

# UK National Newspaper Coverage of Hybrid Embryos: Source strategies and struggles

Andy Williams, Slavko Gajevic, Jenny Kitzinger and Justin Lewis  
Cardiff University: School of Journalism, Media and Cultural Studies

# Overview



Legend . . . minotaur

## Half-man, half-beast fear over fertility Bill

By **GRAEME WILSON**  
Deputy Political Editor

A RACE of half-man, half-beast "humanzees" could be created under new fertility laws, MPs were warned last night. Loopholes would let scientists fertilise animals with human sperm, the Commons was told during a debate on the Human Fertilisation and Embryology Bill.

- Which **news sources** were most successful at gaining media coverage and setting the news agenda on hybrid embryos?
- How did different **newspapers**, and **reporters** with different specialisms, report the story?
- Which key **arguments and rhetoric** were reproduced most often in the press coverage?
- Content Analysis of 427 items in the UK national press (broadsheets, tabloids, and mid-market) which covered the hybrid embryo debate between 01/01/06 and 01/12/08

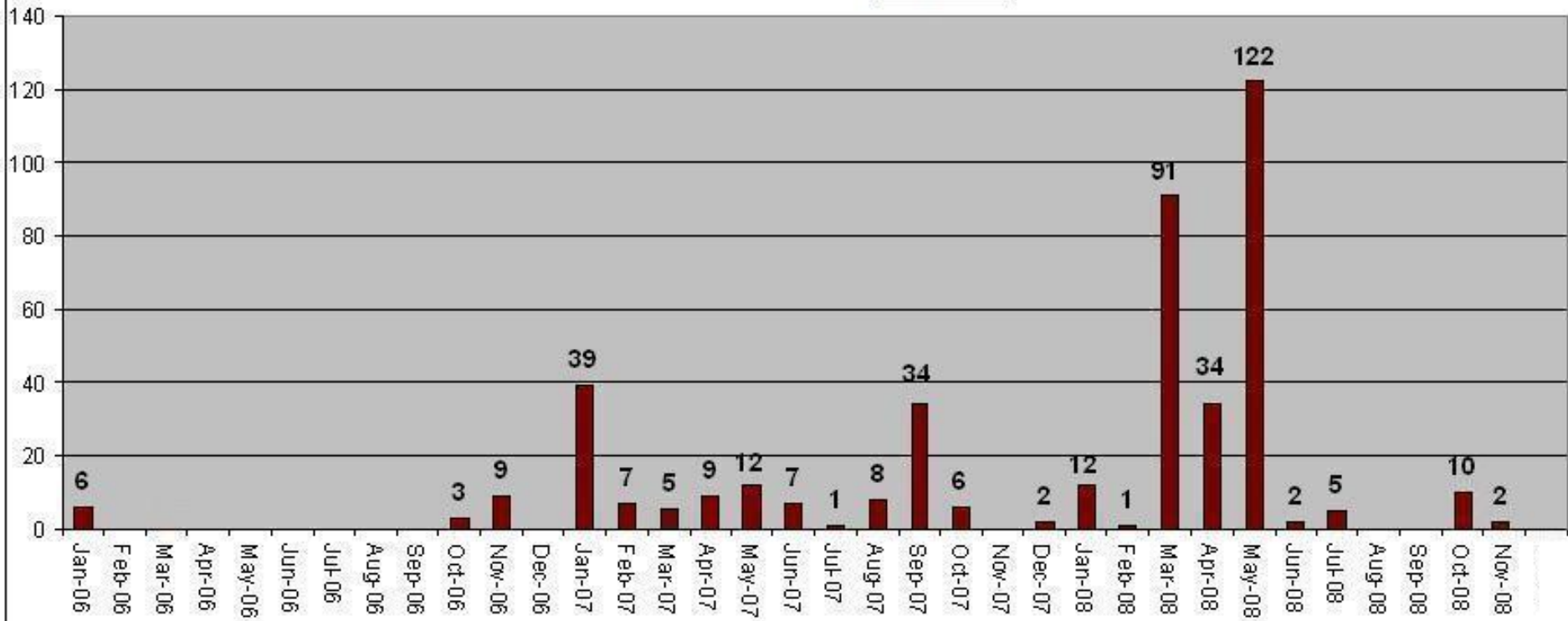
# Source Struggles and the Hybrid Embryo Debate

## Two broad source groups:

- 1) An organised coalition of scientists, funding bodies, charities, and politicians mainly seeking to push the **scientific** and **medical** reasons why the research should be allowed
- 2) A less cohesive group of religious figures, ethicists, campaigners, and politicians aiming to circulate the **ethical implications** of boundary-crossing research which “tampers with life” by mixing species and experimenting on embryos

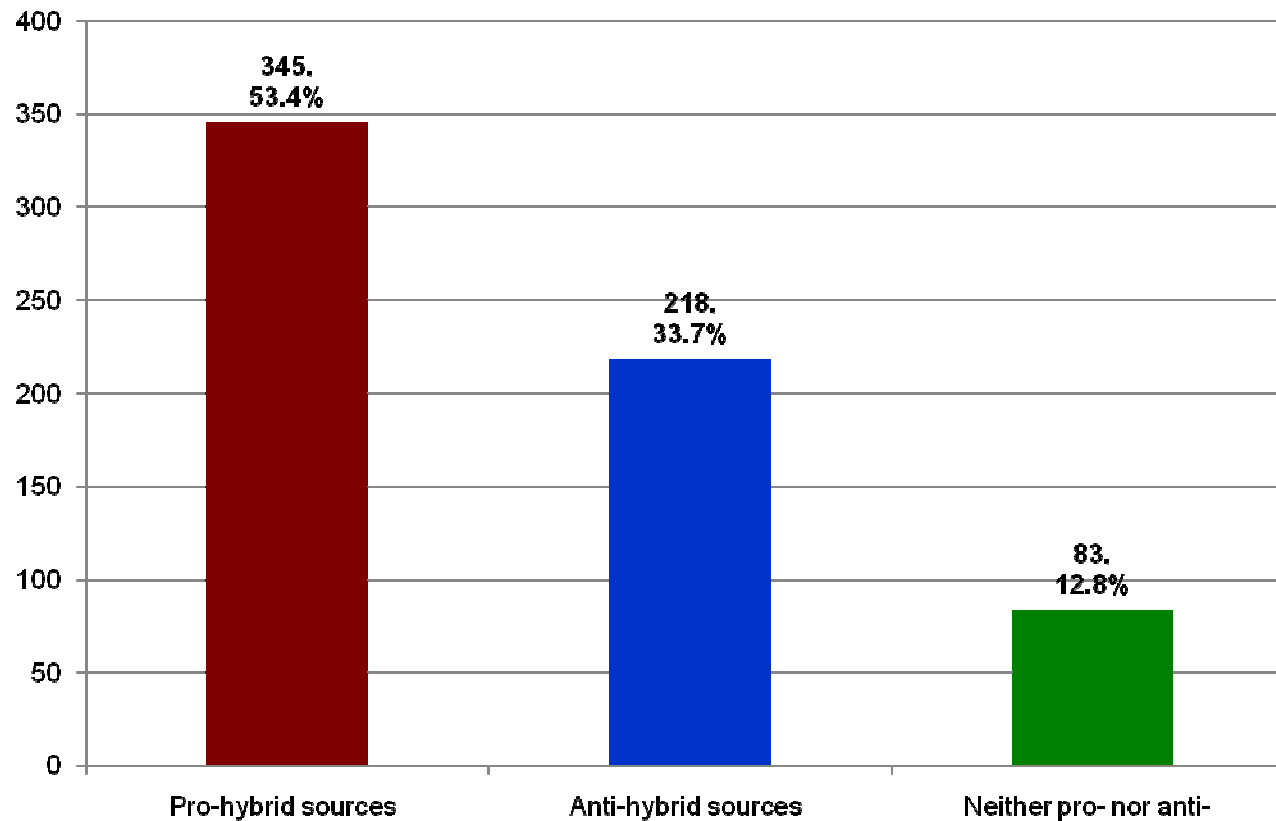


Jan 06: SMC briefing mentions hybrids, low-key coverage follows	Dec 06: Government propose ban on hybrids in wake of public consultation	Feb 07: Human Genetics Commission backs hybrids research	Apr 07: 223 charities, patient groups and research funders write joint letter to PM supporting the research	Aug 07: Joint Parliamentary Committee recommends licensing hybrids work	Oct 07: HFEA polls find some public support	Mar 08: Over 200 charities urge MPs to support hybrid embryo work	May 08: Brown and Cameron announce support for research
Nov 06: HFEA receives two applications for research using cybrids	Jan 07: coalition in favour of hybrids formed	March 07: Commons Sci & Tech Committee backs Hybrids	May 07: Draft HFE bill allows hybrids work	Sept 07: HFEA backs practice in principle	Mar 08: Easter sermons condemn "monstrous" science	Apr 08: Team in Newcastle creates the UK's 1st hybrids	May 08: Human admixed embryos allowed by MPs after a highly-charged free vote



**Timeline of coverage of hybrid embryos: Jan '06 – Nov '08**

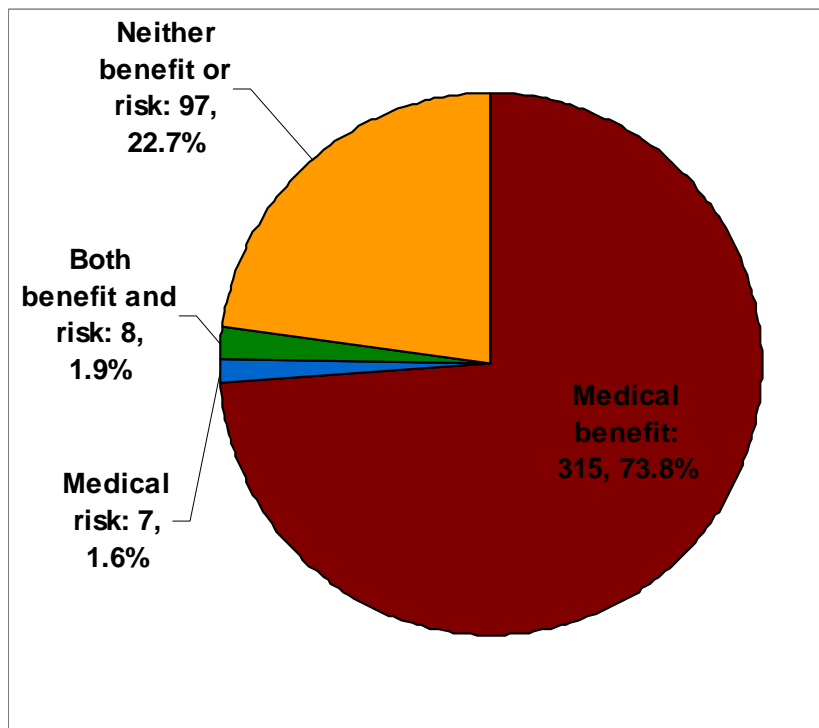
# Numbers of sources quoted overall



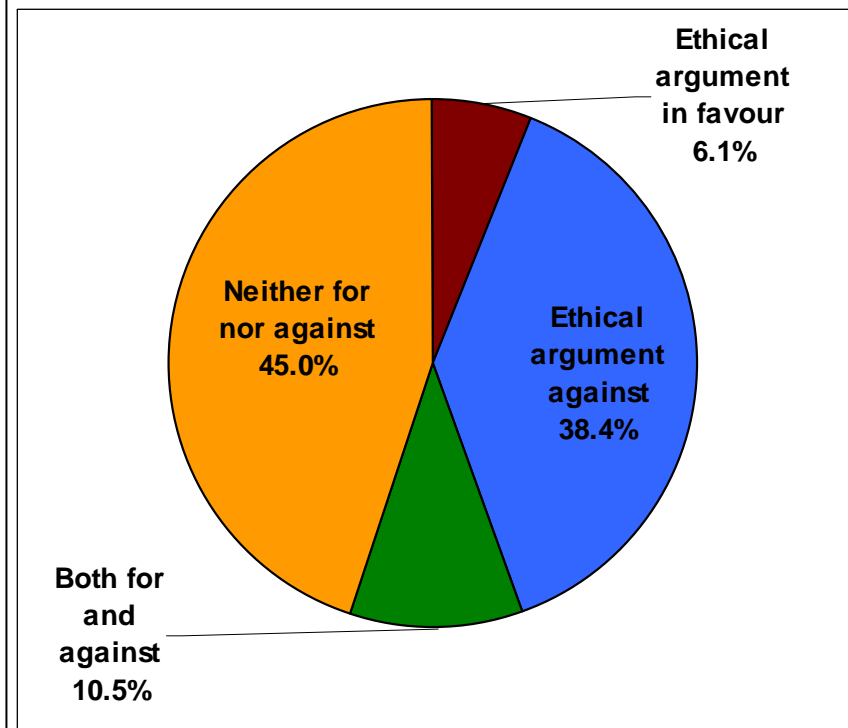
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# Recurring arguments and rhetoric on both sides

