

# THE WORLD ECONOMIC FORUM 2024 MEDIA COVERAGE ANALYSIS



January 8, 2024 - January 21, 2024

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Media spotlights JPMorgan's influence on fiscal, technological, and geopolitical discourse.

# Media Sentiment Divergence Reflects WEF's Multifaceted Debate Landscape

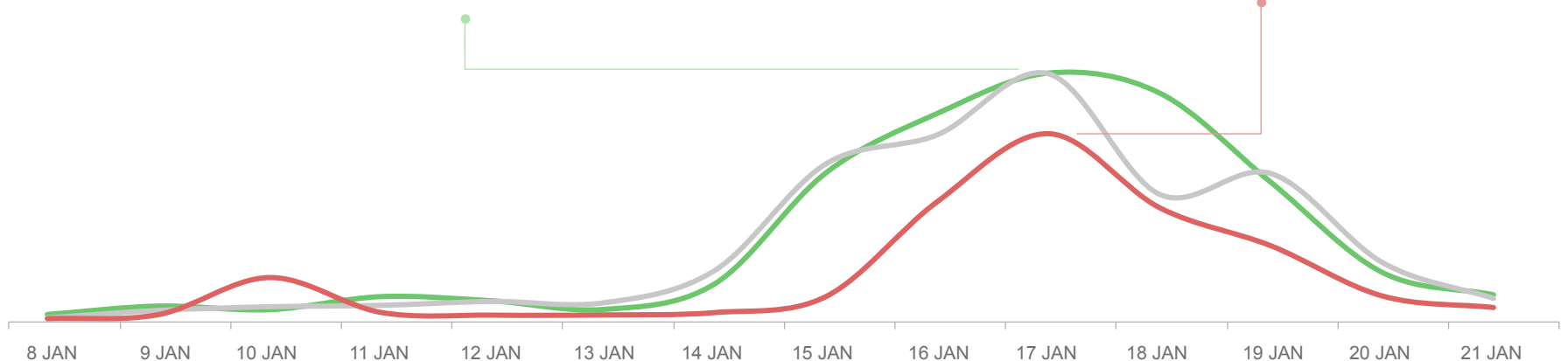
Analysis reveals media coverage fluctuation **not centred** on the **WEF event**, but **influenced by diverse discussions** encompassing global economics, AI, geopolitical shifts, climate strategies, and **varied leadership approaches in governance**.

 Online Media Volume Trend By Sentiment

POSITIVE  NEGATIVE  NEUTRAL 

**Jan 17:** Surge in positive coverage aligned with the WEF's emphasis on collaborative initiatives for global economic stability, as reported by [Bloomberg](#), [Reuters](#), and [The Wall Street Journal](#).

**Jan 17:** Peak in negative sentiment corresponded with critical discussions and divergent perspectives on climate action effectiveness and geopolitical implications as covered in the media.



