SURVEY ANALYSIS

PR 454: Batemen Competition

PREPARED BY MAGGIE HAYDEN

DEC 2022

WKU

PRSSA

News Literacy Project

OVERVIEW

We administered our survey to almost 200 WKU students to collect data regarding News Literacy among this age group.

Our survey was distributed to general education requirement courses and several conveience intercept surveys in populated campus areas to get a wide variety of diversity in results.

The following slides detail the results that were collected by the survey.

Demographics

19.2
Years Old

The average age of respondent was 19.2 years old.

Political Affiliation

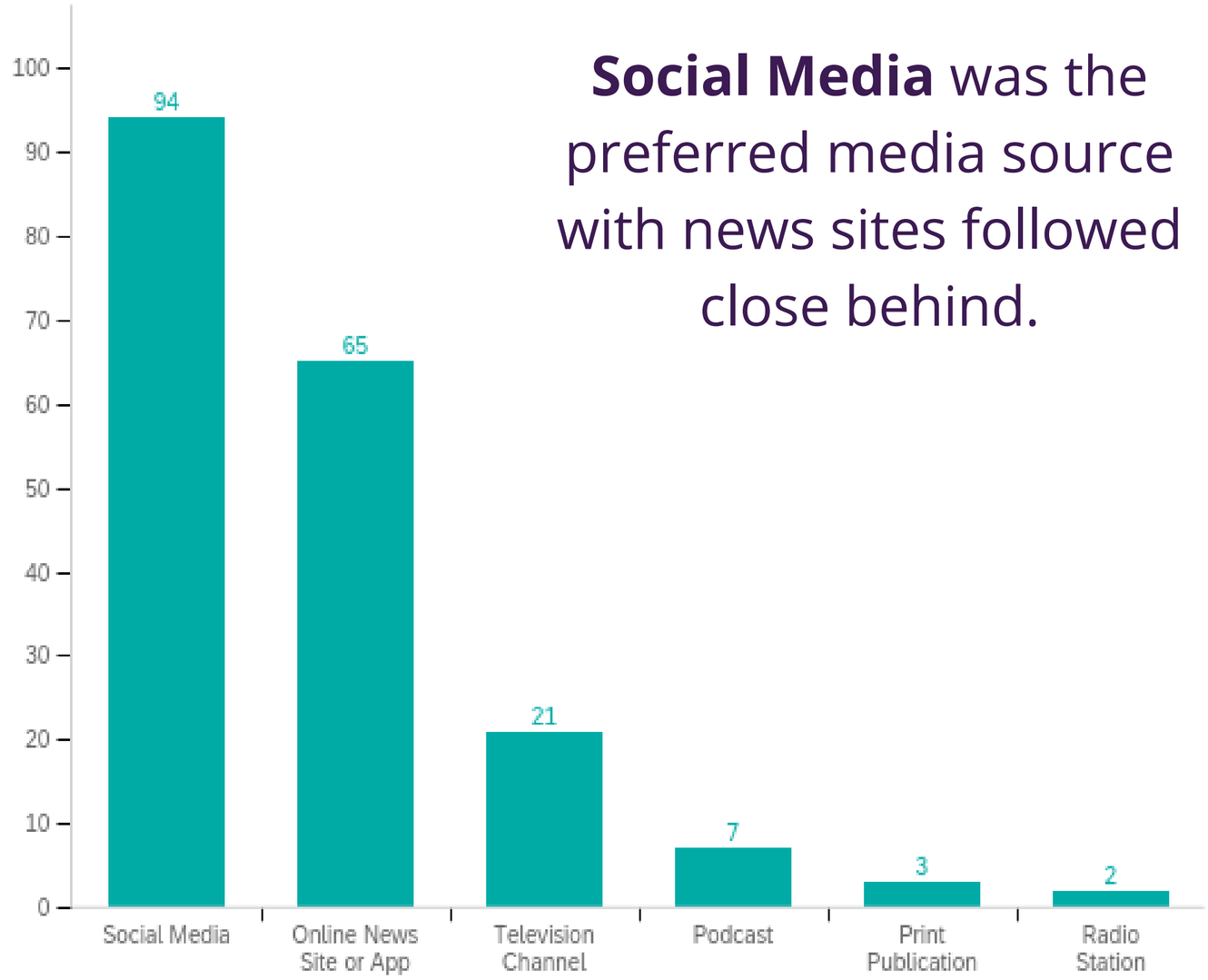
39.9% Republican
36.8 % Democrat
19.7 % Independent

