

Entrepreneurship and disability: The lack of invisibility and misinformation in Spanish digital media

Emprendimiento y discapacidad: invisibilidad y desinformación en medios digitales españoles

Empreendedorismo e Deficiência: Invisibilidade e Desinformação nos Meios Digitais Espanhóis

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ABSTRACT | Entrepreneurship has become an increasingly attractive path to labor inclusion for people with disabilities. While this group has historically faced barriers and stereotypes in the business world, technology and inclusion policies have opened up new opportunities for people with disabilities to start their own businesses and create employment. However, it is surprising how little information is available regarding their visibility and representation in digital media, as these are one of the most effective ways to build reputation for newly established businesses. This research employs content analysis to study the visibility and representation of disabled entrepreneurs in digital media. Thus, it analyzes news about entrepreneurs with disabilities published in 6 national digital media outlets from January 2021 to May 2023. The results highlight the underrepresentation of disabled entrepreneurs in these media outlets, as they accounted for only 0.3% of the news published during the study period. In general, these publications have a positive sentiment, and the mentioned entrepreneurial projects are characterized by being successful, experiencing economic growth, and enjoying social recognition, with support from organizations and accelerators. Most of them emerge out of necessity and from an idea that arises by chance, achieve success on their first attempt, and are in their early years of operation.

KEYWORDS: entrepreneurship; disability; digital media; labor inclusion; news coverage; Spain.

HOW TO CITE

Ftah Ftah, K. & Sánchez Gonzales, H. M. (2024). Entrepreneurship and disability: The lack of invisibility and misinformation in Spanish digital media. *Cuadernos.info*, (58), NNN-NNN. <https://doi.org/10.7764/cdi.58.69461>

RESUMEN | *El emprendimiento se ha convertido en una vía de inclusión laboral cada vez más atractiva para las personas con discapacidad. Aunque el colectivo históricamente ha enfrentado barreras y estereotipos en el mundo empresarial, la tecnología y las políticas de inclusión han abierto nuevas oportunidades para que las personas con discapacidad inicien sus propios negocios y creen empleo. No obstante, es sorprendente la poca información disponible sobre su visibilidad y representación en los medios de comunicación digitales, una de las vías más efectivas para ganar reputación para las empresas de reciente creación. En esta investigación se emplea el análisis de contenido para estudiar la visibilidad y la representatividad de las personas emprendedoras con discapacidad en los medios digitales. Así, se analizan las noticias sobre emprendedores con discapacidad publicadas en seis medios nacionales en su versión digital desde enero de 2021 hasta mayo de 2023. Los resultados ponen de manifiesto la infrarrepresentatividad de las personas emprendedoras con discapacidad en estos medios, quienes solo protagonizaron 0,3% de las noticias publicadas durante el periodo estudiado. En general, estas publicaciones tienen un sentimiento positivo y los proyectos emprendedores mencionados se caracterizan por ser exitosos, con buen crecimiento económico, reconocimiento social, y que cuentan con un apoyo por parte de las entidades y de las aceleradoras. En su mayoría, surgen de la necesidad y de una idea que aparece por casualidad, triunfan a la primera, y están en sus primeros años de vida.*

PALABRAS CLAVE: *emprendimiento; discapacidad; medios digitales; inclusión laboral; tratamiento informativo; España.*

RESUMO | *O empreendedorismo tornou-se um caminho cada vez mais atrativo para a inclusão laboral de pessoas com deficiência. Embora historicamente esse grupo tenha enfrentado barreiras e estereótipos no mundo dos negócios, a tecnologia e políticas de inclusão abriram novas oportunidades para que pessoas com deficiência iniciem seus próprios negócios e criem empregos. No entanto, é surpreendente a escassa informação disponível sobre a sua visibilidade e representação nos meios de comunicação digitais, uma vez que estes são uma das formas mais eficazes de construir a reputação de empresas recém-criadas. Esta pesquisa utiliza a análise de conteúdo para estudar a visibilidade e representatividade de empreendedores com deficiência nos meios de comunicação digitais. Assim, são analisadas notícias sobre empreendedores com deficiência publicadas em 6 meios de comunicação nacionais na sua versão digital de janeiro de 2021 a maio de 2023. Os resultados destacam a sub-representação de empreendedores com deficiência nestes meios, uma vez que representaram apenas 0,3% das notícias publicadas durante o período de estudo. Em geral, estas publicações têm um sentimento positivo, e os projetos empreendedores mencionados são caracterizados por serem bem-sucedidos, experimentar crescimento econômico e desfrutar de reconhecimento social, com apoio de organizações e aceleradoras. A maioria deles surge por necessidade e de uma ideia que surge por acaso, alcançam o sucesso na primeira tentativa e estão nos primeiros anos de funcionamento.*

PALAVRAS-CHAVE: *Empreendedorismo; deficiência; meios de comunicação digitais; inclusão laboral; cobertura noticiosa; Espanha.*

INTRODUCTION

The global economic crisis, accompanied by dizzying social change, has encouraged the growth of entrepreneurship. This involves the development of projects that require considerable effort, which often entails the need to overcome obstacles in order to succeed (Núñez Bravo et al., 2017).