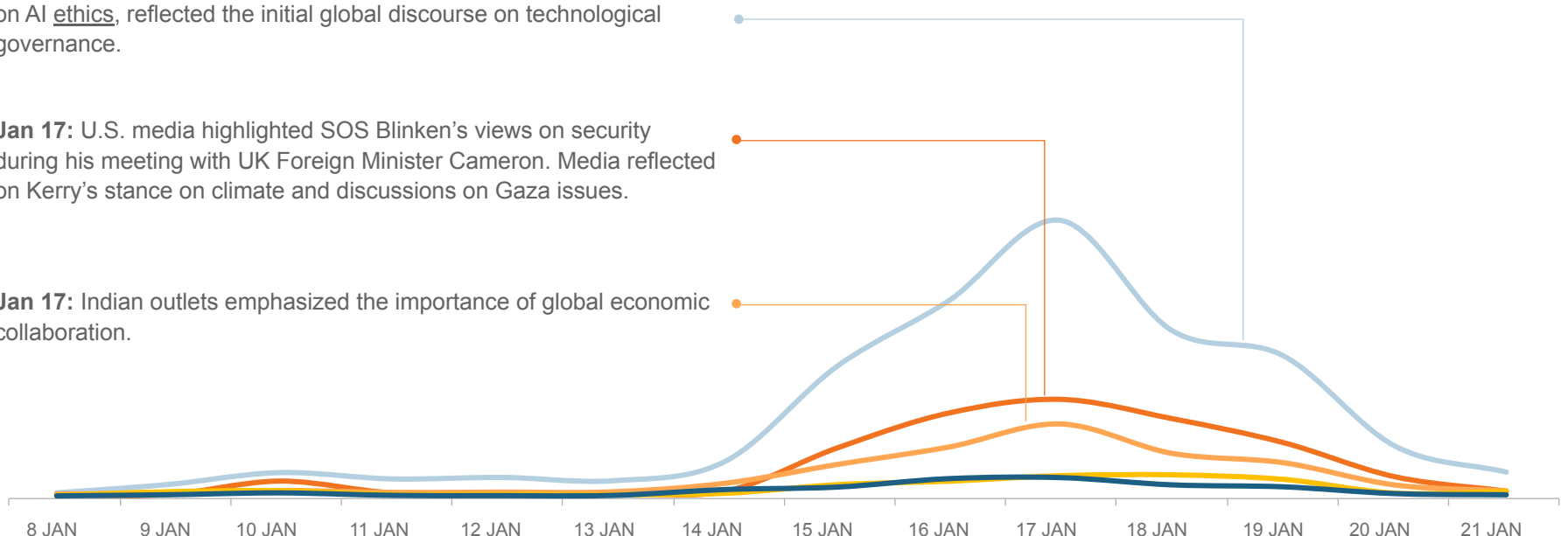
 Twitter Volume Trend By Country

USA  UK   
CANADA  AUSTRALIA  INDIA 

**Jan 19:** The variance in coverage by country post-keynote sessions on AI ethics, reflected the initial global discourse on technological governance.

**Jan 17:** U.S. media highlighted SOS Blinken's views on security during his meeting with UK Foreign Minister Cameron. Media reflected on Kerry's stance on climate and discussions on Gaza issues.

