

Investigation of Taiwan media coverage in anxiety over the safety of imported food products from Japan after 3.11 earthquake

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USA newspaper
International Herald Tribune (New York Times
Co)2011/4/21

Taiwan and Japan



Blog:<http://aiublog2011.blog136.fc2.com/blog-entry-25.html>

Friendly relationship between Japan and Taiwan

- **Donation** Taiwan donated for Japan earthquake amount 18 billion Yen(225.594 million US dollars) as of 2011/9/30 .

The total amount is the highest donation of the world.

- **Trade**(2011) Export to Taiwan 52.2billion
Import from Taiwan 18.2billion

- **Visit**(2011)

- (1) JAPAN→Taiwan 1,295 thousand people
- (2) Taiwan→Japan 994 thousand people

After 3.11

- The variation of Japan imported agricultural products from Japan in Taiwan

year	month	Importation US dollar	ranking
2011	Jan-Mar	243,123.9	2
	Apr-Jun	187,137.3	7
	Jul-Sep	203,141.7	5
	Oct-Dec	199,184.7	6
2012	Jan-Mar	221,899.7	3

Source:
Council of
Agriculture
Executive
YUAN.Taiwan



Was the change of consumption concern with the media coverage?

Panic phenomenon in Taiwan, China, Hong Kong in March

Rumor for iodine pills, kelp, salt could protect
from radioactivity?!

People panic buying those even though experts
warned they are ineffective.

 **Agenda Setting and Sensational
reports caused this phenomenon**

What did the Taiwan Media report about the anxiety over Japanese imported food?

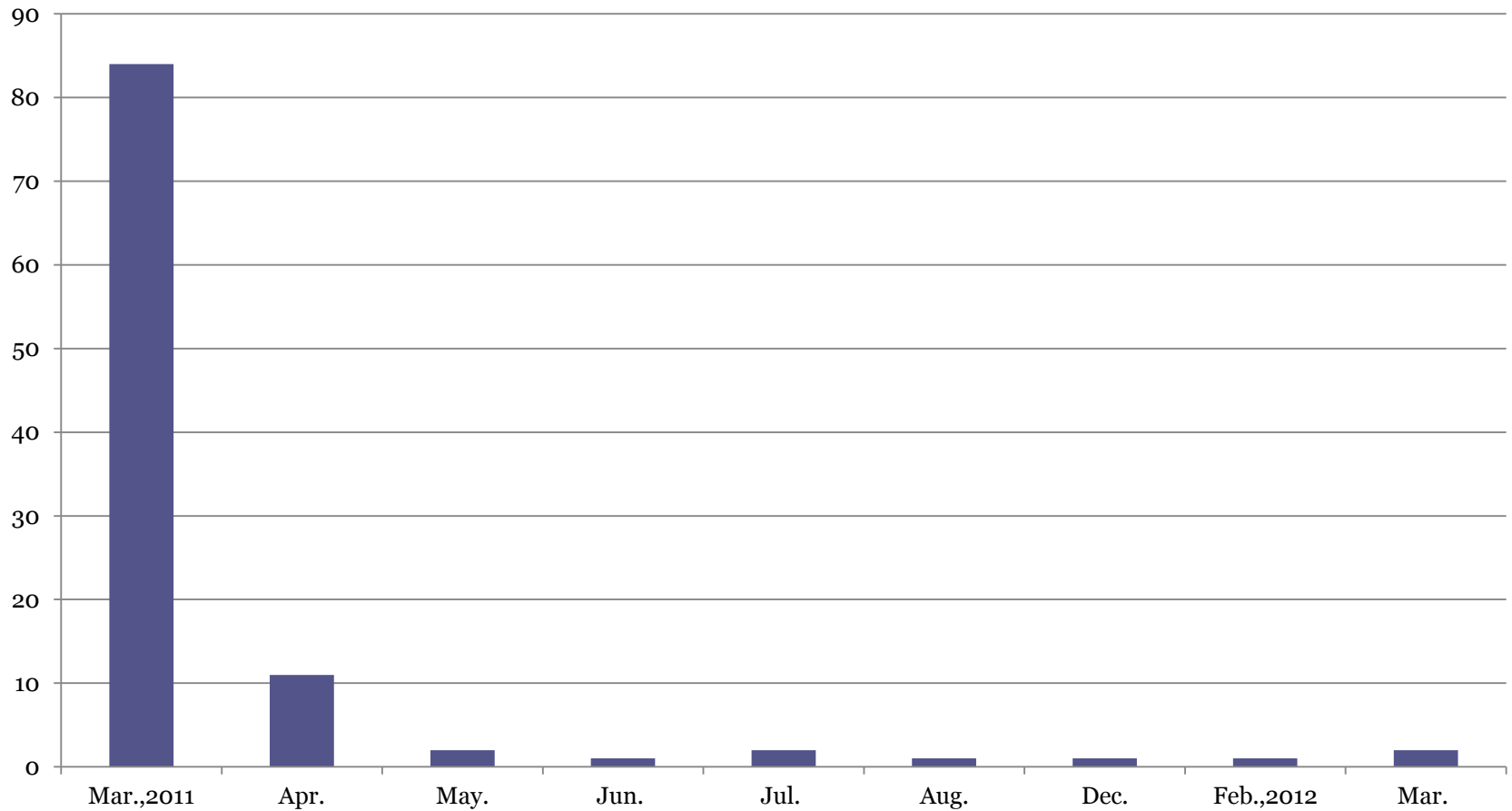
Content Analysis to top 2 Newspaper' s databases in Taiwan

