

# Report

## Children Rights and Mega Sporting Events in 2014

Media Monitoring within the framework  
of Children Win

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All remaining shortcomings are the sole responsibility of the authors.

## 1 Summary

Public awareness of the impact of Mega Sporting Events on children rights is a recent phenomenon and it shows considerable variation between countries. This research was conducted in order to collect evidence and increase awareness on direct and indirect effects of MSEs to mitigate risks and enhance opportunities for children. It outlines differences between 12 countries (Brazil, France, Germany, India, Italy, the Netherlands, Russia, South Africa, Spain, Switzerland, the United States and the United Kingdom), and examines how media covered the Mega Sporting Events (MSEs) and their impact on human rights and particular on children rights.

Media resources from the 1<sup>st</sup> of January to the 31<sup>st</sup> of December 2014 were scrutinized and peaks as well as lows in media attention were identified and related to three MSEs: the Sochi 2014 Olympic Games, the 2014 FIFA World Cup Brazil (TM) and the Glasgow 2014 Commonwealth Games. These events were selected in accordance with the aims of the project Children Win and with a view to size and international attention. In an exploratory fashion, articles from 24 different sources in these twelve countries were counted and scanned, aiming at a quantitative and qualitative summary of print and online reporting in 2014.

For the quantitative analysis, a total of 2836 results were obtained. 96% of results were detected in the first seven months of the year. Overall, the Glasgow 2014 Commonwealth Games' represented only 4% of all results, while the Sochi 2014 Olympic Games accounted for 32% and the 2014 FIFA World Cup Brazil (TM) 64%. Based on initial findings, media awareness of human rights issues surrounding MSEs in each country is tentatively classified as high in UK, USA, Brazil and NL, nascent in Germany, Spain, France, Switzerland or minimal in Italy, India, Russia. In the countries with a high awareness, indirect threats are widely reported and in-depth accounts of mechanisms directly violating children rights, such as poverty or sexual exploitation, are not rare. This leads to the conclusion that the opportunities for promoting children rights in these countries are much better than in countries with minimal awareness.

Overall, this study can direct orientations for further research and potential guidance for advocacy activities. The results suggest that certain countries could benefit from more advocacy and awareness campaigns surrounding the issue of children rights and MSEs. A campaign in Russia, with its lack of press freedom, may be ineffectual, targeting Italy,

Spain, India or South Africa could be more effective here. Meaning, that the pattern of resulting differences can be related to enabling and limiting factors like freedom of the press, economic development, general media attention for the MSE. In the countries with a high awareness (UK, USA, Brazil and NL), a well developed and specialised audience of journalists will be receptive to very detailed and advanced information, whereas in countries of minimal awareness such as India, Italy or Russia may be more need for basic information.

There is also a timing pattern of public awareness almost independent of the general level of awareness. Media coverage increases over two to five months before the MSE and peaks immediately before or at the very day of the opening ceremonies. Afterwards media coverage on human rights and children rights issues is very low.

For the qualitative part of the survey, a set of 64 articles were identified and sorted according to timing, positive or negative impact, directness, depth and the type of factors mentioned. In the timing dimension, the pattern from the quantitative section is repeated with a slight shift to earlier reporting. Reporting before the event in the sample is mostly about negative impacts and shows the highest incidence of in-depth analysis and direct effects for children. Results show that one third of the identified articles cover issues that directly affected the well-being of children. The topics of sexual exploitation and violence were mostly reported. Concerning the factors, economic as well as structural factors are mentioned most often and relate to the effects of poverty. In most cases, reports on sexual exploitation and child labour mention economic conditions as one of the causal factors.

To sum up, the results of this exploratory study raise a lot more questions for future research using different news outlets, different mediums or different countries would help further our understanding of how the media reports on this topic: First, it would be advisable to check the reliability of the results, preferably in the countries of high awareness and therefore presumably more stable patterns. Second, there is a need for more research, e.g. in order to compare the same country as a host and as a non-host country. This survey can provide as baseline for future comparison and it will be quite interesting to evaluate the effect against the baseline of these results. All of this is realistic in a second wave focusing on the Rio 2016 Olympic Games or with the same set of MSEs again in 2018.

## 2 Report

### 2.1 Introduction

From the attempt to use the Berlin 1936 Olympic Games for propaganda purposes, to the Munich Massacre of 1972 and the politically motivated Olympic boycotts in 1976, 1980 and 1984, Mega Sporting Events (MSEs), politics and human rights have long been intertwined. As these events have grown bigger, gained more media attention and moved to developing countries, they have also become relevant, if not focal points, for those who wish to “highlight social and environmental concerns” (Amis, 2013: 2). Human rights concerns related to recent and upcoming events, such as the Rio 2016 Olympic Games and 2022 FIFA World Cup Qatar (TM), have been gaining increased “media and campaigning attention” (ibid. 29-31). Beyond drawing attention to existing issues, MSEs also have the potential to generate further human rights violations. For example, according to some estimates, as many as 1.5 million people were displaced for the Beijing 2008 Olympic Games (Amis, 2013). Reports of “abused and exploited migrant workers” being used to build new stadiums and facilities are numerous (Worden, 2015). The more specific issue of children rights has come into focus as “there are significant risks to children around major sporting events” (Brackenridge et al., 2013: 7). In 2012, UNICEF published its first International Standards for Safeguarding and Protecting Children in Sport and in March 2014, the 25th Session of the UN Human Rights Council discussed the issue of child sexual exploitation during MSEs (United Nations OHCHR, 2014).

Despite the evident human rights risks posed by MSEs and the increasing attention on the topic, there appears to be little systematic data collection on the extent to which the media reports on children rights in relation to MSEs. The objective of this report is therefore to provide an initial, exploratory quantitative and qualitative summary of media coverage in 2014 from twelve different countries (see Table 2, p. 6) and to answer the following research questions:

- Is there reporting on human rights and children rights in particular in the context of MSEs?
- If yes, which distribution over time and countries and which narratives are represented in the media?
- And finally, why does reporting on children rights show the identified patterns?

This report reflects the findings and can serve as a baseline study for a second survey, which is planned end of 2016 in order to analyse (possible) changes over time of media reports on children rights related to MSEs.

## 2.2 Framework

Research was conducted as a contribution to Children Win<sup>1</sup>, a project launched by Terre des Hommes International (TDHI) in order to collect evidence and increase awareness on direct and indirect effects of MSEs to mitigate risks and enhance opportunities for children. A child defined by the United Nations is anyone below the age of 18. The aim is to sensitize about the risks for children before, during and after MSEs, especially but not exclusively amongst the core decision makers within the IOC, FIFA and the Commonwealth Games Federation. The long-term goal is to include respective criteria into the bidding process and contracts with countries or cities hosting future events.

**Table 1: Host countries 2016-2022<sup>2</sup>**

Year	Olympic Games	FIFA World Cup (TM)	Commonwealth Games
2016	Rio de Janeiro, Brazil	-	-
2018	Pyeongchang, South Korea	Russia	Gold Coast, Australia
2020	Tokyo, Japan	-	-
2022	Almaty, Kazakhstan or Beijing, China	Qatar	Durban, South Africa

This context led the country selection of this survey insofar as it concentrates on MSE host countries and countries planning to host MSEs in the next years on the one hand (see table 1), and countries with a high chance of campaigning for increasing awareness within the project on the other hand. The inclusion of print and online resources reflects changing media consumption patterns as well as the strategy of Children Win.

## 2.3 Methodology

Media resources from the 1<sup>st</sup> of January to the 31<sup>st</sup> of December 2014 were scrutinized and peaks as well as lows in media attention were identified and related to three MSEs - the Sochi 2014 Olympic Games (7<sup>th</sup> to 23<sup>rd</sup> of February 2014), the 2014 FIFA World Cup Brazil (TM) (12<sup>th</sup> of June to 13<sup>th</sup> of July 2014) and the Glasgow 2014 Commonwealth Games (23<sup>rd</sup> of July to 3<sup>rd</sup> of August 2014). These events were selected in accordance

<sup>1</sup> Children Win is funded and supported by the Oak Foundation. Further information is available under [www.childrenwin.org](http://www.childrenwin.org)

<sup>2</sup> The bidding process for the Olympic Games and the Commonwealth Games in 2022 is not yet completed.

with the aims of the project Children Win and with a view to size and international attention. Beyond a mere count of articles, patterns over time in relation to the events, particularly popular topics and patterns in country comparison could be identified (Rössler, 2010). Qualitatively and relying on the typology developed in Brackenridge et al. (2013) the attitudes and narratives predominant in the texts were grouped.