This exponential growth in entrepreneurial activity is reflected in the media, where the emergence of new entrepreneurs and start-ups makes headlines in the sections on entrepreneurship (Cervantes Zacaes, 2019). These reports are not free from bias, which could affect their impartiality, and this is especially acute when it comes to groups traditionally stereotyped by the media, such as people with disabilities (Fernández et al., 2017).

With this in mind, and following the World Health Organization's International Classification of Functioning, Disability and Health (ICF) (Organización Mundial de la Salud, 2001), we understand disability as a condition that limits the performance of certain daily activities due to an impairment, or in other words, the total or partial loss of a psychological, physiological or anatomical function (Padilla Muñoz, 2010). According to the Convention on the Rights of Persons with Disabilities (Naciones Unidas, 2006), this type of impairment is caused by the interaction with the environment and its barriers rather than by the disability itself.

A considerable amount of research has looked at the entrepreneurial phenomenon of people with disabilities. The most recent studies have focused on socioeconomic aspects (Martínez León et al., 2018), skills (Olaz Capitán et al., 2023), labor market inclusion (Alvarado Blanquer, 2021), and personal and psychological characteristics (Pérez & Avilés Hernández, 2018), among others. Other studies have looked at the relationship between entrepreneurs with disabilities and their customers (Kašperová, 2021) and the convergence of entrepreneurship and disability as an identity category (Hidegh et al., 2023).

Nevertheless, the field of studies dealing with the visibility and media attention of entrepreneurship of people with disabilities is still limited. For this reason, it is necessary to analyze the treatment of entrepreneurship in the news when the entrepreneur has a disability, which is the aim of this research. The starting point is the analysis of publications in the digital media, which is one of the most used sources of information on the Internet by people with disabilities (Fundación ONCE & ILUNION Tecnología y Accesibilidad, 2016).

This study analyzes the news, reports and interviews published between January 2021 and May 2023 in the digital versions of the following Spanish media:

Revista Emprendedores, *El Economista*, *Cinco Días*, *Expansión*, *La Vanguardia* and *El Confidencial*. The selection of these six media companies is based on the fact that, on the one hand, *El Economista*, *Cinco Días* and *Expansión* are the most widely read business newspapers in Spain (Asociación para la Investigación de Medios de Comunicación, 2023). On the other hand, *Revista Emprendedores* is the leader in information on entrepreneurship. In addition, *La Vanguardia* and *El Confidencial* were selected for the sample because they innovate by creating sections dedicated exclusively to entrepreneurship and because they have been reporting this type of information for almost a decade. As *El Confidencial* is a digital medium, it began reporting on entrepreneurship and technology in its *tecnautas* [tech navigators] section in 2012 (Fernández Trigueros & Fernández Castaño, 2014).

Due to the fact that in 2021 the number of start-ups in Spain will increase exponentially due to the pandemic, this year was chosen as the starting point for this study (“Crece el emprendimiento”..., 2021).

We begin with the following two hypotheses:

H1. Based on previous research showing the spectacularization of disability in the media (Rius Sanchis & Solves Almela, 2010; Díaz Larrañaga, 2014; Setyowati et al., 2020), we assume that entrepreneurs with disabilities are also spectacularly portrayed in digital media, either as heroines or as victims.

H2. In line with Cebrian Herrero (2010) regarding the low visibility of the professional value of people with disabilities, we assume that the news about entrepreneurs with disabilities also minimizes the impact and diffusion of their entrepreneurial activity, as their disability is emphasized more than their entrepreneurial activity.

To test the accuracy of this hypothesis, the following objectives were set:

O1. Define the level of coverage of the entrepreneurial activity of people with disabilities in the Spanish digital media for the whole of 2021, 2022 and the first five months of 2023.

O2. Identify the most prominent topics in the publications on entrepreneurship and disability published since 2021.

O3. Examine the focus of information on entrepreneurship and disability published since 2021 and the language on disability used in these publications.

O4. Measure bias in publications mentioning entrepreneurs with disabilities to identify the most common sentiment in such information.

O5. Find out whether the variables gender, type of disability, type of company or geographical location influence the level of reporting in 2021, 2022 and the first five months of 2023.

This study is the first phase of a more ambitious research project that aims to explore in depth the relationship between entrepreneurship, disability and the media, both nationally and internationally, in order to gain further insight into the challenges and opportunities associated with greater visibility of this group.