Keyword “Japan” “food” “ radioactive”

(1)United Daily News group (37 cases)

(2)Apple Daily (76 cases)

Amount of Reports in each Month



After one year, all turn to be safe?

Radioactive cesium detected in Japan

For example:

Chiba motsugo(2012,Mar,12)

Chiba shiitake mushrooms(2012,Apr,10)

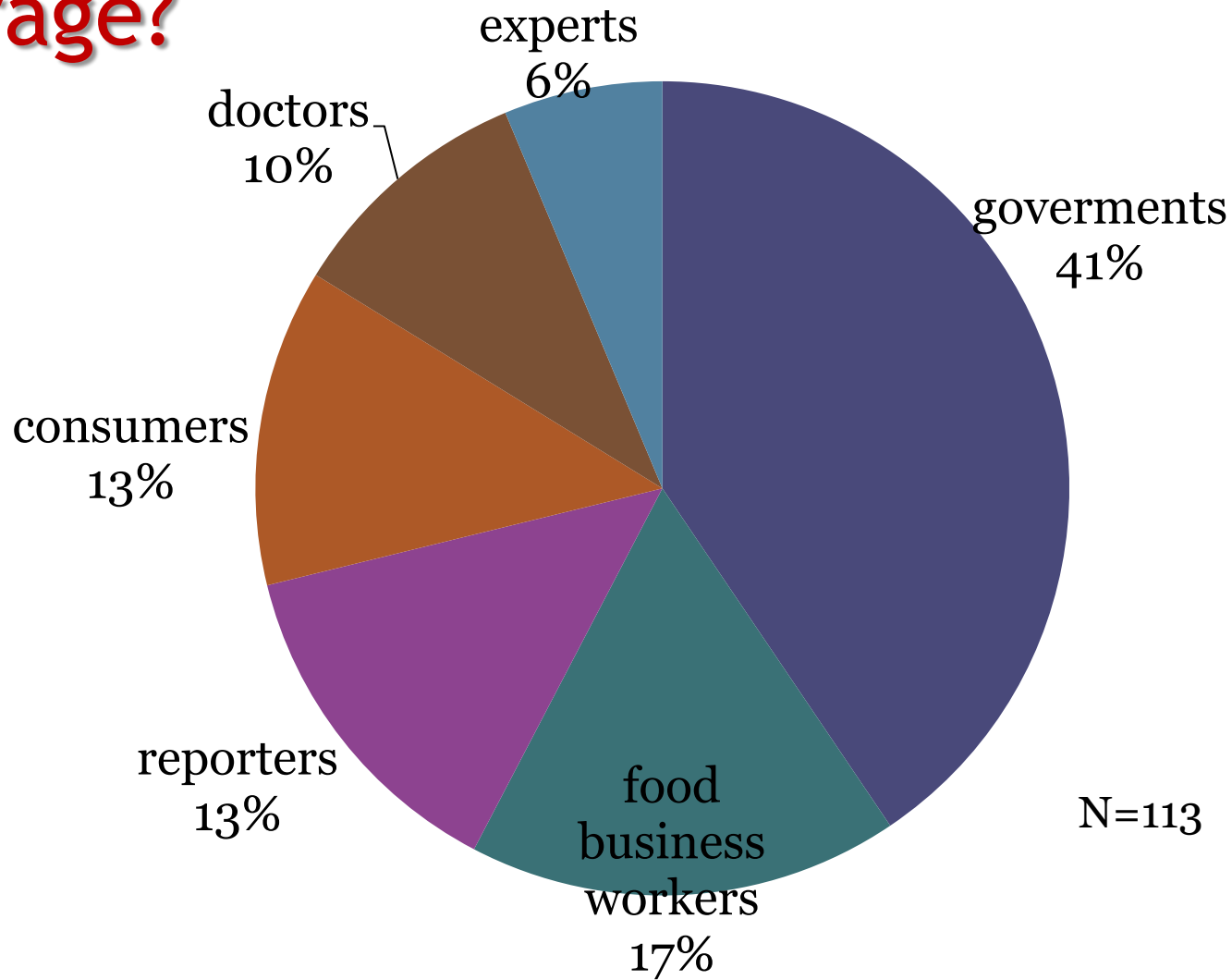
Fukushima spinach (2012,Apr,11)

Iwate Edible wild plants(2012,May,12)



But the media coverage did not mention those information in Taiwan.

Who mentioned this issue in the coverage?



Broad bean accident

Japan Kagoshima Broad beans imported to Taiwan detected by radioactivity.
radiation (11 becquerel per kilogram of iodine-131 and 1 bq/kg of cesium -137)

Taiwan's Atomic Energy Council (AEC) said :levels were within safety standards.
probably exposed to radiation while being transported to Narita Airport in Tokyo.

Experts said: government is too passive to deal with this accident .government should find out the reason and where the food contaminated exactly .

Consumers said :we will not buy Japanese food anymore.



But there were no more information about this accident after these days.
It is consider to that media focused on the loss of Japanese food business of restaurants, supermarkets, buyers too much. And it caused people make the worst image to Japanese food.