Articles were gathered from 12 web-based news outlets and the online archives of 12 traditional print publications (see table 2). The selection of online and print media was designed to optimize two major concerns given the limited time and resources: representation of the mainstream of media consumption and as many results as possible. This led to a sample of leading quality dailies<sup>3</sup> in print and the most popular news sites online<sup>4</sup>.

**Table 2: Case selection**

Country	Print	Online
United Kingdom	The Guardian	BBConline
USA	New York Times	Huffington Post
Germany	FAZ	Spiegel Online
France	Le Monde	20minutes.fr
Spain	El Pais	Elmundo.es
Switzerland	NZZ	20min.ch
Brazil	O Globo	terra.com.br
Netherlands	De Volkskrant	elsevier.nl
South Africa	Mail & Guardian	timeslive.co.za
Russia	Isvestia	aif.ru /argumenty i fakty
India	The Times of India	indiatoday.intoday.in
Italy	la Repubblica	Tgcom.it

<sup>3</sup> The selection of newspapers has a left liberal bias in some countries (e.g. UK, USA), which can be considered helpful for the topic. In other countries (e.g. Germany) the reputation for back-ground analysis of the sport sector led the decision.

<sup>4</sup> For the US, the UK, Germany, France, Spain, Italy and Brazil this decision could be based on Newman and Levy (2014), the other five online news sites were identified by local expert advice and a check of reported online traffic.

Using either a website's in-built search function or Google Advanced Search, month-by-month searches for 2014 were completed using 14 different terms and three different events – for a total of 42 unique combinations. Results were then scanned and counted. An article was counted if: all words used in the search term were present, the article was a relevant reflection<sup>5</sup> of the intent of the search, and the content of the article was primarily textual. Multimedia results, such as video or audio, were excluded for consistency. If an article was found with multiple search terms, it was counted each time. This allows for a proper evaluation of the relative weight of the narrative or mechanism represented by the search term. It often generates multiple counts of articles whenever we add search results of several search terms. This allows for a comparison between the aggregated search results, whenever the level of aggregation is the same. A list of possible search terms was generated according to the mechanisms impacting on children identified in Brackenridge et al. (2013) and their most common representation in journalism as distinct from scientific or political prose (see table 3).

**Table 3: Google Pre-Search results**

Rank	Search term	Total results
1	Police	289,100,000
2	Housing	92,510,000
3	Violence	92,250,000
4	Human rights	76,020,000
5	Children rights	65,210,000
6	Street children	60,360,000
7	Sex worker	55,500,000
8	Child abuse	54,022,000
9	Poverty	34,213,000
10	Homeless	30,920,000
11	Homeless children	26,905,000
12	Child labor	21,233,000
13	Eviction	5,299,000
14	Child poverty	4,410,000
15	Sexual exploitation	2,778,000
16	Exploitation	2,060,000
17	Human trafficking	1,611,000
18	Displacement	986,700
19	Repression	941,000
20	Child exploitation	475,000

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<sup>5</sup> For example, an article about child abuse near Olympic Park in London was omitted. Though it may hold all relevant key words, the article does not relate to the topic of how MSEs impact children or human rights.



Brought to use were the terms with the highest number of hits in a generic Google search<sup>6</sup>, when combined with one of the three MSEs. Pre-Tests with the search terms 'Sex worker', 'Child abuse', 'Sexual exploitation' and 'Child exploitation' showed that reporting on the concept of sexual exploitation was captured more fully by the first two terms. Excluding all articles containing 'sex worker' or 'child abuse' from the search results yielded with 'sexual exploitation' leaves only very little.

The final set of search terms allows for a variety of mechanisms and for a comparison of the general reporting on the whole population and the explicit reporting on children: e.g. 'Poverty' vs. 'Child poverty'. The set of search terms and the three MSEs were translated to French, German, Portuguese, Russian, Italian, Spanish and Dutch.

In a second step, using two to three examples from each source, a qualitative analysis of selected articles was conducted. Based on mechanisms presented by Brackenridge et al. (2013), articles were sorted according to time, impact, directness, depth and risk factors.

The time dimension illustrates whether the issues described in the article took place before, during or after the event in question. The impact dimension describes whether the events described had either a positive, neutral or negative impact on children. The directness dimension identifies if the effects on children were direct or indirect. In other words, it describes if children were impacted in an immediate way by the MSE in question instead by a related diversion of resources or disturbance in their environment. The depth dimension evaluates whether or not an article provides an in-depth analysis of the issue it covers. More specifically, it describes if an article simply makes statements or if it explains some of the broader context, causes and consequences. Finally, the factors dimension uses Mbecke's (2010) classification – economic, social, cultural, environmental and structural - to determine which risk factor is involved.

## 2.4 Limitations

Although pretesting as well as careful selection and translation were used to minimize bias and distortions, the analysis is affected by the existing limitations of explorative studies. The results, while coming from a broad range of countries and sources, do not represent a complete picture of the media's coverage of children's issues around MSEs. The following concrete aspects can be seen as limitations of the study:

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<sup>6</sup> Given that the search terms often yielded similar articles and that search engines automatically compensate for different spellings or related words (e.g. a search for 'labor' also generates results with 'labour' and 'children' also generates results for 'children's' or 'child'), only the top 14 terms were used in the final search.

Country selection: Many countries and some regions were excluded. For example, Asia, aside from India, the Middle East and Oceania are not represented. In multi-lingual countries research was limited to only one language<sup>7</sup>.

Media selection: Popular or widely respected outlets from the selected countries were not included. Multimedia sources were also excluded for consistency. Television, radio and other types of internet sources were not taken into account.

Search term selection: It is possible that different or more search terms could have yielded different results, so the results obtained are not necessarily a complete representation of all of the related content.

Language issues: Search terms that were translated from English to another language may suffer from equivalence of meaning issues. Though some items were searched using multiple different wordings, it is possible that not all potential translations were taken into account. A similar problem arose in the qualitative interpretation of articles in different languages by different people. The language barrier can lead to inconsistencies.

Article selection: The qualitative analysis was based on articles collected with the defined set of search terms. This is an intendedly biased selection and therefore the relative incidence of reports with negative impacts on children cannot be interpreted as representative for all reporting on MSEs and their effect on children. The relative incidence can only be interpreted in a comparative way between countries, time-periods or other sub-segments of the same corpus.

Censoring and time-frame: In an analysis of one year of media reporting data is necessarily left and right censored. As the actual events under scrutiny happen within the year and reporting drops after the event, right censoring does not pose a problem. Left censored data jeopardizes comparability between the MSEs, because the examined period before the event differs between the MSEs.

