



The Project Information Literacy (PIL) News Study

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Aug.2020

Agenda



i) The **Objectives of the Study**



ii) **Analysis Approach**
(e.g. Data Cleaning and selection of the
Analytical Tool)



iii) **Conclusion/Recommendations**

The Objectives of the Study

- A. The study was conducted **among 5,844 young adult students across 17 academic institutions** (11 Colleges , Universities and 6 High Schools) in the US and in three phases:
 - i. **Online Survey** (*from Feb.12th.2018 until April.21st.2018*)
 - ii. **Twitter Analysis** (*from Jan.10th.2018 – May.31st.2018*)
 - iii. **Follow-up Interviews** (*from May.4th.2018 – June.15th.2018*)
- B. The study aimed to **investigate the news sources and their usefulness** among youths through:
 - i) Measuring **the Conceptualization of News**
 - ii) Identifying how the respondents kept up
 - iii) Studying the reliability measurement approaches



Data Analysis

A. Data Cleaning: The below variables were omitted

- i. Respondent's ID (pID)
- ii. Progress
- iii. Duration
- iv. Finished
- v. The top row of the data was deleted

B. Organizing Data & Coding:

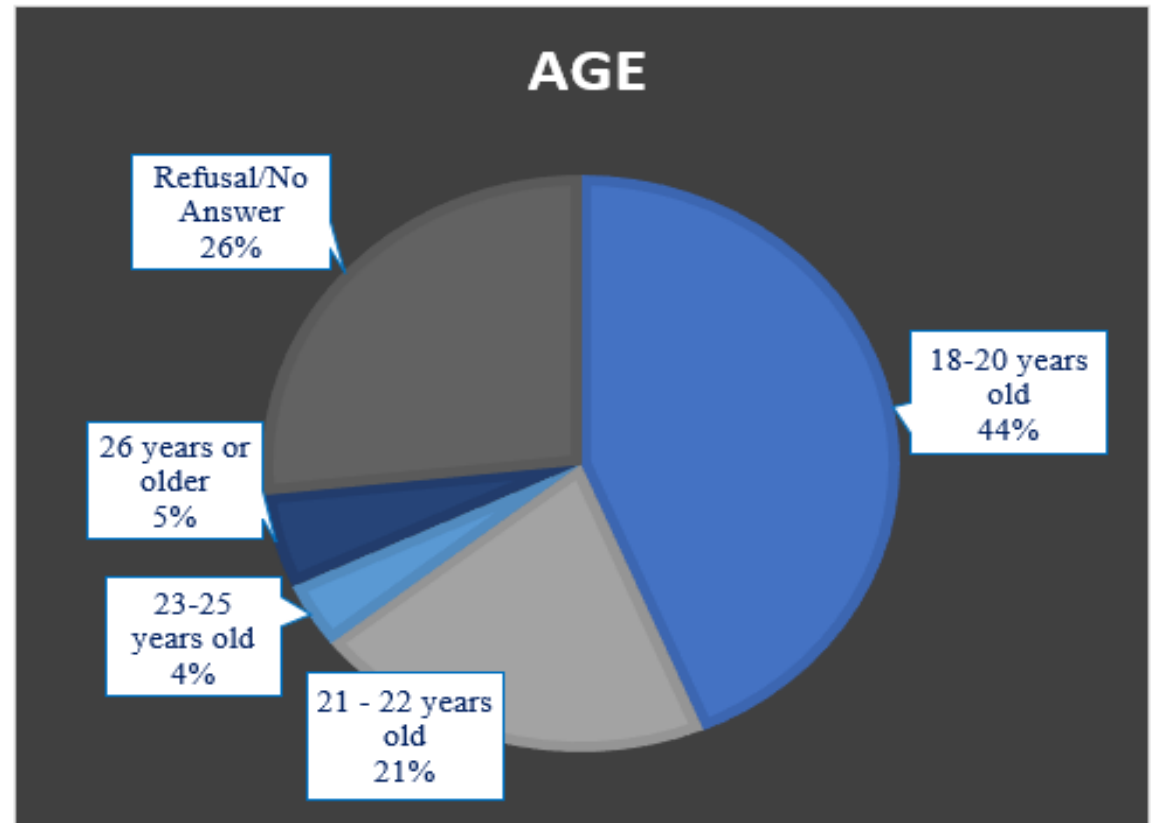
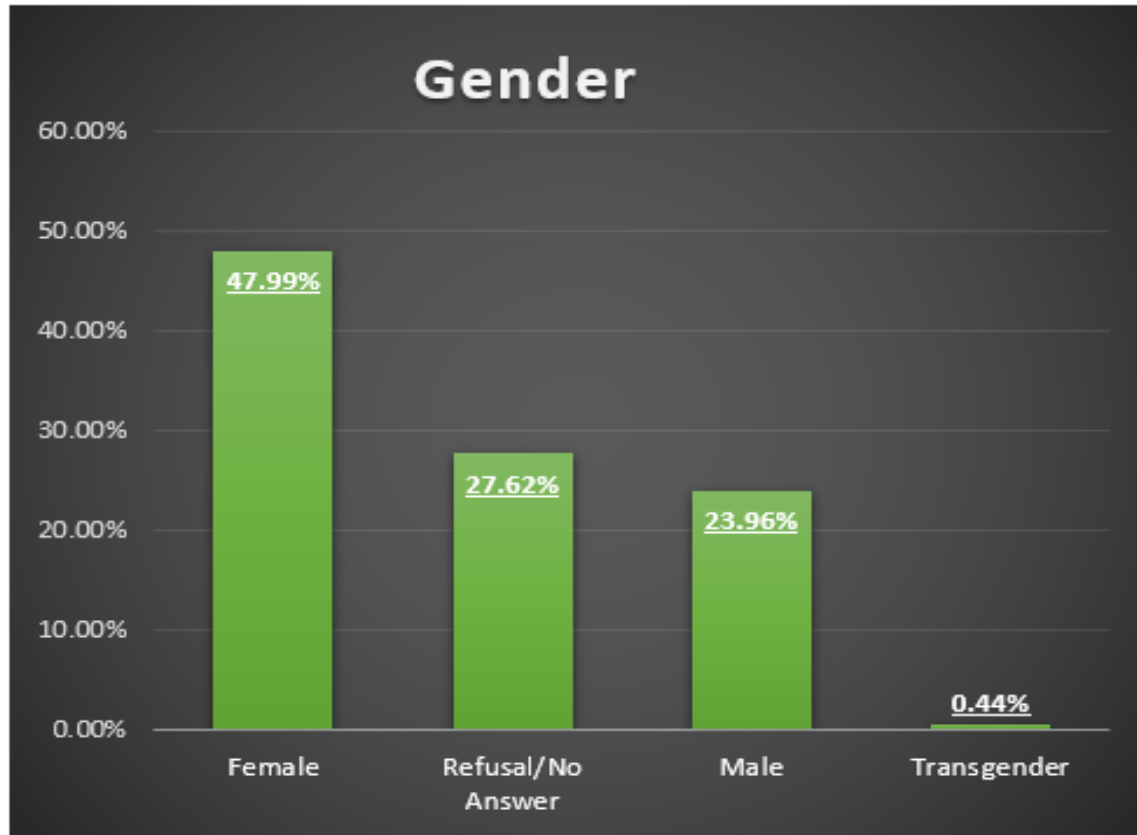
- i. The response choices were categorized under the relevant question which was used as a variable
- ii. Certain questions were combined and analyzed as one as they had similar content (e.g. question 4 and 1)
- iii. The empty answers were treated as 'No Answer'
- iv. The themes were converted to Codes

