

## Report on reporting

The Center for Intellectual Property Understanding (CIPU) **published a report** analysing patterns in the coverage of patent infringement in 127 randomly sampled articles published in 2016. The study found that nearly half of the 127 randomly sampled articles published in 2016 were "op-ed or trend pieces," according to CIPU's site.



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These articles came from business, technology and general news outlets. The report found that tech publications mentioned the phrase "patent troll" twice as frequently as business or general news publications. Tech patent infringement coverage – whether in specifically tech publications or others – was far more popular than coverage of pharmaceutical suits. Eight times as many articles surveyed covered tech. In fact, even tech coverage was found to be very poorly distributed, with 42.5% of all sampled

articles mentioning Apple or Samsung.

CIPU's summary of the study was particularly concerned with the media's apparent tendency to focus on creating a "narrative" story around buzzier terms like "patent troll" and with the partisan or promotional perspectives from which these stories were written. Forty-two per cent of the pieces were "advocacy pieces written by authors promoting a political or business agenda," according to CIPU, and 57% only provided either the plaintiff's or the defendant's point of view, not both. The findings "indicate the depiction of patent disputes in some media can be narrow and potentially misleading," CIPU said.