding Some Principles by Telling Some Lies Vikram Gandhi's 'Kumaré: The True Story of a False Prophet'" contains references to Osama bin Laden. The article does not contain praise or criticism toward President Obama. The articles only mention of Osama bin Laden is in association with Vikram Gandhi when "he is shown presiding at one gathering with a picture of himself between portraits of Barack Obama and Osama bin Laden" (Holden, 2012). Though this article is in the Movies

section there is no reference to entertainment stemming from the capture and killing of Osama bin Laden (Holden, 2012).

The June 19, 2012 article in the Asia Pacific section of the *New York Times* “Political Instability Rises as Pakistani Court Ousts Premier” contains references to Osama bin Laden. The article does not contain praise or criticism toward President Obama. The articles only mention of Osama bin Laden is that in the aftermath of his killing Husain Haqqani approached Obama seeking help to prevent a military coup (Walsh, 2012).

The June 22, 2012 article in the Movies section of the *New York Times* “A French Jester Who Trades in Hate Dieudonné, French Comic Behind ‘The Anti-Semite’” contains references to Osama bin Laden. The article does not contain praise or criticism toward President Obama. The articles only mention of Osama bin Laden is his charisma. The article’s focus is on the comedian and actor, Dieudonné (De la Baume, 2012).

The June 25, 2012 article in the Video Games section of the *New York Times* “Military Expedition Into the Heart of Darkness Spec Ops: The Line, From 2K Games, Makes Killing Personal” contains references to Osama bin Laden, terrorism, and the military. The article does not contain praise or criticism toward President Obama. The article mentions of Osama bin Laden is “after the Navy SEAL raid that killed Osama bin Laden in Pakistan, a digitally altered image circulated online of President Obama watching the operation with a PlayStation controller in hand” (Suellentrop, 2012). The article’s focus is on a new video game, Spec Ops: The Line (Suellentrop, 2012).

The June 27, 2012 article in the Magazine section of the *New York Times* “Hillary Clinton’s Last Tour as a Rock-Star Diplomat” contains references to Osama bin Laden, terrorism, and the military. The article does not contain praise or criticism toward President Obama. The article credits the killing of Osama bin Laden to both President Obama and the raid that infiltrated Bin Laden’s compound. The focus of the article is on Hillary Clinton (Myers, 2012).

The June 28, 2012 article in the U.S. section of the *New York Times* “A Vindication, With a Legacy Still Unwritten” contains references to Osama bin Laden. The article does not contain praise or criticism toward President Obama. The article credits Obama for the dispatching of Osama bin Laden. (Landler, 2012).

August

The August 1, 2012 article in the U.S. section of the *New York Times* “Inquiry Into U.S. Leaks Is Casting Chill Over Coverage” contains references to Osama bin Laden, terrorism, and the military. The article contains criticism toward President Obama. The article mentions Mitt Romney accusing the White House of leaking information about Osama bin Laden to improve Obama’s public image. The article credits both Obama and the raid that entered Osama bin Laden’s compound for his death. The article focuses on the recent leaks of classified information (Shane, 2012).

The August 5, 2012 article in the Opinion section of the *New York Times* “The Leak Police” contains references to Osama bin Laden and the military. The article contains criticism toward President Obama. The article mentions Mitt Romney trying “to turn President Obama’s

takedown of Osama bin Laden into a liability” (Keller, 2012). The article’s mention of the military is not related to Bin Laden. The article’s focus is on leaks of information that must be dealt with (Keller, 2012).

In the August 8, 2012 article in the Opinion section of the *New York Times* “Obama AWOL in Syria” contains references to Osama bin Laden, terrorism, and the military. The article contains praise toward President Obama. The article mentions the Osama bin Laden raid as one of President Obama’s finer moments. The article’s focus is on Obama’s absence in Syria (Kristof, 2012).

The August 8, 2012 article in the Politics section of the *New York Times* “Rebuking Critics of Leaks, Top Counterterrorism Adviser Seeks a Little Room” contains references to Osama bin Laden, terrorism, the military, and Obama’s political campaign. The article contains criticism toward President Obama. The article mentions the raid that killed Osama bin Laden. The article contains remarks by Mitt Romney that the Obama administration is leaking classified information for political gain. The article’s focus is on John O. Brennan and his view on leaked information (Shane, 2012).

The August 15, 2012 article in the Politics section of the *New York Times* “Ex-Officers Attack Obama Over Leaks on Bin Laden Raid” contains references to Osama bin Laden, terrorism, the military, and Obama’s political campaign. The article contains both praise and criticism toward President Obama. The article mentions the raid that killed Osama bin Laden. The article contains remarks by the Special Operations Opsec Education Fund that the Obama administration is leaking information about the killing of Osama bin Laden for political gain. Their video “Dishonorable Disclosures” is edited to not include President Obama’s message to

the military and CIA for their credit of capturing and killing Bin Laden. The article also mentions William H. McRaven, Navy, praising Obama for how he handled the operation. The article mentions a movie that is stemming from the killing of Bin Laden (Shane, 2012).

The August 18, 2012 article in the Opinion section of the *New York Times* “Obama’s (Perceived) Transformation” contains references to Osama bin Laden, terrorism, and Obama’s political campaign. The article contains criticism toward President Obama. The entire beginning of the article is nothing but criticism toward Obama and his political campaign. The article mentions how Obama was passive in 2008, but has now turned rather aggressive in 2012 “with one’s ability to have Osama bin Laden shot” (Coates, 2012).