CONTEXT

The entrepreneurial phenomenon among people with disabilities

In recent years, entrepreneurship in Spain has experienced a remarkable upswing, especially after the 2020 lockdown. Business start-ups in the first half of 2021 have increased by 57.6% compared to 2020 (Casas, 2021), and the entrepreneurial activity rate (APR) remains at 5.5% (Fernández Laviada et al., 2022).

In this context, entrepreneurship is considered a viable employment option for people with disabilities, and sometimes “the only option for professional inclusion in the face of a discriminatory market” (Fundación ONCE et al., 2022, p. 186). Unemployment in this group is 22.5% and only 26.9% of people in this group are employed (Instituto Nacional de Estadística, 2022). The rate of self-employment among people with disabilities is 10.3%, compared to 15.8% for self-employed people without disabilities (Instituto Nacional de Estadística, 2022).

For women with disabilities, insecurity and discrimination in the labor market are even more exacerbated, as they face multi-layered (Hernández Fernández, 2020) and cross-sectoral discrimination due to the mere fact that they are women and have a disability (Carvalho, 2018). According to the latest *Informe del mercado de trabajo de las personas con discapacidad en España* [Report on the labor market of people with disabilities in Spain] (Sánchez et al., 2023), of the total number of people with disabilities hired, 59.42% are men and 40.58% are women. In addition, among unemployed people with disabilities, 10,000 more women than men are out of work. More temporary jobs, instability and low wages are some of the barriers to access identified (Santero Sánchez et al., 2017).

With regard to the incentives that motivate this group to become entrepreneurs, studies consistently indicate that two of the most important factors are the desire for autonomy, freedom and independence, as well as the comfortable status of being their own boss (Fundación ONCE et al., 2022; Pérez-Macías Martín & Fernández, 2021). It could therefore be argued that these people

see entrepreneurship as a tool for self-integration, as is the case for other discriminated groups, including women in the information and communication technology (ICT) sector (Verges Bosch, 2012). This self-integration refers to the individual's independent decision to participate or not in some kind of social endeavor (Mascareño & Carvajal, 2015).

Despite this situation, disability is still a barrier to entrepreneurial activity (Fundación ONCE et al., 2022), due to cultural, educational, economic and physical barriers to accessing this type of endeavor, among others (Pérez-Macías Martín & Fernández, 2021).

The former focuses on culture, which according to Lidia Parra, President of the Association for Entrepreneurship and Disability (ASEMDIS, by its Spanish acronym), is the first barrier to access to the labor market for people with disabilities (Sánchez Mendoza, 2023). In addition, Olaz Capitán and Ortiz García (2019) agree on the existence of “a very intense social stigma” in relation to the entrepreneurial activity of people with disabilities (p. 81).

Nevertheless, the media play a key role in maintaining or reducing this stigma, as they are the ones who influence public opinion, as evidenced by the agenda-setting theory (McCombs, 1996). Furthermore, from this theory arises the importance of examining the visibility and media attention given to entrepreneurs with disabilities.

Disinformation about people with disabilities in the media

The media is a useful tool for promoting the inclusion of people with disabilities, but in many cases “we find that this group is either not featured often enough, or that its treatment is not the most appropriate” (Cebrian Herrero, 2010, p. 43). Indeed, disability is often addressed on the basis of issues that challenge the concept itself (Fernández et al., 2017), such as the causes and consequences of disability or technology and resources (Soto Rosales, 2015; Fernández et al., 2017).

According to Fernández and colleagues (2017), the narrative about people with disabilities continues to be constructed from the outside rather than the inside. People with disabilities rarely speak up, and when they do, it is usually to talk about disability. This is also the case in other European countries, where the media reinforces the stigma of disability (Goethals et al., 2022). And when it comes to minors, their invisibility is emphasized even more (McAndrew et al., 2021).

Although the situation has improved in recent years in terms of representation and the use of terminology (Cebrian Herrero, 2010; Comité Español de Representantes de Personas con Discapacidad, 2011), the unrealistic and dichotomous image of people with disabilities as victims or heroes persists

(ILUNION Comunicación Social, 2019). In this context, representatives of this collective, such as the Spanish Association of Entrepreneurs with Disabilities, demand that the media assume their responsibility in normalizing disability and promoting inclusion (Fariñas, 2013), a view shared by authors such as Vázquez-Barrio et al. (2021).