**Jan 17:** Indian outlets emphasized the importance of global economic collaboration.

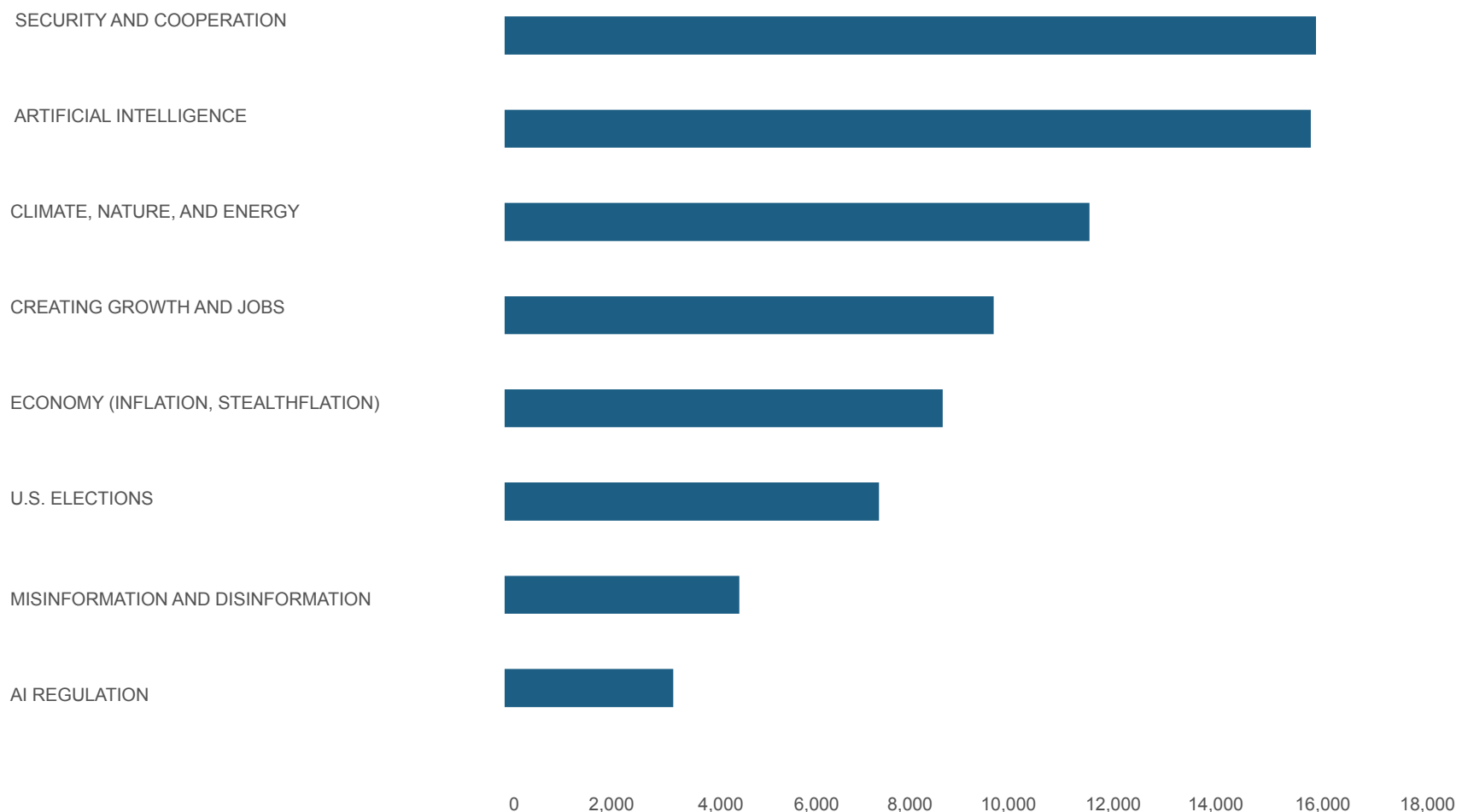


# Strategic Media Focus on AI and Global Security is Balanced by a Strong Emphasis on Climate Change

**UN Secretary-General Guterres** and **IMF Head Georgieva** spotlighted the critical impact of **fossil fuel growth**, alongside IMF reports predicting significant **climate crisis fatalities**, a long-term issue highlighted in **numerous media discussions**.



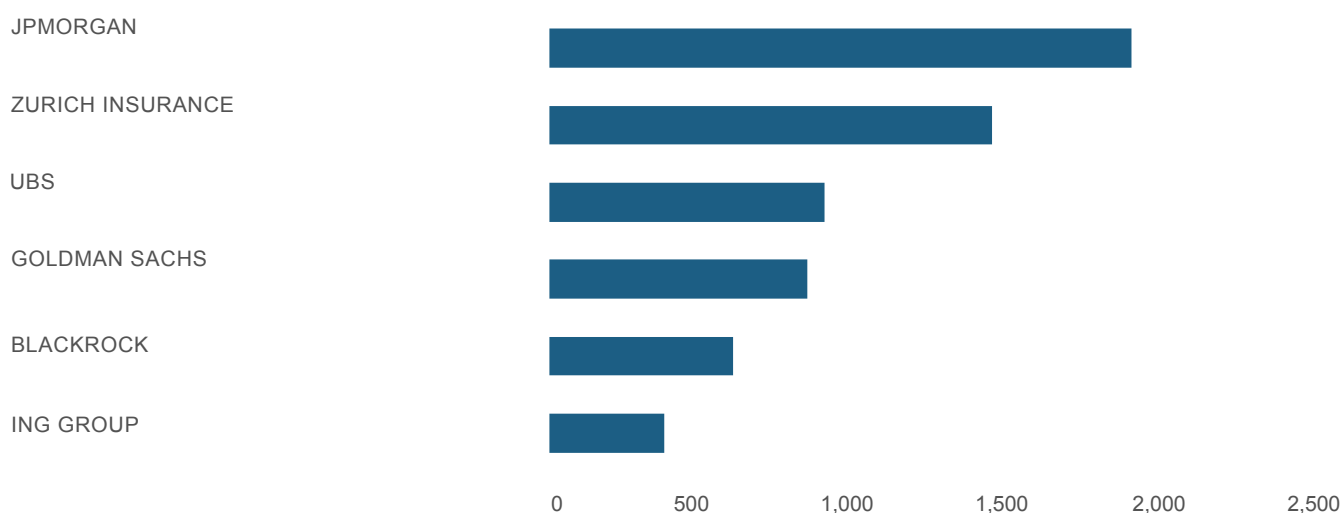
Themes Online Media Coverage By Volume



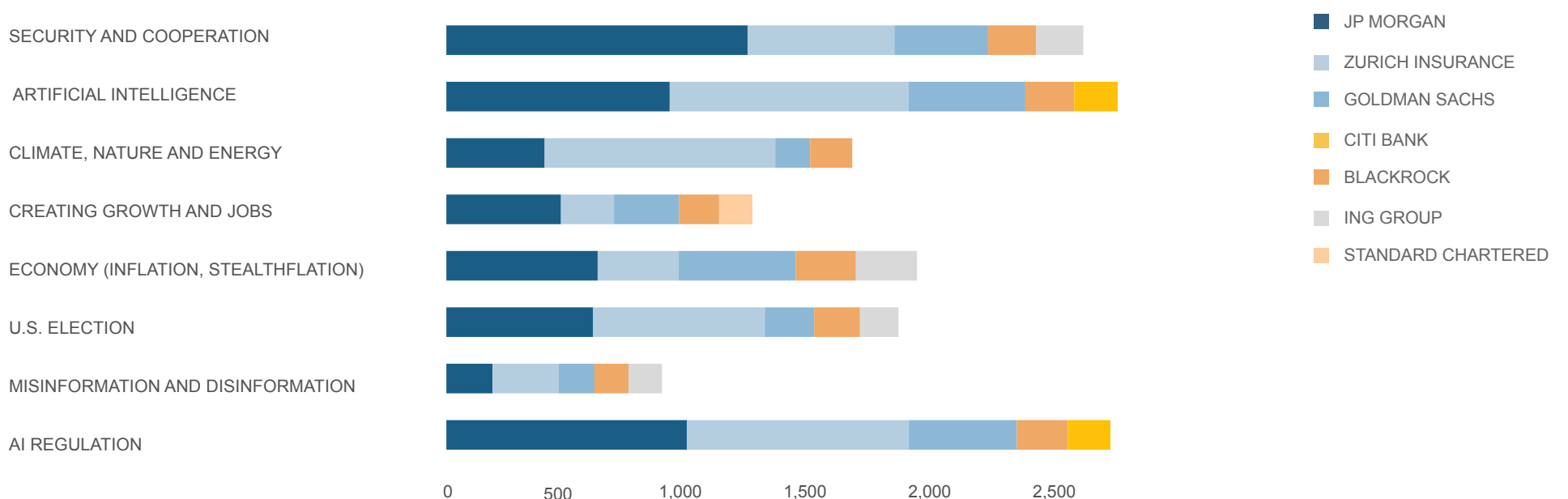
# JPMorgan's Insights on Global Finance and Geopolitics Dominated WEF Discussions