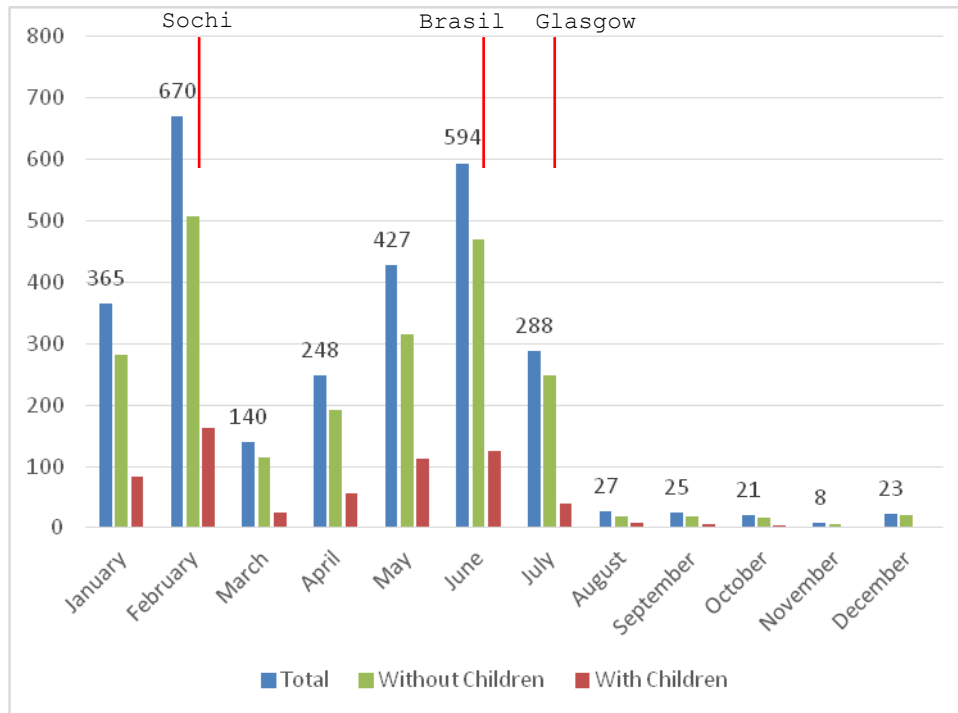
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<sup>7</sup> This might exclude larger parts of public discourse in Switzerland (only German), India (only English) and South Africa (only English).

## 2.5 Quantitative Results

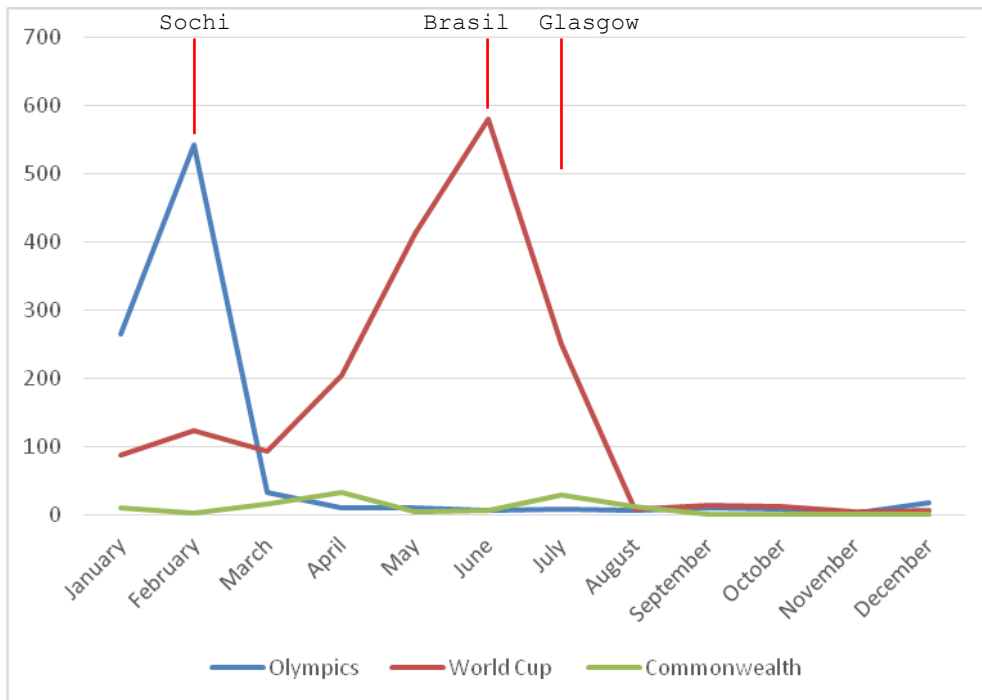
In 2014, a total of 2836 results were obtained. Of those results, 624 (22%) were found using search terms with the words 'child' or 'children'.

**Figure 1: Articles by month in 2014**



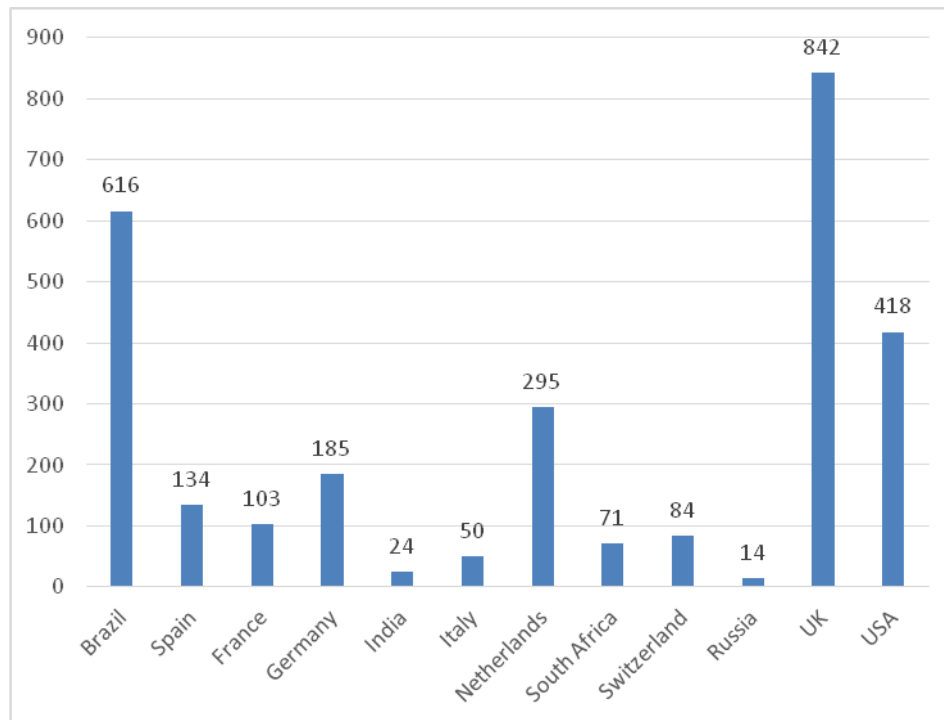
Results were higher in the first seven months of the year, where 96.33% of results were found (see figure 1). From August onwards, results drop significantly. In that period, only 3.67% of results were generated. Our qualitative assessment also reflects a similar trend, as 89.06% of selected articles were before or during the related MSE. Overall, the Glasgow 2014 Commonwealth Games' results represented only 4.06% of all results, while the Sochi 2014 Olympic Games accounted for 32.51% and the 2014 FIFA World Cup Brazil (TM) 63.43% (see figure 2). The results for the Olympic Games almost inevitably suffer from the shorter time period before the event within our analysis.

**Figure 2: Articles per month by event in 2014**



Sources from the United Kingdom produce the most results, accounting for 29.69% of all results (see figure 3). Brazil, the hosts of the 2014 FIFA World Cup Brazil (TM), ranks second, accounting for 21.72% of results. The United States and the Netherlands follow, with 14.74% and 10.40% respectively. No other country surpassed 7%. Russian sources produce the least results, accounting for only 0.49%. Countries that are categorised as Developing Countries by the United Nations (2011) — Brazil, India, Russia and South Africa — account for about a quarter of results, but when Brazil is excluded, that number drops to only 3.84%. The other countries, who all fall within the Developed Regions category, account for the other 75%. Together, the United States and the United Kingdom make up the bulk of that, accounting 44.43% of results. Almost a third of the results from the UK and the USA were found using search terms featuring the words ‘child’ or ‘children’. Conversely, Italian and German sources yielded less than 3% of their results using those terms. Results are fairly evenly split between web-only sources and print sources, representing 47.78% and 52.22% of results, respectively.

**Figure 3: Total articles by country**



‘Child abuse’ and ‘Sex worker’ as search terms associated with sexual exploitation result in a similar distribution (see table 4): Brazil, UK, USA and the Netherlands show many results, Russia, Italy and India no results and the weak middle group consists of South Africa, Spain, Switzerland, Germany and France.