C. Analytical Tool and Results Presentation

- i. Both MS Excel and PivotTable were used for analysis purposes
- ii. Results presented as a combination of Charts and Tables



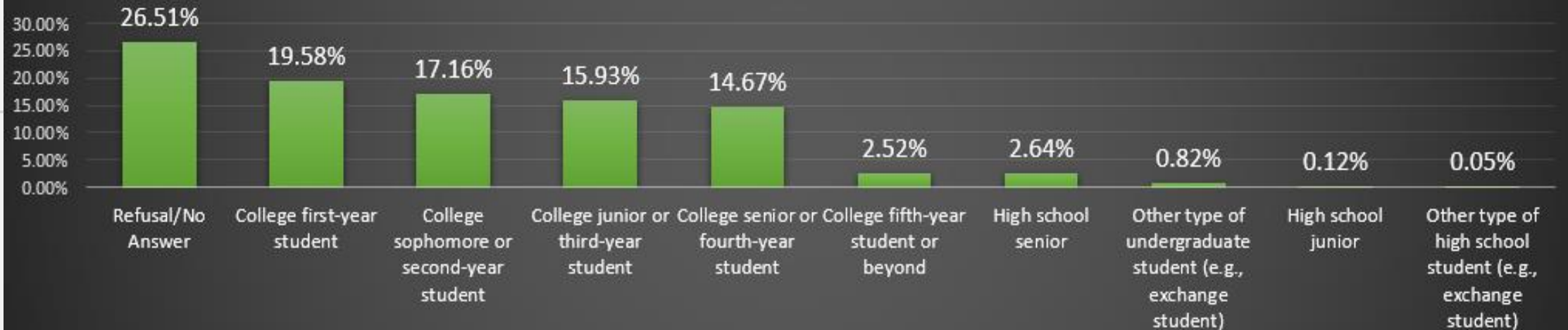
Demographics – Gender & Age



Academic Attainments & Plans



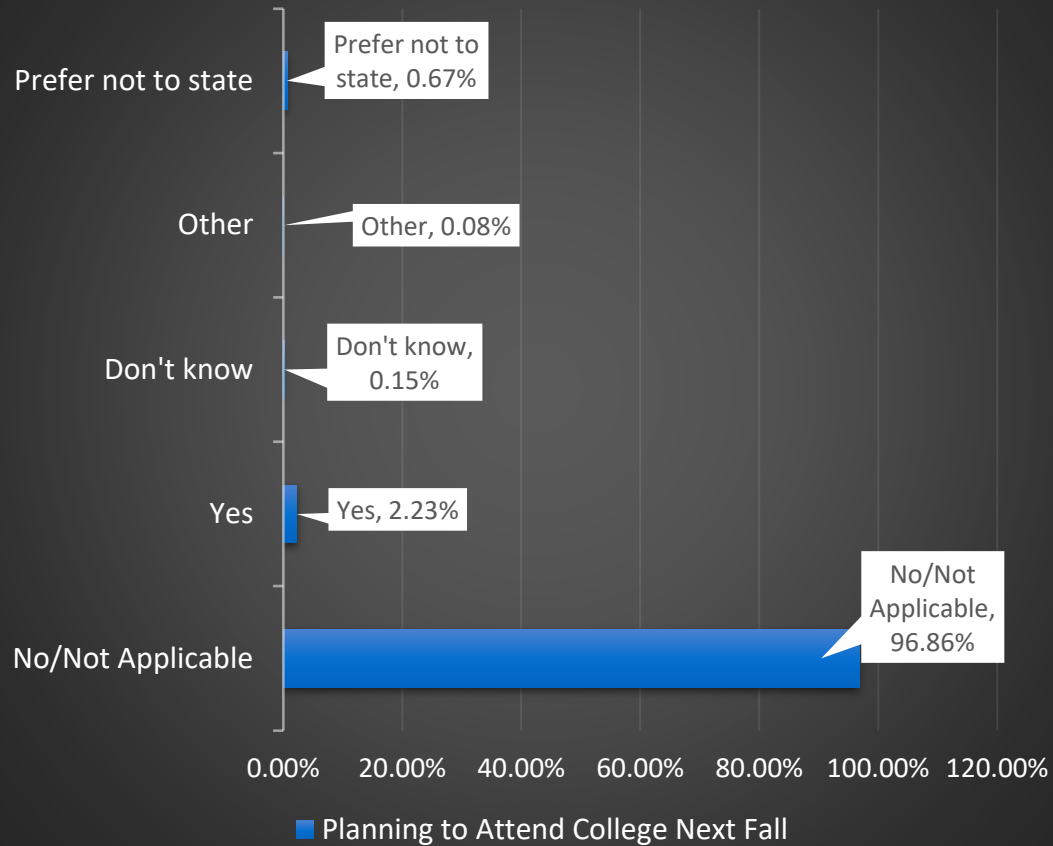
Current Student Status



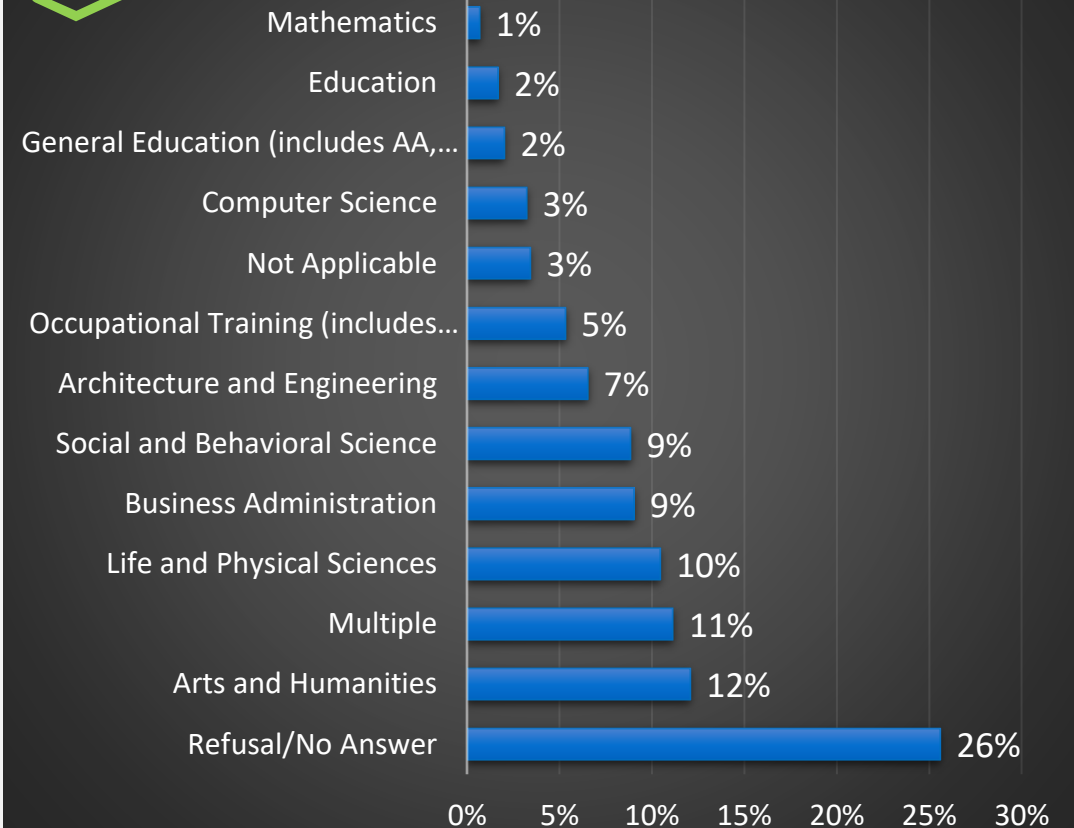
[Source: \(J. et al., 2018\)](#)