However, this concept of normalization is not without its critics. The term was originally coined by Wolfensberger (1972), who downplayed the differences of people with disabilities in order to emphasize their similarities with other people (Sosa, 2009). The normality pursued by this ideology is precisely the most criticized aspect of this concept, since, as Sosa (2009) points out, it remains a construction with a hegemonic vision that ignores otherness and exploits inequality to establish criteria that delimit what is normal and what is not. Authors such as Canguilhem (1970) and Foucault (1992) see normalization as an exercise of power through which individuals are punished or rewarded depending on whether or not they meet the established parameters (Rodríguez Díaz & Ferreira, 2010).

Despite well-founded criticism, some studies point to a misinterpretation of the concept. Culham and Nind (2003) refer to it as the acceptance of a person with a disability in society. In fact, some theories suggest that normalization is becoming the basis for newer theoretical concepts such as integration and inclusion (Kumar, 2021).

Following the latter interpretation and in line with an inclusive vision, the authors of this study offer the following recommendations for journalists that could be a starting point for normalizing the media image: avoid using patronizing terms such as diminutives when referring to people with intellectual disabilities; avoid associating disability with contexts or meanings that allude to pity; do not use words with negative implications such as suffer or afflicted; do not use pejorative terms such as blind or sign language; do not equate disability with illness; focus on the person and not the disability, as it is merely a condition that the person has, and the person's disability should only be mentioned if it is relevant to the news (ILUNION Comunicación Social, 2019).

METHODOLOGY

This research used content analysis (Krippendorff, 2013; Bardin, 1996), a technique that aims to interpret all types of texts through a systematic, objective, replicable and valid scientific evaluation of the collected data. This has enabled the authors to draw reliable and applicable conclusions on the topic under discussion.

The sample consists of all published information on entrepreneurship and disability that has appeared in the digital versions of the national media, as well as in specialized sections dedicated to entrepreneurship and business, regardless of the frequency of publication.

Six Spanish media outlets met these requirements: *El Economista*, *Cinco Días*, *Expansión*, *La Vanguardia*, *El Confidencial* and *Revista Emprendedores*. The analysis period was from January 1, 2021 (the period after the pandemic) to May 31, 2023.

In order to process the data obtained, a systematic review of all news published on the topic of entrepreneurship during the selected period was carried out. The My News tool (<https://mynews.es/>) was used to extract the list of articles published in the six selected media outlets. The following words were used in the search: startup, entrepreneur, entrepreneurship and disability.

The data extraction resulted in a total of 16,874 publications on entrepreneurship. From this, we selected only those news items that related to entrepreneurship with disability, which comprised the analyzed sample (n=55) for this research. We used Excel to dump and filter the data. For each of the publications, nine analysis categories were applied (table 1), which are as follows: contextual information of the news item; name of the medium in which it was published; authorship; journalistic genre; gender of the people mentioned; type of disability of the people mentioned; characteristics of the entrepreneurial project mentioned; narrative of the publication; and finally, the perception and representation of disability. In this last category, the four fundamental aspects that, according to previous research (Vázquez Barrio et al., 2021), prevent the normalization of disability in the media were included as variables in the analysis, namely: sensationalist headlines, stereotypes or myths in the content, depersonalization and the normalization of people with disabilities.

The units of analysis included the headline and full text of each of the publications, in addition to the journalistic reports that alluded to entrepreneurial projects of people with disabilities, in order to obtain a complete and in-depth analysis of each news item.

Category	Variables
Contextual information offered by the publication	Date of publication Headline Link Name of the entrepreneurial project mentioned in the publication
Name of the media outlet	<i>El Economista</i> <i>Cinco Días</i> <i>Expansión</i> <i>Revista Emprendedores</i> <i>La Vanguardia</i> <i>El Confidencial</i>
Authorship	Agency Journalist from the media outlet Editorial staff
Journalistic genre	News Reportage Interview
Gender of the person or persons mentioned	Male Female Not stated
Type of disability of the persons mentioned	Physical Sensory Intellectual Psychosocial
Features of the entrepreneurial project mentioned	Geographical location of the entrepreneurial project or entrepreneurs mentioned Type of entrepreneurial venture mentioned
Content / narrative of the publication	Headline Text of the publication Personal sources cited Language used to refer to disability in the publication
Perception and portrayal of the disability in the content	Sensationalistic Stereotypes and myths Depersonalization Standardization of people with disabilities

Table 1. Categories and variables of analysis

Source: Own elaboration.

Regarding the reliability of the analysis tool, the categories were developed based on the main characteristics that, according to the theoretical review carried out, are able to determine the visibility and representation of people with disabilities. To conduct the content analysis, the authors systematically assigned categories to the content according to the established coding rules (table 1). This coding allowed the authors to obtain objective answers to the questions asked, as the aspects studied were observable. We also carried out a double evaluation of the content at different times of the year, both in May and September 2023. To check the validity of the analysis tool, it was evaluated by two experts in the field. A total of 20 news items were identified that dealt with entrepreneurial projects of people with disabilities. The sentiment analysis was applied to this sample with an automated function of Python (version 3), for which we used Google Colab (2023), an online tool that allows any user to write and execute a Python code in the browser (table 2).