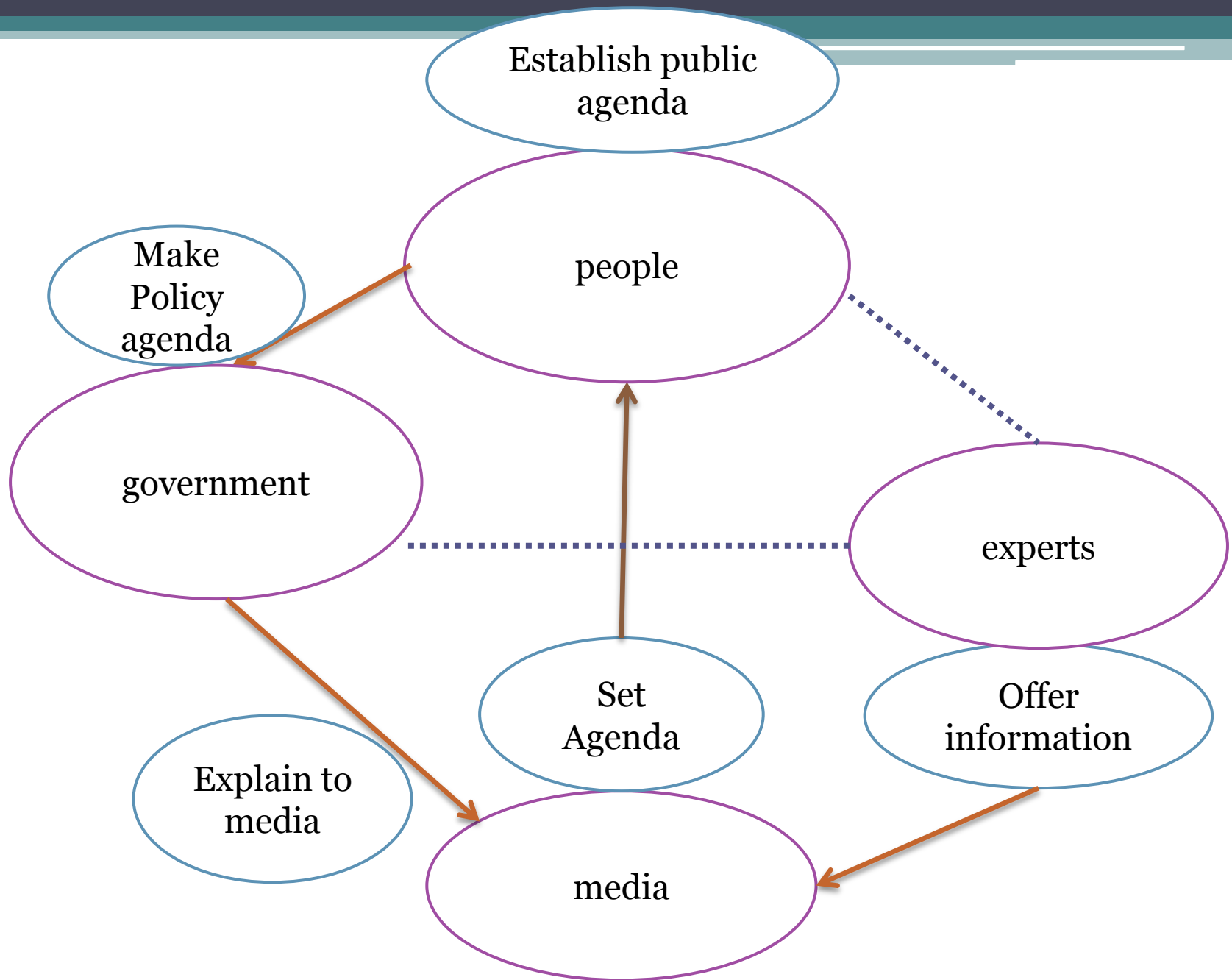


Restrictions on food from Japan began in Mar 23-25

The both of press quoted America ,Hong Kong declared to block imports in March 23,
Singapore begin to restrict the food in Mar 24.
In March 25,Taiwan government declared to restrict the agriculture products, milk, dairy products from Fukushima, Ibaraki, Tochigi ,Gunma, Chiba areas in Japan.



The media agenda affects the public agenda, and the public agenda affects the policy agenda.(Littlejohn, 320)



Conclusion

After One year...

1. This is a long term issue

Media should take a long term chasing for the food (especially marine food). And also the governments, experts, people should pay attention on this issue for long term, scientifically and global.

