**Secondary/Tertiary News Media Outlets**

Description: Create a rubric that can divide media outlets based on being primary, secondary, and/or tertiary sources. We want to write an “informal” (not to publish) paper that will outline the creation of the rubric and the components of the rubric. This will act as a future reference for any staff/student who will take part in the large experiment (expected Fall 2025). For the rubric we want to create a quantitative rubric rather than a qualitative one. A quantitative rubric may be more important than one that divides the media outlets into 2-3 categories (primary, secondary, tertiary). Scoring the media outlets can also help differentiate media outlets within a group.

Creating a rubric: To create this rubric, we will use the [Quantitative Rubric for Privacy Analysis](https://link.springer.com/chapter/10.1007/978-3-030-93944-1_3) created by the U&A team as a reference for building our rubric. Currently the thought is that there will be a baseline score that most primary media outlets will hit confirming that they produce their own material or are reliable. Any media outlets below this unofficial baseline score will be assumed to be secondary/tertiary sites.

Steps to take to build the rubric:

1. Define Primary, Secondary, and Tertiary sites.
2. Find a small number of media outlets that vary in popularity/views, being opinionated or not, etc.
   1. We may look at the web traffic as well.
3. Narrow down on topics that we want to focus on with newsletters.
   1. Are we focusing on daily newsletters, political, world news, or multiple?
   2. Limitations: some news outlets only provide daily newsletters or send one variation of newsletters (readers do not sign up for a specific newsletter rather they put in their email to receive a newsletter).
   3. [Revue](https://blog.getrevue.co/) is one example of a platform for writers, publishers, or journalists to write editorial newsletters and profit from it.
   4. This step can be taken once we do our first sign up for newsletters (week of July 8) to better see what kinds of newsletters we can subscribe to + which ones will provide insightful research.

Current definition (definition of each will be refined through the creation and use of the rubric):

* *Primary*: mainstream
* *Secondary:* Media outlets that people don’t recognize as reliable (not mainstream).
* *Tertiary:* These will be blogs or articles written by people who are not professional journalists, but they hold enough following to be influential.

Future (closer to the big scale experiment): After we create and solidify a rubric to use for the big experiment, we will create baselines for each category (i.e. 1-34 = Tertiary sites; 35-68 = Secondary sites; 69-100 = Primary/Mainstream sites).

*Possible Qualities to Measure in Rubric:*

* Language style in articles (informal/formal).
  + [(PDF) Different Language Styles in Newspapers: An Investigative Framework (researchgate.net)](https://www.researchgate.net/publication/228740786_Different_Language_Styles_in_Newspapers_An_Investigative_Framework)
* Transparency in how the articles were written.
  + Looking at the “About” page on media outlets website to find how they write their articles.
    - The Associated Press - [About Us | The Associated Press (ap.org)](https://www.ap.org/about/)
    - HuffPost - [HuffPost | About Us](https://www.huffpost.com/static/about-us)
* The use of citations.
  + Are there direct quotes/references from individuals in the article (if there are citations) or from other news organizations?
  + Is the article writing an analysis of another article?
  + Reason: citations allow readers to understand where their information is going from. Many big media sites may have journalists from all over the country and the world to give reports directly. Other media outlets may analyze articles from other media outlets.
* Are there any engagements? Comments section?
* Multiple locations? Does the media outlet have locations in various locations across the world?
  + For example, this news by the Associated Press([Israel orders evacuation of Gaza's second-largest city, Khan Younis | AP News)](https://apnews.com/article/israel-palestinians-hamas-war-news-07-01-2024-453808f05ef8b98eb1a6b9814441224a) was reported by an Associated Press reporter in Jerusalem.
* Explicit support for one party.
  + For example, The American Conservatives explicitly states in their About page that the organization was founded to “reignite the conversation that conservatives ought to have engaged in.” This fact can be assumed based on the obvious name of the media outlet, however not all media outlets are obvious [[1]](https://www.theamericanconservative.com/about-us/).
  + Many mainstream media outlets state that they strive to produce unbiased articles that are true.