Academic Attainments & Plans

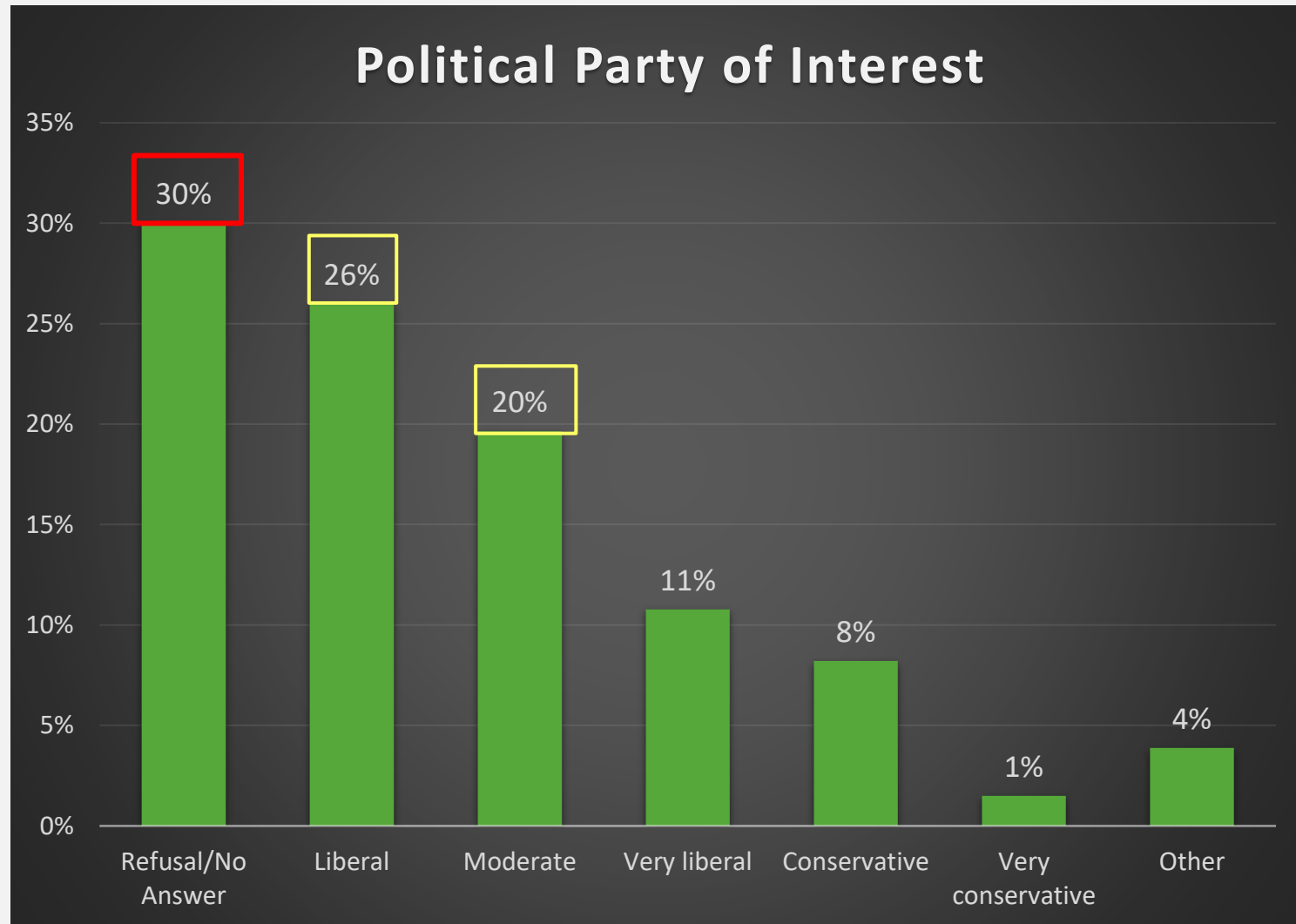
Planning to Attend College Next Fall



Major of Study



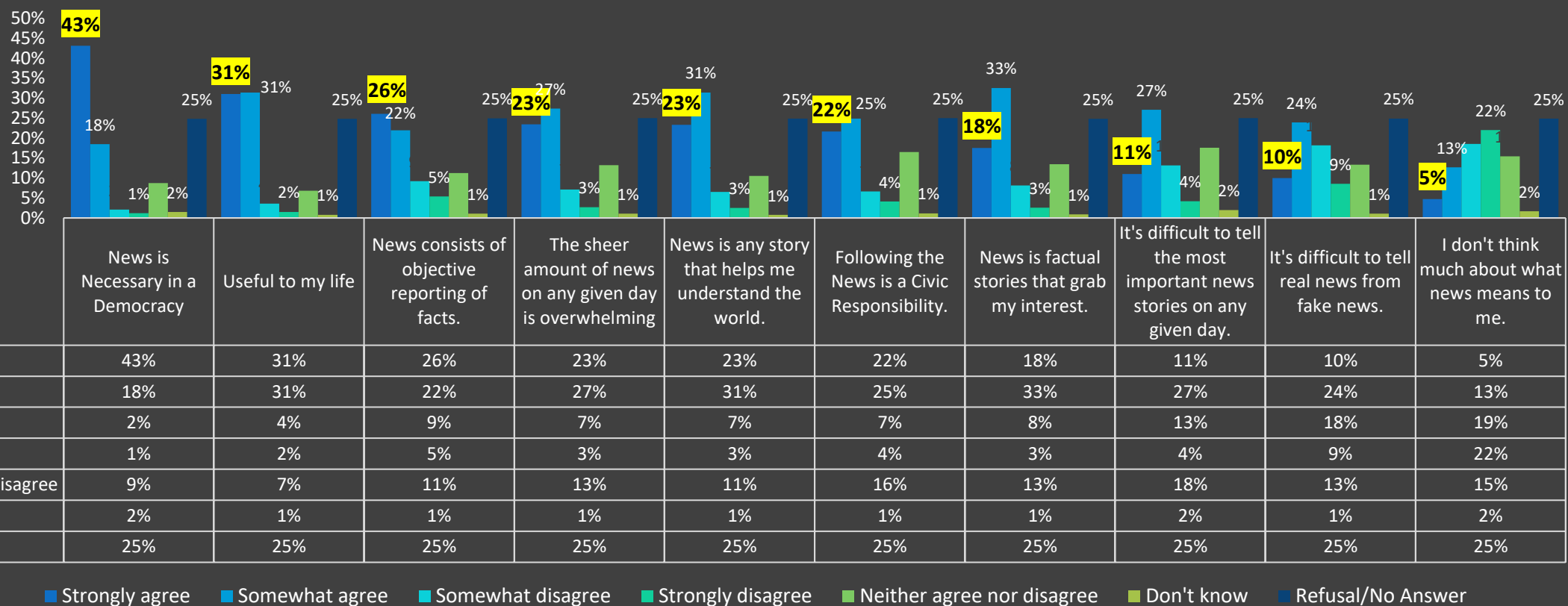
Political Party Affiliation



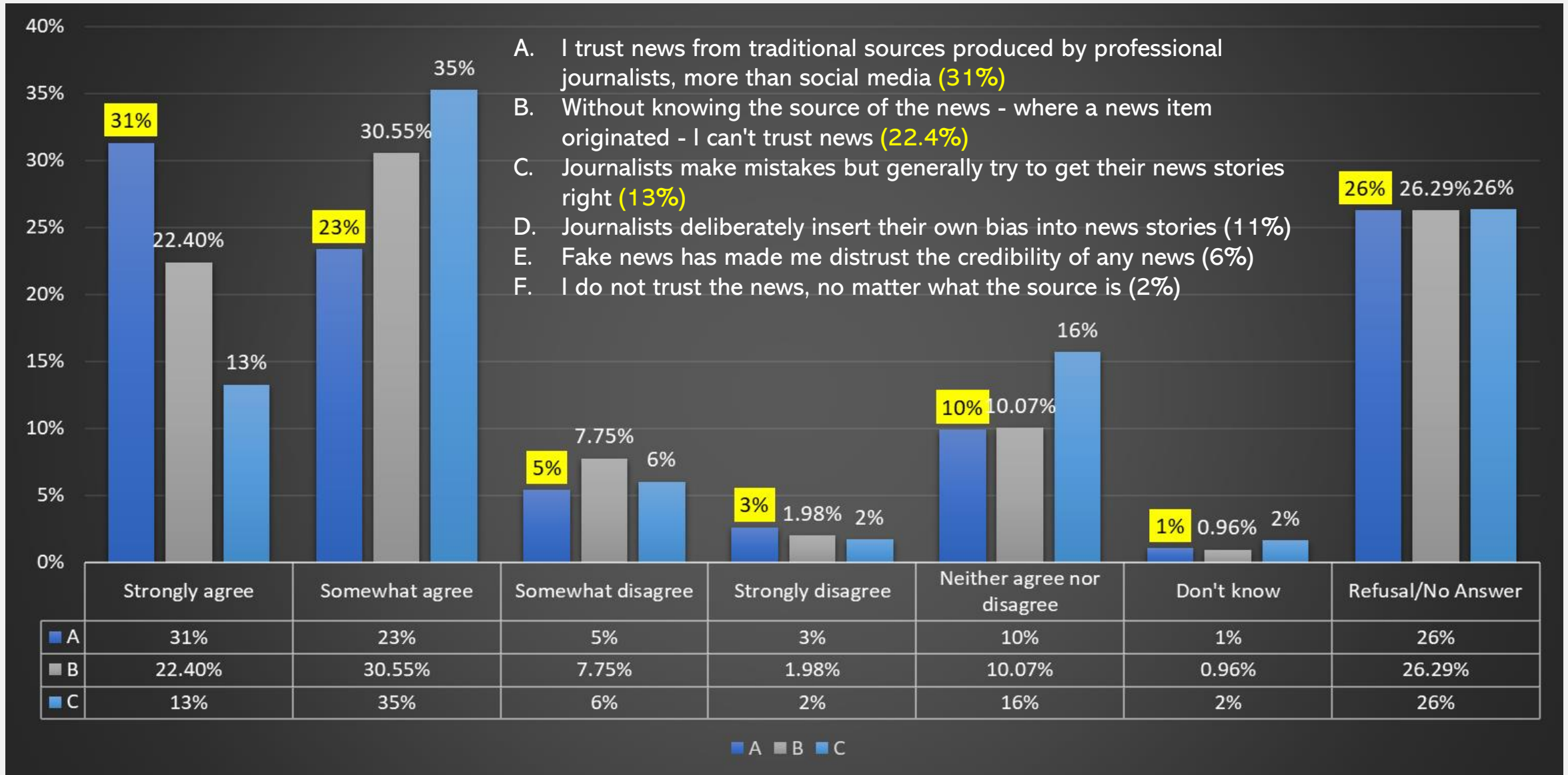


News
Engagement
Habits &
Preferences

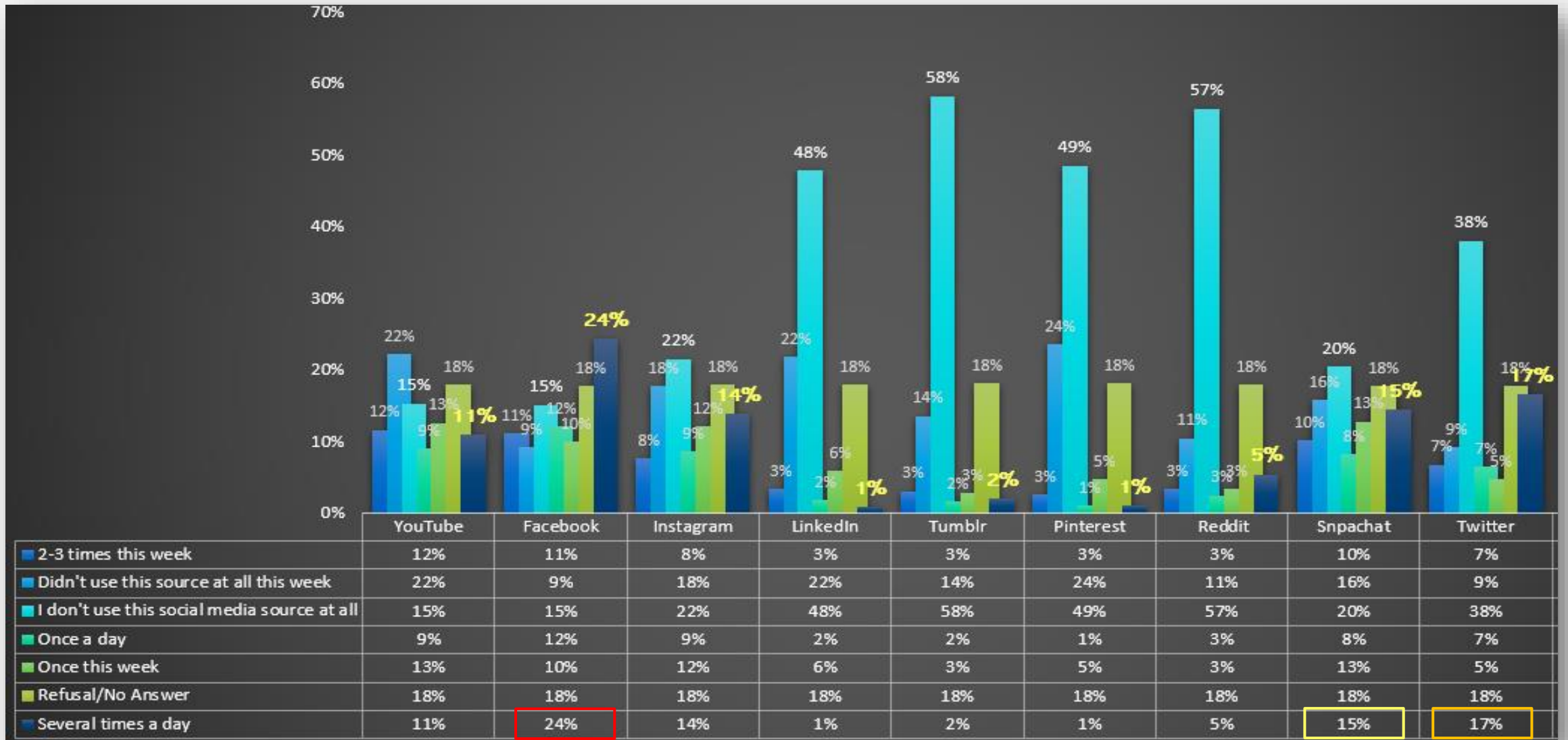
News – Meaning and the Role in Life



News and Trust

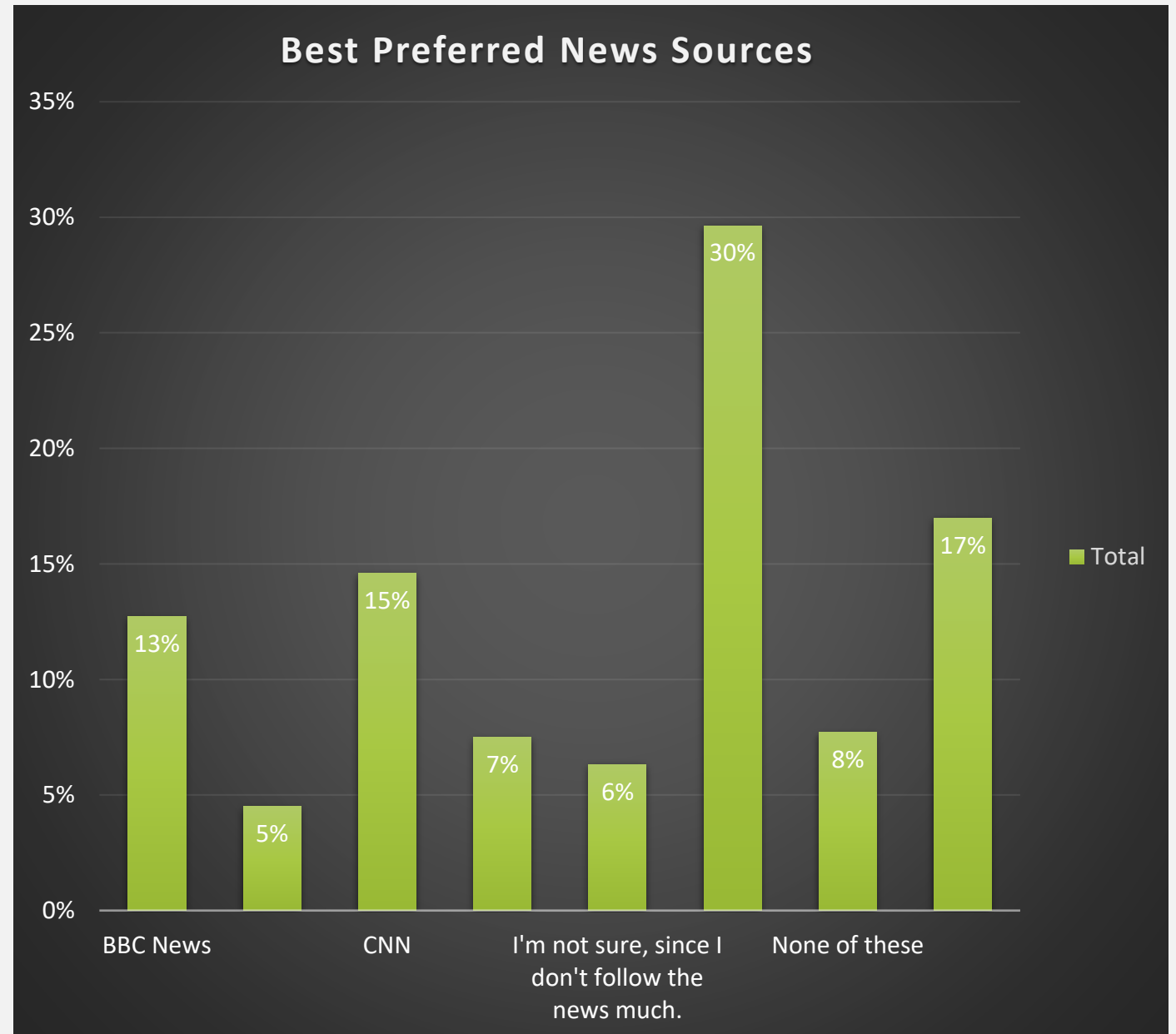


News – Social Media Sources



News – Specific Sources

- ✓ New York Times (30%)
- ✓ CNN (15%)
- ✓ BBC News (13%)
- ✓ No Answer (17%)



Evaluating the Quality of the Shared News