The August 20, 2012 article in the Opinion section of the *New York Times* “Collision Course” contains references to Osama bin Laden and the military. The article does not contain praise or criticism toward President Obama. The article’s only mention of Bin Laden is that Mitt Romney and Paul Ryan are facing Obama who “eliminated America’s mortal enemy, Osama bin Laden” (Cohen, 2012).

The August 23, 2012 article in the Books section of the *New York Times* “MEDIA DECODER; Book to Give Commando's Account of Bin Laden Raid” contains references to Osama bin Laden, the military, and Obama’s political campaign. The article does not contain praise or criticism toward President Obama. The article mentions the Navy SEALs raid that was responsible for the capturing and killing of Osama bin Laden. There are entertainment mentions in the article in the form of the book *No Easy Day: The Firsthand Account of the Mission That Killed Osama bin Laden* and the movie “Zero Dark Thirty” (Bosman, 2012).

The August 23, 2012 article in the Opinion section of the *New York Times* “Dulce Et Decorum Est” contains references to Osama bin Laden and the military. The article does not contain praise or criticism toward President Obama. The article’s only mention of Bin Laden is that he was killed, no credit was given to military-intelligence forces or President Obama. The article’s focus is on the increase number of American troops being killed (Cohen, 2012).

The August 27, 2012 article in the Opinion section of the *New York Times* “Obama’s Team of Idolizers” contains references to Osama bin Laden and the military. The article does not contain praise or criticism toward President Obama. The article’s only mention of Bin Laden is that Obama took credit on “a big gamble on killing Osama bin Laden” (Cohen, 2012). The article’s focus is around President Obama (Cohen, 2012).

The August 28, 2012 article in the Opinion section of the *New York Times* “Platform’s Sharp Turn to Right Has Conservatives Cheering” contains references to Osama bin Laden. The article contains criticism toward President Obama. The article’s only mention of Osama bin Laden is that Obama and his administration are being criticized for the leaks of classified information on the operation to kill Bin Laden (Cooper, 2012).

The August 29, 2012 article in the U.S. section of the *New York Times* “Book on Bin Laden Killing Contradicts U.S. Account” contains references to Osama bin Laden, the military, and Obama’s political campaign. The article contains criticism toward President Obama for “exploiting the raid’s success” for political advantage during his re-election campaign (Schmitt, 2012). The article credits the Navy SEALs for the killing of Bin Laden. The article mentions entertainment that stems from the Bin Laden event (Schmitt, 2012).

the August 29, 2012 article in the Politics section of the *New York Times* “In College Town, Obama Jokes at G.O.P.’s Expense” contains references to Osama bin Laden, the military, and Obama’s political campaign. The article does not contain praise or criticism toward President Obama. The article’s single mention of Osama bin Laden is that when President Obama was giving his speech and mentioned the killing of Bin Laden as he spoke about re-election (Calmes, 2012).

The August 30, 2012 article in the Politics section of the *New York Times* “Romney’s Speech to the Republican Convention” contains references to Osama bin Laden and the military. The article contains praise toward President Obama. The article’s single mention of Osama bin Laden is when Mitt Romney states, “Every American was relieved the day President Obama gave the order, and Seal Team Six took out Osama bin Laden” (Romney’s Speech to the Republican Convention, 2012).

The August 30, 2012 article in the U.S. section of the *New York Times* “No Charges Filed on Harsh Tactics Used by the C.I.A.” contains references to Osama bin Laden and the military. The article does not contain praise or criticism toward President Obama. The article’s single mention of Osama bin Laden is that “brutal interrogations” were held to find the location of Bin Laden (Shane, 2012).

The August 30, 2012 article in the Politics section of the *New York Times* “Romney Vows to Deliver Country From Economic Travails” contains references to Osama bin Laden and the military. The article contains praise toward President Obama. The article’s single mention of Osama bin Laden is when Mitt Romney states, “Every American was relieved the day President Obama gave the order, and Seal Team Six took out Osama bin Laden” (Zeleny, 2012). The

article's focus is on Mitt Romney's speech at the Republican National Convention (Zeleny, 2012).

Houston Chronicle

April

The April 5, 2012 article in the News section of the *Houston Chronicle* "Hart: To Iraq war veterans: Thank you" contains references to Osama bin Laden and the military. The article does not contain criticism or praise toward President Obama. The article's single mention of Osama bin Laden is in association with the Lone Star Veterans Association and their feelings toward the Iraq War. There is no single mention of President Obama in the article. The article's focus is on a welcome home parade for veterans in the Iraq War (Hart, 2012).

June

The June 1, 2012 article in the Opinion section of the *Houston Chronicle* "Krauthammer: Obama, the Drone Warrior" contains references to Osama bin Laden, terrorism, the military, and Obama's political campaign. The article contains criticism toward President Obama for his exploitation of the killing of Osama bin Laden to gain political advantage in his re-election campaign. The article's focus is on President Obama and his drone attacks (Krauthammer, 2012).

The June 15, 2012 article in the Opinion section of the *Houston Chronicle* "Krauthammer: 2012 will feature weak choices from both parties" contains references to Osama bin Laden, the military, and Obama's political campaign. The article contains criticism toward President Obama. The article mentions that he is not the strongest Democratic candidate and that

he struggles when he is on the public's radar. The article mentions the raid that killed Osama bin Laden and how that led to a large aftermath of accusations that made the President appear as "placing his own image above the nation's security" (Krauthammer, 2012).

August

The August 14, 2012 article in the Lifestyle section of the *Houston Chronicle* "The light, bittersweet side of parenthood" contains references to Osama bin Laden and the military. The article does not contain praise or criticism toward President Obama. The article's mention of Osama bin Laden is in association with the film "Zero Dark Thirty". The article mentions the raid that killed Osama bin Laden. Entertainment is contained in this article with the film "Zero Dark Thirty" which is about the mission to capture and kill Bin Laden. There is no mention of President Obama in the article (Parks, 2012).