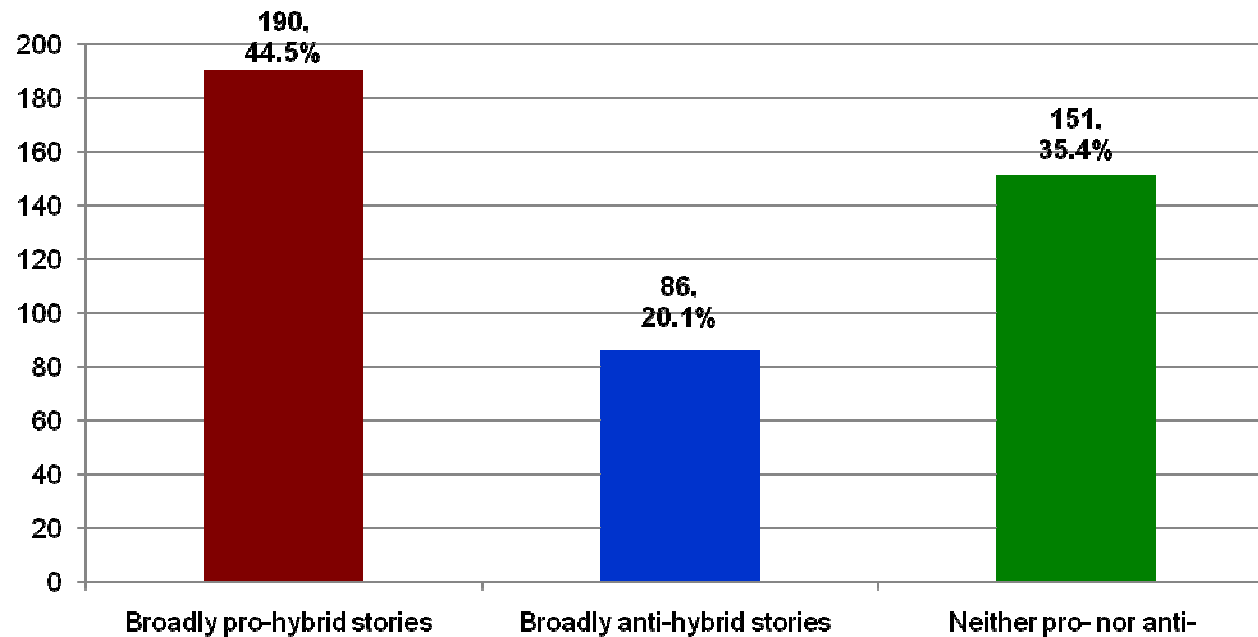
## Potential medical benefits mentioned?



## Ethical implications mentioned?



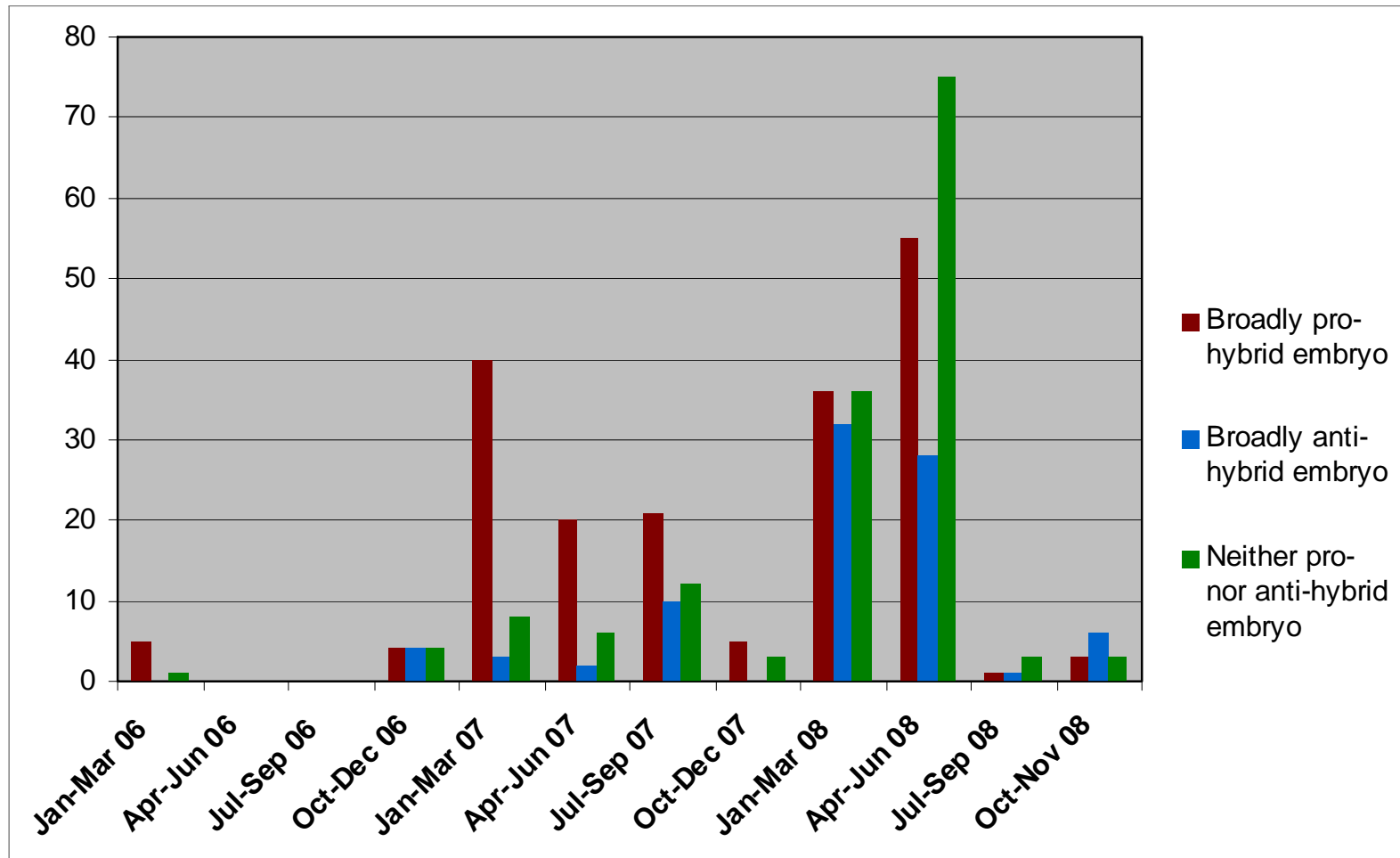
# Pro- and anti-hybrid stories



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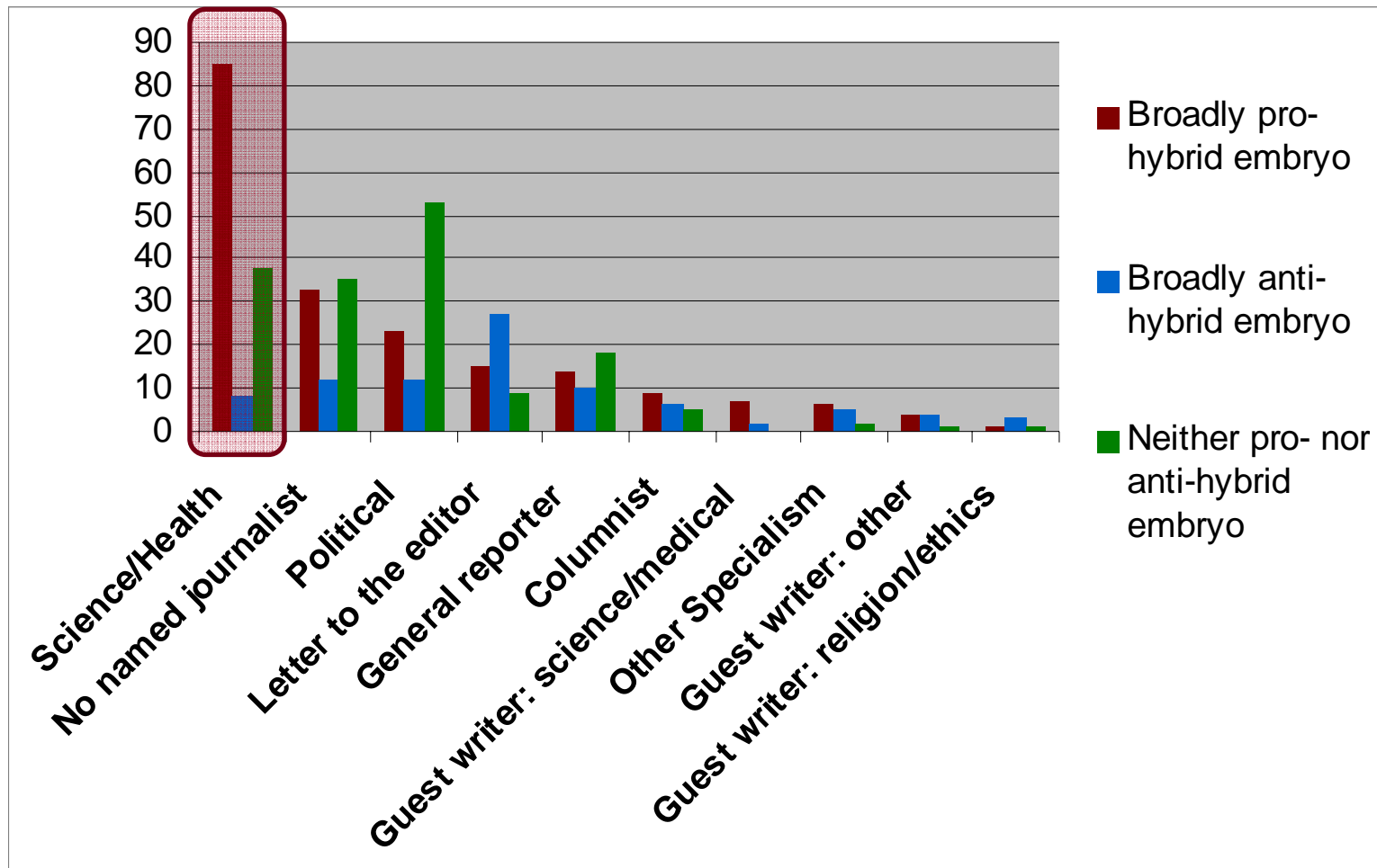
Numbers of broadly pro- and anti-hybrid stories overall

# Article stance over time



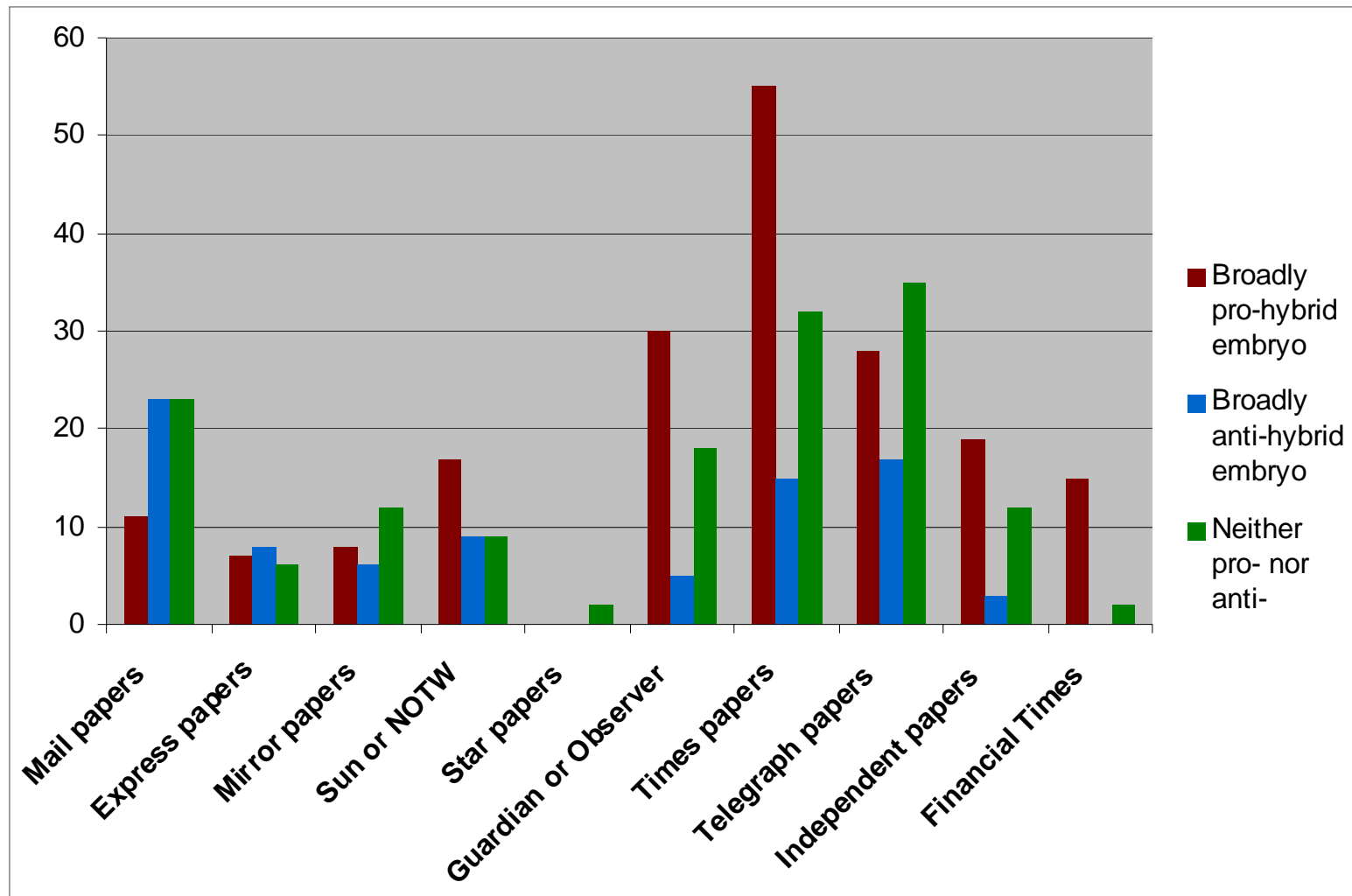
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# Journalist specialism and story stance