- ✓ 'Check how current information is' (24%)
- ✓ 'Check to see who posted or tweeted news item' (24%)
- ✓ 'Check the URL to see where the source originated' (24%)
- ✓ 'Read or view the entire news story from Start to End and then decide' (19%)
- ✓ 'Read the comments, if there are any, about the News post' (17%)
- ✓ 'Compare and fact check the News item using a different source' (15%)

- ❑ 'See how many times the News items was shared/retweeted' (8%)
- ❑ 'See how many times the News item was liked' (8%)
- ❑ 'Take a screenshot of the News item to ask a friend what they think' (5%)
- ❑ 'Check to see what the Hashtag (#) is, if there is one' (5%)
- ❑ 'Go with my gut feeling to decide whether a News item is legitimate or not' (4%)

Responses	Check How Current Information is	Check to See Who Posted or Tweeted News Item	Check the URL to See Where the Source Originated	Read or View the Entire News Story from Start to End and then Decide	Read the Comments, if there are any, about the News Post	Compare and Fact Check the News Item Using a Different Source	See How Many Times the News Items Was Shared/Retweeted	See How Many Times the News Item was "liked"	Take a Screenshot of the News Item to Ask a Friend What They Think	Check to See What the Hashtag is, if there is one	Go with my gut feeling to decide whether a News Item is Legitimate or not