The August 29, 2012 article in the Lifestyle section of the *Houston Chronicle* "Hoffman: Imagine if Neil Armstrong landed on the moon today" contains references to Osama bin Laden and the military. The article does not contain praise or criticism toward President Obama. The article mentions the Navy SEALs killing of Osama bin Laden. Entertainment from the event of the killing of Bin Laden is in the article; it mentions a book written by one of the Navy SEALs about the mission. There is no mention of President Obama in the article. The article's focus is on Neil Armstrong and how he did not exploit his fame (Hoffman, 2012).

Charlotte Observer

April

The April 3, 2012 article in the A section of the *Charlotte Observer* “Pakistan to deport wives, daughters of bin Laden” contains references to Osama bin Laden and the military. The article does not contain praise or criticism toward President Obama. The article mentions the U.S. forces killing Osama bin Laden. There is no mention of President Obama in the article. The article’s focus is on the trial of Bin Laden’s wives (Hussain, 2012).

June

The June 4, 2012 article in the Editorial/Opinion section of the *Charlotte Observer* “The Observer Forum” contains references to Osama bin Laden, the military, and Obama’s political campaign. The article contains criticism toward President Obama for using the killing of Osama bin Laden for political gain. The article mentions how Obama should “live to a higher standard” (“The Observer Forum”, 2012). The article does not give credit to Obama or the military for the killing of Bin Laden, credit is left unnamed (“The Observer Forum”, 2012).

The June 2, 2012 article in the Editorial/Opinion section of the *Charlotte Observer* “Joe Biden and the use of empathy” contains references to Osama bin Laden and the military. The article does not contain praise or criticism toward President Obama. The article leaves out Obama completely. The only mention of Bin Laden is that Joe Biden was not for the raid that led to the death of Bin Laden. The article’s focus is on the empathy that Biden possesses (Gerson, 2012).

The June 2, 2012 article in the Editorial/Opinion section of the *Charlotte Observer* “Laugh Attacks Humorists' Comments on Politics and Public Affairs” contains references to Osama bin Laden. The article does not contain praise or criticism toward President Obama. The article is on the jokes that Jimmy Fallon, Bill Maher, and Jay Leno told. The only mention of Bin Laden is a joke about a Pakistani doctor helping the U.S. find Bin Laden (“Laugh Attacks Humorists' Comments on Politics and Public Affairs”, 2012).

August

There were no articles with the keyword “Osama bin Laden” found in the *Charlotte Observer* during the month of August 2012.

Columbus Dispatch

April

The April 9, 2012 article in the Editorial & Comment section of the *Columbus Dispatch* “Instead of creating diversions, Obama would do better to lead” contains references to Osama bin Laden and Obama’s political campaign. The article does not contain praise or criticism toward President Obama. The article states that Obama “ordered the killing of Osama bin Laden” (Torry, 2012). The article does mention President Obama’s political campaign, but not in reference to his accomplishment on Bin Laden (Torry, 2012).

The April 15, 2012 article in the News section of the *Columbus Dispatch* “Rep. Jordan adds voice to tea party's IRS concern” contains references to Osama bin Laden and the military. The article does not contain praise or criticism toward President Obama. The article mentions the

Navy SEALs killing Osama bin Laden. The article's focus is on the Tea Party's concerns Torry & Wehrman, 2012).

June

The June 4, 2012 article in the Editorial & Comment section of the *Columbus Dispatch* "White House too eager to take credit" contains references to Osama bin Laden. The article contains criticism toward President Obama. The article cites those who killed Osama bin Laden as heroes, but those who just gave the order are confused. The article is very critical of the White House toward the credit for the killing of Bin Laden. The article does not mention Obama my name (Deere, 2012).

The June 11, 2012 article in the Editorial & Comment section of the *Columbus Dispatch* "Leadership on economy lacking" contains references to Osama bin Laden and the military. The article does not contain praise or criticism toward President Obama. The article mentions U.S. commandos were responsible for the killing of Osama bin Laden. The article's focus is on Obama's failing economy (Torry, 2012).

The June 11, 2012 article in the News section of the *Columbus Dispatch* "OSU bids farewell to army of grads" contains references to Osama bin Laden and the military. The article does not contain praise or criticism toward President Obama. The article does not mention President Obama. The article mentions events that happened during the U.S. during the graduates' time at the university. This included the death of Bin Laden. The mention of the military has no association with the killing of Bin Laden. The article's focus is on Ohio State University graduate Byron Edgington (McKinsey, 2012).

The June 16, 2012 article in the News section of the *Columbus Dispatch* “EXCLUSIVE INTERVIEW Romney: Obama didn't create jobs” contains references to Osama bin Laden. The article does contain praise toward President Obama. Romney praises Obama for his decision on the order to kill Bin Laden. The article’s focus is on Romney’s campaign tour in Ohio (Hallett, 2012).

August

The August 31, 2012 article in the Editorial & Comment section of the *Columbus Dispatch* “Weapons sales have backfired on U.S.” contains references to Osama bin Laden. The article does not contain praise or criticism toward President Obama. The article does not mention Obama. The article only contains one comment on Osama bin Laden with reference to the U.S. arming him with guns that the country provides. The article’s focus is on the U.S. arming the world with guns (Spring, 2012).

Results

Hypothesis 1

Table 1 and Table 2 show the results of the first hypothesis: Mentions of President Barack Obama in the *Los Angeles Times* will contain more positive opinions and praise toward him in association with the capturing and killing of Osama bin Laden with large mentions of spin off entertainment from that event.

