

# Genes and Race in the News: A Test of Competing Theories of News Coverage

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**Objectives:** To examine newspaper coverage of race and genetics to identify patterns and possible explanations for them in extant theory in order to improve health promotion campaigns. **Methods:** Articles from Lexus-Nexus database fitting the search criteria were coded according to themes developed from the scientific literature and a prereading of texts. **Results:** Articles present an array

of attitudes toward race and genetics. No existing theory explains this pattern. **Conclusion:** Because newspapers present both sides of the scientific debate, health promotion messages dealing with race, genetics, and medicine must address both sides of the debate in order to be effective.

**Key words:** race, genetics, health, media

*Am J Health Behav.* 2006;30(2):125-135

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