

GATEKEEPING

HOW INFORMATION IS DISSEMINATED AND TO WHOM

-the process of culling and piecing information together to represent a form of communication-

HISTORY

1922 - Concept Introduced

The Immigrant Press and Its Control by Robert E. Park

1943 - Official Theory

Kurt Lewin formed the official gatekeeping theory through his study, *Forces Behind Food Habits and Methods of Change*

1950 - Case Study

David Manning White prepared a study and interview of the selection process of news articles by the editor

CONTROVERSY

"...our news agencies are not giving their sources of information.." (8)

By providing a piece of this quote, this is a practice and at times an issue of gatekeeping.

ARTICLES

- *The "Gatekeeper": A Case Study In the Selection of News*
- *Forces Behind Food Habits and Methods of Change*

DISCIPLINES

Mass Communications

Personal Communications

Military

Family

Research

Government

Media

School

GATEKEEPING IN AG COMMUNICATIONS

- Readily used in crisis (KS Department of Agriculture's Emergency Management Division)

- Should incorporate more/differing methods to disseminate information to public and consumers

REFERENCES

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