57.5%
Freshman

The majority of our sample consisted of freshman, making up 57.5% of respondents

MEDIA PREFERENCES

Out of 192 respondents, **167 people** preferred to get their news **from digital platforms most of the time** as opposed to print, television, or radio



Social Media was the preferred media source with news sites followed close behind.

SOCIAL PREFERENCES

- **Instagram**

Instagram was the preferred choice with **62** respondents regularly getting news from the platform at least most of the time.

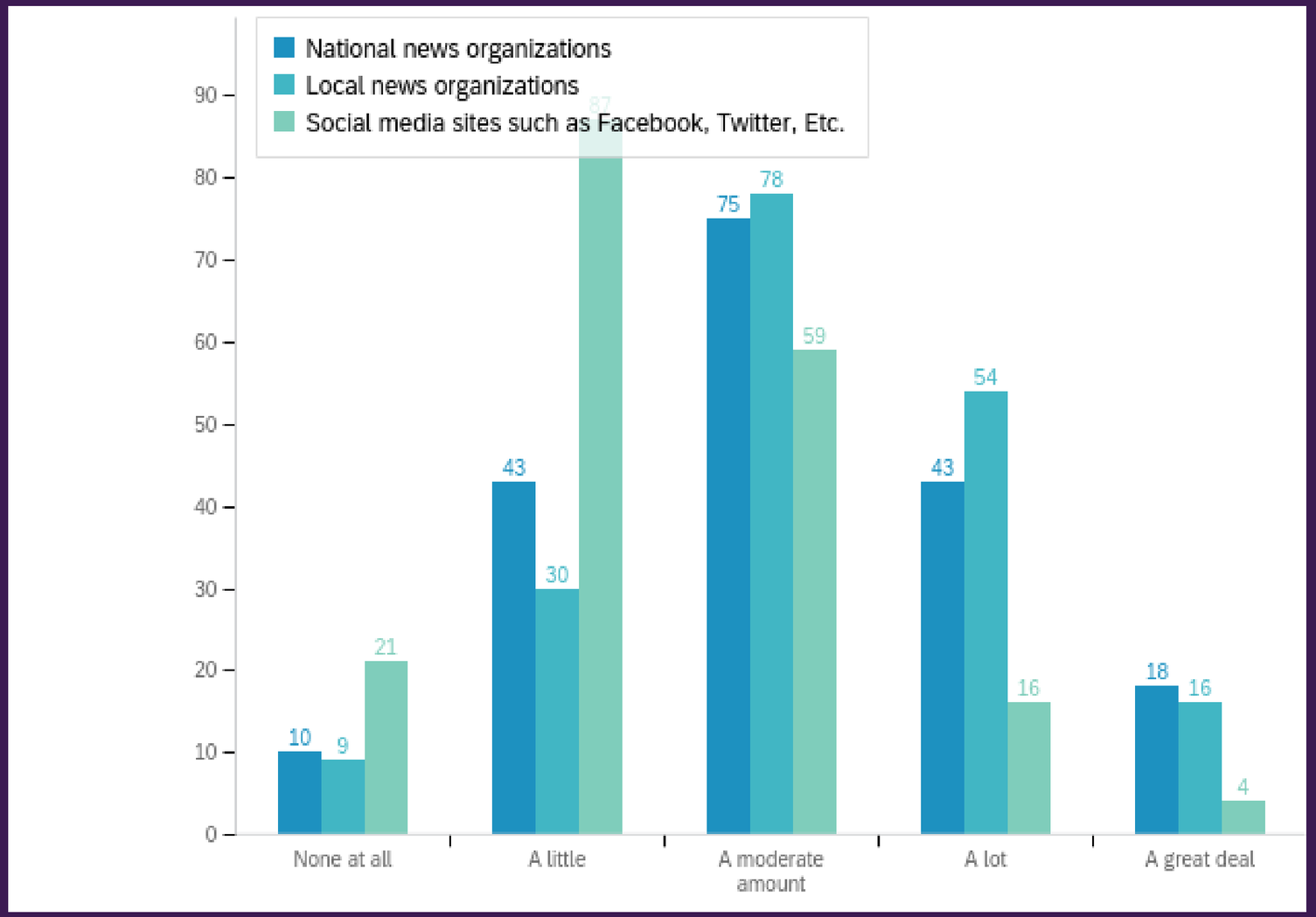
- **Tiktok**

Tiktok was next with **54** respondents regularly getting news from the platform at least most of the time.

- **Twitter**

Tiktok was third with **44** respondents regularly getting news from the platform at least most of the time.

MEDIA TRUST



While Social Media is the preferred choice for media, trust seems to be lacking.

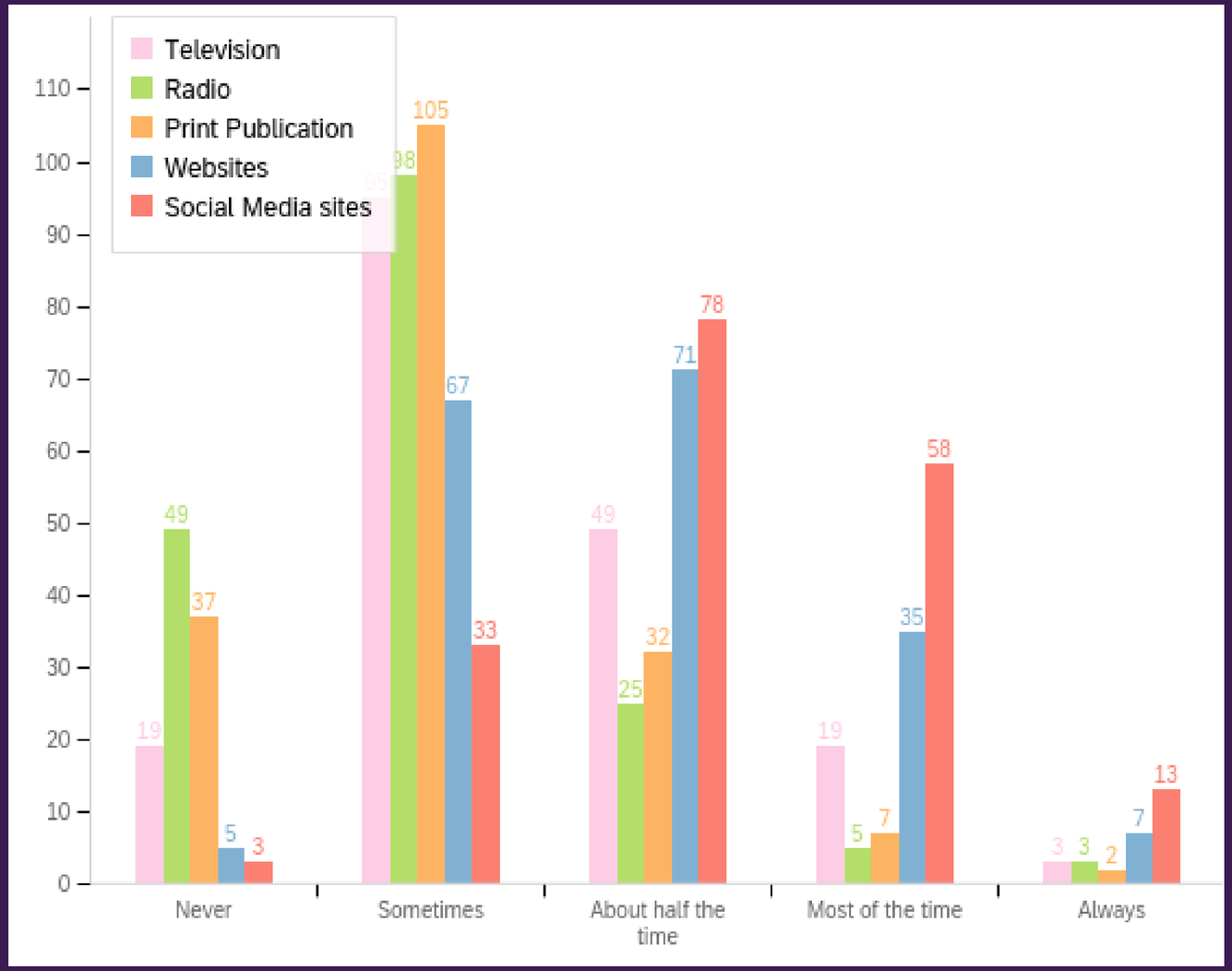
87 respondents admit to only trusting the information from social media sites a little.