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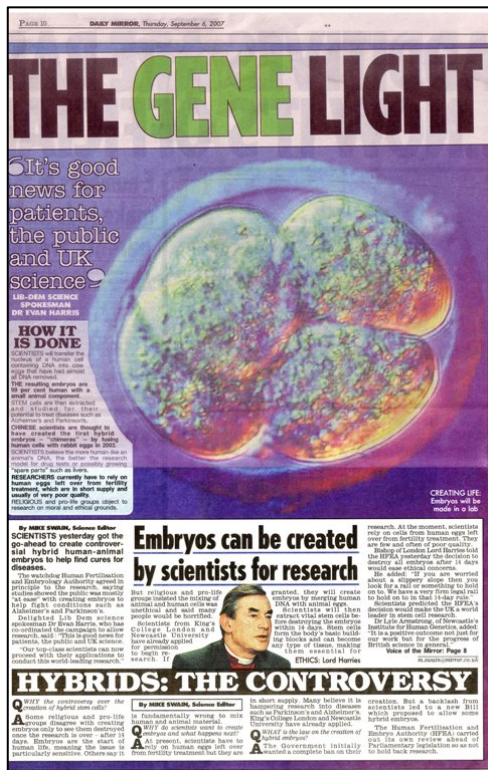
# Which newspapers published most pro- or anti-hybrid stories?



n=427

# In Conclusion

- In the struggle between the two broad groups of sources active in the press debate around hybrid embryos, those in favour won a clear, if contested, victory.
- Our data suggests that this source dominance was influenced by the media management strategies of the pro-hybrid coalition.
- **BUT...** this success may not be replicable, and this should not be seen as a simple template for the communication of future controversial science



**Daily Mail**

**BABE DVD**  
Get this magical family movie for just £2.99

We've ministers 'could resign', so will Brown now back down over fertility Bill?

**EMBRYO REVOLT GROWS**

Fear another soaking then, Flood?



**'Frankenstein' Embryo Bill backed by MPs**

MPs last night backed a new law which will set out rules for the creation of embryos for research.

**Destroyed**

Embryos will just be stored in a special DNA database.

**Hybrid' hope for my son, by David Cameron**

My daughter and partner have decided to have a child. It's a joyous occasion for us and we're looking forward to welcoming a new member of our family.

**Ministers set to resign over embryos vote**

Cabinet Catholics' alarm at 'Frankenstein' law



**VOICE OF THE DAILY MIRROR**

**Soften the cell debate**

There is one thing missing in the Easter Sunday row over the Human Embryology Bill - calm.

Catholic leaders should not be alarmed about the historic embryo research experiment and that scientists. They should allow the researchers to do their work and let the politicians deal with the arguments.

The medical groups opposing the embryo research are also wrong to try to create a moral panic. They are making an issue of what is a very small and very specific area of research.

They should accept that using human DNA and animal cells to create embryos is a highly regulated step and it needs persuasive arguments.

There are probably few people who would vote for the embryo research. It is more than enough for a national and sensible discussion between our law makers, scientists and religious leaders.

Then, when that debate is over, Gordon Brown should have the courage to let the voters decide. He should allow a free vote in the House of Commons.

This is a clear matter of conscience.



4 (L222) Tuesday, March 23, 2008

**EMBRYOS: CARDINAL 'IS LYING'**

A LONDON peer yesterday accused a Catholic cardinal of LYING in the row over hybrid human-animal embryo research.

Baroness Louise Mountbatten was accused of lying by Lord Williams, who said the cardinal was "lying" about the safety and dignity of human life.

The peer said the government was "lying" and "making an issue of what is a very small and very specific area of research."

Lord Williams said the cardinal was "lying" about the safety and dignity of human life. He said the government was "lying" and "making an issue of what is a very small and very specific area of research."

Four years ago, Lord Williams said he would support the embryo research. He said the government was "lying" and "making an issue of what is a very small and very specific area of research."

Baroness Mountbatten said she was "lying" about the safety and dignity of human life. She said the government was "lying" and "making an issue of what is a very small and very specific area of research."

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**Thank you**

**The Daily Telegraph**

**CHELSEA FLOWER SHOW**

Human animal embryos given go-ahead

30% of public support embryo research

30% of public support embryo research



**Jane Moore**

DEMANDS ARE OBSCURE AND SHOULD NOT BE HEARD

What's monstrous about saving lives?



**What's monstrous about saving lives?**

DEMANDS ARE OBSCURE AND SHOULD NOT BE HEARD

What's monstrous about saving lives?



**Britain to stand alone on hybrids**

Monday have red and white faces

Two thirds' of doctors want abortion limit cut



**GORD: I'LL WIN EMBRYO FIGHT**

Brown vow over 'Frankenstein' bill

GORDON Brown yesterday vowed to push through a controversial new law unless voters say otherwise.

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**Monsters are far from the reality of research**

Incredible discoveries hint at wonder of scientific mysteries yet to be unravelled

So many fields of research appear to hold such promise, writes Mark Peary



Mark Peary is a science writer and author of 'The Science of the Future'.



**If this monstrous Bill is not a matter of conscience for MPs, then what is?**

What's monstrous about saving lives?

DEMANDS ARE OBSCURE AND SHOULD NOT BE HEARD

**Cardinal condemns Brown**

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# Appendix and extra data

# The Science:

- **Four** main kinds of human-animal hybrid embryo, but the **two** most important to this media debate were:
  - 1) **Cytoplasmic Hybrids (Cybrids):** made by transferring the nucleus of a human skin cell into the “shell” of an animal cell, and blasting it with electricity so it will become an early-stage embryo so stem cells can be “harvested”
  - 2) **‘True’ hybrid embryos:** involve the fusion of human and animal gametes, i.e. when a human sperm fertilises an animal egg, or vice-versa.



Legend . . . minotaur

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# General info

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Jan 07: coalition in favour of hybrids formed

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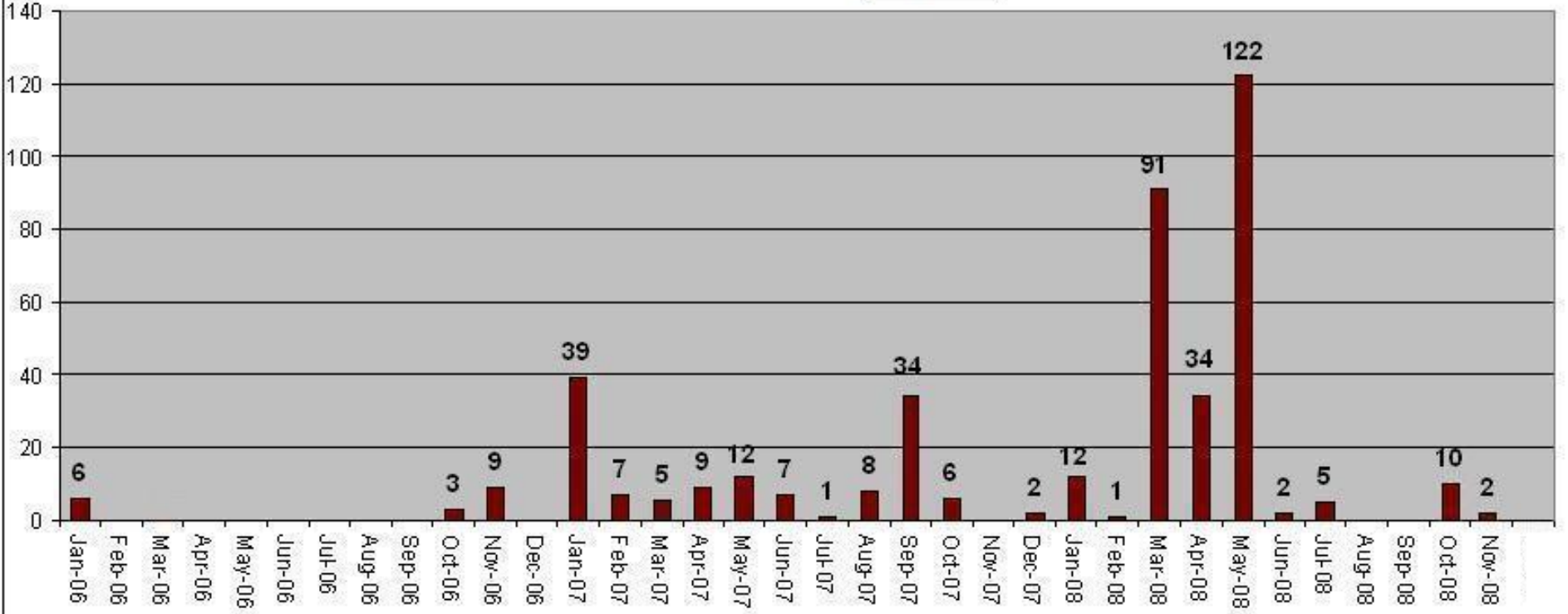
Mar 08: Easter sermons condemn "monstrous" science

Mar 08: Over 200 charities urge MPs to support hybrid embryo work

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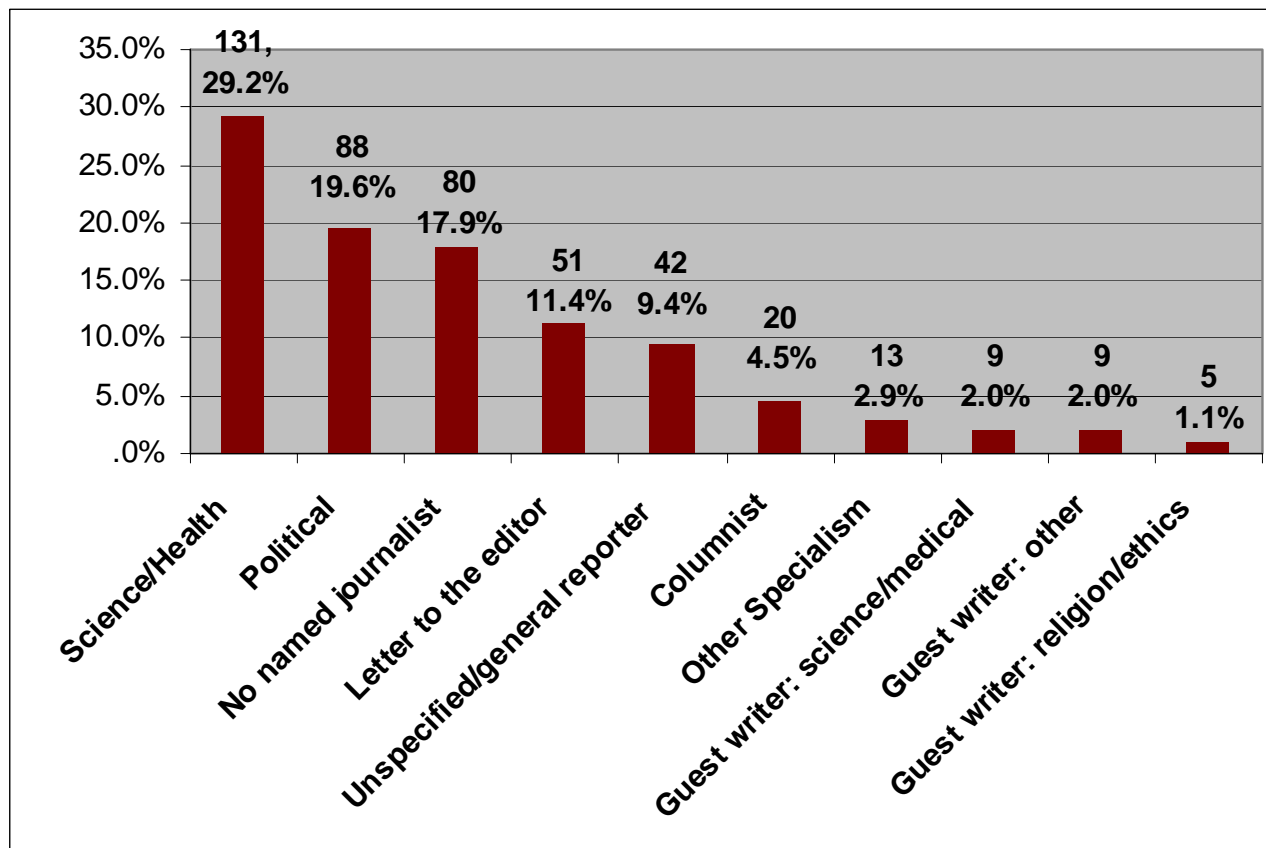
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Timeline of coverage of hybrid embryos: Jan '06 – Nov '08