Twenty-two articles were coded from a search that was generated using the keyword “Osama bin Laden”. Of those 22 articles, 16 did not reflect praise/criticism nor entertainment.

These articles are not relevant to the research. Of the six articles that were relevant, Table 1 shows the results of the tone of the article. Table 2 shows the results of entertainment mentions in articles. It was shown that there was not support of the hypothesis.

Table 1, *Tone of articles in Los Angeles Times*

| Name | Positive | Neutral | Negative |
|--------------------------|-----------|-----------|----------|
| <i>Los Angeles Times</i> | 1 (16.7%) | 5 (83.3%) | 0 (0%) |

Table 2, *Entertainment in articles in Los Angeles Times*

| Name | Contained | Did not contain |
|--------------------------|-----------|-----------------|
| <i>Los Angeles Times</i> | 5 (83.3%) | 1 (16.7%) |

Hypothesis 2

Table 3 and Table 4 show the results of the second hypothesis: Mentions of President Barack Obama in the *Columbus Dispatch* will contain more positive opinions and praise toward him in association with the capturing and killing of Osama bin Laden with little mention of spin off entertainment from that event.

Seven articles were coded from a search that was generated using the keyword “Osama bin Laden”. Of these seven articles, five did not reflect praise/criticism nor entertainment. These articles are not relevant to the research. Of the two articles that were relevant, Table 3 shows the results of the tone of the article. Table 4 shows the results of entertainment mentions in articles. It was shown that there was support for the hypothesis.

Table 3, *Tone of articles in Columbus Dispatch*

| Name | Positive | Neutral | Negative |
|--------------------------|----------|---------|----------|
| <i>Columbus Dispatch</i> | 1 (50%) | 0 (0%) | 1 (50%) |

Table 4, *Entertainment in articles in Columbus Dispatch*

| Name | Contained | Did not contain |
|--------------------------|-----------|-----------------|
| <i>Columbus Dispatch</i> | 0 (0%) | 2 (100%) |

Hypothesis 3

Table 5 and Table 6 show the results of the third hypothesis: Mentions of President Barack Obama in the *Charlotte Observer* will contain more negative opinions and criticism toward him in association with the capturing and killing of Osama bin Laden with little mention of spin off entertainment from that event.

Four articles were coded from a search that was generated using the keyword “Osama bin Laden”. Of these four articles, three did not reflect praise/criticism nor entertainment. These articles are not relevant to the research. One article was relevant. Table 5 shows the results of the tone of the article. Table 6 shows the results of entertainment mentions in articles. It was shown that there was support for the hypothesis.

Table 5, *Tone of articles Charlotte Observer*

| Name | Positive | Neutral | Negative |
|---------------------------|----------|---------|----------|
| <i>Charlotte Observer</i> | 0 (0%) | 0 (0%) | 1 (100%) |

Table 6, *Entertainment in articles in Charlotte Observer*

| Name | Contained | Did not contain |
|---------------------------|-----------|-----------------|
| <i>Charlotte Observer</i> | 0 (0%) | 1 (100%) |

Hypothesis 4

Table 7 and Table 8 show the results of the fourth hypothesis: Mentions of President Barack Obama in the *New York Times* will contain more positive opinions and praise toward him in association with the capturing and killing of Osama bin Laden with large mentions of spin off entertainment from that event.

Forty-four articles were coded from a search that was generated using the keyword “Osama bin Laden”. Of these 44 articles, 26 did not reflect praise/criticism nor entertainment. These articles are not relevant to the research. Of the 18 articles that were relevant, Table 7 shows the results of the tone of the article. Four articles contained both praise and criticism. Table 8 shows the results of entertainment mentions in articles. It was shown that there was not support for the hypothesis.

Table 7, *Tone of articles in New York Times*

| Name | Positive | Neutral | Negative |
|-----------------------|----------|---------|------------|
| <i>New York Times</i> | 9 (50%) | 1(5.6%) | 12 (66.7%) |

**Percentages do not add up to 100% due to four articles containing both praise and criticism.*

Table 8, *Entertainment in articles in New York Times*

| Name | Contained | Did not contain |
|-----------------------|-----------|-----------------|
| <i>New York Times</i> | 2 (11.1%) | 16 (88.9%) |

Hypothesis 5

Table 9 and Table 10 show the results of the fifth hypothesis: Mentions of President Barack Obama in the *Houston Chronicle* will contain more negative opinions and criticism toward him in association with the capturing and killing of Osama bin Laden with little mention of spin off entertainment from that event.

Five articles were coded from a search that was generated using the keyword “Osama bin Laden”. Of these five articles, one did not reflect praise/criticism nor entertainment. This article is not relevant to the research. Of the four articles that were relevant, Table 9 shows the results of the tone of the article. Table 10 shows the results of entertainment mentions in articles. It was shown that there was not support for the hypothesis.

Table 9, *Tone of articles in Houston Chronicle*

| Name | Positive | Neutral | Negative |
|--------------------------|----------|---------|----------|
| <i>Houston Chronicle</i> | 0 (0%) | 2 (50%) | 2 (50%) |

Table 10, *Entertainment in articles in Houston Chronicle*

| Name | Contained | Did not contain |
|--------------------------|-----------|-----------------|
| <i>Houston Chronicle</i> | 2 (50%) | 2 (50%) |

Hypothesis 6

Table 11 and Table 12 show the results of the sixth hypothesis: Mentions of President Barack Obama in the *Washington Post* will contain more positive opinions and praise toward

him in association with the capturing and killing of Osama bin Laden with large mentions of spin off entertainment from that event.