Description	Purpose	Code
Step 1: install the Vader_Lexicon tool from NLTK.	Required for sentiment analysis. This instrument was downloaded using the NLTK Downloader.	<pre>import nltk nltk.download('vader_lexicon')</pre>
Step 2: extract and analyze the text of the news item.	This feature enables the obtainment of percentages related to positivity, negativity, and neutrality of a news item by providing the user with the link.	<pre>import requests from bs4 import BeautifulSoup from nltk.sentiment import SentimentIntensityAnalyzer def extraer_texto_y_analizar_sentimiento(): url = input("Ingrese la URL de la noticia: ") try: response = requests.get(url) html_content = response.content soup = BeautifulSoup(html_content, 'html.parser') text = "" for paragraph in soup.find_all('p'): text += paragraph.get_text() sid = SentimentIntensityAnalyzer() scores = sid.polarity_scores(text) return scores except requests.exceptions.RequestException as e: print("Error al obtener la noticia:", e) return None resultado_sentimiento = extraer_texto_y_analizar_ sentimiento() if resultado_sentimiento: print("Resultado del análisis de sentimiento:") print(resultado_sentimiento)</pre>

Table 2. Steps taken to obtain sentiment percentages

Source: Own elaboration.

Once the Python function was implemented, the percentage of positivity, negativity and neutrality of each journalistic article was determined according to the classification established by Bavaria (2017). The closer the result is to 1, the more positive the tone of the publication, the closer to -1, the more negative, and the neutral point was 0. By using this function, a final percentage (compound or composite) was also obtained, indicating the general sentiment prevalent in each publication. Thus, if the composite score is greater than 0.5, the publication is positive, if it is between -0.5 and 0.5, it is neutral, and if it is less than -0.5, it is negative. This analysis is based on the frequency and strength of keywords related to mood, as well as the overall sentence structure, to assign a mood score that reflects the emotional tone of the analyzed text.

RESULTS

Publications on entrepreneurship with disabilities accounted for 0.3% of the total number of publications on entrepreneurship in Spanish digital media in the two years analyzed (figure 1). These results show that *Revista Emprendedores* (31 publications) and *La Vanguardia* (16 publications) are the leaders in reporting on entrepreneurship of people with disabilities, compared to the rest of the media analyzed, which are distributed as follows: *Cinco días* (six publications), *El Economista* and *Expansión*, (one publication each), and *El Confidencial* (none).

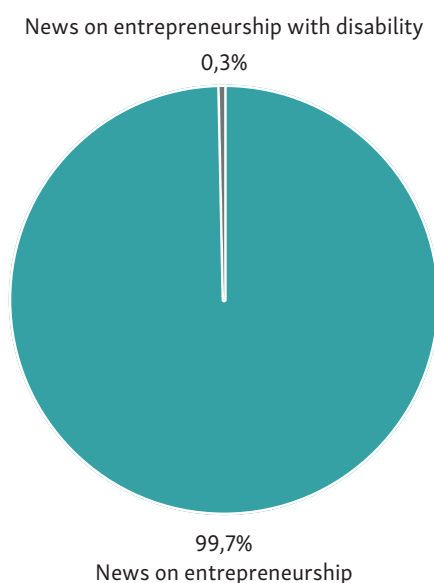


Figure 1. Publications related to entrepreneurship and disability

Source: Own elaboration.

The presence of entrepreneurship with disability in digital media

In general, the coverage of entrepreneurship in digital media is very extensive, and although the specific topic of entrepreneurship with disabilities is not particularly prominent, it was quite noticeable in 2021 compared to the following years, with 24 out of a total of 55 publications (figure 2).

The data shows the dominance of the news genre (45 articles) over other genres such as reports and interviews. In fact, there is not a single article from the latter genre. This is consistent with the findings of Fernández Trigueros and Fernández Castaño (2014), whose results show that news is also the dominant genre on *ABC* and *Expansión*. This study, conducted seven years later, confirms that the situation is still quite similar.

Two types of content were identified in the publications: those that inform the reader about the activity of non-profit organizations that support entrepreneurship of people with disabilities (35; 64%) and those that address entrepreneurial projects led by people with disabilities (20; 36%). This data shows a high percentage of optimistic messages describing success stories or providing useful information for those interested in entrepreneurship. This finding is consistent with previous research on the treatment of entrepreneurship in the media (Fernández Trigueros & Fernández Castaño, 2014) and highlights the extent of disability in relation to entrepreneurship, both in general and specialized media.