Almost always	24%	24%	24%	19%	17%	15%	8%	8%	5%	5%	4%
Often	16%	13%	12%	16%	14%	13%	10%	9%	9%	6%	9%
Sometimes	7%	7%	7%	11%	11%	12%	12%	12%	12%	12%	15%
Refusal/No Answer	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%
Rarely	2%	3%	4%	4%	5%	7%	7%	7%	7%	7%	7%
I don't share breaking news at all	26%	27%	26%	26%	26%	26%	26%	26%	26%	26%	26%
Never	1%	3%	3%	1%	3%	3%	10%	10%	15%	18%	10%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Quality

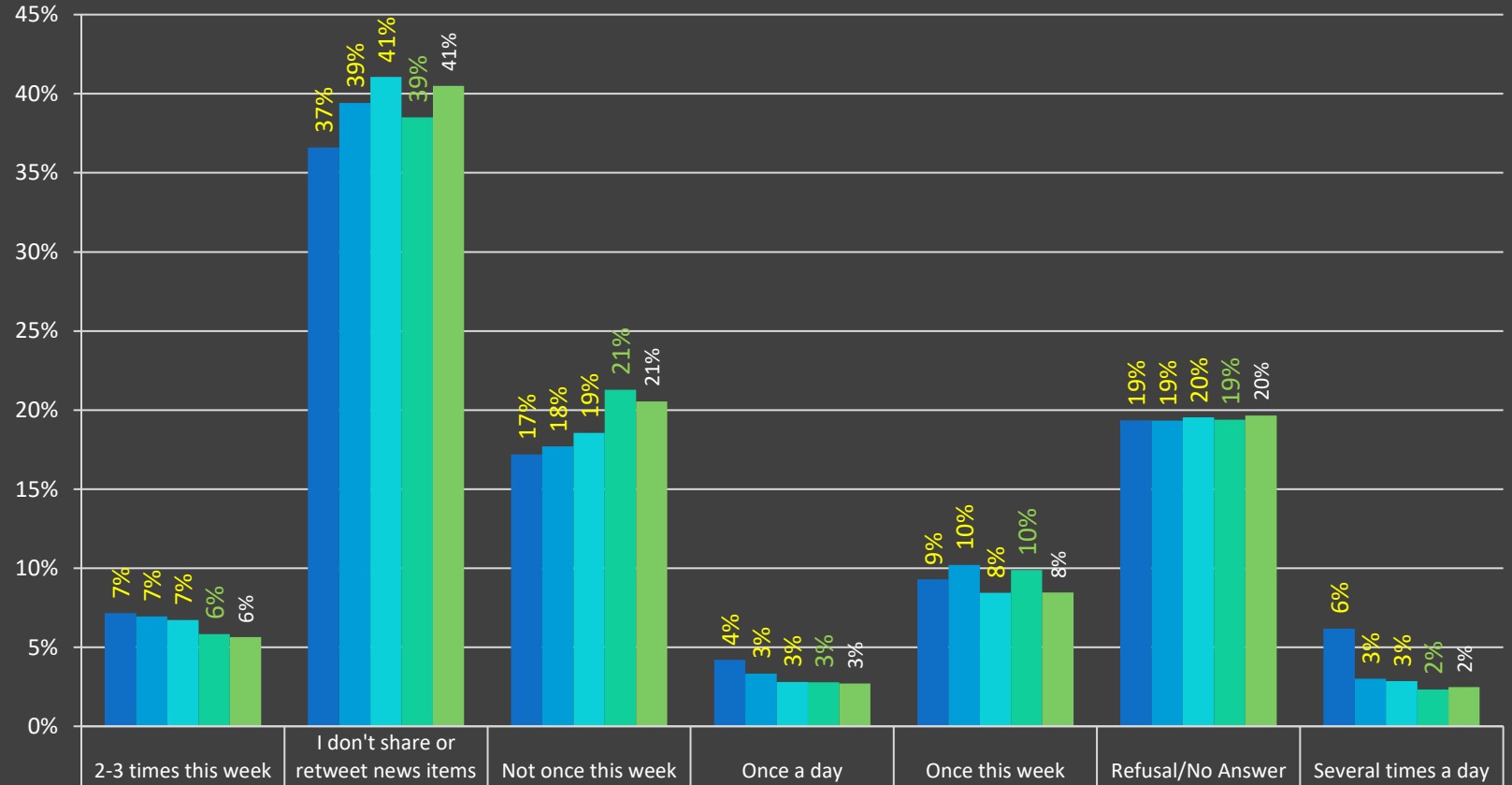
Sharing News Frequency – Different Topics

