

Analyzing Media Literacy and News Consumption Habits



BASS CONNECTIONS

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Bass Connections Open

Background

- Decline in local news consumption, rise in hyper-partisan news consumption
- Increased need for media literacy education and training

Objectives

- Identify news and information concerns in communities
- Create outputs measuring news interaction and interpretation
- Develop conclusions on how media literacy and democracy are connected and how they should be funded in the future

Methodologies

Literature Review

- Analyze differing perspectives on media literacy and its history
- Provide understanding of which media literacy education tactics are most effective

Policy Analysis

- Compile comprehensive state-level legislative scan of proposed and passed legislation
- Identify problems/concerns and desired outcomes that are motivating state legislatures to introduce and pass media literacy legislation

News Subsidy Experiment

- Randomly gave free local news subscription to NC voter sample
- Surveyed study participants before and after treatment
- Tracked effects on news diets, political engagement, and attitudes

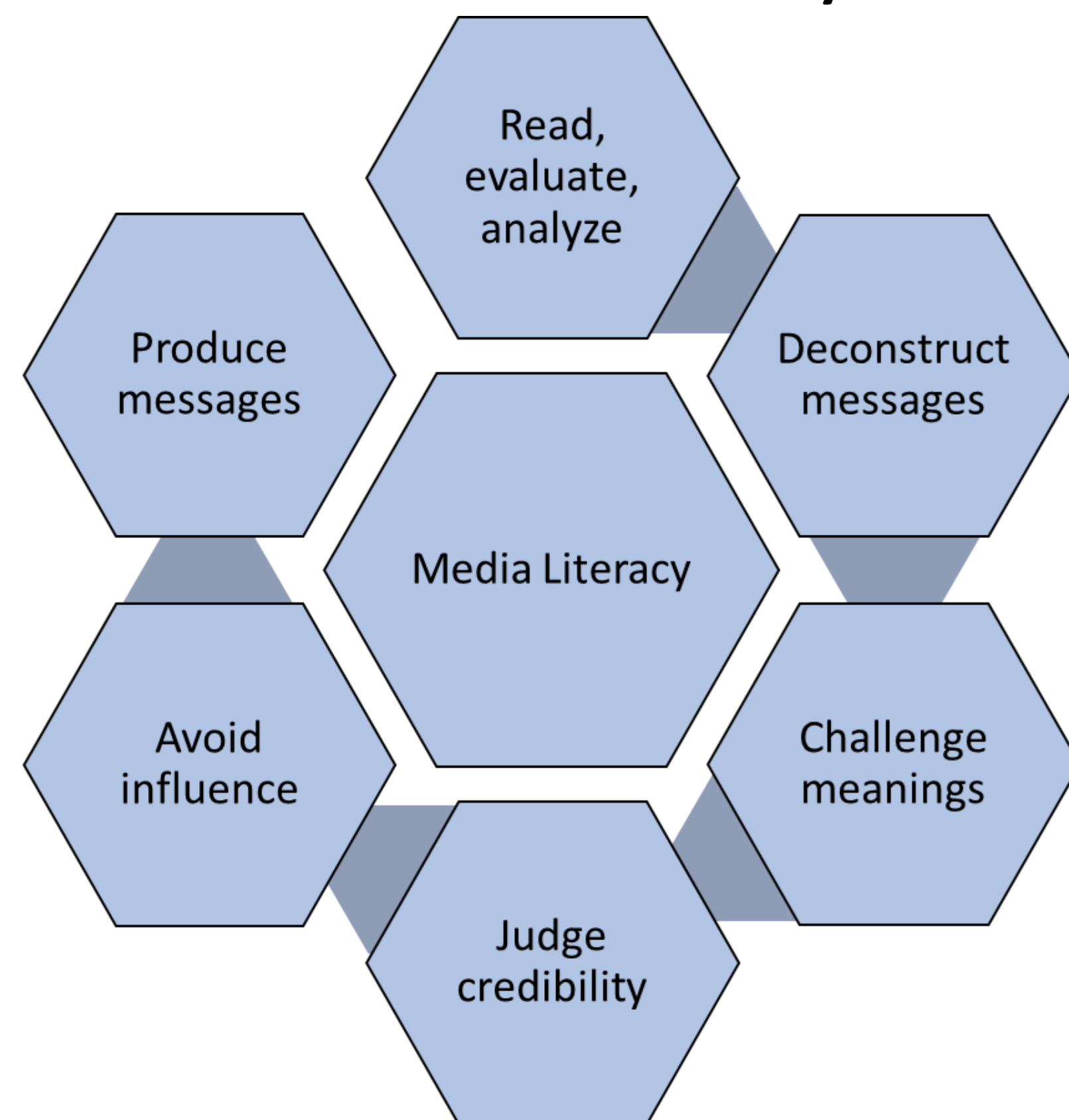
Focus Groups

- Facilitate two focus groups to understand local news consumption of Durham residents
- Identify preferences of mediums and desired subjects covered