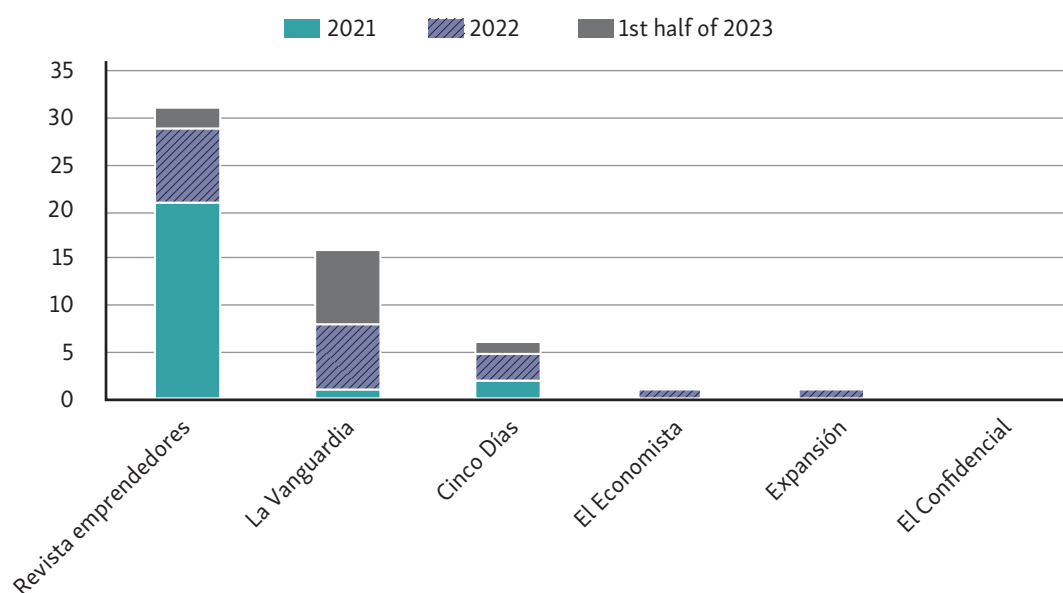


Figure 2. Publications on entrepreneurship with disabilities by media and year of publication

Source: Own elaboration.

Of these news items, 72.7% are signed by journalists of the medium when they are articles about entrepreneurial projects, and by the editorial staff when the articles refer to organizations. *La Vanguardia* is the only medium that publishes more news from agencies (14 of the 15 published), usually from Servimedia, EFE or EuropaPress.

Portrayal of entrepreneurs with disabilities in the digital media

In terms of the amount of coverage of the various projects mentioned and their creators, the Timpers brand stands out, comprising 10 of the 20 published articles on entrepreneurial projects. It is followed by Boost world with three publications and El Jardín de Paloma, Àuria perfumes and Mi mesa mágica with two publications each. The remaining seven projects were only mentioned in one publication.

The variables of gender, disability category, type of business and geographical location can influence the level of coverage, but to a lesser extent: the results show differences in the level of coverage for men (63%) compared to women (37%). Similarly, sensory and physical disabilities are more prevalent (50% and 30% respectively) than others such as intellectual and psychosocial disabilities. This reflects the statistical situation in relation to entrepreneurship with disabilities, where almost half of the entrepreneurs who make up this collective (46%) have a physical disability (Fundación ONCE et al., 2022). The analysis of the variables related to the type of business and geographical location shows a wide dispersion of data that does not allow a correlation to be established.

Media narrative on entrepreneurship with disabilities

In most cases (70%), the language used to refer to disability is in line with the recommendations of the style guides. The term people with disabilities is the most frequently used, although we also found publications that used terms such as blind, disabled, handicapped or functionally diverse at least once, which is consistent with the studies by López Sánchez et al. (2020) and Figuereo-Benítez et al. (2023). More specifically, six out of 20 publications contain these types of terms. The narratives of the analyzed publications are positive and show entrepreneurship with disability as an example of overcoming obstacles, inspiration and business success (table 3).

Entrepreneurial project	Media where the publication appeared	Type of disability	Entrepreneurial field	Narrative of the story	General feeling
Timpers	<i>La Vanguardia</i>	Sensory	Fashion	Overcoming obstacles and entrepreneurial success. Topics include people with disabilities, disabled people, blind people, young people with disabilities, employees and inclusive entrepreneurship.	Positive (scores ranging from 0.0258% to 0.8779%).
	<i>Revista Emprendedores</i>	Sensory	Fashion	Inspiration and entrepreneurial success. Mention of people with disabilities, blind people, inclusion and diversity.	Neutral (scores ranging from 0.7066% to 0.8455%).
	<i>Expansión</i>	Sensory	Fashion	Overcoming. The terms used include people with disabilities and blind people. Inclusion and normalization are also emphasized.	Positivo (sentimiento compuesto del 0,5719%).
Boost world	<i>Revista Emprendedores</i>	Physical	Health	Overcoming and entrepreneurial success. Terminologies used include people with disabilities and functional diversity. Courage is also emphasized.	Positive (scores ranging from 0.9762% to 0.9949%).
El jardín de Paloma	<i>Revista Emprendedores</i>	Physical and sensory	Decoration	Inspiration and personal success. The term person with a disability is used.	Neutral (scores ranging from 0.3109% to 0.794%).
Àuria perfumes	<i>Revista Emprendedores</i>	Intellectual	Fashion	Achievement. People with disabilities, skills, and talent are mentioned.	Positive (scores ranging from 0.9894% to 0.9959%).