**Table 4: Reports on sexual exploitation by country**

Country	Child abuse	Sex worker	Sum
Brazil	82	38	120
UK	41	36	77
USA	16	16	32
Netherlands	17	11	28
South Africa	3	4	7
Spain	3	4	7
Switzerland	3	3	6
Germany	0	2	2
France	1	1	2
India	0	1	1
Italy	0	0	0
Russia	0	0	0

## 2.6 Qualitative Results

A set of 64 articles (see Annex 1) were identified as most relevant for this research. This means the articles contain most of the search terms and are evenly distributed over the selected 24 media sources. They were analysed qualitatively and sorted according to timing, positive or negative impact, directness, depth and the type of factors mentioned.

70% of the articles are from “Developed Countries” while the other 30% came from “Developing Countries” (as defined by UN, see p.11). The MSE with the highest coverage (64%) in the sample is the 2014 FIFA World Cup Brazil (TM), followed by the Sochi 2014 Olympic Games (28%) and the Glasgow 2014 Commonwealth Games (8%).

In the timing dimension, the pattern from the quantitative section is repeated with a slight shift to earlier reporting: 32 articles (50%) were published before the event, 25 (39%) during and only 7 (11%) after the MSE. Reporting before the event in the sample is mostly about negative impacts (only 16% neutral or positive) and shows the highest incidence of in-depth analysis (41%) and direct effects for children (34%). Reporting during the event is slightly less negative (24% neutral or positive), slightly less in-depth (32%) and also less about direct effects for children (28%). After the MSE reporting is mostly neutral or positive (57%) and only one article (14%) shows either direct effects on children or in-depth analysis. There is no clear country or factor specific pattern in the timing of the reporting.

The directness dimension describes if children were impacted in an immediate way by the MSE in question instead by a related diversion of resources or disturbance in their environment. 19 articles (30%) covered issues that directly affected the well-being of children. The topics of sexual exploitation and violence were mostly reported. In our sample, the countries whose publications directly addressed children rights issues were South Africa (4)<sup>8</sup>, the United States (3), Brazil (3), Germany (3), Switzerland (2), Spain (1), Italy (1), the Netherlands (1) and the United Kingdom (1). It should also be noted that the percentage of articles directly relating to children here is slightly higher than in the quantitative analysis. As we selected the most relevant articles this increase is plausible. The resulting distribution by country does not entirely follow the pattern of general awareness developed below.

The depth dimension describes if an article simply makes statements or if it explains the broader context, causes and consequences. 22 articles (34%) addressed their topic in-

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<sup>8</sup> In this case, three of the articles were from syndicated foreign press services.

depth. The topics of sexual exploitation, child exploitation and gay rights are addressed in these articles. In the sample, the countries whose publications had in-depth analyses were Brazil (4), Spain (4), Germany (3), Switzerland (3), the United Kingdom (2), India (1), the Netherlands (1), South Africa (1)<sup>9</sup> and the United States (2). The focus of these articles was in most cases the 2014 FIFA World Cup Brazil (TM) (82%) and in only one case the Glasgow 2014 Commonwealth Games (5%).

In the factors dimension, the aim was to identify economic, social, cultural, environmental or structural risk factors in the narratives represented by the articles in the sample. The selected articles dealt mainly with either structural or economic factors, less with environmental, cultural or social factors.

Social factors were present in 11% of the articles<sup>10</sup>. They involve the physical and emotional relationship of children with their parents, caregivers or the Governmental social system. In the 'surface' and 'indirect' category it can be illustrated by the following quote:

"Police had arrived at her home with a warrant to seize her computer and phone. [...] , police are using a new law a new law aimed at organised crime to hold and question individuals." (Mail and Guardian, 15<sup>th</sup> of June 2014)

Cultural factors were present in 6% of the articles. They involve cultural influences and the clash of different cultural orientations. In the category 'depth' two narratives came up. The first is the cultural understanding of the female body as sexualized:

"Sexualised images of women have been used for decades, reeling in visitors to Brazil with its sex tourism reputation and the lure of the Girl from Ipanema." (Mail and Guardian, 3<sup>rd</sup> of March 2014)

The second is the culturally coded concept of working age, illustrated by the following quote:

"Zwar hat die Regierung in Brasilien in der Vergangenheit Maßnahmen getroffen, um die Kinderarbeit zurückzudrängen, mit Gesetzesänderungen und Programmen zur Armutsbekämpfung. Verhindern könnten sie die Ausbeutung von Kindern jedoch nicht - sei es in der Landwirtschaft, im Haushalt oder auch in kriminellen Gangs." (SpiegelOnline, 11<sup>th</sup> of June 2014)

Environmental factors were present in 9% of the articles. They affect the physical environment of children and their caregivers and were only found in the 'surface' and 'indirect' categories of the sample. An illustration of this in the context of the Sochi Olympic Games is the following quote:

"Being cut off from the main road is not the only indignity faced by Akhshtyr's 200 or so residents since Russia decided to spend as much as \$8 billion on a wildly ambitious plan to

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<sup>9</sup> In the case of India and South Africa, the articles were both syndicated from British newspapers.

<sup>10</sup> Two factors were attributed in six cases. The indicated percentage therefore does not add to 100%.

turn a sleepy Caucasian road into a major transportation corridor for its grand Olympic project.” (New York Times, 9<sup>th</sup> of February 2014)

Structural factors account for 44% of the articles. They report the failure to apply basic norms and laws to protect basic needs of children and indirectly the caregivers or support structures. An illustration for a ‘direct’ and ‘in-depth’ report on structural factors is represented by the narrative on violence and illegal treatment of street children as in the following quote:

„Während der Fussball-WM will sich Brasilien der Welt von der besten Seite zeigen. Deshalb werden Strassenkinder jetzt scharenweise weggesperrt.“ (20min.ch, 14<sup>th</sup> of May 2014)

Another example, here focusing on victims of armed forces in Brazilian favelas is the following quote:

„Immer wieder kommen Unbeteiligte ums Leben, manche werden auf der Straße getroffen, manche in ihren Wohnhäusern, bei der Arbeit, im Auto. Auch in den vermeintlich sicheren Stadtvierteln Rios gab es immer wieder Opfer durch Querschläger.“ (Spiegel Online, 27<sup>th</sup> of June 2014)

The following quote illustrates a positive impact in the category structural factors:

“The country has a code of conduct for taxi drivers and hotel receptionists, part of a bid to crack down on child prostitution in the places where it is most visible. Officials are also plastering public spaces with awareness-raising messages.” (Times Live, 12<sup>th</sup> of June 2014)

Economic factors were found in 45% of the articles. They report on economic conditions contributing to a threat on children rights, including effects of poverty and reactions to poverty. In most cases, reports on sexual exploitation and child labour mention economic conditions as one of the causal factors in the category ‘direct’ and ‘in-depth’:

““These girls come from extreme poverty, a culture of social exclusion and a tradition of profound disrespect for women,” Antonia Lima Sousa, state prosecutor, told CNN about the underage prostitutes. Desperate girls, as young as 10 years old, with nowhere to turn see the World Cup as an auspicious money-making opportunity because of the influx of men to the area.” (Huffington Post, 12<sup>th</sup> of June 2014)

Economic causation ‘indirectly’ affecting children is present in reports on housing and development policies surrounding MSEs. The following quote on the housing after the Glasgow 2014 Commonwealth Games illustrates this:

“Very few of the new homes and those in the athletes' village will be affordable for the people who once lived here. There's a reason why, like London and Manchester before it, that land in the poorer areas was targeted, and it wasn't primarily to help the local communities.” (Guardian, 20<sup>th</sup> of July 2014)

It becomes clear that the selected articles as a whole represent very detailed and rich narratives of human rights and children rights issues around MSEs. Nevertheless, many readers receive only very limited information on the topic as the more direct, in-depth articles with a variety of factors are concentrated in a few countries.