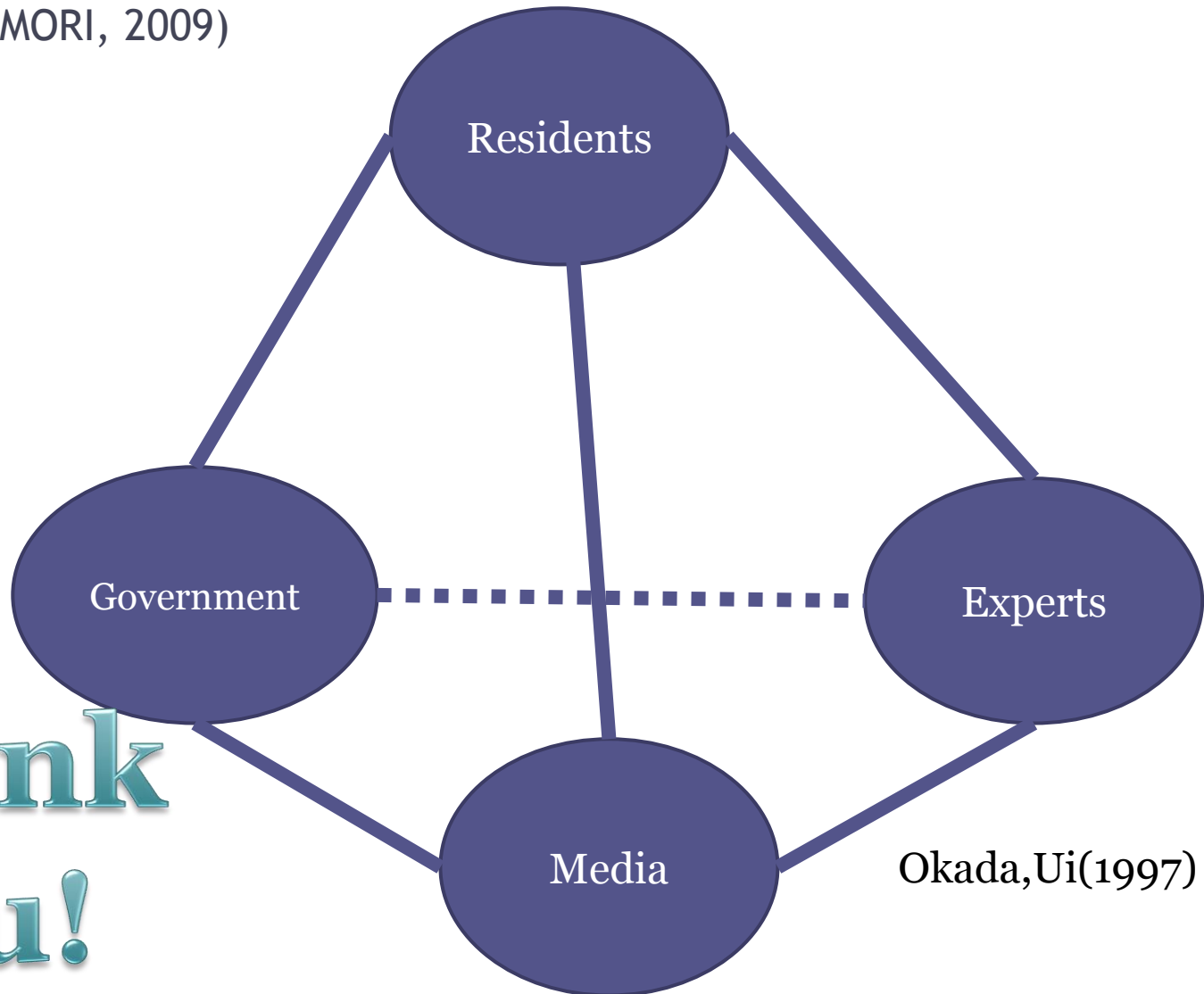
2. Media literacy

The society should improve media literacy to face those crisis. So that it will not happen the panic or afraid of all the Japanese food.

3. The rule of experts

The relationship of media and experts should establish better network for people and government information for judging the safety issue.

How to establish a better tetrahedron of Social Reality (Gergen, 1994=1998; 1994=2004a; 1999=2004b; YAMORI, 2009)



Thank
you!

Okada,Ui(1997)