Monitoring the complexities: Nuclear Power and public opinion

Issue arena analysis

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Issue Arenas

- No control over stakeholders
- Citizen bubbles
- Public opinion has split into different groups and arenas
- The earlier found, the more chance to participate
- Engagement happens on the conditions of the arena

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Theoretical foundations of issue arenas	Main theorists	Contribution to issue arenas	Focus
Presentation of self	Goffman (1959), Cheney and Christensen (2001a, b)	Individual actors present themselves on various stages	Organization
Agenda setting	McCombs and Shaw (1972)	The media shape what we think about	Discourse
Legitimacy gap theory	Sethi (1979), Carroll (1995), Heath (1997)	The existence of organizations is challenged when the expectations are not met	Organization
Social network theory	Granovetter (1973), Burt (2002), Lin (2001)	Social ties matter more than organizational structures	Networks
Stakeholder theory	Freeman (1984), Carroll (1993), Mitchell et al. (1997)	Multiple voices beyond stockholders have a stake in organizations	Stakeholders
Situational theory of publics	Grunig et al. (2002), Vasques (1993)	Categories of publics that may be more or less active	Public groups
Image theory, reputation management	Bernstein (1984), Bromley (1993), Weber (1994), Deephouse and Carter (2005), Fombrun and van Riel (2004)	Impressions and reputation may matter even more than reality	Stakeholders
Issues management, issue life-cycle theory	Hilgartner and Bosk (1988), Heath (1997)	Issues arise and decline in public interest	Discourse
ANT	Latour (2005), Callon (1987)	Dynamic human and non-human factors influence each other	Networks

Luoma-aho, V. & Paloviita, A. (2010) "Actor-networking stakeholder theory for corporate communications", Corporate Communications: An International Journal 15(1), 47-69.

Issue, change, idea or problem

Spheres of influence:

Socio-cultural

Political

Legal

Techno-logical

Spatio-temporal

Ecological

Translation

New & unplanned stakeholders. influenced by non-human entities

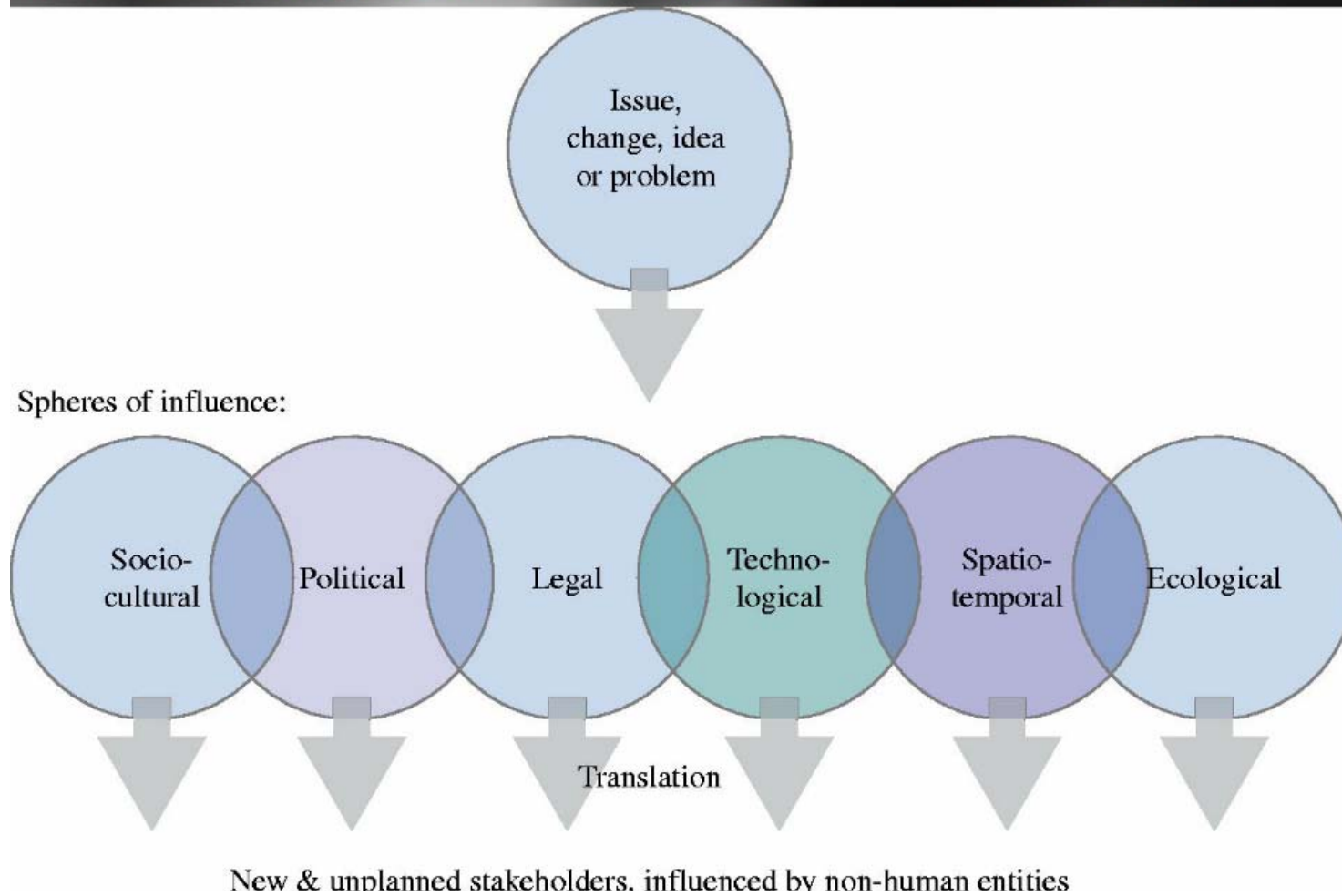| Authorities	Citizens	Dilemma
bureaucracy	post-bureaucracy	inflexibilty of action
private	public	scope of communication
experts	lay-people	lack of common viewpoints
oblications	rights	legal constraints
single event	group of events	history of crises, stigma

Figure 13.1   Dilemmas of authority–citizens relationship.

Tirkkonen, P. & Luoma-aho, V. (2014) "Authority Crisis Communication vs. Discussion Forums: Swine Flu, In DiStaso, M. & Bortree, D.S. (Eds.) Ethical Practice of Social Media in Public Relations, pp. 194-204.

Which questions of our stakeholders can only we answer?