Eighty articles were generated using the keyword “Osama bin Laden”. Forty-nine articles were coded from that search using the keyword “Obama”. Of these 49 articles, 24 did not reflect praise/criticism nor entertainment. These articles are not relevant to the research. Of the 25 articles that were relevant, Table 11 shows the results of the tone of the article. Two articles contained both praise and criticism. Table 12 shows the results of entertainment mentions in articles. It was shown that there was not support for the hypothesis.

Table 11, *Tone of articles in Washington Post*

| Name | Positive | Neutral | Negative |
|------------------------|----------|---------|----------|
| <i>Washington Post</i> | 4 (16%) | 2 (8%) | 21 (84%) |

**Percentages do not add up to 100% due to two articles containing both praise and criticism.*

Table 12, *Entertainment in articles in Washington Post*

| Name | Contained | Did not contain |
|------------------------|-----------|-----------------|
| <i>Washington Post</i> | 8 (32%) | 17 (68%) |

Hypothesis 7

Table 13 and Table 14 show the results of the seventh hypothesis: Mentions of President Barack Obama in *Red State* will contain more negative opinions and criticism toward him in association with the capturing and killing of Osama bin Laden with large mentions of spin off entertainment from that event.

Three posts were coded from a search that was generated using the keyword “Osama bin Laden”. Of these three posts, 0 did not reflect praise/criticism nor entertainment. Of the three posts that were relevant, Table 13 shows the results of the tone of the post. Table 14 shows the results of entertainment mentions in posts. It was shown that there was support for the hypothesis.

Table 13, *Tone of posts in Red State*

| Name | Positive | Neutral | Negative |
|-----------|----------|---------|----------|
| Red State | 0 (0%) | 0 (0%) | 3 (100%) |

Table 14, *Entertainment in posts in Red State*

| Name | Contained | Did not contain |
|-----------|-----------|-----------------|
| Red State | 2 (66.7%) | 1 (33.3%) |

Hypothesis 8

Table 15 and Table 16 show the results of the eighth hypothesis: Mentions of President Barack Obama in *Daily Kos* will contain more positive opinions and praise toward him in association with the capturing and killing of Osama bin Laden with little mention of spin off entertainment from that event.

Three posts were coded from a search that was generated using the keyword “Osama bin Laden”. Of these three posts, 0 did not reflect praise/criticism nor entertainment. Of the three posts that were relevant, Table 15 shows the results of the tone of the post. Table 16 shows the

results of entertainment mentions in posts. It was shown that there was support for the hypothesis.

Table 15, *Tone of posts in Daily Kos*

| Name | Positive | Neutral | Negative |
|-----------|----------|---------|----------|
| Daily Kos | 3 (100%) | 0 (0%) | 0 (0%) |

Table 16, *Entertainment in posts in Daily Kos*

| Name | Contained | Did not contain |
|-----------|------------|-----------------|
| Daily Kos | 1 (33.3 %) | 2 (66.7%) |

Hypothesis 9

Table 17 and Table 18 show the results of the ninth hypothesis: Mentions of President Barack Obama in the Republican Party’s Facebook page will contain more negative opinions and criticism toward him in association with the capturing and killing of Osama bin Laden with large mentions of spin off entertainment from that event.

There were no posts on the Republican Party’s Facebook page with the mention of “osama bin laden”. Therefore none reflected praise/criticism nor entertainment. Table 17 shows the results of the tone of the post. Table 18 shows the results of entertainment mentions in posts. It was shown that there was not support for the hypothesis.

Table 17, *Tone of posts on Republican Party’s Facebook*

| Name | Positive | Neutral | Negative |
|-----------------------------|----------|---------|----------|
| Republican Party’s Facebook | 0 (0%) | 0 (0%) | 0 (0%) |

Table 18, *Entertainment in posts on Republican Party's Facebook*

| Name | Contained | Did not contain |
|-----------------------------|-----------|-----------------|
| Republican Party's Facebook | 0 (0%) | 0 (0%) |

Hypothesis 10

Table 19 and Table 20 show the results of the tenth hypothesis: Mentions of President Barack Obama in the Democratic Party's Facebook page will contain more positive opinions and praise toward him in association with the capturing and killing of Osama bin Laden with little mentions of spin off entertainment from that event.

There were no posts on the Democratic Party's Facebook page with the mention of "Osama bin Laden". Therefore none reflected praise/criticism nor entertainment. Table 19 shows the results of the tone of the post. Table 20 shows the results of entertainment mentions in posts. It was shown that there was not support for the hypothesis.

Table 19, *Tone of posts on Democratic Party's Facebook*

| Name | Positive | Neutral | Negative |
|-----------------------------|----------|---------|----------|
| Democratic Party's Facebook | 0 (0%) | 0 (0%) | 0 (0%) |

Table 20, *Entertainment in posts on Democratic Party's Facebook*

| Name | Contained | Did not contain |
|-----------------------------|-----------|-----------------|
| Democratic Party's Facebook | 0 (0%) | 0 (0%) |

Hypothesis 11

Table 21 and Table 22 show the results of the eleventh hypothesis: Mentions of President Barack Obama in all sources will contain more positive opinions and praise toward him in association with the capturing and killing of Osama bin Laden with large mentions of spin off entertainment from that event.

Two hundred and seventeen articles were generated using the keyword “Osama bin Laden”. One hundred and thirty-seven articles were coded from that search using the keyword “Obama”. Of these 137 articles, 75 did not reflect praise/criticism nor entertainment. These articles are not relevant to the research. Of the 62 articles that were relevant, Table 21 shows the results of the tone of the article. Six articles contained both praise and criticism. Table 22 shows the results of entertainment mentions in articles. It was shown that there was not support for the hypothesis.