Funding Models

- Analyze effects of paywalls on news consumption
- Model how much funding is needed for local news by creating website
- Develop solutions for decreased engagement due to paywalls

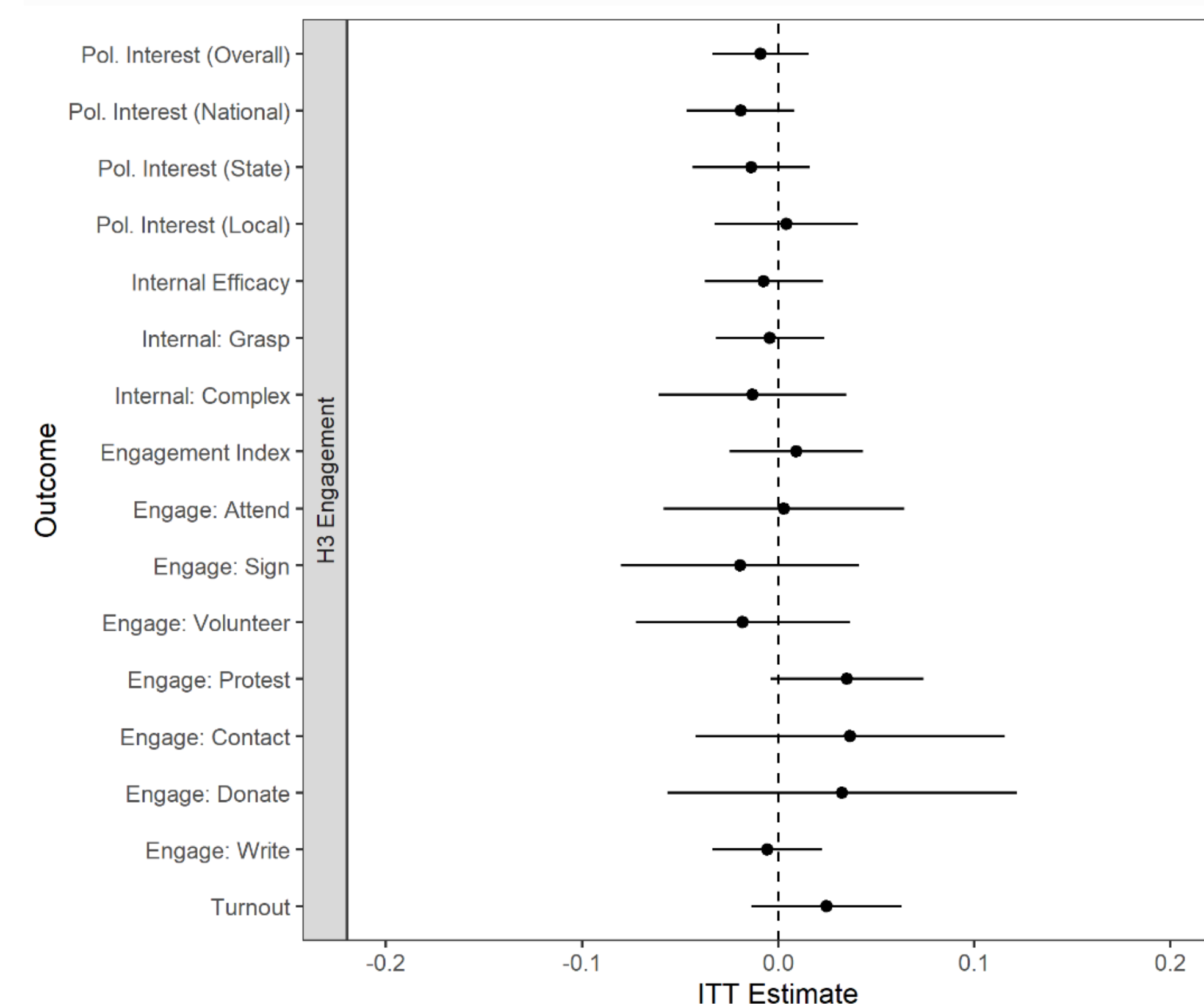
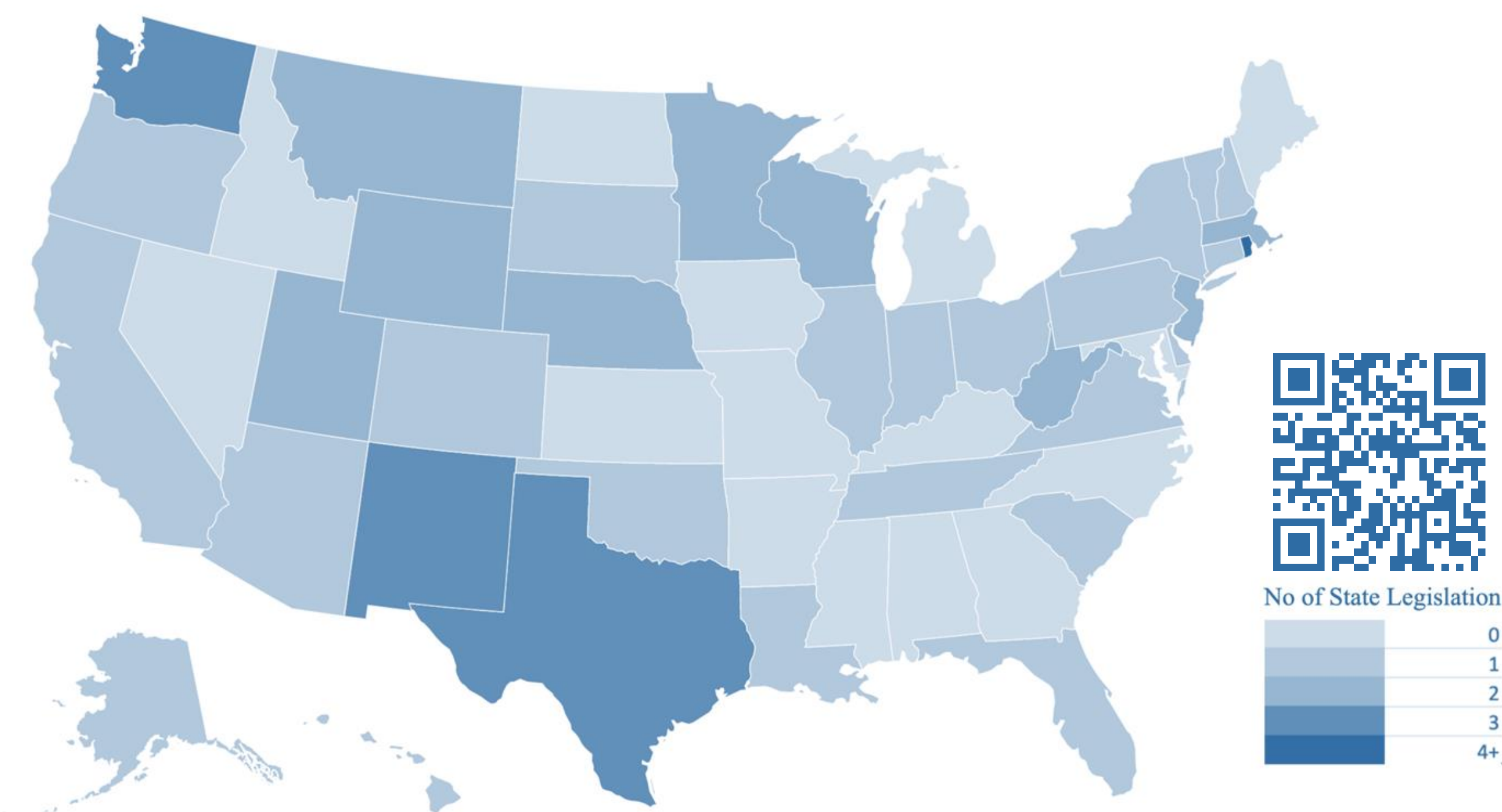
What is Media Literacy?