SHARED THE SELECTED TOPICS ON SOCIAL MEDIA DURING – WEEK BEFORE THE SURVEY



2-3 Times/Week

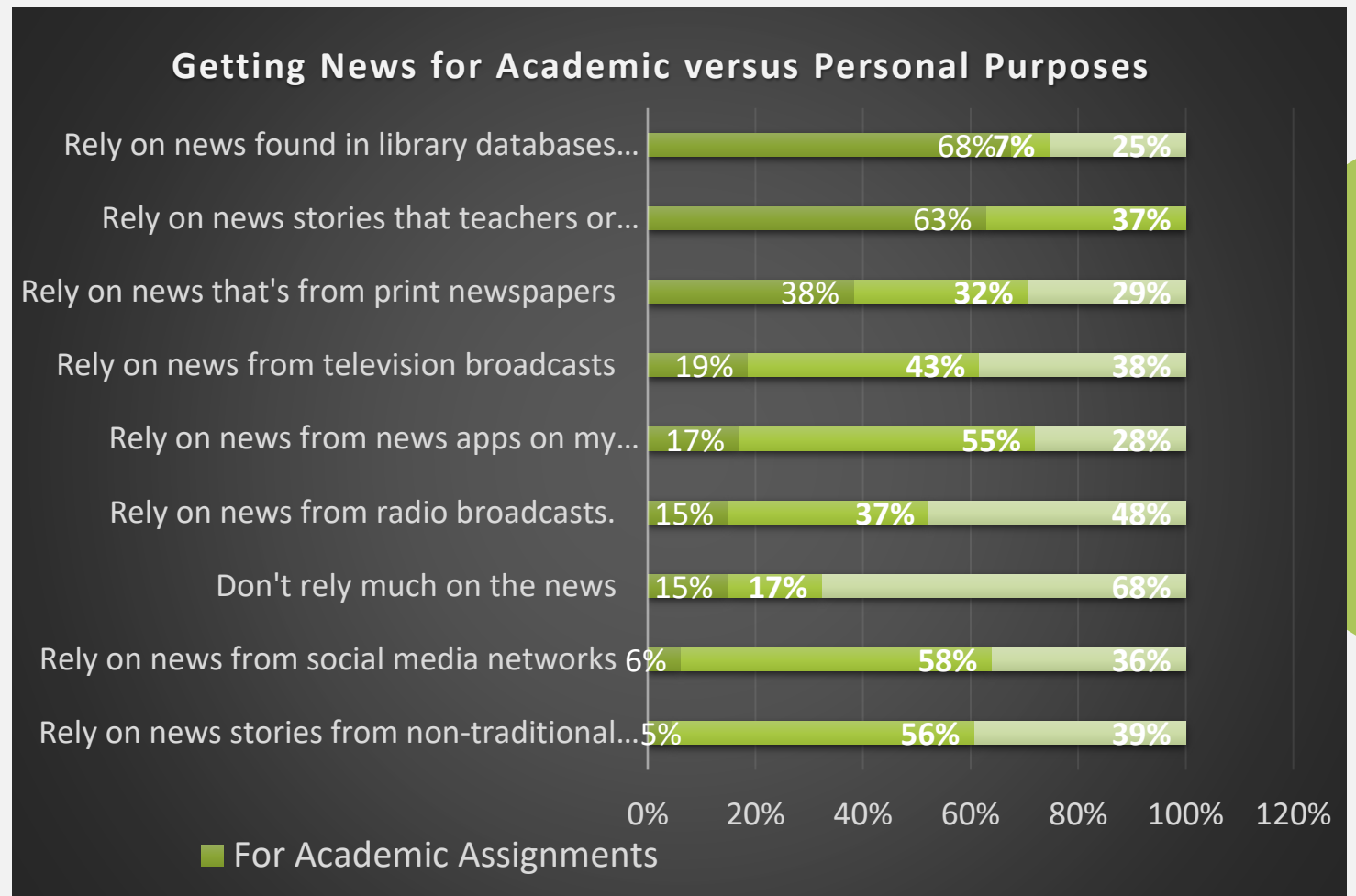
1. Entertainment and Celebrities (6%)
2. Race and Immigration (5%)
3. Science and Technology (5%)
4. International or Foreign Issues (4%)
5. My Town or City (e.g., local issues, events, politics) (4%)
6. Sports (4%)
7. Crime and Public Safety (4%)
8. Health and Medicine (3%)
9. Business and the Economy (3%)
1. Traffic and Weather (3%)
2. Environmental and Natural Disasters (3%)



■ Political Memes (i.e., a humorous image, video, or piece of text)	7%	37%	17%	4%	9%	19%	6%
■ National Government and Politics	7%	39%	18%	3%	10%	19%	3%
■ Lifestyle (e.g., hobbies)	7%	41%	19%	3%	8%	20%	3%
■ Schools and Education	6%	39%	21%	3%	10%	19%	2%
■ Art and Culture	6%	41%	21%	3%	8%	20%	2%