## 2.7 Discussion

Results were significantly higher in the first seven months of the year. This is likely due to the combination of protests in Brazil, the Sochi 2014 Olympic Games and the 2014 FIFA World Cup Brazil (TM) taking place in that time frame. It seems to be a general pattern that attention for human rights and children rights issues increases and peaks directly before MSEs, drops during the events and vanishes afterwards. This trend may suggest a concentration on these few relevant months or that more work needs to be done to ensure that coverage and scrutiny of these events continue in the months — and even years — after they take place. Furthermore, though the Glasgow 2014 Commonwealth Games took place in August 2014, they represent only a minimal amount of total media coverage and are barely present in coverage outside the United Kingdom. This lack of coverage may suggest many things: It may simply indicate that there is less global interest in the Commonwealth Games, which is the smallest of the three analyzed events. It may also imply that Scotland faced less children or human rights issues than the two other hosts. Or, the lack of coverage could suggest that Scotland, due to an arguably superior reputation, escaped some of the scrutiny that Russia and Brazil faced.

It also appears that hosting an event might lead to increased coverage of MSEs in relation to children and human rights. The United Kingdom and Brazil, both hosts in 2014, provided the most results, combining for 51.41% of all results. In addition, the United Kingdom contributed 94.1% of all Glasgow 2014 Commonwealth Games-related results. Russia is the exception to this conclusion, having conversely provided the fewest results. This is likely due to its extremely harsh restrictions on free press. In its yearly index, Reporters Without Borders (2013) ranked Russia at 148<sup>th</sup> for freedom of the press (see table 5). The latter interpretation is supported by the media coverage in India, a country ranking only slightly better (140<sup>th</sup>). Brazil, on the other hand, seems to be unaffected by its 108<sup>th</sup> rank.

**Table 5: Countries ranked by press freedom index (2013)**

Rank	Country	Score
2	Netherlands	6,48
14	Switzerland	9,94
17	Germany	10,24
29	United Kingdom	16,89
32	United States	18,22

36	Spain	20,50
37	France	21,60
52	South Africa	24,56
57	Italy	26,11
108	Brazil	32,75
140	India	41,22
148	Russia	43,42

Besides the United Kingdom, the Netherlands is the most reporting European country and contribute 10.4% of results. As the second smallest country analyzed, it is surprising that they contributed such an important share.

The results suggest that certain countries could benefit from more advocacy and awareness campaigns surrounding the issue of children rights and MSEs. Though a campaign in Russia, with its aforementioned lack of press freedom, may be ineffectual, targeting Italy, Spain, India or South Africa — each of which provided less than 3% of results — could be effective.

Taking the quantitative and qualitative results together, we can tentatively group the countries under scrutiny into three clusters:

**High awareness:** In the UK, the USA, Brazil and the Netherlands reporting on MSE-related effects on children rights is already well developed. General and indirect threats are widely reported and in-depth accounts of mechanisms directly violating children rights, such as poverty or sexual exploitation, are not rare.

**Nascent awareness:** Germany, Spain, France as well as Switzerland and South Africa fall well behind the first group, but there is a relevant amount of reporting. Public attention for directly child-related topics is significantly more developed in France and South Africa.

**Minimal awareness:** Presumably for a variety of reasons, Italy, India and Russia show very few articles in the field of children rights and MSEs. Our qualitative material consisted almost entirely of rather tangential and indirect treatments of the field.

## 2.8 Conclusions

To sum up the core results, there is a timing pattern of public awareness almost independent of the general level of awareness. Media coverage increases over two to five months before the MSE and peaks immediately before or at the very day of the opening ceremonies. Afterwards media coverage on human rights and children rights issues is very low.

There seems to be a positive effect in host countries mainly driven by Brazil and a negative effect of infringements to the freedom of the press mainly driven by Russia. It is obvious that media coverage on human rights and children rights is very low, wherever the MSE in question does not command enough attention. The Glasgow 2014 Commonwealth Games can only be understood as a relevant MSE in the Commonwealth Countries. A similar argument applies to media coverage of the Sochi 2014 Olympic Games: Public interest in Olympic Winter Games tends to be limited in countries without a tradition in winter sports. In other words, the socio-cultural significance of MSEs is a precondition for media attention and reporting of human rights and children rights issues in the context of MSEs.

The countries fall into three groups with similar awareness patterns: high awareness, nascent awareness and minimal awareness. It is plausible to think that these groups are characterised by different opportunity structures for promoting children rights: A well developed and specialised audience of journalists will be receptive to very detailed and advanced information, whereas in countries of minimal awareness there may be more need for basic information.

This exploratory study raises quite a lot more questions for future research using different news outlets, different mediums or different countries would help further our understanding of how the media reports on this topic:

- First, it would be advisable to check the reliability of the results, preferably in the countries of high awareness and therefore presumably more stable patterns.
- Second, there is a need for more research, e.g. in order to compare the same country as a host and as a non-host country.

With ongoing projects aiming at more awareness and better reporting, it can be highly interesting to evaluate the effect against the baseline of these results. All of this is realistic in a second wave focusing on the Rio 2016 Olympic Games and with the same set of MSEs as in 2014 again in 2018.

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The **Terre des Hommes** International Federation is a network of 10 national organizations working for the rights of children and to promote equitable development without racial, religious, political, cultural or gender-based discrimination. To this end, TDH supports and implements 840 development and humanitarian aid projects in 68 countries designed to improve the living conditions of disadvantaged children, of their families and communities. The Convention on the Rights of the Child is the conceptual framework guiding the activities of TDH.

Terre des Hommes launched the **Children Win** campaign in February 2014 to ensure that leading sports bodies mitigate risks and enhance opportunities of Mega Sporting Events on children, both direct and indirect. Children Win is supported by the Oak Foundation. Children Win presents views and opinions of children linked to Mega Sporting Events: FIFA World Cup™ 2010 in South Africa and FIFA World Cup™ 2014 and Olympic Rio 2016 in Brazil. The Children Win campaign encourages leaders of the sport bodies, industry, business, media, and the broad public to meet these children on [www.childrenwin.org](http://www.childrenwin.org).



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## 4 Annex: Media sources and qualitative analysis

Source	Source Type	Country	Date	Event	Period	Impact	Directness	Content	Factor	URL
20 Minutes	Online	France	05. Feb 14	Olympics	During MSE	Negative	Indirect	Surface	Structural	<a href="http://www.20minutes.fr/monde/1290686-20140205-20140205-jo-sotchi-manifestations-monde-entier-contre-loi-russe-anti-gay">http://www.20minutes.fr/monde/1290686-20140205-20140205-jo-sotchi-manifestations-monde-entier-contre-loi-russe-anti-gay</a>
20 Minutes	Online	France	19. Feb 14	Olympics	During MSE	Negative	Indirect	Surface	Structural	<a href="http://www.20minutes.fr/monde/1303786-20140219-20140219-russie-pussy-riot-molestees-a-sotchi">http://www.20minutes.fr/monde/1303786-20140219-20140219-russie-pussy-riot-molestees-a-sotchi</a>
20 Minutes	Online	France	23. Mai 14	World Cup	Before MSE	Negative	Indirect	Surface	Economic	<a href="http://www.20minutes.fr/sport/1383325-20140523-coupe-monde-milliers-abri-manifestent-sao-paulo">http://www.20minutes.fr/sport/1383325-20140523-coupe-monde-milliers-abri-manifestent-sao-paulo</a>
Le Monde	Print	France	29. Sep 14	Olympics	After MSE	Positive	Indirect	Surface	Structural	<a href="http://www.lemonde.fr/sport/article/2014/09/25/le-cio-inscrit-la-non-discrimination-dans-le-contrat-des-voies-hotes-des-jeux_4494571_3242.html#mji5YvxOPK415KPO.99">http://www.lemonde.fr/sport/article/2014/09/25/le-cio-inscrit-la-non-discrimination-dans-le-contrat-des-voies-hotes-des-jeux_4494571_3242.html#mji5YvxOPK415KPO.99</a>
Le Monde	Print	France	13. Jul 14	World Cup	During MSE	Negative	Indirect	Surface	Structural	<a href="http://bresil2014.blog.lemonde.fr/2014/07/13/rio-et-porto-alegre-arrestation-de-19-activistes-a-quelques-heures-de-la-finale/">http://bresil2014.blog.lemonde.fr/2014/07/13/rio-et-porto-alegre-arrestation-de-19-activistes-a-quelques-heures-de-la-finale/</a>
Le Monde	Print	France	30. Apr 14	World Cup	Before MSE	Negative	Indirect	Surface	Economic	<a href="http://www.lemonde.fr/ameriques/article/2014/04/30/bresil-des-affrontements-entre-un-millier-de-sans-abri-et-la-police-a-sao-paulo_4409409_3222.html">http://www.lemonde.fr/ameriques/article/2014/04/30/bresil-des-affrontements-entre-un-millier-de-sans-abri-et-la-police-a-sao-paulo_4409409_3222.html</a>
IndiaToday	Online	India	20. Feb 14	Olympics	During MSE	Negative	Indirect	Surface	Structural	<a href="http://indiatoday.intoday.in/story/pussy-riot-sochi-olympics-cossack-valdimir-putin/1/344604.html">http://indiatoday.intoday.in/story/pussy-riot-sochi-olympics-cossack-valdimir-putin/1/344604.html</a>
IndiaToday	Online	India	13. Jul 14	World Cup	During MSE	Neutral	Indirect	Surface	Social	<a href="http://indiatoday.intoday.in/story/brazils-campaign-ends-but-protests-fizzle-amid-roots-of-anger/1/371107.html">http://indiatoday.intoday.in/story/brazils-campaign-ends-but-protests-fizzle-amid-roots-of-anger/1/371107.html</a>
Times of India	Print	India	27. Jun 14	World Cup	During MSE	Neutral	Indirect	Surface	Economic	<a href="http://timesofindia.indiatimes.com/sports/football/world-cup-2014/top-stories/Fifa-World-Cup-2014-World-Cup-boosts-Brazil-economy-but-what-comes-next/articleshow/37304460.cms?">http://timesofindia.indiatimes.com/sports/football/world-cup-2014/top-stories/Fifa-World-Cup-2014-World-Cup-boosts-Brazil-economy-but-what-comes-next/articleshow/37304460.cms?</a>