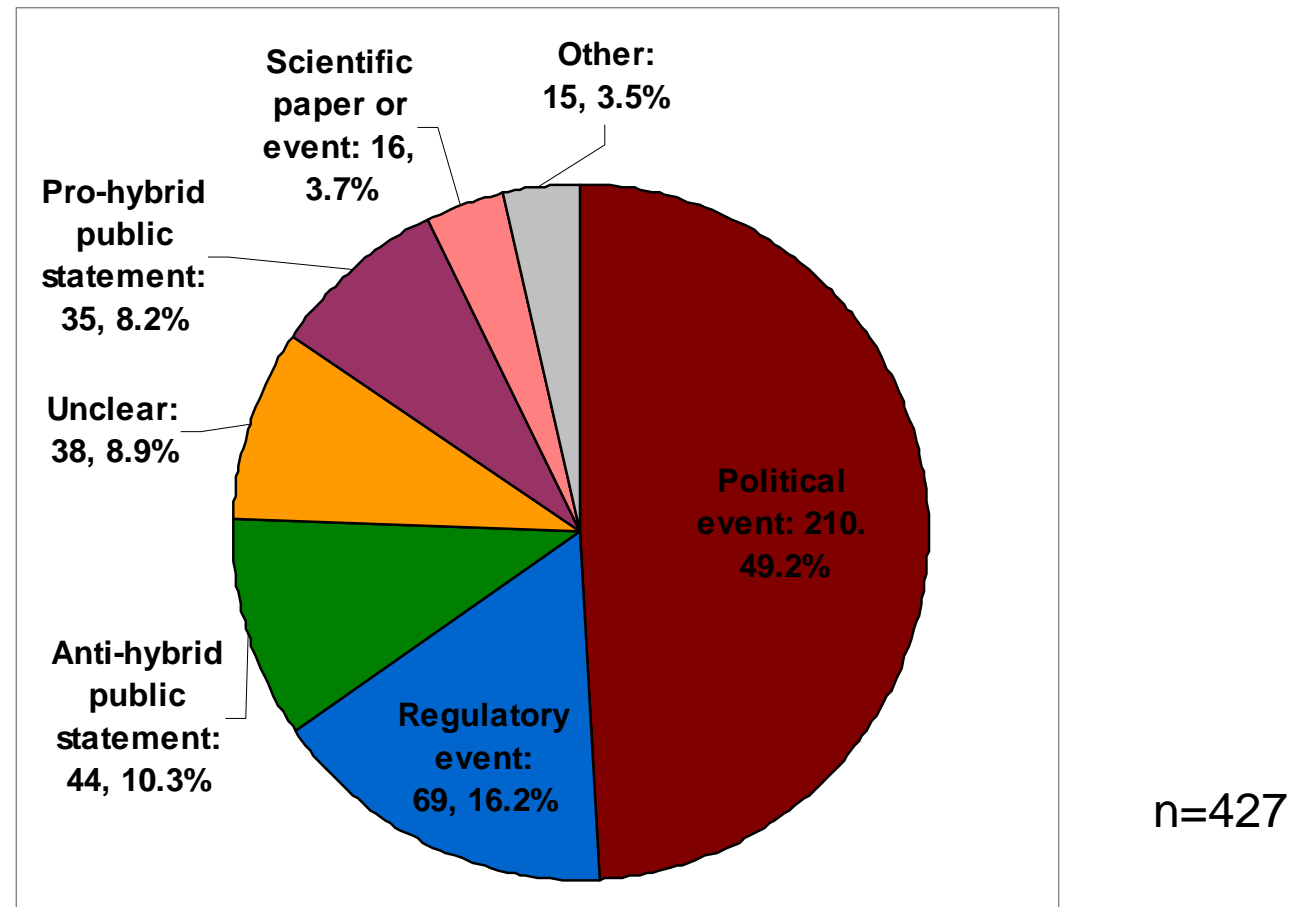
# Who wrote stories about hybrids?



n=448

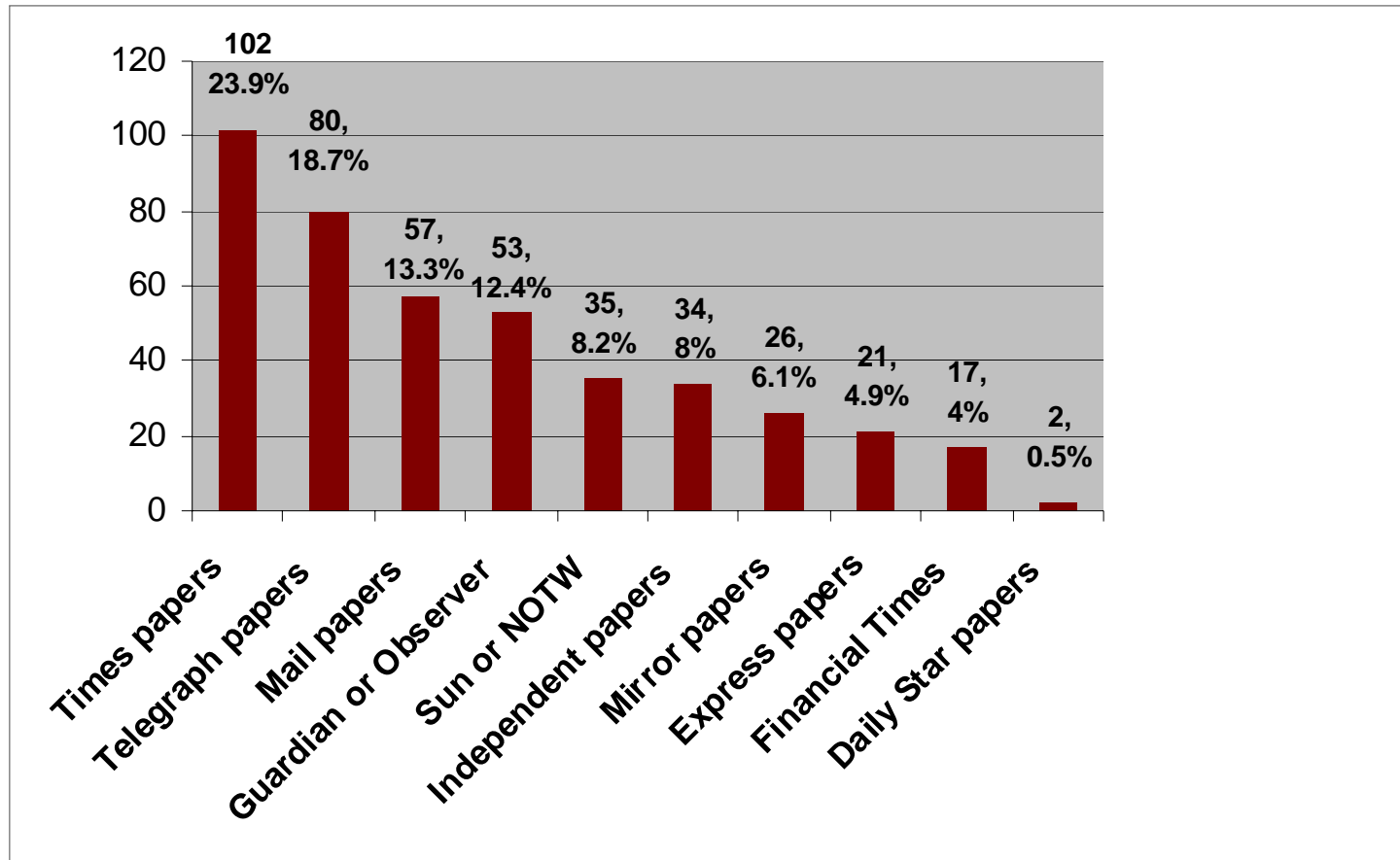
**Journalist specialism and by-lines in the hybrid embryo debate**

# What triggered coverage of hybrid embryos?

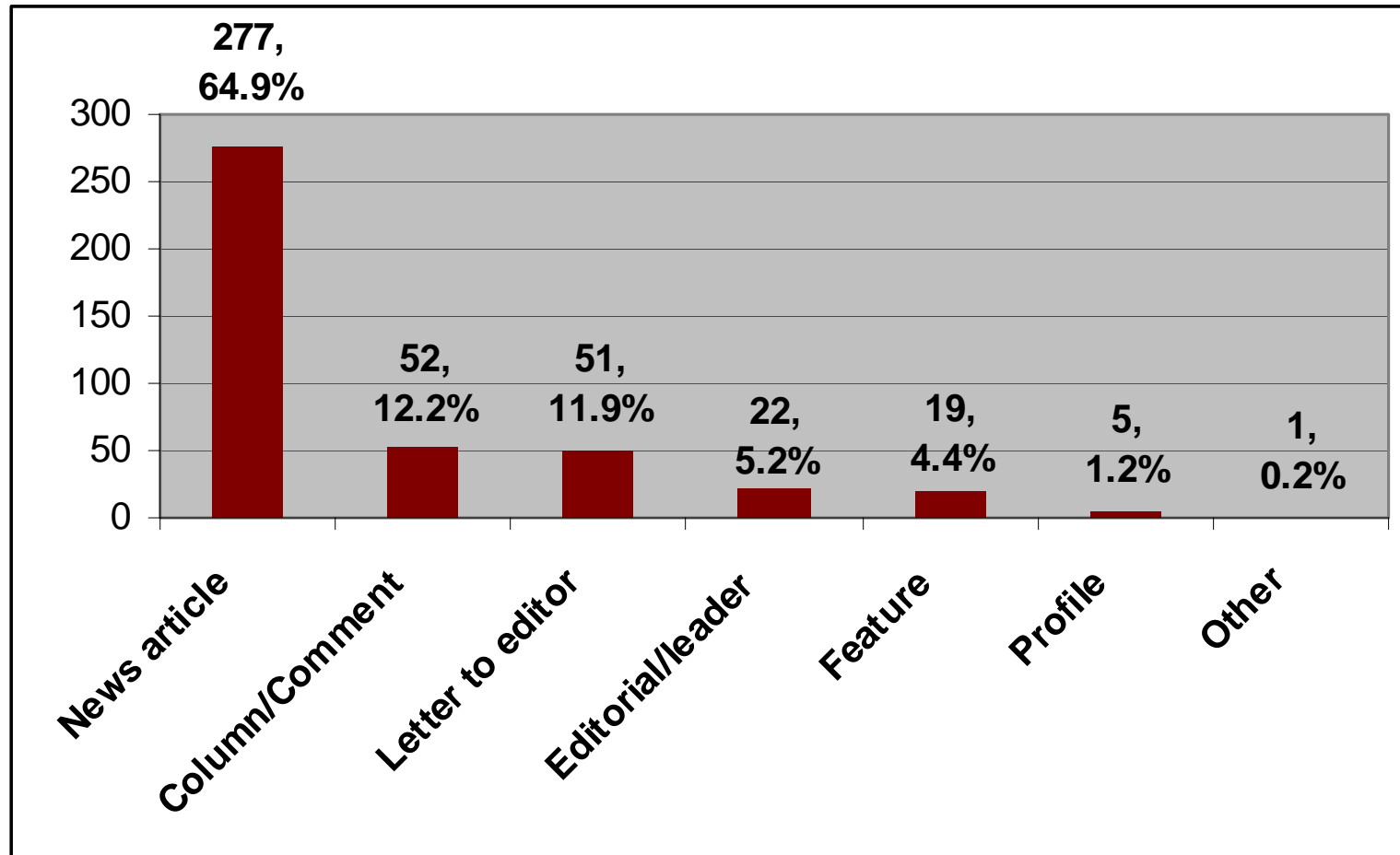


**News hooks for the stories about hybrids**

# Coverage in different papers



Breakdown of coverage of hybrid embryos between newspapers



Format of stories about hybrids



# Sources

# Numbers of sources quoted overall

	<b>Frequency of quotation</b>	<b>Percentage of sources</b>
<b>Pro-hybrid sources</b>	345	53.4%
<b>Anti-hybrid sources</b>	218	33.7%
<b>Neither pro- nor anti-</b>	83	12.8%
<b>Totals</b>	646	100.0%