Table 21, *Overall tone of articles and posts*

| Name | Positive | Neutral | Negative |
|-------------|----------|------------|------------|
| All Sources | 18 (29%) | 10 (16.1%) | 40 (64.5%) |

**Percentages do not add up to 100% due to six articles containing both praise and criticism.*

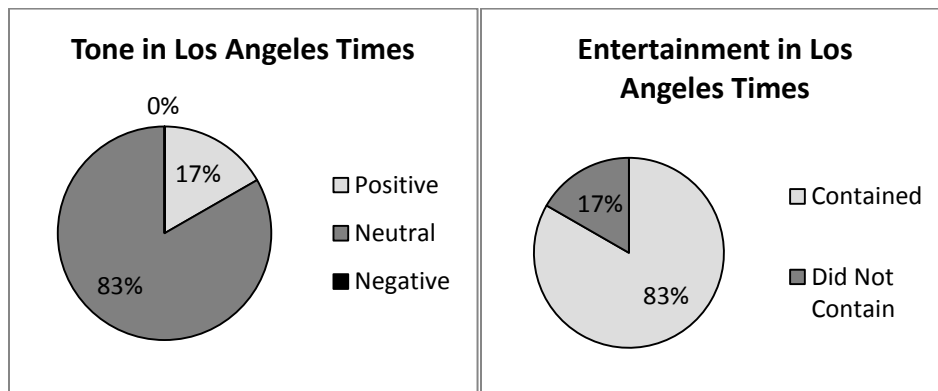
Table 22, *Overall entertainment in articles and posts*

| Name | Contained | Did not contain |
|-------------|------------|-----------------|
| All Sources | 21 (33.9%) | 41 (66.1%) |

Findings

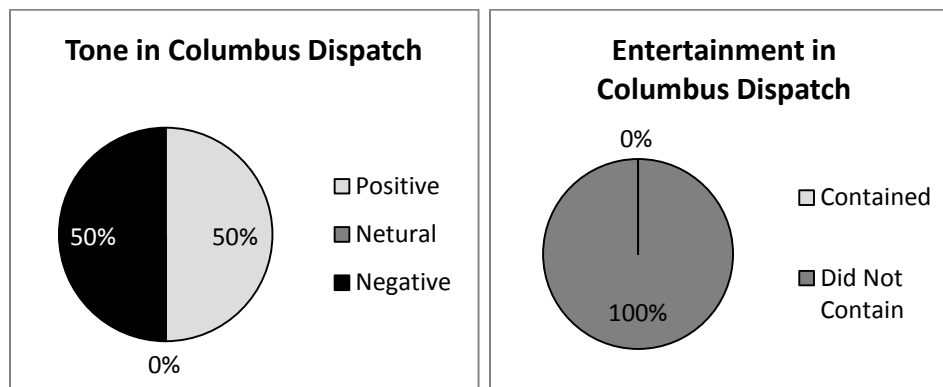
Los Angeles Times

The tone of articles in the *Los Angeles Times* was mainly neutral (83.3%), as compared to positive (16.7%) with a 66.6 percentage point difference. Entertainment appeared more (83.3%) in articles in the *Los Angeles Times* than it did not (16.7%) with a 66.6 percentage point difference.



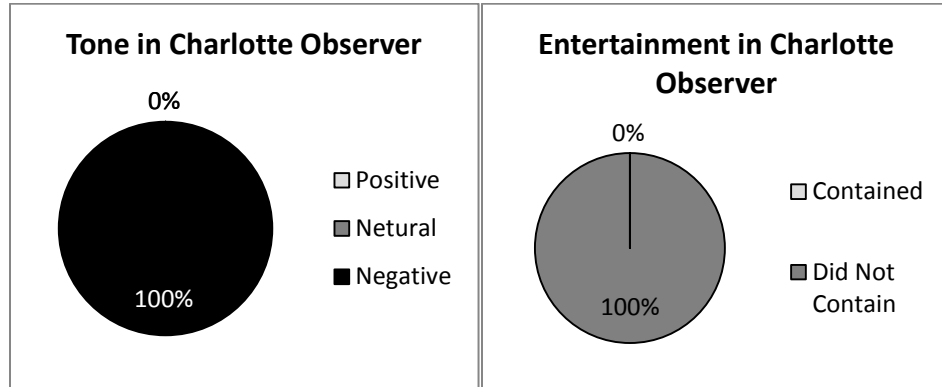
Columbus Dispatch

The tone of articles in the *Columbus Dispatch* was split evenly between positive (50%) and negative (50%) with a 0 percentage point difference. Entertainment appeared less (100%) in articles in the *Columbus Dispatch* than it appeared (0%) with a 0 percentage point difference.



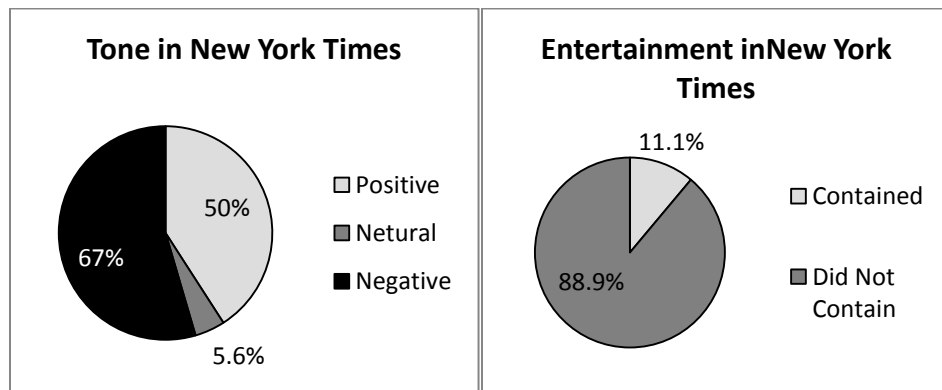
Charlotte Observer

The tone of articles in the *Charlotte Observer* was more negative (100%) than positive (0%) with a 0 percentage point difference. Entertainment appeared less (100%) in articles in the *Charlotte Observer* than it appeared (0%) with a 0 percentage point difference.