Times of India	Print	India	02. Jun 14	World Cup	Before MSE	Neutral	Indirect	Depth	Economic	<a href="http://timesofindia.indiatimes.com/world/rest-of-world/Brazils-sex-trade-How-the-countrys-one-million-prostitutes-are-preparing-for-the-World-Cup/articleshow/35946723.cms">http://timesofindia.indiatimes.com/world/rest-of-world/Brazils-sex-trade-How-the-countrys-one-million-prostitutes-are-preparing-for-the-World-Cup/articleshow/35946723.cms</a>
Times Live	Online	South Africa	05. Feb 14	Olympics	During MSE	Negative	Direct	Surface	Structural	<a href="http://www.timeslive.co.za/scitech/2014/02/05/website-for-gay-teens-falls-foul-of-russia-gay-propaganda-ban">http://www.timeslive.co.za/scitech/2014/02/05/website-for-gay-teens-falls-foul-of-russia-gay-propaganda-ban</a>
Times Live	Online	South Africa	22. Jul 14	Commonwealth Games	Before MSE	Positive	Direct	Surface	Economic	<a href="http://www.timeslive.co.za/sport/other/2014/07/22/glasgow-games-ceremony-to-be-unicef-fundraiser">http://www.timeslive.co.za/sport/other/2014/07/22/glasgow-games-ceremony-to-be-unicef-fundraiser</a>
Times Live	Online	South Africa	12. Jun 14	World Cup	During MSE	Positive	Direct	Surface	Structural	<a href="http://www.timeslive.co.za/world/2014/06/12/eu-fights-sexual-violence-against-children-at-world-cup">http://www.timeslive.co.za/world/2014/06/12/eu-fights-sexual-violence-against-children-at-world-cup</a>
Mail and Guardian	Print	South Africa	03. Mrz 14	World Cup	Before MSE	Negative	Indirect	Depth	Cultural	<a href="http://women.mg.co.za/its-no-surprise-adidas-hypersexualised-brazil-everyone-does-it/">http://women.mg.co.za/its-no-surprise-adidas-hypersexualised-brazil-everyone-does-it/</a>
Mail and Guardian	Print	South Africa	15. Jun 14	World Cup	During MSE	Neutral	Indirect	Surface	Social	<a href="http://mg.co.za/article/2014-06-15-anti-world-cup-activists-get-their-message-across">http://mg.co.za/article/2014-06-15-anti-world-cup-activists-get-their-message-across</a>
Mail and Guardian	Print	South Africa	24. Jan 14	Olympics	Before MSE	Negative	Direct	Surface	Structural	<a href="http://mg.co.za/article/2014-01-23-punish-paedophiles-not-gays">http://mg.co.za/article/2014-01-23-punish-paedophiles-not-gays</a>
BBC	Online	UK	04. Jul 14	World Cup	During MSE	Neutral	Direct	Surface	Cultural	<a href="http://www.bbc.com/news/uk-scotland-tayside-central-28164286">http://www.bbc.com/news/uk-scotland-tayside-central-28164286</a>
BBC	Online	UK	07. Sep 14	World Cup	After MSE	Neutral	Indirect	Surface	Economic	<a href="http://www.bbc.com/news/business-28881952">http://www.bbc.com/news/business-28881952</a>
BBC	Online	UK	26. Mrz 14	Commonwealth Games	Before MSE	Negative	Indirect	Surface	Economic	<a href="http://www.bbc.com/news/uk-scotland-glasgow-west-26740648">http://www.bbc.com/news/uk-scotland-glasgow-west-26740648</a>
The	Print	UK	17.	World	During	Neutral	Indirect	Surface	Economic	<a href="http://www.theguardian.com/commentisfree/2014/jun/17/world-">http://www.theguardian.com/commentisfree/2014/jun/17/world-</a>

Guardian			Jun 14	Cup	MSE					cup-abu-ghraib-moment-woman-bin-brazil
The Guardian	Print	UK	07. Feb 14	Olympics	During MSE	Negative	Indirect	Depth	Structural	<a href="http://www.theguardian.com/sustainable-business/sochi-winter-olympics-sponsor-companies-human-rights">http://www.theguardian.com/sustainable-business/sochi-winter-olympics-sponsor-companies-human-rights</a>
The Guardian	Print	UK	20. Jul 14	Commonwealth Games	Before MSE	Negative	Indirect	Depth	Economic	<a href="http://www.theguardian.com/uk-news/2014/jul/20/commonwealth-games-glasgow-regeneration">http://www.theguardian.com/uk-news/2014/jul/20/commonwealth-games-glasgow-regeneration</a>
Huffington Post	Online	USA	01. Mai 14	World Cup	Before MSE	Negative	Direct	Surface	Economic	<a href="http://www.huffingtonpost.com/jair-antanio-meneguelli/dont-look-away-help-to-st_b_5242850.html">http://www.huffingtonpost.com/jair-antanio-meneguelli/dont-look-away-help-to-st_b_5242850.html</a>
Huffington Post	Online	USA	12. Jun 14	World Cup	During MSE	Negative	Direct	Depth	Economic	<a href="http://www.huffingtonpost.com/2014/06/12/world-cup-child-prostitution_n_5474716.html">http://www.huffingtonpost.com/2014/06/12/world-cup-child-prostitution_n_5474716.html</a>
Huffington Post	Online	USA	07. Feb 14	Olympics	During MSE	Negative	Indirect	Depth	Economic	<a href="http://www.huffingtonpost.ca/craig-and-marc-kielburger/human-rights-in-sochi_b_4747464.html">http://www.huffingtonpost.ca/craig-and-marc-kielburger/human-rights-in-sochi_b_4747464.html</a>
New York Times	Print	USA	09. Feb 14	Olympics	During MSE	Negative	Indirect	Surface	Environmental	<a href="http://www.nytimes.com/2014/02/10/sports/olympics/sochi-got-the-gold-bypassed-village-got-dust.html?_r=1">http://www.nytimes.com/2014/02/10/sports/olympics/sochi-got-the-gold-bypassed-village-got-dust.html?_r=1</a>
New York Times	Print	USA	09. Feb 14	Olympics	During MSE	Negative	Indirect	Surface	Structural	<a href="http://www.nytimes.com/2014/02/07/world/europe/environmental-groups-denounce-arrests-of-ecologists-near-olympic-sites.html">http://www.nytimes.com/2014/02/07/world/europe/environmental-groups-denounce-arrests-of-ecologists-near-olympic-sites.html</a>
New York Times	Print	USA	19. Dez 14	World Cup	After MSE	Neutral	Direct	Surface	Economic	<a href="http://www.nytimes.com/aponline/2014/12/19/world/americas/ap-soc-brazil-new-stadiums.html">http://www.nytimes.com/aponline/2014/12/19/world/americas/ap-soc-brazil-new-stadiums.html</a>
TGCOM	Online	Italy	08. Jun 14	World Cup	Before MSE	Negative	Indirect	Surface	Economic	<a href="http://www.tgcom24.mediaset.it/mondo/2014/notizia/brasile-sciopera-la-polizia-federale-emergenza-sicurezza-per-i-mondiali_2043462.shtml">http://www.tgcom24.mediaset.it/mondo/2014/notizia/brasile-sciopera-la-polizia-federale-emergenza-sicurezza-per-i-mondiali_2043462.shtml</a>
TGCOM	Online	Italy	12. Jun 14	World Cup	During MSE	Negative	Indirect	Surface	Social-Economical	<a href="http://www.tgcom24.mediaset.it/mondo/2014/notizia/mondiali-caos-a-san-paolo-fifa-terrorista-in-azione-i-black-bloc-ferite-due-giornaliste_2050722.shtml">http://www.tgcom24.mediaset.it/mondo/2014/notizia/mondiali-caos-a-san-paolo-fifa-terrorista-in-azione-i-black-bloc-ferite-due-giornaliste_2050722.shtml</a>



