

Big Questions Surface

How are trust and reliability built in the modern mass media? How can we tell if news is real or fake? How do we know if something is reliable? Is media credible? Can the media be trusted? Is new media policy on false information worthy? How do we continue to use media safely In a world of echo chambers and deep fakes? Other questions arose related to social justice, free speech, technology, and regulation.



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Intersectionality Matters

A new model for journalism by Dr. Chelsea Peterson-Salahuddin



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MediaStudies

The Medium is the Message

News

IS IT OK TO USE SOCIAL MEDIA FOR NEWS?

IT DEPENDS. CURATE IT WELL.

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WHAT IS NEWS LITERACY?

Dr. Seth Ashley defines news literacy as the critical evaluation of information content and the contexts where it is produced/consumed.

Individual practices include the CRAAP test and the IMVAIN test.

Institutions play a part, too. Drs. Rachel Kuo and Alice Marwick suggest outlets could look at events holistically to expand what counts as "disinformation."

BIAS IN THE NEWS?

US consumers focus on PARTISAN BIAS (Left v. Right).

News also reflects NONPARTISAN BIAS:

- 1. Individual Bias**
Focuses on individuals rather than systems
- 2. Drama Bias**
Loves bad news
- 3. Commercial Bias**
Reports events only when hot
- 4. Visual Bias**
Prioritizes stories with images
- 5. Status Quo Bias**
Does not cover radical change
- 6. Speed Bias**
Turns to accessible sources; 24 hour news
- 7. "Objectivity" Bias**
Presents "two sides" when one side is false



CLASS INVESTIGATES NEWS LITERACY

What Happens Next Will SHOCK You

Journalism students at Pacific Lutheran University teamed up this spring to investigate US news outlets. Their findings, published here in an exclusive with MediaStudies News, are already impacting the latest research.

The teams used a variety of standards to judge the outlets, including:
✓ History/Ownership
✓ Reporting Standards
✓ Moderation Policies
✓ Trust Indicators (Headlines, Authors, Images, etc.)
✓ Intersectionality

Here are the outlets ranked from most to least reliable, by our journalists.

National Public Radio (NPR): 99/100
"known for its reliable reporting standards... accuracy, fairness, and impartiality."

Wall Street Journal (WSJ): 93/100
"has been ranked as the most trusted... writing is very factual and trustworthy."

Cable News Network (CNN): 90/100
"employs direct, educational language that informs viewers... In general... reliable."

National Broadcasting Company (NBC): 90/100
"practices good informative habits... established a trustworthy reputation."

VICE News: 90/100
"Solid code of ethics that protects marginalized groups, against ... misinformation..."

Washington Post: 89/100
"48% of viewers voted the Washington Post to be very or somewhat credible... slightly lower than... the New York Times and The Wall Street Journal."

HuffPost: 80/100
"uses reliable sources and writes with little bias... distracting amount of ads."

Microsoft National Broadcasting Company (MSNBC): 80/100
"Although it shows bias, it also... uses credible sources..."

KOMO 4 News: 68/100
"not a good source for in-depth news."

Buzzfeed News: 40/100
"good for people... just getting started in the news... a lot of the bigger news stories were only a few paragraphs long." [RIP 04/23]

Want to learn more?
Look at the Society of Professional Journalists' Code of Ethics.

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