New York Times

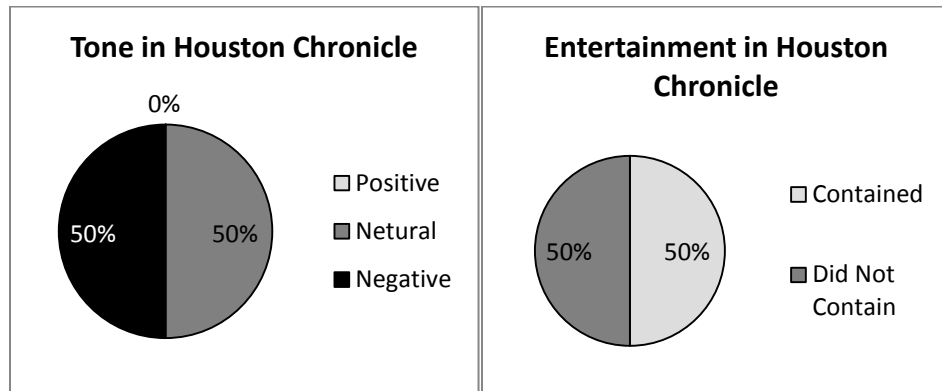
The tone of articles in the *New York Times* was more negative (66.7%), as compared to positive (50%) or neutral (5.6%) with a 10.5 percentage point difference between negative and positive/neutral. Entertainment appeared less (88.9%) in articles in the *New York Times* than it appeared (11.1%) with a 77.8 percentage point difference.



*Percentages do not add up to 100% in tone due to four articles containing both praise and criticism.

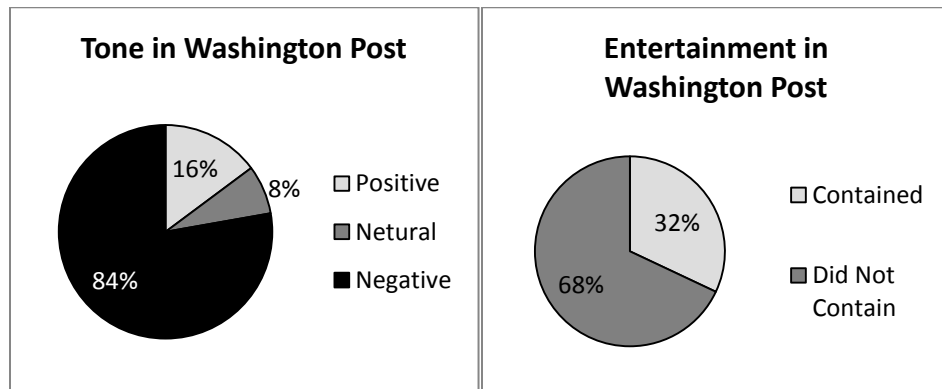
Houston Chronicle

The tone of articles in the *Houston Chronicle* was split evenly between negative (50%) and neutral (50%) with a 0 percentage point difference. Entertainment appeared evenly among articles containing entertainment (50%) and articles not containing entertainment (50%) in the *Houston Chronicle* with a 0 percentage point difference.



Washington Post

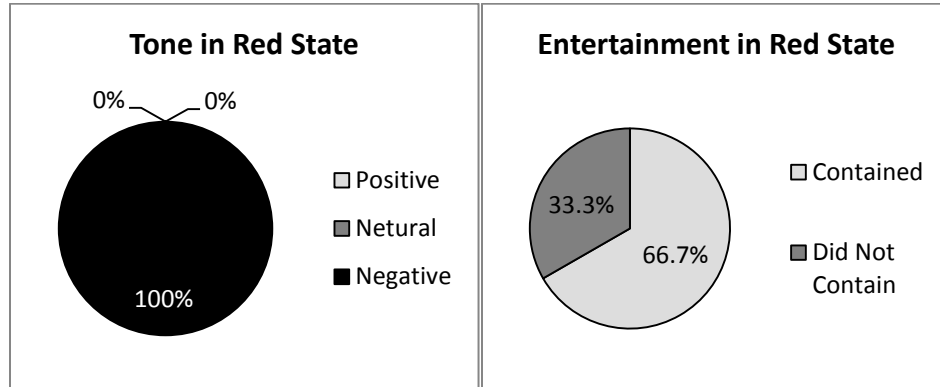
The tone of articles in the *Washington Post* was more negative (84%), as compared to positive (16%) or neutral (8%) with a 60 percentage point difference between negative and positive/neutral. Entertainment appeared less (68%) in articles in the *Washington Post* than it appeared (32%) with a 36 percentage point difference.



*Percentages do not add up to 100% in tone due to two articles containing both praise and criticism.