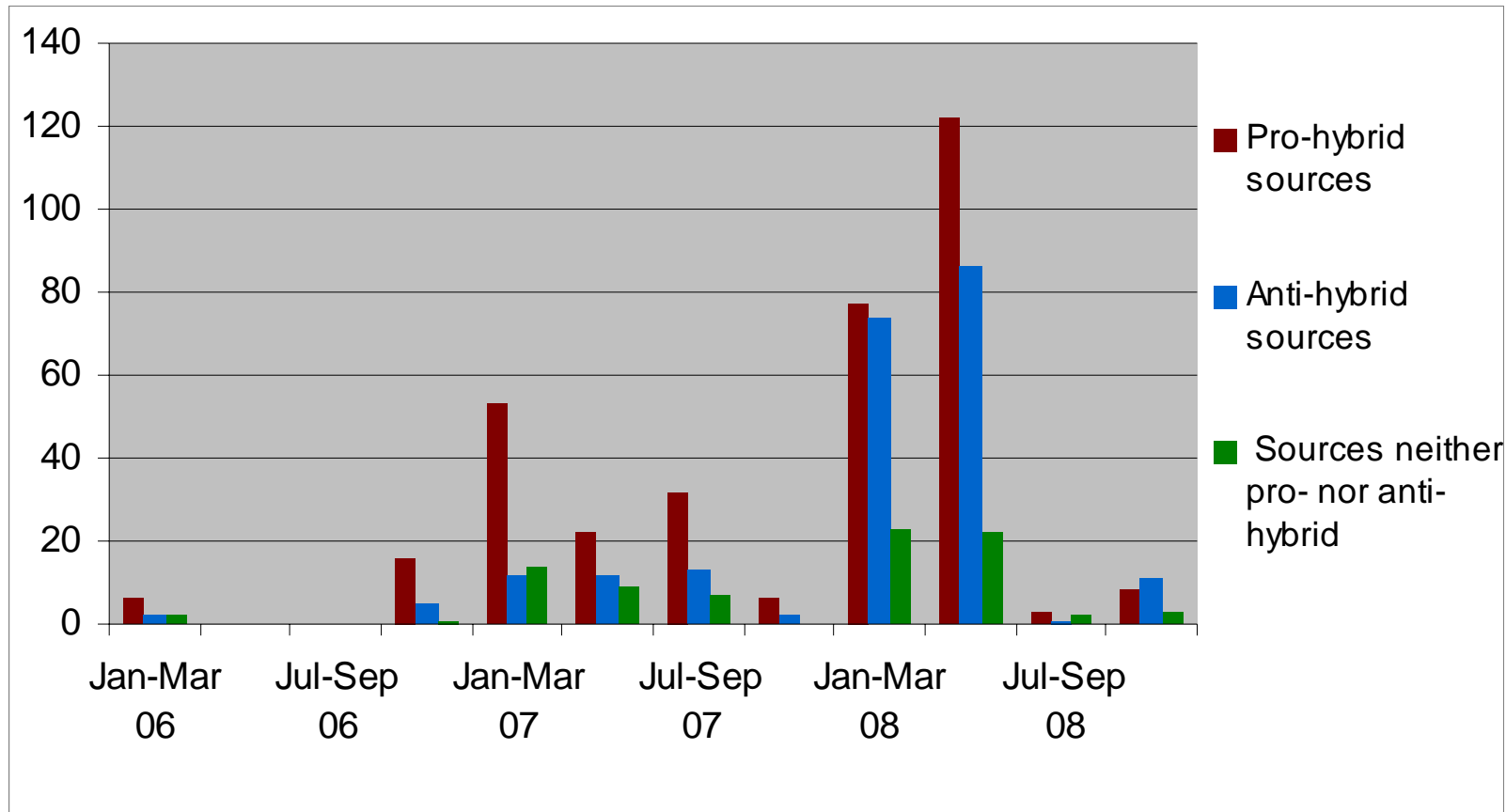
# Most Frequently Quoted Source Types

<b>Top pro-hybrid sources</b>	<b>Frequency of quotations</b>	<b>% of total quotations</b>
<b>Scientist/Funding Body</b>	177	<b>27.4%</b>
<b>Politician (government)</b>	77	<b>11.9%</b>
<b>Politician (other)</b>	54	<b>8.4%</b>
<b>Top anti-hybrid sources</b>	<b>Frequency of quotations</b>	<b>% of total quotations</b>
<b>Religious Representative</b>	93	<b>14.4%</b>
<b>Politician (other)</b>	55	<b>8.5%</b>
<b>Anti-Hybrid Embryo Activist</b>	43	<b>6.7%</b>

# Most-quoted source groups on both sides

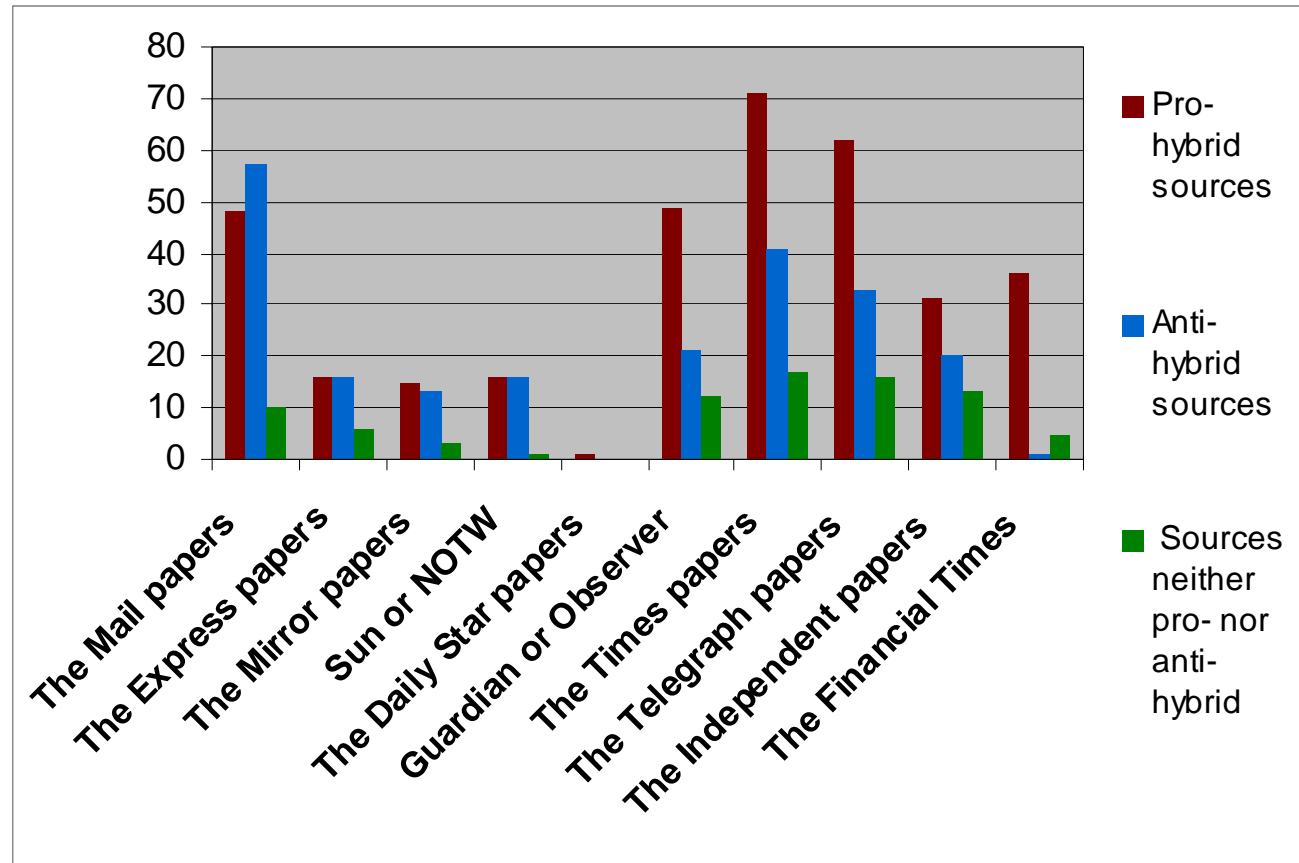
Top pro-hybrid sources	Frequency of quotations	% of total quotations
Scientist/Funding Body	177	27.4%
Politician (government)	77	11.9%
Politician (other)	54	8.4%
Industry spokesperson (e.g. biotech, etc)	8	1.2%
Religious Representative	7	1.1%
Patient (or other affected person)	6	.9%
Top anti-hybrid sources	Frequency of quotations	% of total quotations
Religious Representative	93	14.4%
Politician (other)	55	8.5%
Anti-Hybrid Embryo Activist	43	6.7%
Politician (government)	11	1.7%
Physician (medical doctors, etc)	9	1.4%
Scientist/Funding Body	3	.5%

