

Abstract

This Bachelor thesis investigates how media outlets portray and discuss meth users. Specifically, the thesis aims to identify and analyze the patterns, stereotypes, and biases present in media portrayals of meth users. It also seeks to confirm or reject pre-established hypotheses.

The thesis employed a quantitative content analysis of 75 selected print and online news articles published between 2021 and 2024. The analysis focused on identifying the frequency of stigma, minority/race representation, selected topics, and other key aspects. The collected data was then systematically coded and categorized based on the research objectives. After coding, data analysis was conducted using Excel.

The main findings from the data analysis confirmed both pre-established hypotheses. Meth users are portrayed in the media in a stereotypical and stigmatizing way. Additionally, the results indicate that the Roma community is overrepresented in the media in connection with meth use. Articles associating Roma people with meth use were predominantly negative in tone.

The thesis highlights problematic trends in the media portrayal of meth users, emphasizing the stereotypes and prejudices they face, as well as the discrimination against the Roma community in relation to this issue. These findings underline the need for critical thinking regarding media information about drug users and the Roma community, and the importance of promoting inclusive and responsible reporting on this issue.

Keywords

Drug addiction, methamphetamine, media image, stigma, stereotypes