

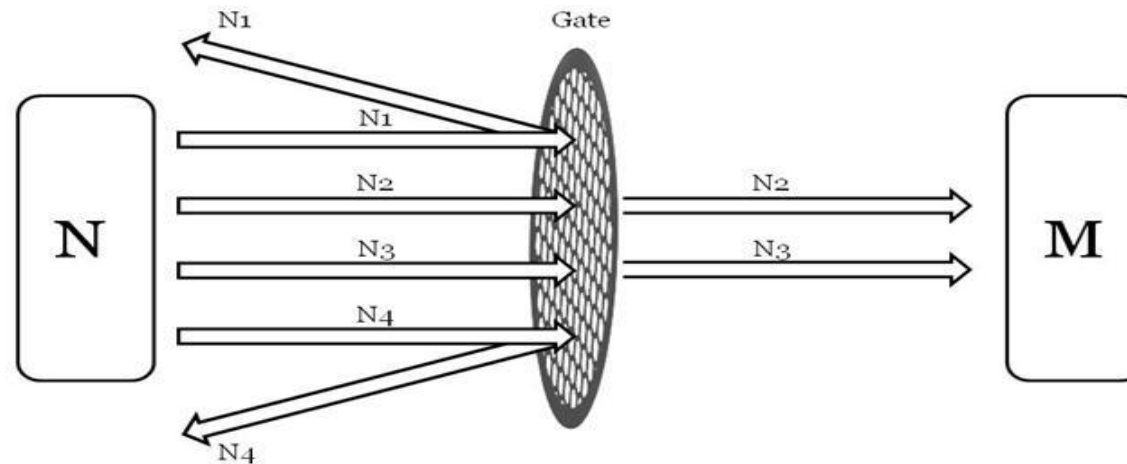
# Gatekeeping Theory

# 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
- Gatekeepers an Audience
  - Impact of Social Science network, Community