Repubblica	Print	Italy	16. Jul 14	Commonwealth Games	Before MSE	Negative	Direct	Surface	Social-Cultural	<a href="http://quotidiano.repubblica.it/edicola/archivio/search?id=http%3A%2F%2Farchivio.repubblica.extra.kataweb.it%2Farchivio%2Frepubblica%2F2014%2F07%2F16%2F1a-battaglia-disco-zia26.html&amp;hl=&amp;query=&amp;field=nel+testo&amp;testata=repubblica">http://quotidiano.repubblica.it/edicola/archivio/search?id=http%3A%2F%2Farchivio.repubblica.extra.kataweb.it%2Farchivio%2Frepubblica%2F2014%2F07%2F16%2F1a-battaglia-disco-zia26.html&amp;hl=&amp;query=&amp;field=nel+testo&amp;testata=repubblica</a>
Repubblica	Print	Italy	17. Jan 14	Olympics	Before MSE	Neutral	Indirect	Surface	Cultural	<a href="http://quotidiano.repubblica.it/edicola/archivio/search?id=http%3A%2F%2Farchivio.repubblica.extra.kataweb.it%2Farchivio%2Frepubblica%2F2014%2F01%2F17%2Fputin-parla-ai-gay-venite-alle-olimpiadi.html&amp;hl=&amp;query=&amp;field=nel+testo&amp;testata=repubblica">http://quotidiano.repubblica.it/edicola/archivio/search?id=http%3A%2F%2Farchivio.repubblica.extra.kataweb.it%2Farchivio%2Frepubblica%2F2014%2F01%2F17%2Fputin-parla-ai-gay-venite-alle-olimpiadi.html&amp;hl=&amp;query=&amp;field=nel+testo&amp;testata=repubblica</a>
Elsevier	Online	Nederland	22. Jan 14	Olympics	Before MSE	Negative	Indirect	Surface	Structural	<a href="http://www.elsevier.nl/Buitenland/blogs/2014/1/Poetin-maakt-zich-schuldig-aan-haatpropaganda-tegen-homos-1448742W/">http://www.elsevier.nl/Buitenland/blogs/2014/1/Poetin-maakt-zich-schuldig-aan-haatpropaganda-tegen-homos-1448742W/</a>
Elsevier	Online	Nederland	13. Mai 14	World Cup	Before MSE	Neutral	Indirect	Surface	Environmental-Economic	<a href="http://www.elsevier.nl/Sport/nieuws/2014/5/Naar-Brazilië-Kijk-uit-voor-hiv-en-geef-nooit-je-paspoort-af-1521747W/">http://www.elsevier.nl/Sport/nieuws/2014/5/Naar-Brazilië-Kijk-uit-voor-hiv-en-geef-nooit-je-paspoort-af-1521747W/</a>
Volkskrant	Print	Nederland	16. Mai 14	World Cup	Before MSE	Negative	Direct	Surface	Structural	<a href="http://www.volkskrant.nl/buitenland/brazilianen-woedend-welmiljarden-naar-het-wk-voetbal-niet-naar-onderwijs~a3656147/?akamaiType=FREE">http://www.volkskrant.nl/buitenland/brazilianen-woedend-welmiljarden-naar-het-wk-voetbal-niet-naar-onderwijs~a3656147/?akamaiType=FREE</a>
Volkskrant	Print	Nederland	28. Jan 14	Olympics	Before MSE	Negative	Indirect	Surface	Structural	<a href="http://www.volkskrant.nl/dossier-archieff/ioc-deelt-straft-uit-voor-betogen-op-erepodium~a3584901/?akamaiType=FREE">http://www.volkskrant.nl/dossier-archieff/ioc-deelt-straft-uit-voor-betogen-op-erepodium~a3584901/?akamaiType=FREE</a>
Volkskrant	Print	Nederland	03. Aug 14	Olympics	After MSE	Negative	Indirect	Depth	Structural	<a href="http://www.volkskrant.nl/buitenland/rusland-overspoeld-door-ongekende-golf-van-repressieve-wetten~a3710182/?akamaiType=FREE">http://www.volkskrant.nl/buitenland/rusland-overspoeld-door-ongekende-golf-van-repressieve-wetten~a3710182/?akamaiType=FREE</a>
20 Min	Online	Switzerland	14. Mai 14	World Cup	Before MSE	Negative	Direct	Depth	Structural	<a href="http://www.20min.ch/ausland/news/story/Strassenkinder-werden-wie-Tiere-eingefangen-16260644">http://www.20min.ch/ausland/news/story/Strassenkinder-werden-wie-Tiere-eingefangen-16260644</a>
20 Min	Online	Switzerland	28. Mai 14	World Cup	Before MSE	Negative	Direct	Depth	Economic	<a href="http://www.20min.ch/ausland/news/story/18003186">http://www.20min.ch/ausland/news/story/18003186</a>