Preferred News Topics

- Solutions focused coverage
- Community Depictions
- Positive Stories

State-by-State Quantity of Proposed and Passed Media Literacy Legislation



For each house district	For each school system	For each township
How many editorial employees should cover... [1]	How many editorial employees should cover... [1]	How many editorial employees should cover... [1]
Community Services [1]	Education [1]	Community Services [1]
Criminal Justice [1]	Social identity groups [0]	Criminal Justice [1]
Education [1]		Education [1]
Elections [1]		Elections [1]
Environment [1]		Environment [1]
Healthcare [1]		Healthcare [1]
Infrastructure [1]		Infrastructure [1]
Social identity groups [0]		Social identity groups [0]

Total editorial employees required: 328,203
 Total non-editorial employees required: 218,802
 Annual funds required: \$52,544,366,388

Funding Model



Conclusions

News Subsidy:

- Disparities in knowledge, engagement, and trust not addressed by making local journalism free
- Lack of demand remains a significant challenge to reviving local journalism

Policy Analysis and Literature Review:

- Wide range of policies across states rather than nationalized
- Southeastern states tend to have less legislation
- Diverse definition of media literacy that needs to be uniformly defined

Focus Groups:

- People are most interested in local issues that affect them directly
- People abandoned local news sources for reasons ranging from racially biased coverage, sensationalism, and diminished local coverage
- prefer "solutions focused coverage, community depictions, and positive stories"

Funding Models:

- Model is most useful for
- Tracking changes in cost of journalism over time
- Framing discussions about funding sources for local journalism ecosystems

News Subsidy Results