Mi mesa mágica	Revista Emprendedores	Not mentioned	Education	Overcoming. People with disabilities, skills, and talents are mentioned.	Positive (scores ranging from 0.9894% to 0.9959%).
Que no te cuenten calorías	Revista Emprendedores	Sensory	Health	Overcoming and success. The term people with disabilities is used.	Neutral (percentage of 0.3109%).
Terapia de coaching con caballos	Revista Emprendedores	Not mentioned	Health	Overcoming and success.	Neutral (percentage of 0.3109%).
El bruixot del Montseny	Revista Emprendedores	Not mentioned	Food	Overcoming and success. The term people with disabilities is used.	Neutral (porcentaje del -0,3109%).
Atelier Aletheia	Revista Emprendedores	Physical	Beauty	Overcoming and success. The term people with disabilities is used.	Neutral (porcentaje del -0,3109%).
Decedario	Revista Emprendedores	Intellectual	Health	Overcoming and inspiration. Reference is made to the hero's journey, and the term people with disabilities is also used.	Neutral (percentage of 0.0688%).
Accessercise	Cinco días	Not mentioned	Health	Inspiration. The publication refers to disability and people with disabilities. The founder's status as a Paralympic athlete is also emphasized.	Negative (compound sentiment of 0.872%).
Sarai Merino	La Vanguardia	Physical	Health	Achievement and entrepreneurial success.	Negative (compound sentiment of 0.9825%).

Table 3. Content analysis of news reports on entrepreneurship by people with disabilities

Source: Own elaboration.

It should be noted that the message in which the sentiment percentage tends towards a negative value and in which the Accessercise entrepreneurial project is mentioned is in fact a neutral message. A manual check of the content confirms this claim, as the publication reports that this project was also one of the finalists of the South Summit Brazil 2023. The same applies to the report on Sarai Merino's entrepreneurial career, in which she is presented as a positive example of success and overcoming obstacles.

The image portrayed and news bias

For the period examined, the results of this study confirm an extensive lack of personalization in reporting and a predominant standardization of information on entrepreneurship with disabilities. In fact, 64% of publications refer to entrepreneurship support programs set up by third sector organizations that act as representatives of people with disabilities but are not considered part of the collective of entrepreneurs with disabilities. It should also be noted that the ONCE Foundation, with its *Por talento emprende* [With talent you can be an entrepreneur] program, is the most frequently mentioned in these publications (47%).

Other studies, such as that by Vázquez Barrio and colleagues (2021), also note this predominant depersonalization as well as the standardization of content. However, the results of these authors differ to a certain extent from the results of the present study, as we did not find any lurid headlines that use the topic of disability to attract clicks, nor did we detect explicit stereotypes or myths in the texts, although the excessive optimism that permeates this type of news could paint a heroic image of entrepreneurs with disabilities in the collective imaginary, which could represent the essence of people with disabilities and their behaviors, as Benavides Delgado (2005) postulates.

In terms of news bias, the results using the Python function show that 45% of the publications have a high degree of positivity and 25% are neutral. The average composite sentiment score (indicating the prevailing sentiment in these publications) is 0.094015, indicating a neutral sentiment. The median is 0.05865, meaning that half of the messages have a composite score above this value and the other half have a score below this value. This data shows a trend towards positivity in publications, with 70% of them having a score above 0.5 (table 4).

Media	Date of publication	Negative percentages	Neutral percentages	Positive percentages
Revista Emprendedores	06/12/2021	0.011	0.977	0.012
	29/11/2021	0.014	0.974	0.013
	25/10/2021	0.007	0.98	0.012
	26/11/2022	0.024	0.957	0.019
	20/12/2021	0.018	0.969	0.013
	01/02/2021	0.028	0.951	0.022
	06/11/2022	0.013	0.96	0.027
	22/11/2021	0.015	0.942	0.043
	18/11/2021	0.009	0.97	0.02
	15/11/2022	0.007	0.973	0.021
	15/11/2021	0.002	0.949	0.049
	14/11/2022	0.004	0.934	0.063
La Vanguardia	12/05/2023	0.042	0.948	0.011
	01/03/2023	0.03	0.943	0.027
	21/02/2023	0.617	0.17	0.213
	20/08/2021	0.018	0.967	0.015
	03/06/2022	0.003	0.977	0.02
	26/09/2022	0.023	0.97	0.007
Cinco Días	29/03/2023	0.021	0.975	0.004
Expansión	11/01/2022	0	0.99	0.01

Table 4. Measurement of bias in each publication

Source: Own elaboration.

