

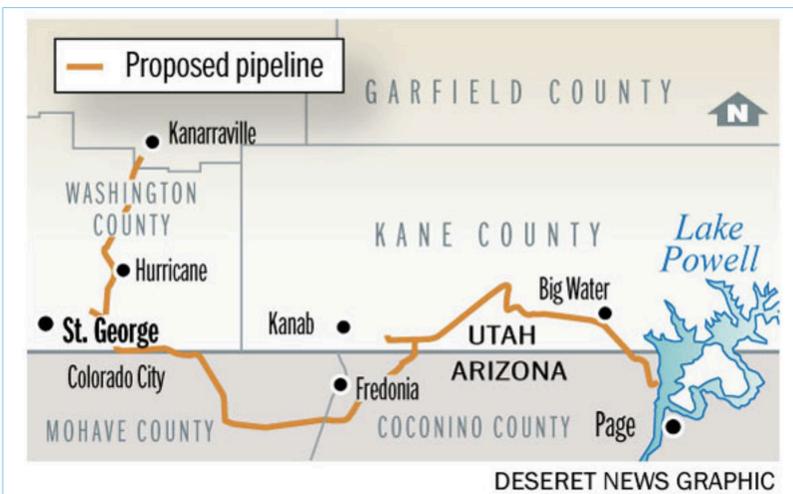
# Risk Portrayal of the Proposed Lake Powell Water Pipeline in the News Media

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## Objectives

- Contribute to research methods for analyzing news media.
- Determine types of stakeholders given voice in water news coverage of the proposed Lake Powell water pipeline.
- Examine how perceived risks associated with the proposed Lake Powell pipeline are communicated by different types of stakeholders by assessing incidents of risk amplification (intensifying risk concerns) or attenuation (lowering risk concerns).<sup>1</sup>



<http://www.deseretnews.com/article/705284732/Lake-Powell-Pipeline-clears-another-hurdle.html?pg=all>

Figure 1. The proposed water pipeline route from Lake Powell through Kane and Washington counties.

<sup>1</sup> Adapted from Kasperson, R.E., Ortwin, R., Slovic, P., Brown, H.S., Emel, J., Goble, R., Kasperson J.X., Ratick, S. (1988). The Social Amplification of Risk: A Conceptual Framework. *Risk Analysis*, 8 (2)177-187.

## Methodology

- Pull articles from 2012 and 2013 in The Salt Lake Tribune regarding the proposed Lake Powell pipeline in which stakeholders are paraphrased or quoted.
- Code articles in an excel spreadsheet according to stakeholder type, risk amplification, attenuation, or mixed portrayal of risk.
- Analyze data to quantify stakeholder voice and risk amplification/attenuation.



[http://historytogo.utah.gov/salt\\_lake\\_tribune/](http://historytogo.utah.gov/salt_lake_tribune/)

## Impact

- Risk communication through the news media can shape public perception of risks.
- Amplifying or attenuating risks can generate ripple effects of behavioral, social, and economic impacts.

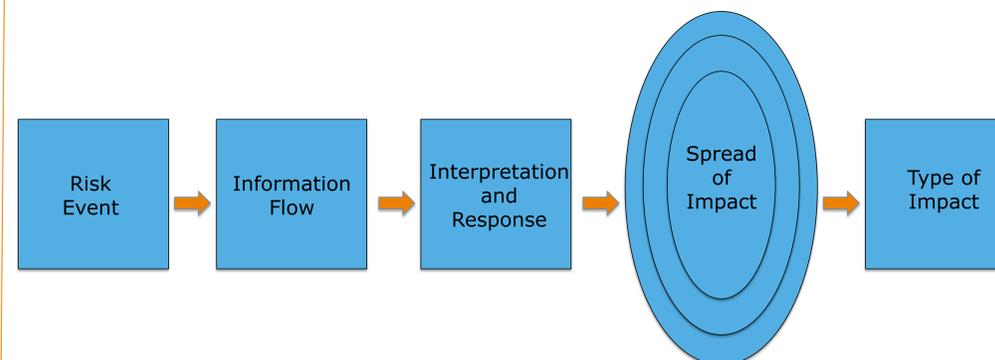


Figure 2. Flow chart of the social amplification of risk adapted from Kasperson et al. (1988).<sup>1</sup>

## Results

Table 1. Stakeholder Risk Portrayal of the Proposed Lake Powell Pipeline

Stakeholder Type <sup>a</sup>	Amplification	Attenuation	Mixed	N/A
Local Municipal/County Government	3	3	0	0
Water District	1	11	1	1
Private Business	3	0	0	2
State Government	8	10	3	3
Academic	3	0	0	0
Nonprofit/Environmental Group	26	0	0	2
State Agency	0	3	2	2
Other	1	0	0	0
<b>Total</b>	<b>45</b>	<b>27</b>	<b>6</b>	<b>10</b>

<sup>a</sup> Stakeholder types without voice in The Salt Lake Tribune articles about the proposed Lake Powell pipeline include unaffiliated individuals, private water providers, tribal organizations, federal agencies, and the federal government.

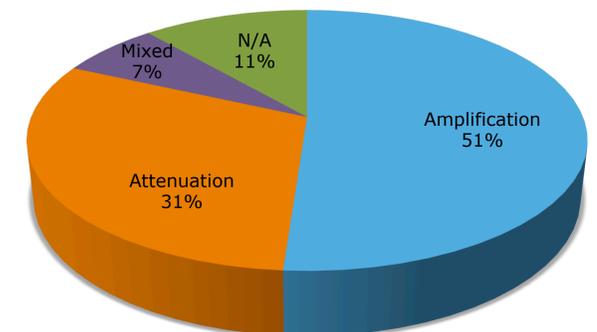


Figure 3. Proportions of amplification and attenuation of risks associated with the proposed Lake Powell pipeline.

- Overall, risk portrayal of the pipeline was more amplified than attenuated by stakeholders.
- Nonprofit and environmental groups had the biggest voice in pipeline risk amplification.
- Water districts had the biggest voice in attenuating risks linked to the proposed pipeline.