Sharing News Impetus - Academic versus Personal

- **68%** find news in library databases searches for the **Academic reasons** versus **7%** for **Personal reasons** – 25% did not answer
- **63%** rely on news stories that Teachers or Professors recommend for the **Academic purposes**; whereas, **37%** rely on that source for the **Personal reasons**

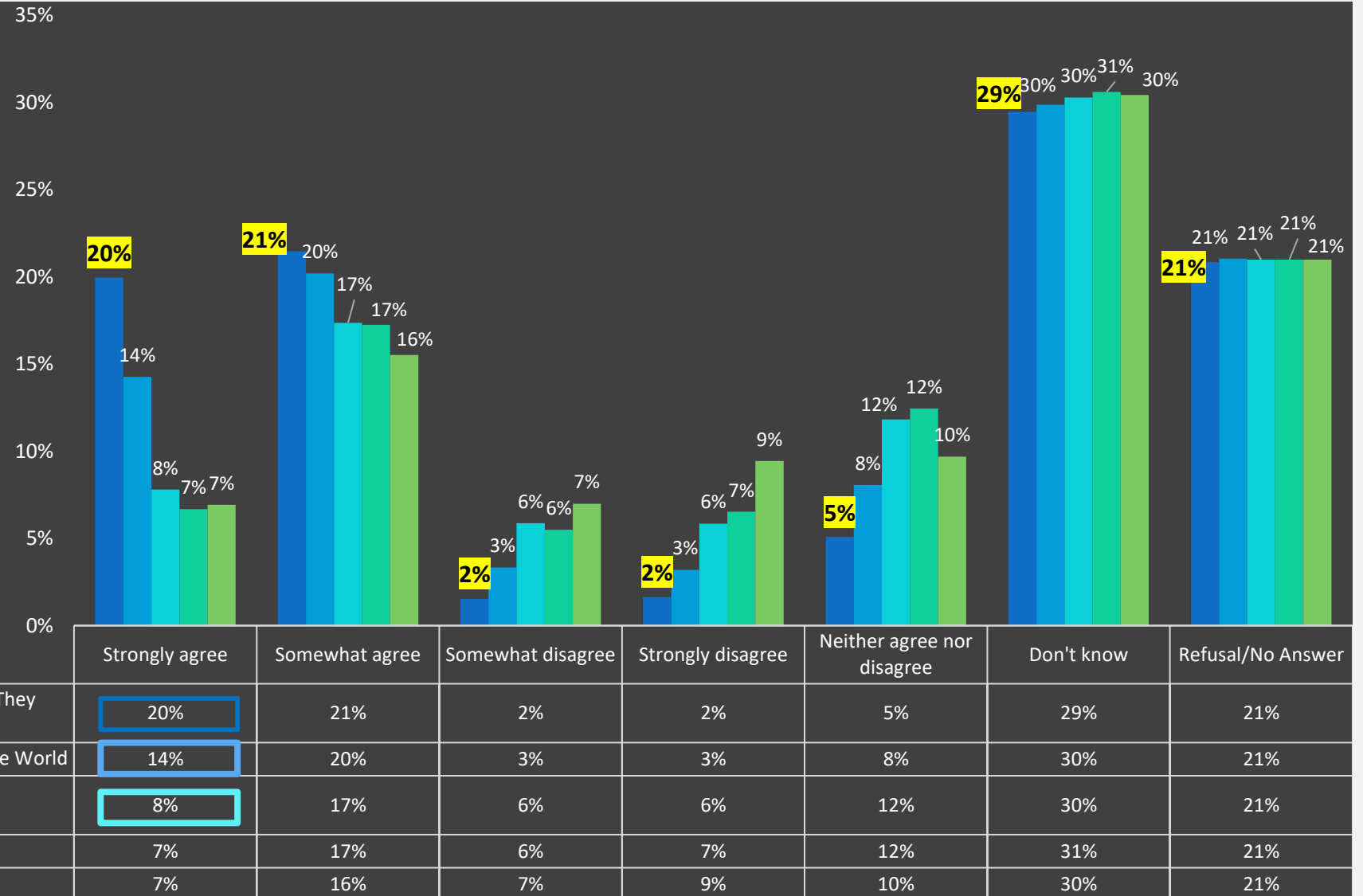


Sharing News Items on the Social Media - Personal Reasonings



2-3 Times

1. Helping with Defining my Online Presence (6%)
2. It is a Way to Entertain my Friends/Followers (5%)
3. It Lets me Provoke Responses from Others (4%)



Discussion/Conclusion

1. Defining News

- Necessary in a Democracy (**43%**)
- Useful for Life (**31%**)
- Objective reporting of facts (**26%**)

2. Getting News

- a. General Sources (**24%** Facebook, **17%** Twitter and **15%** Snapchat)
- b. Specific Sources (e.g. **30%** NY Times, **15%** CNN and **13%** BBC)

Trust:

- Trusting in Professional journalists rather than social media (**31%**)
- Need to know the source to trust (**22.4%**)

3. Quality Check of News Prior Sharing

- ✓ Checking how current the information is (**24%**)
- ✓ Checking who posted (**24%**)
- ✓ Checking the URL to see (**24%**)

4. Sharing News

- a. The Frequency for Sharing
- b. The impetus for sharing
(**68%** for Academic reasons versus Personal (**7%**))

- 2-3 times the week of the survey completion (**7%** political news, **7%** national government politics, **7%** lifestyle)

Discussion/Conclusion

- ✓ Overall, good study as it provided insight into various elements of News (e.g. how it is defined and the logic for using it) which can be useful for different settings.
 - ✓ From Marketing perspective, the replication of the findings in the prospective studies – Marketing and Business
 - ✓ The results can help the relevant companies to modify the mode of their delivery of news for that age group – based on their interests and needs. This can ultimately be beneficial for the relevant stakeholder.
- ❑ Certain questions with a very close themes (i.e. Question 1 and 4) and their implication in the validity of the data - ***Confounding Bias***



References

- ❖ J., A., Wihbey, J., & DeFrain, E. (2018). Project Information Literacy News Study Dataset [Data set]. <https://doi.org/10.17760/D20293517>
- ❖ Microsoft Corporation. (2020). Buy Excel—Microsoft Store en-CA. Microsoft Store. <https://www.microsoft.com/en-ca/microsoft-365/p/excel/cfq7ttc0k7dx>
- ❖ PROJECT INFORMATION LITERACY_Oct.2018.pdf. (2018)





*Thank
You*
for your time