JPMorgan, under Jamie Dimon's leadership, is portrayed in the media as at the forefront of the current global financial and geopolitical challenges, whilst simultaneously addressing the effect of AI's predominant focus on regulation and implications to jobs.

Financial Institutions Online Coverage By Volume



Thematic Analysis Across Financial Institutions



# Recommended Actionable Insights



**Jennifer Sanchis**  
Insights Consultant

## **Work with public institutions to invest in climate-focused projects should be highlighted more, particularly in emerging countries**

WEF coverage highlighted a certain sense of urgency with regards to the climate crisis as the world is not on track to meet the goals of the Paris Agreement. One of the main reasons could be attributed to the lack of investments, particularly in emerging markets. As “new forms of public-private cooperation and collaboration” should be established, media interest in blended finance will continue to grow.

## **Industry-wide partnerships and collaborations will matter more than ever**

As Kristalina Georgieva, IMF Managing Director reminded her audience, collaboration and cooperation will be central in addressing the challenges posed by climate change. More specifically, the emphasis will have to focus not only on how a transition is still needed but more importantly on how specific investments led by various organisations foster positive impact. The Net Zero Banking Alliance (NZBA), the Glasgow Financial Alliance for Net Zero (GFANZ), the Global Alliance for Banking on Values (GABV), and most recently the Global Climate Finance Centre in partnership with the World Bank are all examples of successful comms.

## **PR readiness and crisis comms scenarios should be stress-tested**

Media explored the complexity of the situation in the Middle East and warned of the potential for spillover effects. Media monitoring solutions and tailored crisis communication plans based on the potential scenarios outlined in geopolitical risk assessments reports should be embedded within global communications strategies to build resilience internally.

## **Corporate activism practices could constitute new reputational risks**

There has been a growing expectation since the Covid-19 pandemic for CEOs to speak out on social issues. However, societal polarisation has become one of the biggest threats facing humanity over the next two years, according to the WEF. In this context, corporate social advocacy could have limited benefits on an organisation’s reputation. Speaking out on social issues should be carefully considered and be in line with an organisation’s core purpose.

## **AI-driven misinformation and disinformation should be monitored**

Media reported that this type of information was “a top concern for leaders at Davos”. Comms teams should ensure that they establish robust monitoring systems and collaborate with technology partners to combat disinformation. Moreover, developing quick crisis comms responses will effectively address reputational risks associated with misinformation and disinformation.

## **Emphasising commitment to supporting professional growth should be promoted**

Generative AI leading to job cuts made several headlines. Organisations should showcase how they intend to reskill and upskill their employees for future opportunities as part of a transparent communication strategy. Promoting the potential positive career outcomes brought by AI will help position organisations’ commitment to employee well-being in the media.



**CARMA**

## What's Next

Telling a meaningful measurement story is more crucial than ever in today's challenging economic environment. CARMA's team of industry leading communications evaluation consultants work with our clients to help them prove the effectiveness of their communications, uncover real insights, refine strategy and prove real value. This report provides just a small snapshot of how we work with our clients around the world. If you'd like more information on how we could work with you, please get in touch.

## Methodology

The analysis drew on data from January 8th to January 21st, 2024, leveraging 50,061 traditional media articles. This data was sourced through Boolean searches utilizing CARMA's global online media crawler for traditional outlets.

Note: The analysis focused on a select group of 15 financial organisations, not encompassing all that participated in the forum's events.

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