# Changes in the source struggle over time



Changes in citation of pro- and anti- sources over time

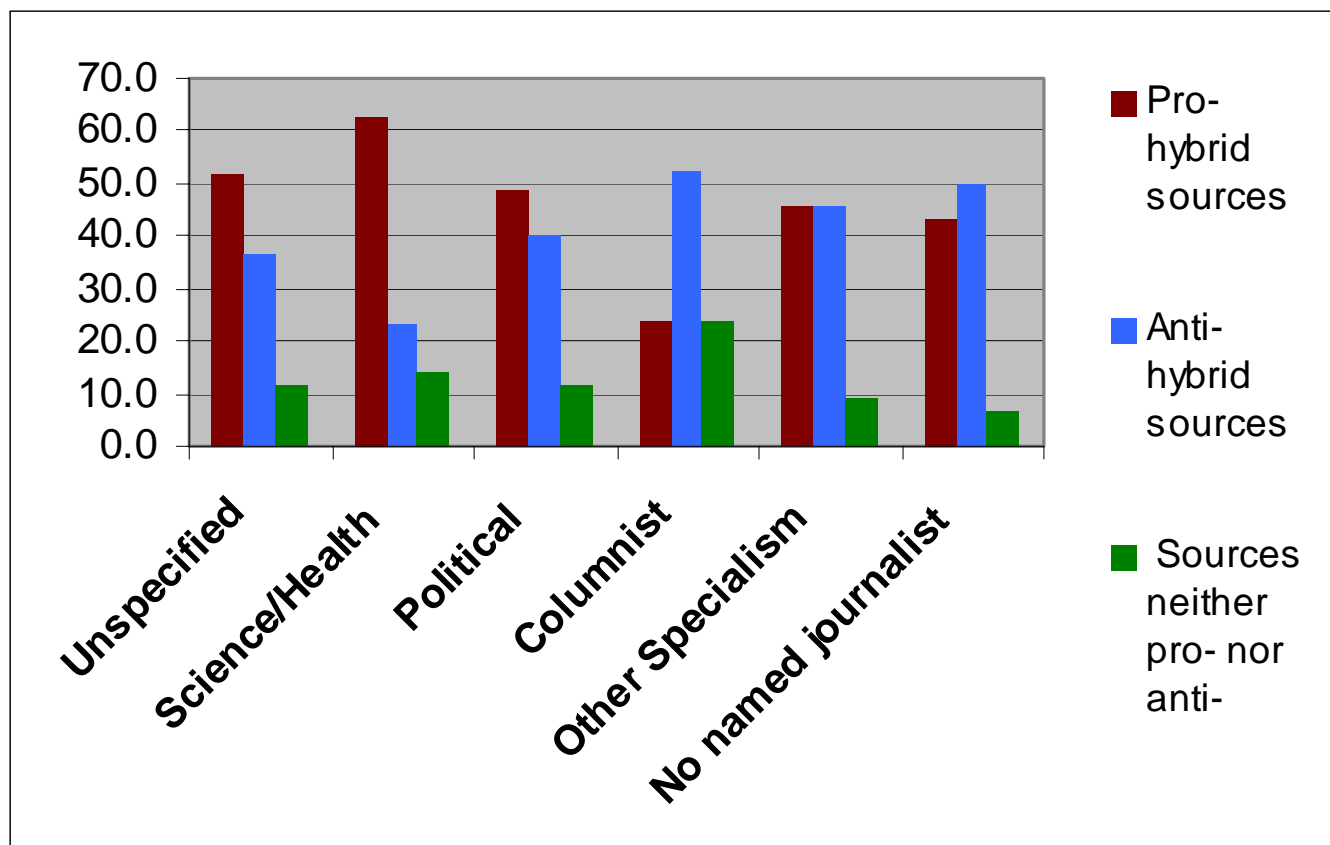
# Sources quoted by different papers



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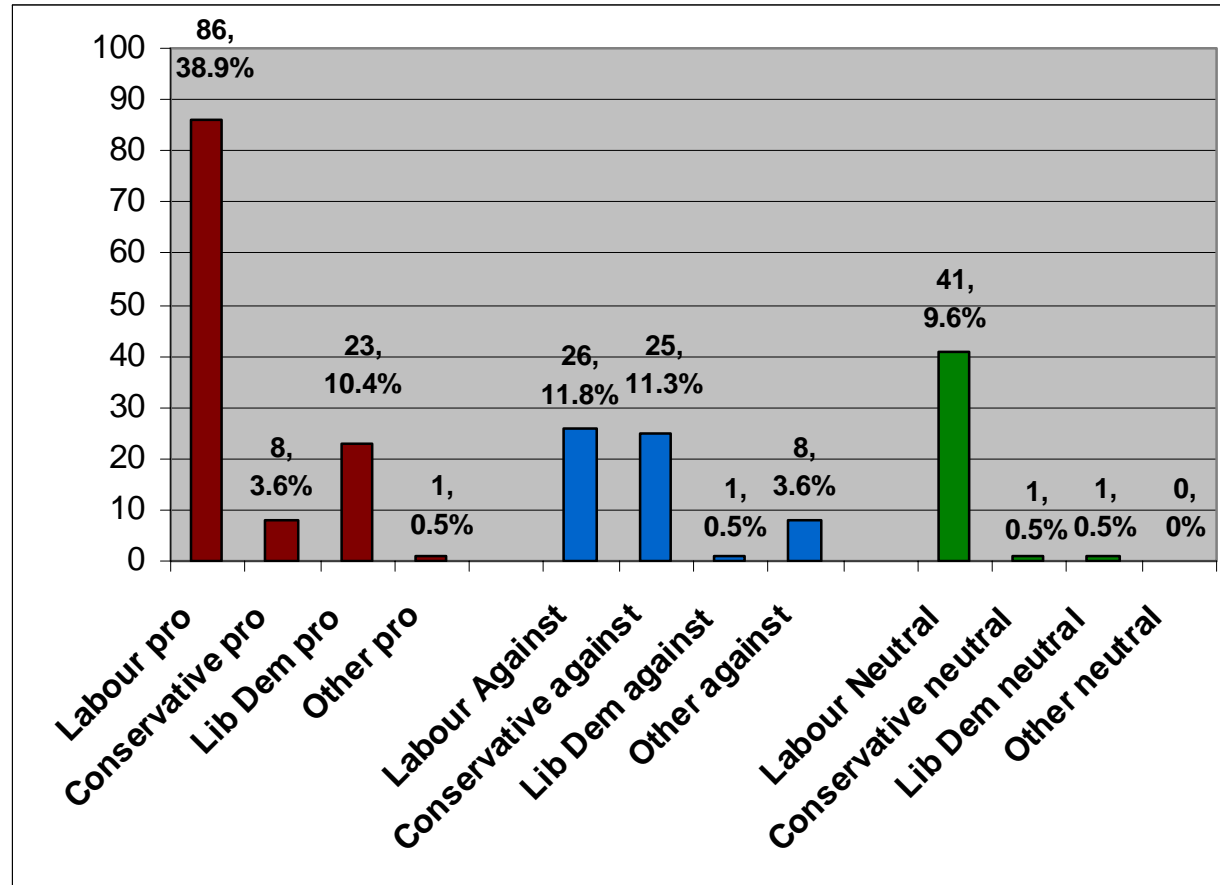
**Pro-hybrid, anti-hybrid, and neutral sources in different newspapers**

# Sourcing patterns between different types of journalist



Proportional percentage of pro- anti- or neutral sources quoted by different kinds of reporter

# Party politics of quoted MPs in coverage of hybrids



n=221

The party affiliation of MPs quoted in the hybrid embryo debate

# Arguments and rhetoric from both sides

# Common scientific arguments in favour

Scientific arguments in favour of hybrid embryo research	Frequency	present in % of pieces
<b>Promise of potential or actual therapies/cures</b>	<b>315</b>	<b>73.8</b>
<b>Embryos destroyed after 14 days (or sooner)</b>	<b>124</b>	<b>29.0</b>
<b>Shortage of eggs justification</b>	<b>109</b>	<b>25.5</b>
<b>Embryos still mainly human (e.g. Containing 99.9% human DNA)</b>	<b>99</b>	<b>23.2</b>
<b>Embryos won't be placed in humans/animals</b>	<b>82</b>	<b>19.2</b>
Weight of scientific opinion/scientific consensus exists	55	12.9
Enemies are scaremongering/lying/being deliberately inflammatory	43	10.1
Hybrids are already being created	38	8.9
Opposing views are 'irrational', 'luddite', or based on misunderstanding	36	8.4
Personal account from sick patient	25	5.9
Reference to the small size of the embryos	24	5.6
Other kinds of human/animal fusion are accepted (e.g. transplants)	8	1.9

# Common ethical arguments against

Ethical arguments against hybrid embryo research	Frequency	Quoted in % of pieces
Hybrids are morally/ethically wrong (general)	90	21.1
Hybrids are inhuman (e.g. they are "an attack on human dignity")	84	19.7
Negative reference to monsters (Frankenstein's monster, etc)	83	19.4
Hybrids are unnatural (e.g. tampering with nature, "species bending")	45	10.5
The 'yuk factor' (hybrid embryos are disgusting, repulsive, etc)	44	10.3
Hybrids are ungodly (e.g. against the "sanctity of human life")	39	9.1
Research destroys human life (all pro-life arguments)	35	8.2
Hybrids represent an attack on human rights	24	5.6
Consent (e.g. cells may be taken without consent)	11	2.6
Comparison with science in authoritarian regimes (e.g. the Nazis)	8	1.9

Science of hybrids

Politics of hybrids

Ethics of hybrids

Common pro-hybrid arguments	Frequency	present in % of stories
Potential medical advances/cures	315	75.9
Embryos destroyed after 14 days (or sooner)	124	29.9
Shortage of eggs justification	109	26.3
Embryos still mainly human (e.g. 99.9% human DNA or analogous figure)	99	23.9
Embryos won't be inseminated in humans/animals	82	19.8
Hybrids are ethically right/not ethically wrong	61	14.7
Weight of scientific opinion is in favour	55	13.3
Enemies are scaremongering/lying/being deliberately inflammatory	43	10.4
Hybrids are good for the national interest/UK science/the economy	39	9.4
Hybrids are already being created	38	9.2
Opposing views misunderstand the science, are "unreasonable", or "luddite"	36	8.7
Public opinion is in favour	34	8.2
1 <sup>st</sup> government consultation exercise was invalid, hijacked, etc	26	6.3
Personal account from sick patient (or other affected person)	25	6.0
Reference to the small size of the embryos (e.g. no bigger than a pin-head)	24	5.8
Politicians are weak/fear the media and public opinion	23	5.5
Reference to HFEA approval	17	4.1
Hybrids avoid need to tamper with human life/embryos	17	4.1
Other kinds of human/animal fusion are widely accepted (e.g. transplants)	8	1.9
Consent will be gained from cell donors	3	0.7

Science of hybrids

Politics of hybrids

Ethics of hybrids

Common anti-hybrid arguments	Frequency	present in % of stories
Hybrids are wrong (clear moral/ethical argument)	90	21.7
Inhuman/Against humanity	84	20.2
Negative reference to monsters (Frankenstein's monster, etc)	83	20.0
Practice is controversial	48	11.6
Unnatural (e.g. playing with nature)	45	10.8
Unlikely to lead to benefits/exaggerated claims from scientists	45	10.8
The 'yuk factor' (hybrid embryos are disgusting, repulsive, etc)	44	10.6
Public opinion is opposed (projections of public opinion)	40	9.6
Ungodly (against religion or God, against the sanctity of life, etc)	39	9.4
Research destroys life (pro-life argument)	35	8.4
Other ways of getting stem cells more beneficial	24	5.8
Hybrids mean an attack on human rights	24	5.8
Practice is/should be illegal (e.g. HFEA act 1990, banned in other countries)	23	5.5
Practice is irrational (crazy, mad, irrational, etc)	14	3.4
Bad for the national interest/reputation of UK science/the economy	14	3.4
Practice medically risky (potentially or actually, in process or outcomes)	14	3.4
Consent (e.g. cells may be taken without consent from children, etc)	11	2.7
Chief Medical Officer Liam Donaldson against	11	2.7
Comparison with authoritarian regime (e.g. the Nazis, Stalinism, etc)	8	1.9
Ignoring results of government consultation	6	1.4

# Anti-hybrid arguments critiqued in the press

Commonest critically attributed arguments against hybrid embryo research	Frequency	present in % of stories
Negative reference to monsters (Frankenstein's monster, etc)	56	13.1
The 'yuk factor' (hybrid embryos are disgusting, repulsive, etc)	16	3.7
Hybrids are morally/ethically wrong	12	2.8
Hybrids are inhuman (e.g. they are "an attack on our common humanity")	12	2.8
Public opinion is opposed (projections of negative public opinion)	9	2.1
Unlikely to lead to benefits/exaggerated claims from scientists	8	1.9
Research destroys human life (all pro-life arguments)	8	1.9
Practice is/should be illegal (e.g. hybrids banned in other countries, etc)	7	1.6
Hybrids are ungodly (e.g. against the "sanctity of human life")	7	1.6
Other ways of getting stem cells preferable (e.g. adult stem cells)	5	1.2

# The rhetoric of monstrosity: PR own goal?

*“If I were preaching this homily in France, Germany, Italy, Canada or Australia I would be commending the government for rightly banning such grotesque procedures. This Bill represents a monstrous attack on human rights, human dignity and human life. [...] One might say that in our country we are about to have a public government endorsement of experiments of Frankenstein proportion.”*

“Cardinal Attacks ‘Human Fertilisation and Embryology Bill’”, 20th March 2008, press release, Scottish Catholic Media Centre, available at: <http://scmo.org/articles/493/1/Cardinal-attacks-Human-Fertilisation-and-Embryology-Bill/Page1.html>, last accessed April 2009.

THE TIMES Saturday March 22 2008

## Catholic archbishops use Easter sermons to attack embryology Bill

▶ Plans to create hybrid embryos 'are monstrous'  
▶ Brown's refusal of free vote splits the Cabinet

Ruth Gleedhill Religion Correspondent  
David Lister Scotland Correspondent

Britain's Roman Catholic leaders are to deliver a concerted Easter message of condemnation against government plans to create "Frankenstein" human-animal embryos.

One Archbishop condemned the Human Fertilisation and Embryology Bill as "monstrous" and called on Catholic ministers in the Cabinet to stand down rather than support it.

The Catholic Church was heading for its most serious clash with the Government as Gordon Brown refused to follow the tradition of allowing a free vote on matters of conscience. Catholic MPs see themselves in a near-impossible position.

The Archbishops of Birmingham and Cardiff, both front-runners to succeed Cardinal Cormac Murphy-O'Connor at Westminster, led the charge against a Bill of "repugnance".

Scotland's Cardinal Keith O'Brien will use his Easter Day sermon tomorrow to mount a scathing attack on the Human Fertilisation and Embryology Bill, describing the proposals as "grotesque" and "deathly". He will tell Easter worshippers at St Mary's Cathedral in Edinburgh: "One might say that in our country we are about to have a public government endorsement of experiments of Frankenstein proportion — without many people really being aware of what is going on."

In his sermon, the text of which was released yesterday, he adds: "It is difficult to imagine a single piece of legislation which more comprehensively attacks the sanctity and dignity of



Scathing: Cardinal Keith O'Brien

human life than this particular Bill. If I were preaching this homily in France, Germany, Italy, Canada or Australia, I would be commending the government for rightly banning such grotesque procedures. However, here in Great Britain I am forced to condemn our Government.

"This Bill represents a monstrous attack on human rights, human dignity and human life. In some other European countries, one could be jailed for doing what we intend to make legal."

The Cardinal's remarks come amid growing anger with the Prime Minister over his refusal to offer a free vote on the issue. At least one Catholic minister is understood to be considering his position as a result.

The failure to grant a free vote on the Bill has caused a "tremendous amount of bad feeling" in the Cabinet, particularly between Geoff Hoon, the Chief Whip, and the Welsh Secretary Paul Murphy, a devout Catholic, one source told *The Times*.

Mr Murphy was in the congregation and read the lesson when the Archbishop of Wales, the Most Rev Peter Smith, asked worshippers to pray for

the country's Catholic MPs. Ministers who defy a three-line whip have little alternative but to step down.

Archbishop Smith said yesterday: "It is not just Catholics, most people who looked at the Bill would object. Creating half-human, half-animal embryos is a step too far. It is preposterous. There have been 70 or 80 therapies already produced from adult stem cells. There is no need to do this."

In his sermon at the annual Mass for men on Monday at St Chad's Cathedral, the Archbishop of Birmingham, the Most Rev Vincent Nichols, will warn that the Bill represents the "commercialisation" of aspects of birth and that its repercussions will be felt for years to come.

Senior Catholics in the Cabinet also include Des Browne, the Defence Secretary, and Ruth Kelly, the Transport Secretary.

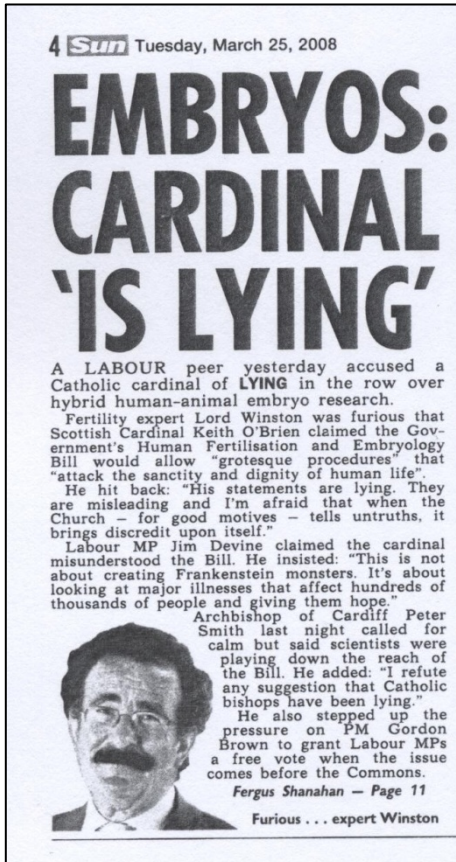
However, Jim Devine, the Labour MP for Livingston, who is a Catholic and a psychiatric nurse, expressed strong disapproval of the Cardinal O'Brien's remarks.