		land								
20 Min	Online	Switzerland	04. Mrz 14	World Cup	Before MSE	Negative	Indirect	Depth	Structural	<a href="http://www.20min.ch/ausland/news/story/12003978">http://www.20min.ch/ausland/news/story/12003978</a>
NZZ	Print	Switzerland	25. Jul 14	Commonwealth Games	Before MSE	Neutral	Indirect	Surface	Structural	<a href="http://www.nzz.ch/international/zerstoererischer-neubeginn-im-sozialen-wohnungsbau-1.18350341">http://www.nzz.ch/international/zerstoererischer-neubeginn-im-sozialen-wohnungsbau-1.18350341</a>
NZZ	Print	Switzerland	3. Jun. 14	Olympics	After MSE	Negative	Indirect	Surface	Structural	<a href="http://www.nzz.ch/aktuell/startseite/russland-geht-immer-haerter-gegen-proteste-vor-1.18314910">http://www.nzz.ch/aktuell/startseite/russland-geht-immer-haerter-gegen-proteste-vor-1.18314910</a>
NZZ	Print	Switzerland	18. Mrz 14	World Cup	Before MSE	Negative	Indirect	Surface	Structural	<a href="http://www.nzz.ch/aktuell/startseite/eine-festung-fuer-den-fussball-1.18264875">http://www.nzz.ch/aktuell/startseite/eine-festung-fuer-den-fussball-1.18264875</a>
Argumenty i Fakty	Online	Russia	09. Jun 14	World Cup	Before MSE	Negative	Indirect	Surface	Environmental-Economic	<a href="http://www.aif.ru/brazil2014/offside/1185704">http://www.aif.ru/brazil2014/offside/1185704</a>
Argumenty i Fakty	Online	Russia	02. Jul 14	World Cup	During MSE	Negative	Indirect	Surface	Environmental-Economic	<a href="http://www.aif.ru/brazil2014/offside/1200264">http://www.aif.ru/brazil2014/offside/1200264</a>
Izvestia	Print	Russia	28. Feb 14	Olympics	After MSE	Negative	Indirect	Surface	Structural	<a href="http://izvestia.ru/news/566500">http://izvestia.ru/news/566500</a>
Izvestia	Print	Russia	14. Nov 14	World Cup	After MSE	Neutral	Indirect	Surface	Structural	<a href="http://izvestia.ru/news/579447">http://izvestia.ru/news/579447</a>
FAZ	Print	Germany	10. Feb 14	Olympics	During MSE	Negative	Indirect	Surface	Environmental	<a href="http://www.faz.net/aktuell/politik/ausland/europa/olympische-kollateralschaeden-es-bleiben-wasser-staub-und-muell-12793379.html">http://www.faz.net/aktuell/politik/ausland/europa/olympische-kollateralschaeden-es-bleiben-wasser-staub-und-muell-12793379.html</a>

FAZ	Print	Germany	21. Jan 14	World Cup	Before MSE	Negative	Indirect	Surface	Structural	<a href="http://www.faz.net/aktuell/sport/sportpolitik/brasiliens-umsiedlungen-fuer-wm-und-olympia-12762804.html">http://www.faz.net/aktuell/sport/sportpolitik/brasiliens-umsiedlungen-fuer-wm-und-olympia-12762804.html</a>
FAZ	Print	Germany	21. Jun 14	World Cup	During MSE	Negative	Direct	Depth	Structural-Cultural	<a href="http://www.faz.net/aktuell/politik/ausland/kampf-gegen-prostitution-anpiff-in-brasiliens-hauptstadt-des-sextourismus-13001163.html">http://www.faz.net/aktuell/politik/ausland/kampf-gegen-prostitution-anpiff-in-brasiliens-hauptstadt-des-sextourismus-13001163.html</a>
Spiegel	Online	Germany	28. Jan 14	Olympics	Before MSE	Negative	Indirect	Surface	Economic	<a href="http://www.spiegel.de/sport/wintersport/winterspiele-in-sotschi-bauarbeiter-werden-systematisch-ausgebeutet-a-945802.html">http://www.spiegel.de/sport/wintersport/winterspiele-in-sotschi-bauarbeiter-werden-systematisch-ausgebeutet-a-945802.html</a>
Spiegel	Online	Germany	11. Jun 14	World Cup	Before MSE	Negative	Direct	Depth	Structural-Economic	<a href="http://www.spiegel.de/panorama/gesellschaft/fussball-wm-2014-unicef-prangert-kinderarbeit-in-brasilien-an-a-974566.html">http://www.spiegel.de/panorama/gesellschaft/fussball-wm-2014-unicef-prangert-kinderarbeit-in-brasilien-an-a-974566.html</a>
Spiegel	Online	Germany	27. Jun 14	World Cup	During MSE	Negative	Direct	Depth	Structural	<a href="http://www.spiegel.de/panorama/justiz/wm-2014-in-brasilien-querschlaeger-toetet-kind-in-rio-de-janeiro-im-bett-a-977769.html">http://www.spiegel.de/panorama/justiz/wm-2014-in-brasilien-querschlaeger-toetet-kind-in-rio-de-janeiro-im-bett-a-977769.html</a>
El Pais	Print	Spain	29. Apr 14	World Cup	Before MSE	Negative	Indirect	Depth	Economic	<a href="http://elpais.com/elpais/2014/04/29/planeta_futuro/1398790044_973476.html">http://elpais.com/elpais/2014/04/29/planeta_futuro/1398790044_973476.html</a>
El Pais	Print	Spain	21. Mrz 14	World Cup	Before MSE	Negative	Indirect	Surface	Structural	<a href="http://internacional.elpais.com/internacional/2014/03/21/actualidad/1395435242_941105.html">http://internacional.elpais.com/internacional/2014/03/21/actualidad/1395435242_941105.html</a>
El Pais	Print	Spain	07. Jul 14	World Cup	During MSE	Negative	Indirect	Depth	Economic	<a href="http://internacional.elpais.com/internacional/2014/07/07/actualidad/1404770276_214981.html">http://internacional.elpais.com/internacional/2014/07/07/actualidad/1404770276_214981.html</a>
El Mundo	Online	Spain	13. Jun 14	World Cup	During MSE	Negative	Direct	Depth	Economic	<a href="http://www.elmundo.es/america/2014/06/13/539aabfc22601dce7f8b456f.html">http://www.elmundo.es/america/2014/06/13/539aabfc22601dce7f8b456f.html</a>
El Mundo	Online	Spain	22. Jun 14	World Cup	During MSE	Negative	Indirect	Depth	Economic-Social-Structural	<a href="http://www.elmundo.es/deportes/2014/06/22/53a600e222601d6e398b458e.html">http://www.elmundo.es/deportes/2014/06/22/53a600e222601d6e398b458e.html</a>
El Mundo	Online	Spain	08. Jun 14	World Cup	Before MSE	Negative	Indirect	Depth	Structural	<a href="http://www.elmundo.es/cronica/2014/06/08/539300dbe2704e575f8b4579.html">http://www.elmundo.es/cronica/2014/06/08/539300dbe2704e575f8b4579.html</a>
O Globo	Print	Brazil	27.	World	Before	Negative	Direct	Depth	Economic-Social-	<a href="http://oglobo.globo.com/Brazil/vulnerabilidade-infantil-cresce">http://oglobo.globo.com/Brazil/vulnerabilidade-infantil-cresce</a>

			Apr 14	Cup	MSE				Structural	em-grandes-eventos-12310982
O Globo	Print	Brazil	27. Apr 14	World Cup	Before MSE	Negative	Direct	Depth	Economic- Social- Structural	<a href="http://oglobo.globo.com/Brazil/aliciadores-ja-atuam-em-cidades-da-copa-do-mundo-12310760">http://oglobo.globo.com/Brazil/aliciadores-ja-atuam-em-cidades-da-copa-do-mundo-12310760</a>
O Globo	Print	Brazil	17. Jun 14	World Cup	During MSE	Negative	Indirect	Surface	Economic- Structural	<a href="http://oglobo.globo.com/Brazil/oferta-de-turismo-sexual-aumenta-nas-cidades-sede-do-mundial-12889679">http://oglobo.globo.com/Brazil/oferta-de-turismo-sexual-aumenta-nas-cidades-sede-do-mundial-12889679</a>
Terra.com	Online	Brazil	06. Mai 14	World Cup	Before MSE	Negative	Direct	Depth	Economic	<a href="http://esportes.terra.com.br/futebol/copa-2014/desafio-em-fortaleza-e-combater-a-exploracao-sexual-na-copa,9ba233c0d1cc5410VgnCLD2000000ec6eb0aRCRD.html">http://esportes.terra.com.br/futebol/copa-2014/desafio-em-fortaleza-e-combater-a-exploracao-sexual-na-copa,9ba233c0d1cc5410VgnCLD2000000ec6eb0aRCRD.html</a>
Terra.com	Online	Brazil	04. Mai 14	World Cup	Before MSE	Negative	Indirect	Depth	Environ- mental	<a href="http://esportes.terra.com.br/corinthians/despejo-ratos-e-sujeira-conheca-desapropriados-de-ita-quera,5e915df3e83b4410VgnVCM20000099cceb0aRCRD.html">http://esportes.terra.com.br/corinthians/despejo-ratos-e-sujeira-conheca-desapropriados-de-ita-quera,5e915df3e83b4410VgnVCM20000099cceb0aRCRD.html</a>