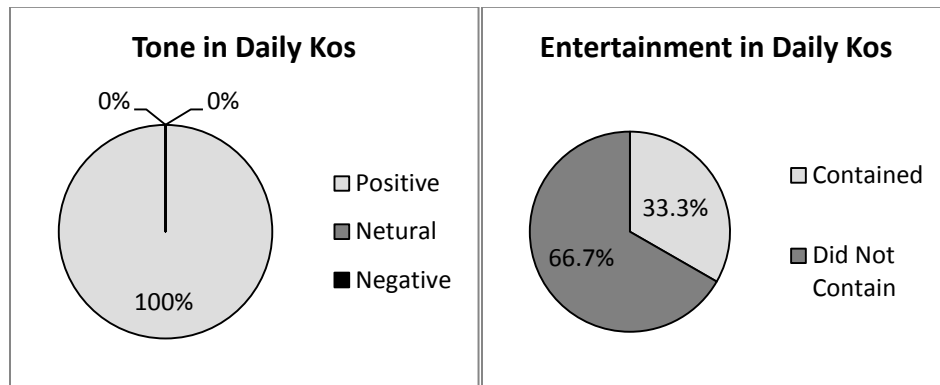
Red State

The tone of posts in Red State was more negative (100%) than positive (0%) with a 0 percentage point difference. Entertainment appeared more (66.7%) in Red State than it did not appear (33.3%) with a 33.4 percentage point difference.



Daily Kos

The tone of posts in Daily Kos was more positive (100%) than negative (0%) with a 0 percentage point difference. Entertainment appeared less (66.7%) in Daily Kos than it did appear (33.3%) with a 33.4 percentage point difference.



Republican Party Facebook

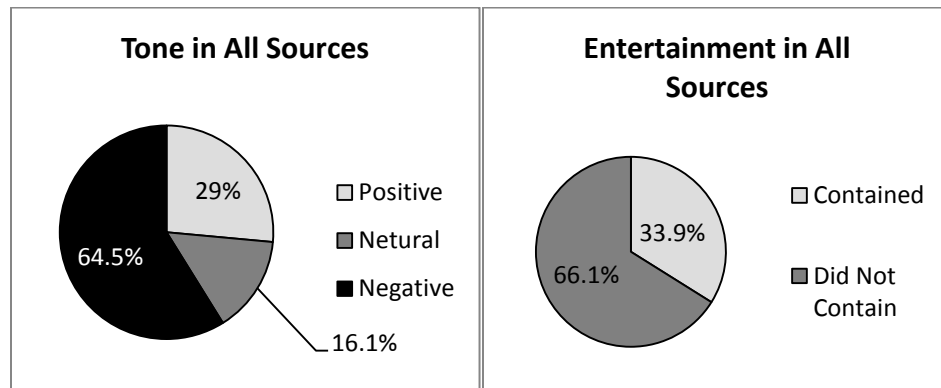
There were no posts that contained the keyword “osama bin laden”. As such, no posts were coded.

Democratic Party Facebook

There were no posts that contained the keyword “osama bin laden”. As such, no posts were coded.

All Sources

The tone of articles and posts in all sources was more negative (64.5%), as compared to positive (29%) or neutral (16.1%) with a 19.4 percentage point difference between negative and positive/neutral. Entertainment appeared less (66.1%) in articles and posts in all sources than it appeared (33.9%) with a 32.2 percentage point difference.



**Percentages do not add up to 100% in tone due to six articles containing both praise and criticism.*

Limitations

Limitations to this study exist. The sample size of the research only included six newspapers for this study giving only a small insight into regional opinions. The news sources themselves were a limitation. The measurement used to collect the data was a limitation. When observing praise or criticism throughout the sources, it was difficult to determine what comprised praise and what comprised criticism. Certain words and phrases are subjective and are open for interpretation. In addition to Facebook, Twitter was to be examined among the Republican and Democratic parties; however, due to the government shutdown during October 1, 2012 – October 17, 2012 this inhibited my research due to the records of the Library of Congress website being shut down. Language of the articles was also a limitation. All articles that were examined were written in English, this excluded the inclusion of two articles written in Spanish in the *Houston Chronicle*. The dates chosen for research are a limitation. Because only three months were observed, other months may have included much more relevant information to the study.

Impact

It is interesting to note that the sources I believed would praise and support President Obama actually wrote more critical remarks toward him, and the sources I believed that would criticize him actually wrote more praise. Much research has shown that news outlets tend to reveal bias toward political parties based on their own region's political views. The research I conducted negates this tendency of bias. My research suggested that in many regions public opinion in that area is not reflected by that region's political ideology. These news outlets as my research has shown are allowing objective information to be released to the public, allowing the

public to form their individual opinions. Thus, media is doing what it is intended to do – stay objective.

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APPENDIX A

Coding Instructions

Keywords: Number of the keywords or references that were mentioned in an article or post

Osama bin Laden – 1

Terrorism/Terrorist – 2

References to military – 3

References to Obama's political campaign – 4

Positive/Negative: Letter describing whether there was praise or criticism in the article or post

Positive – A

Praise will consist of the article or post author's positive words that he or she uses to describe President Obama in association with the capturing and killing of Osama bin Laden. It will also consist of positive statements made by someone other than the author that is included in the article or post toward President Obama in association with the capturing and killing of Osama bin Laden.

Negative – B

Criticism will consist of the article or post author's negative words that he or she uses to describe President Obama in association with the capturing and killing of Osama bin Laden. It will also consist of negative statements made by someone

other than the author that is included in the article or post toward President Obama in association with the capturing and killing of Osama bin Laden.

Neutral – /

No mentions of praise or criticism from outside sources in the articles or the author. Also, no clear tone from the author can be derived from the article or post.

Entertainment: Number describing the entertainment referenced in the article or post

Movie – 1

Videogame – 2

Book – 3

Miscellaneous – 4

APPENDIX B

Sources Examined in Study

Charlotte Observer

Columbus Dispatch

Daily Kos (Blog)

Democratic Party Facebook

Houston Chronicle

Los Angeles Times

New York Times

Red State (Blog)

Republican Party Facebook

Washington Post