"I find the type of language used by the Cardinal totally unacceptable," he said. "This Bill could enable research into diseases such as multiple sclerosis and motor neuron disease. There is the distinct possibility that people could be helped by this research."

A Department of Health spokeswoman said: "This is not about creating monsters. It is purely laboratory research."

Jonathan Romain, Rabbi of Maidenhead Synagogue, said that Judaism was just as concerned about the sanctity of human life but did not condemn the creation of human-animal hybrid embryos for medical research. It was to be "welcomed as a life-saving development that uses our God-given skills in the noblest of causes."

Read the Cardinal's Easter sermon in full [timesonline.co.uk/giedh11](http://timesonline.co.uk/giedh11)



*"the Catholic Church is misrepresenting science because it doesn't understand the basic facts"*

– Dr Stephen Minger

*"Science progresses by refuting falsehood. The Bishops of the Roman Catholic Church apparently want to promote it"*

– Prof Robin Lovell-Badge

*The bishops are "using scaremongering tactics in an attempt to block important medical research aimed at understanding and developing treatments for incurable diseases"*

– Prof Chris Shaw

*"this is a gross and irresponsible misrepresentation of our position and our intentions in carrying out our work"*

– Dr Lyle Armstrong

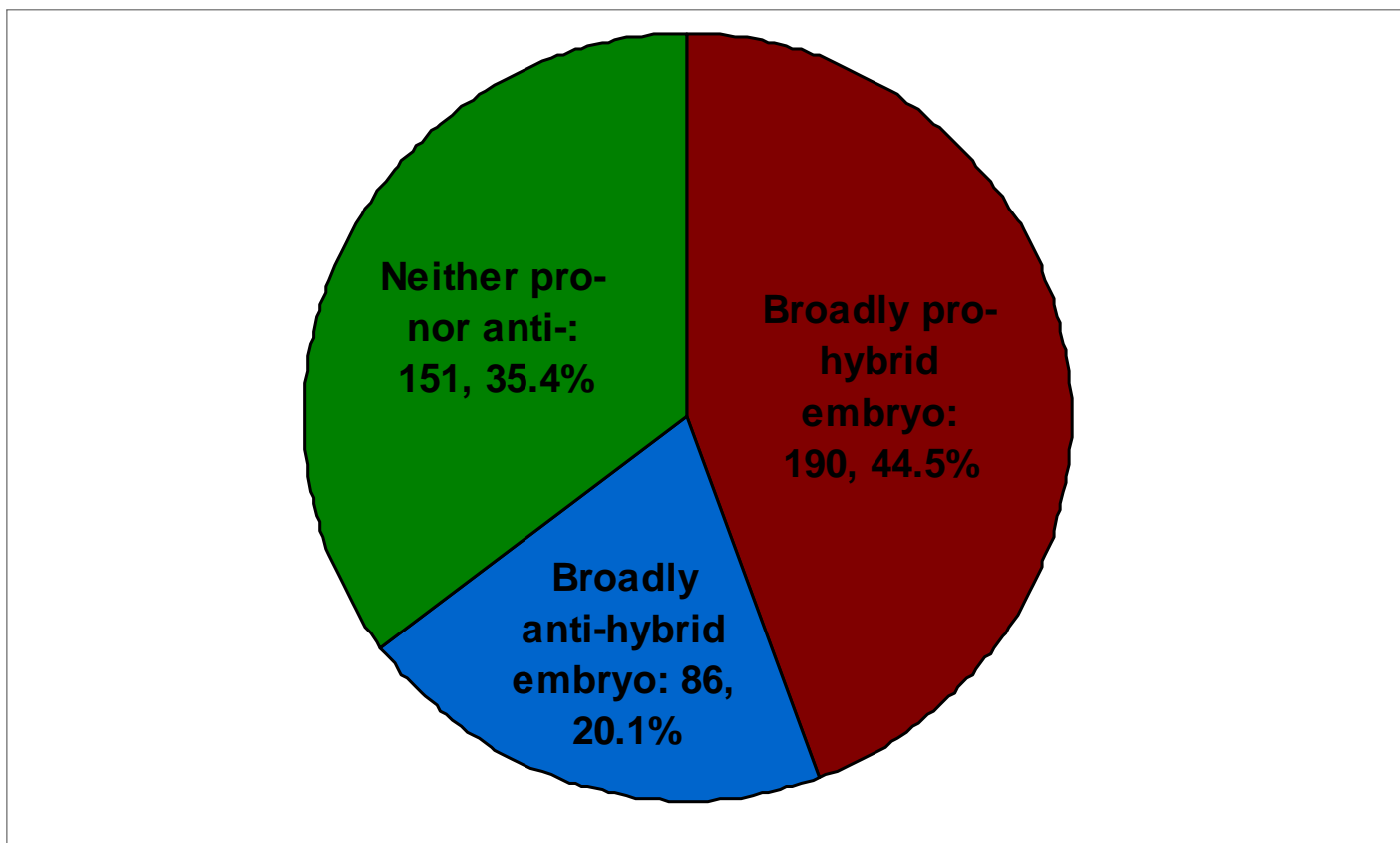
"Scientists condemn Catholic Church's attack on embryo research", SMC press release, available at: [http://www.sciencemediacentre.org/pages/press\\_releases/07-09-03\\_hfea\\_policy\\_on\\_hybrids.htm](http://www.sciencemediacentre.org/pages/press_releases/07-09-03_hfea_policy_on_hybrids.htm), last accessed April 2009.

# Pro-hybrid arguments critiqued in the press

Commonest critically attributed arguments in favour of hybrid embryo research	Frequency	present in % of stories
Promise of potential or actual therapies/cures	17	4.0
Opposing views are 'irrational', 'luddite', or based on misunderstanding	10	2.3
Enemies are scaremongering/being deliberately inflammatory	10	2.3
Hybrids good for the national interest/UK science/the economy	6	1.4
Embryos destroyed after 14 days (or sooner)	3	0.7
Shortage of eggs justification	2	0.5
Embryos still mainly human (e.g. Containing 99.9% human DNA)	2	0.5
Personal account from sick patient	2	0.5
Weight of scientific opinion/scientific consensus exists	2	0.5
Hybrids are ethically right/not ethically wrong	2	0.5
Reference to the small size of the embryos	1	0.2

