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Tiivistelmä-Referat-Abstract			
<p>The purpose of this study is to explain if game theories can be used when studying e.g. a company's reputation. Under research are Finnish companies and their reputation narrative in Helsingin Sanomat during the years 2002–2008. Research is carried out by the news of companies and their stakeholders' interaction. This interaction leads into a mediated reputation game, in which the company drives its reputational benefit and stakeholders' drive some other benefit of their own. It could be e.g. clean environment or future salaries regarding a job position.</p> <p>Reputation consists of an image and a narration. The media has a central role in its creation. Further it is also a communication towards stakeholders. In this study media's role as a stakeholder has been bypassed and it acts as a game board where images and narration is being shared.</p> <p>Companies meta reputation is created in the media, which is more relevant to the companies' reputation than individuals impression of reputation. Essential written sources are John F. Mahon, Colin F. Camerer, Michael A. Spence, Robert Axelrod and Ilkka Kieseppä.</p> <p>The method of research is media screening and close reading. The material consists of reputation articles of Finnish companies in Helsingin Sanomat newspaper's home country, foreign countries, finance and opinion sections. Helsingin Sanomat plays a central role in companies' overall reputation. Its circulation is widest in Finland. This study explains companies' reputation management from a game theoretical point of view.</p> <p>The preliminary research data included 1 887 news articles from a time span of 1.1.2003–31.12.2007. The quantity of reputation articles was specified into 32 articles and into 9 companies. Companies and the articles derived by the reputation were linked together in order to review reputation chain as a series. To cover all the reputation series the data time span was extended to cover also articles from 1.1.2002–31.12.2008. Due to this expansion the amount of articles was increased to 421 articles, which covered above mentioned 9 companies and their 13 different reputation issues.</p> <p>A reputation sum concept was used in the analysis. After each sub game a company receives a reputation benefit (-1, 0, +1). The reputation sum is a sum of sub game reputations. These individual sub game cases formed a change of reputation in the time span observed.</p> <p>As an outcome of this study, only a part of the companies were actively playing for their reputation. Active players, who's strategy aimed for cooperation, managed better. The linkage between countries and reputation was also brought up by this study. Global reputation linked articles were more likely to receive a positive evaluation in Helsingin Sanomat. The explanation for this is more likely to be found from the media than the game itself.</p>			
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