DISCUSSION AND CONCLUSIONS

Entrepreneurs with disabilities are underrepresented and largely invisible in Spanish digital media. This study confirms the scarce coverage of their entrepreneurial activity, as only 0.3% of the publications analyzed over a period of 29 months deal with the topic of entrepreneurship with disabilities.

In relation to the main topic of each publication (O2), we can see that the support and advice provided by third sector organizations through programs for entrepreneurs with disabilities receives more attention in the analyzed media,

while the projects created by these people remain in the background and barely account for a third of the coverage.

Of the 12 entrepreneurial projects mentioned, Timpers is the brand that received the most comments, highlighting the economic and social success that all small projects strive for. Three approaches are taken in the narratives about entrepreneurs with disabilities: Success stories, inspirational stories highlighting the difficulties of starting a business, and examples of overcoming obstacles and overcoming the challenge of being an entrepreneur with a disability.

Specifically, the fact that the media glorifies the successful view of this collective is the aspect that contributes to the media's spectacularization of this group raised by the first hypothesis of this study, as in the case of the Paralympic athlete. The analysis of the focus of the publications and the projects presented in them has confirmed this assertion, as all the companies are successful and growing. They have all received social recognition and the support of organizations and business accelerators.

In the publications dealing with entrepreneurial projects, the origin of these ventures is explained through four narratives: luck or a dream, the initial journey, the tragedy and the garage (Fernández Aragonès, 2023). This research also shows that the projects of entrepreneurs with disabilities have three common characteristics: they are born out of necessity and from an idea that appears by chance; they succeed on their first attempt; and they are usually in their first years of business. Taken together, these characteristics result in an optimistic and hopeful view of entrepreneurship in a crisis situation, as other authors also emphasize (Cervantes Zacaes, 2019). From this, the authors conclude that projects that end in failure or the stories of entrepreneurs who do not achieve success, improvement and social purpose do not receive journalistic coverage, which ignores the real situation of those who have a precarious position in society.

The second hypothesis of this study states that the impact and prevalence of entrepreneurial activities are minimized in the news because the focus is on the disabilities of these people rather than their entrepreneurial abilities. This hypothesis is refuted as the authors found no evidence to support this assumption in the analysis. In fact, we observed in all publications that the entrepreneurial project is the aspect that is most emphasized, in contrast to other studies that point to disability as the factor that receives the most media attention (Cebrian Herrero, 2010).

Regarding the language used to refer to disability (O3), the term people with disabilities is frequently used in the analyzed media. This is due to the fact that

disability has become more visible, which is also confirmed by other studies (Vázquez Barrio et al., 2021; Fernández et al., 2017).

These findings raise concerns that the same representation of disability is applied to all people with disabilities, regardless of whether they are successful entrepreneurs or not.

As for the main sentiment in the articles (O4), it has been confirmed that news stories about entrepreneurs with disabilities have a positive tone, which is also supported by previous research on the entrepreneurial phenomenon in the media (Cervantes Zacaes, 2019).

However, this study highlights the use of natural language processing tools created through the use of Python for sentiment analysis, which was previously measured through qualitative techniques and manual methods such as discourse analysis and others.

The results of this work can not only serve as a basis for future research, but can also be used to implement strategies aimed at increasing the reach and awareness of entrepreneurship with disability. In addition, the results can also draw the media's attention to the disinformation they generate regarding the entrepreneurial activity of people with disabilities by simply not reporting it or reporting it sparsely, as in the case of *El Confidencial*. In relation to this topic, the authors have also identified a knowledge gap (Cukier et al., 2011) as well as a scarcity of information (Olaz Capitán & Ortiz García, 2020) in this area.

Despite the significant contributions of this research, there are some limitations. Firstly, the analysis has only focused on Spanish digital media, which limits the extrapolation of the results to other geographical areas or media, such as television, radio or podcasts.

Furthermore, this study is based on a specific sample of news over a limited period of time. Therefore, other relevant publications may not have been included. For future research, it would be useful to broaden the geographical scope and analyze media coverage in other countries to obtain a comparative overview. It would also be useful to examine the views and experiences of entrepreneurs themselves to gain a more comprehensive understanding of their needs and challenges in relation to media coverage.

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