**Which source groups  
benefited most overall?**

# Pro- and anti-hybrid stories

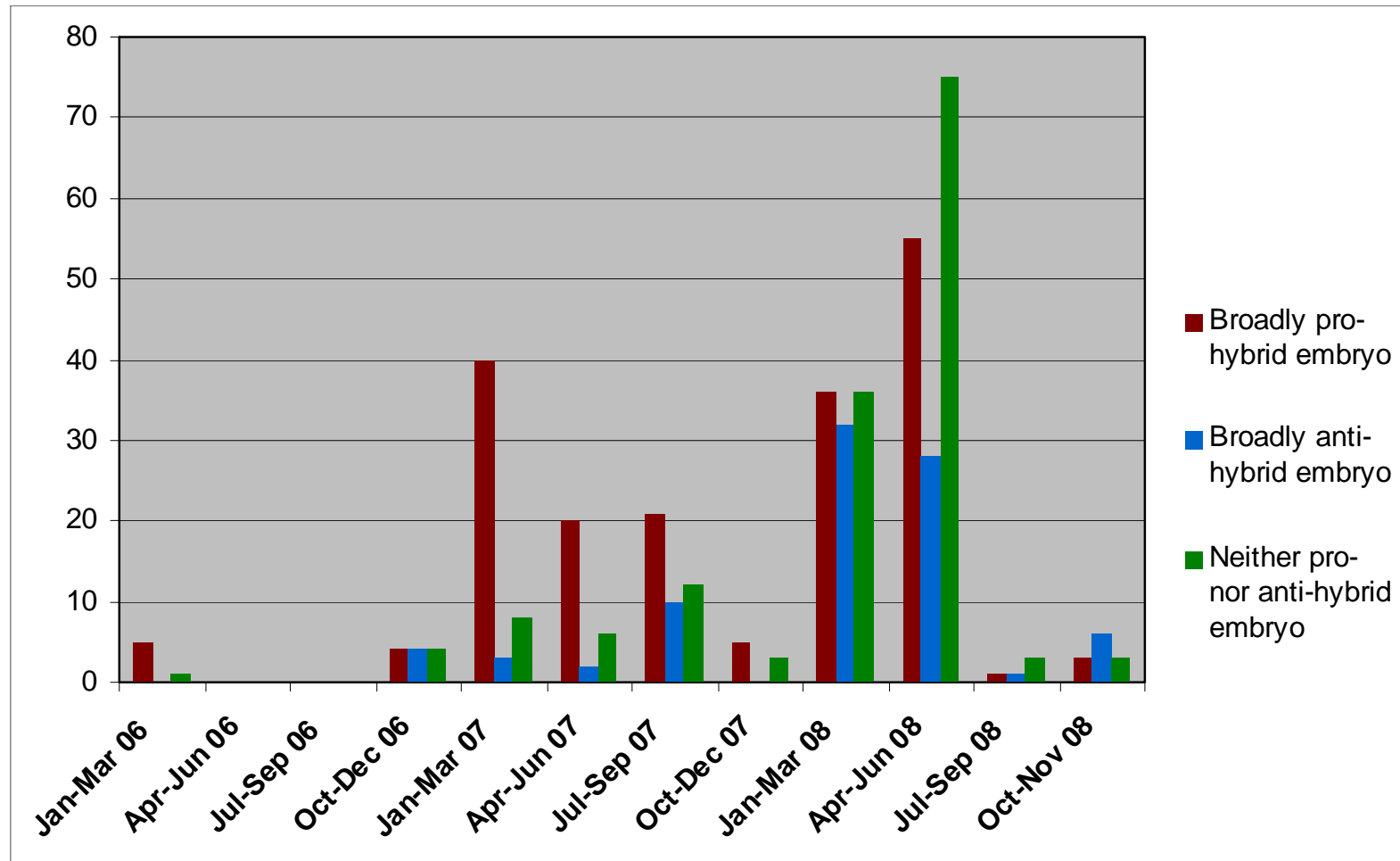


Numbers of pro- and anti-hybrid stories overall

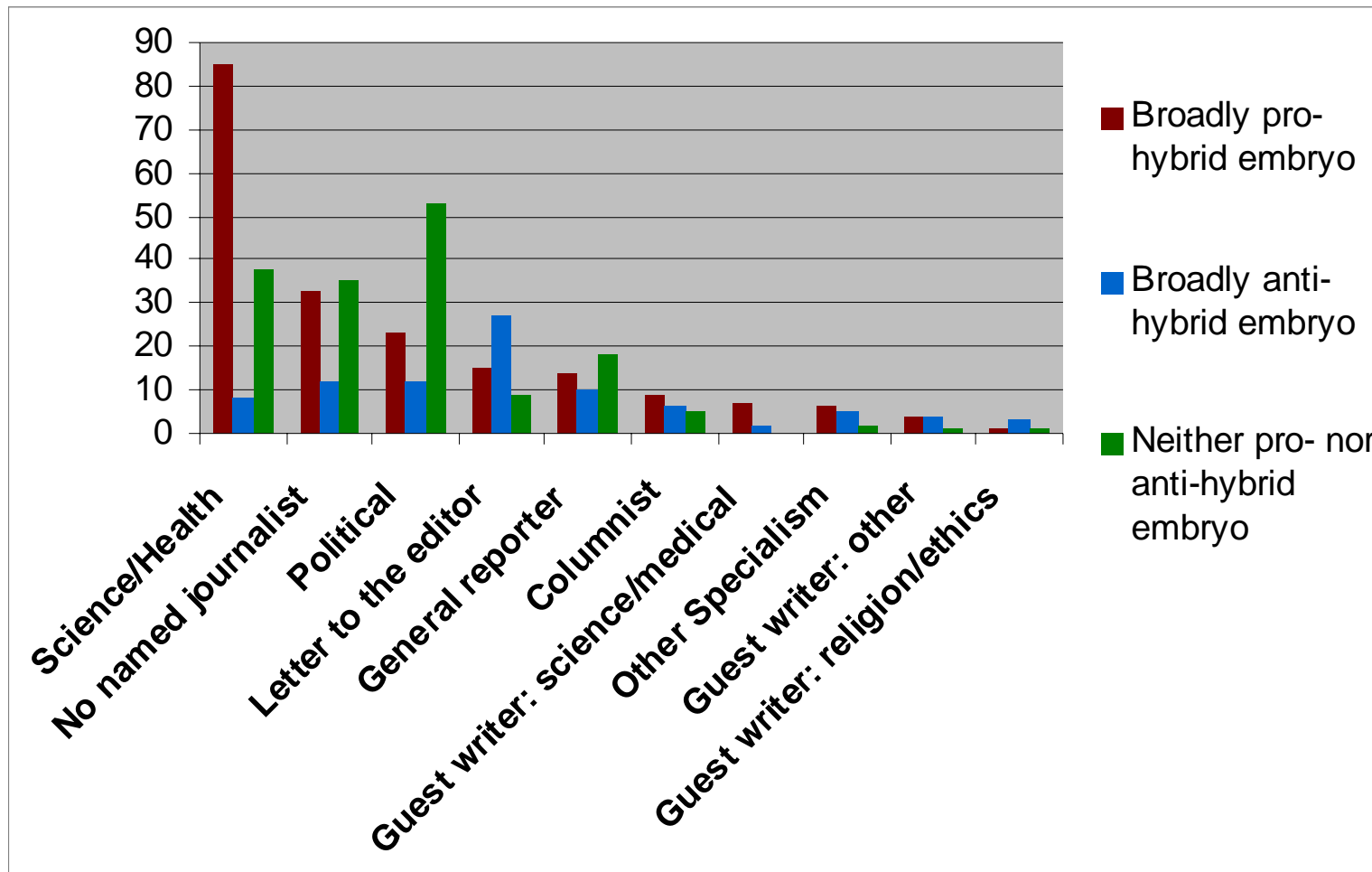
# Article stance by format

	<b>Broadly pro-hybrid embryo</b>	<b>Broadly anti-hybrid embryo</b>	<b>Neither pro- nor anti-hybrid embryo</b>	<b>Totals</b>
<b>News article</b>	122	36	119	277
<b>Column/Comment</b>	26	16	10	52
<b>Editorial/leader</b>	12	3	7	22
<b>Letter to editor</b>	15	27	9	51
<b>Feature</b>	11	3	5	19
<b>Profile</b>	3	1	1	5
<b>Other</b>	1	0	0	1
<b>Totals</b>	190	86	151	427

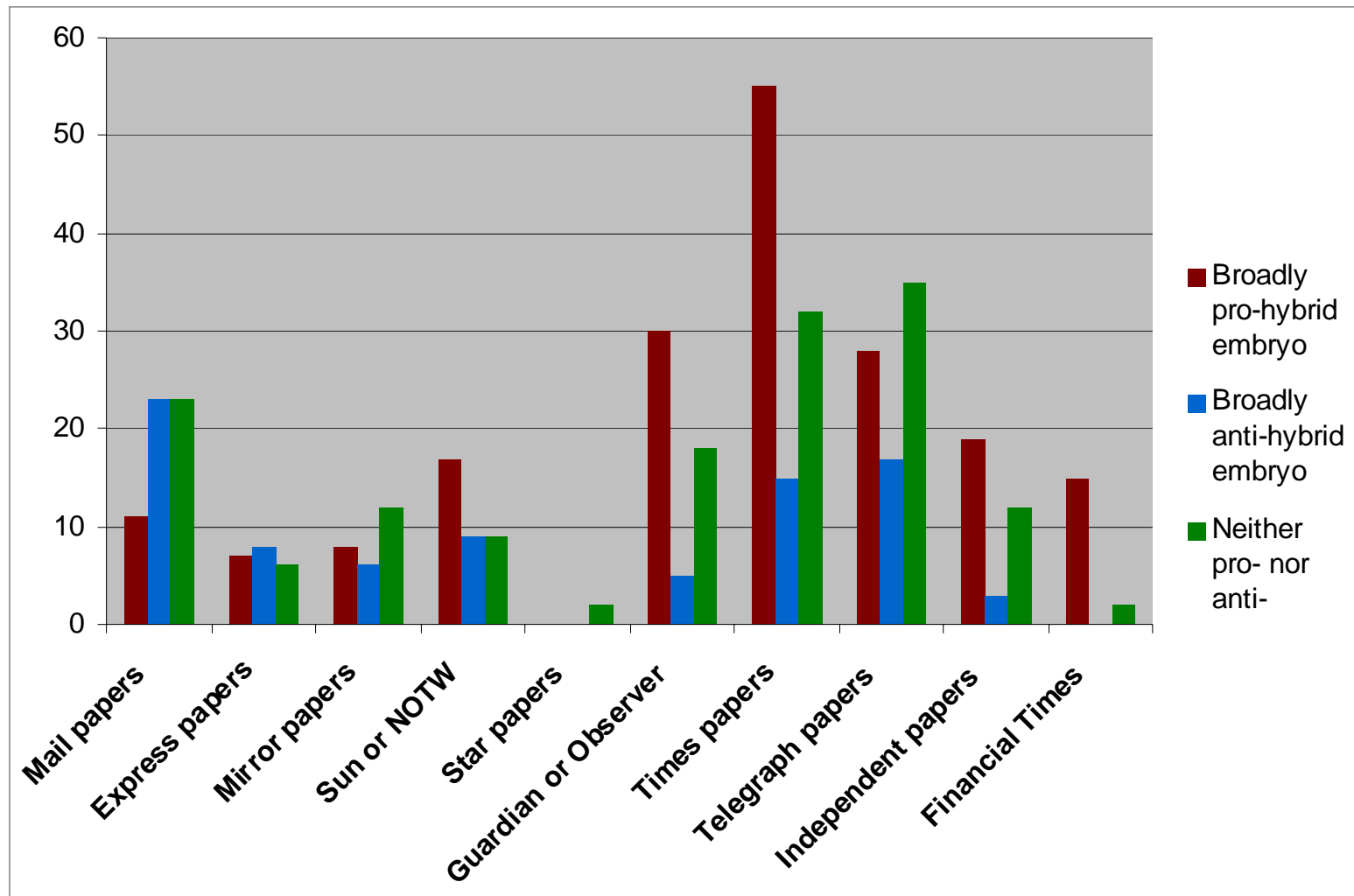
# Article stance over time



# Journalist specialism and story stance



# Which newspapers published most pro- or anti-hybrid stories?

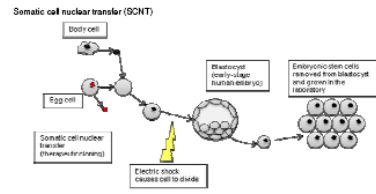


# The Influence of PR on the Hybrid Embryo Debate

# The influence of PR: Framing hybrid embryos

“Stem cells could then be obtained from the embryo and used to study a range of diseases and develop possible treatments”

“The eggs used to create them are in short supply and of variable quality”

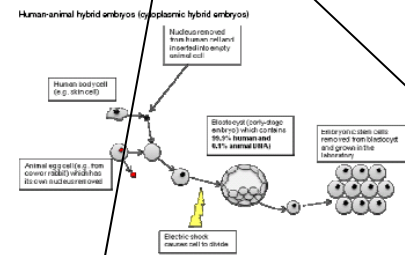


**Human-animal hybrid embryos**  
- also known as human admixed embryos, of which there are four main types (see accompanying guide for more information). Those discussed here are cytoplasmic hybrid embryos, or 'chicks'.

- There are several problems associated with deriving ES cells directly from human embryos fertilised *in vitro*. Aside from the ethical concerns surrounding the use of human embryos, a major problem for scientists is that human embryos, and the eggs used to create them, are in a **short supply** and of variable quality, resulting in a low success rate of producing stem cell lines.
- Scientists are therefore keen to develop alternative sources of stem cells which allow the creation of more plentiful and better quality cell lines. Because this research is at an early stage, scientists are also keen to maximise the techniques and resources available for carrying it out and developing possible treatments, while staying within legal and ethical guidelines. Due to the difficulties associated with obtaining and using human eggs for embryo research, scientists in the UK would like to use animal eggs as an alternative.
- The main method used to create embryos for research and the production of ES cells is somatic cell nuclear transfer, as above. The nucleus of a human cell is inserted into a hollowed-out animal egg cell (which has had its own nucleus removed) – the resulting cell is induced to divide, forming an embryo which is approximately 99.9% human and 0.1% animal, and genetically matched to the donor human cell. The tiny amount of animal DNA that remains is mitochondrial (i.e. it exists in the mitochondria, the energy-generating 'powerhouses' of the cell, and not in the nucleus, and so does not contribute to the cell's genetic makeup).

“... embryo which is approximately 99.9% human and 0.1% animal”

- Stem cells could then be obtained from the embryo and used to study a range of diseases and develop possible treatments.
- Scientists carrying out this work will not be permitted to allow the embryo to develop for longer than 14 days – after this point it will have to be destroyed. They will also not be allowed to implant the embryo into either an animal or a human.



This guide has been prepared by the Science Media Centre to provide background information on the key scientific issues involved in the Human Fertilisation and Embryology (HFE) Bill. This **guide** intends as the 'last word' on the subject, but rather a summary of the basics and a pointer towards sources of more detailed information. For more information about this guide, please contact [WJ Greenacre](mailto:WJ.Greenacre@smc.ac.uk) at the Science Media Centre on 020 7670 2993 or email [WJ.Greenacre@smc.ac.uk](mailto:WJ.Greenacre@smc.ac.uk)

Prepared with guidance from the Association of Medical Research Charities and the Academy of Medical Sciences.

**Note to editors**

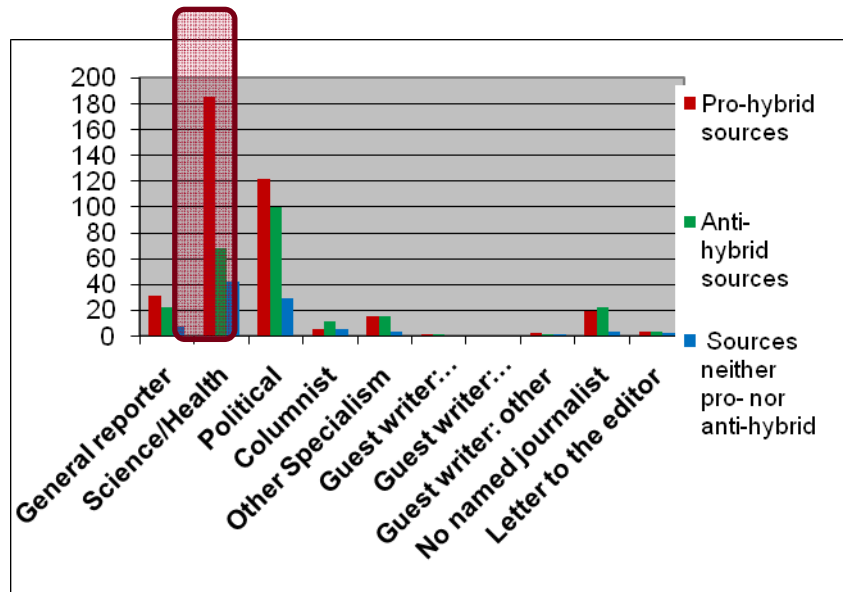
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It “will not be permitted to allow the embryo to develop for longer than 14 days”

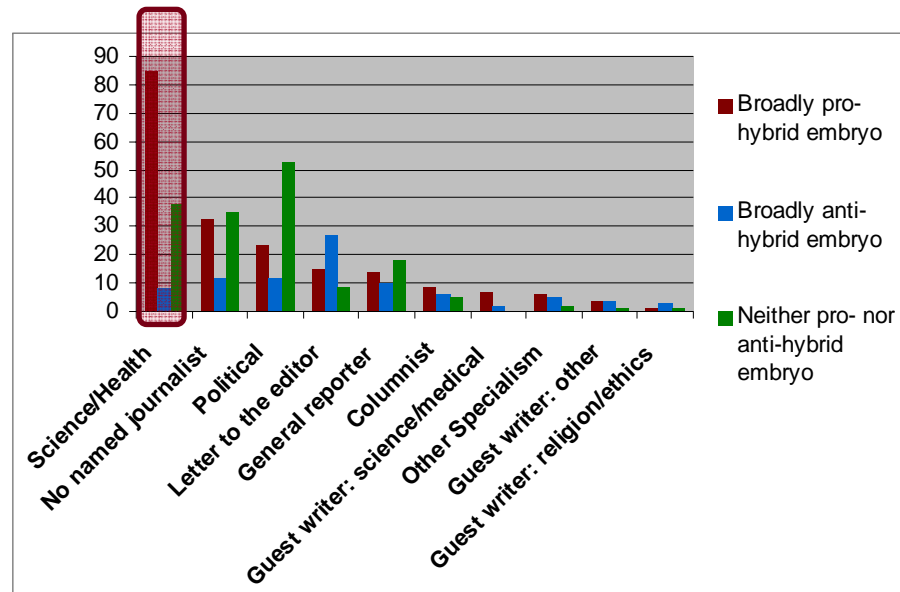
It “will not be allowed to implant the embryo into either an animal or a human”

# The influence of PR: Cultivating relationships between science journalists and sources



n=646

Numbers of pro- or anti-hybrid embryo **sources** quoted by different kinds of reporter



n=427

Numbers of broadly pro- anti-hybrid embryo **stories** written by different kinds of reporter