

## **ABSTRACT**

**CREACTIVE PROJECT:** How newspapers present Uber's government relations in three countries: U.S., U.K., and China

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Newspapers are among the most important sources of information, and the way they present a company may affect its reputation and government relations. This research aimed to find out how newspapers in the U.S., U.K., and China present news about Uber. It was hypothesized that newspapers in the three countries present Uber's government relations differently. A content analysis approach was used to test this hypothesis based on four variables: Uber's presentation, consumer concerns, legality, and valence. The results indicated that newspapers in the three countries presented Uber's government relations differently due to factors such as the type of article, sources of information for newspapers, and presentation of consumer concerns, valence, and framing. For future research, it was suggested the inclusion of other forms of media such as magazines, radio, television, and news wire services in the content analysis, and comparing the results to a competitor of Uber.