



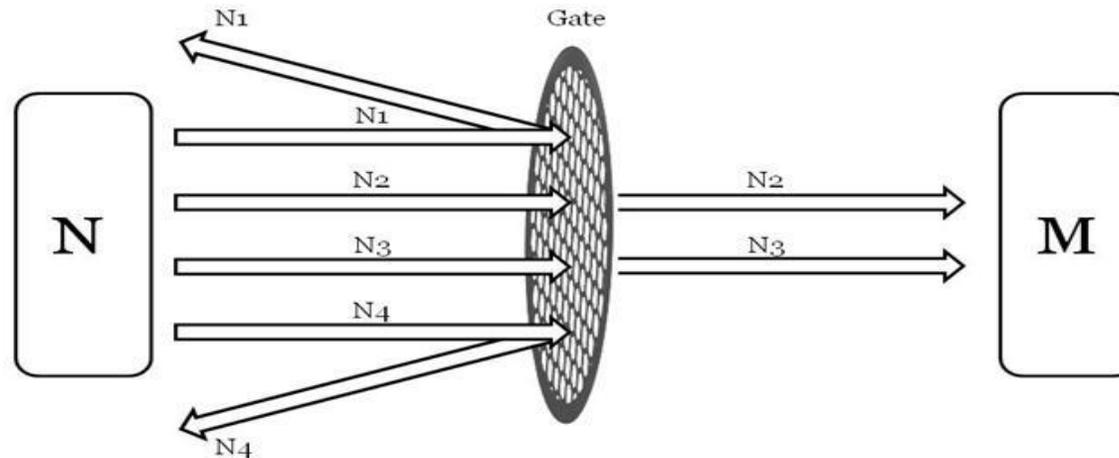
Gatekeeping Theory

Gatekeeping?

- first founded by German psychologist, Kurt Zadek Lewin
 - National Research Council. (1943). FORCES BEHIND FOOD HABITS AND METHODS OF CHANGE. In *The Problem of Changing Food Habits: Report of the Committee on Food Habits 1941–1943*. National Academies Press (US).
- Idea of who decides food end up on families dinner table
- How decision process had made from garden, store to table
- He called this ‘Channel’
- Gatekeeping of dinner table could be figure on various variables
- such as..
 - health problem? their budget currency? education level?

Move to communication

- David Manning White Narrowed down this theory accomplished at journalism
- “Mr. Gate” who decide which news will be shown, and not



N – Source of news item N1,2,3,4 – News items M – Audience
N1,4 – Discard item N2,3 – Selected item

Gate Keeping Theory

Move to communication

- The editor decides which news will be aired, or published
- Editor, or Mr.Gate as a housewife/househusband
- garden, store as broadcast, newspaper

At recent

- Pamela Shoemaker, Martin Eichholz, Eunyi Kim
- Power of Gatekeepers in online
- Gatekeepers as Audience
 - Impact of Social Science network, Community
 - Various Channels that provide information

At 21st

- Pamela Shoemaker, Martin Eichholz, Eunyi Kim
- Power of Gatekeepers in online
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