Local news organizations are trusted the most but a general theme of distrust is obvious among results.

FAKE NEWS IDENTIFICATION

When asked how often respondents felt they came across fake news across various platforms:

- Less preferred platforms were scored as less likely to encounter fake news (radio, print).
- While preferred platforms had a higher chance to encounter fake news (social, websites).



FAKE NEWS ATTITUDES

86.5%

Percentage of respondents who find it "very important" and "extremely important" to be able to identify fake news

75.8%

Percentage of respondents who feel that they can accurately identify fake news about half the time or more

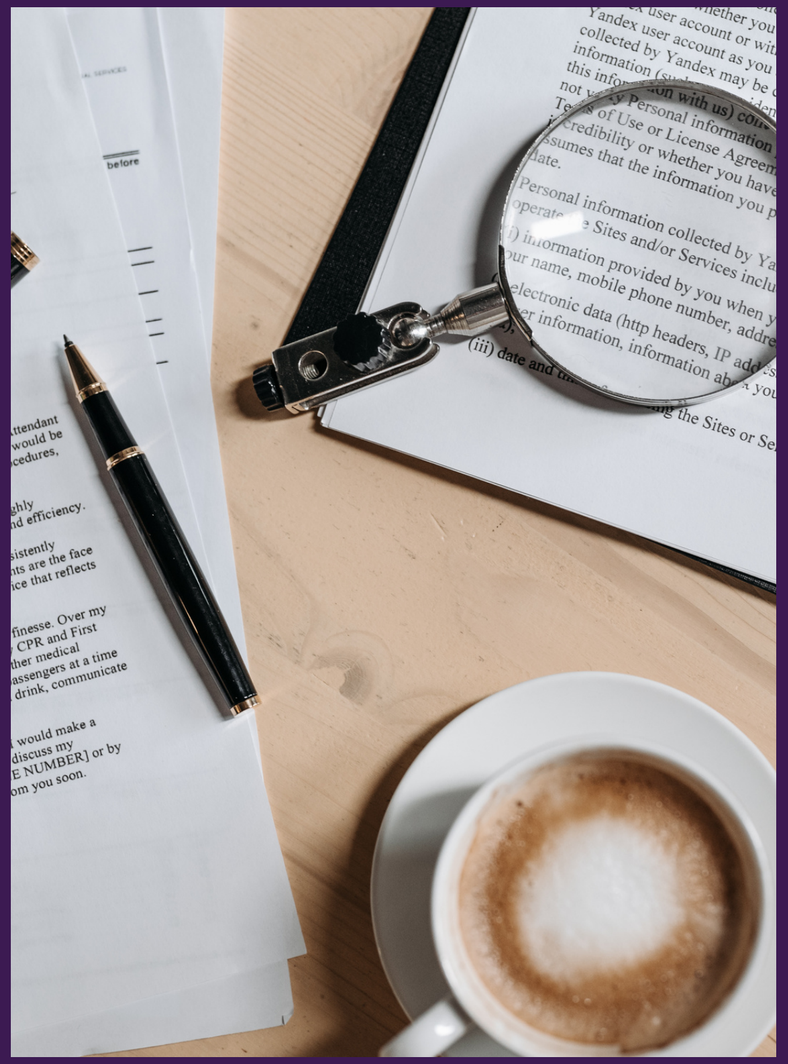
FACT-CHECKING BEHAVIORS

93.1%

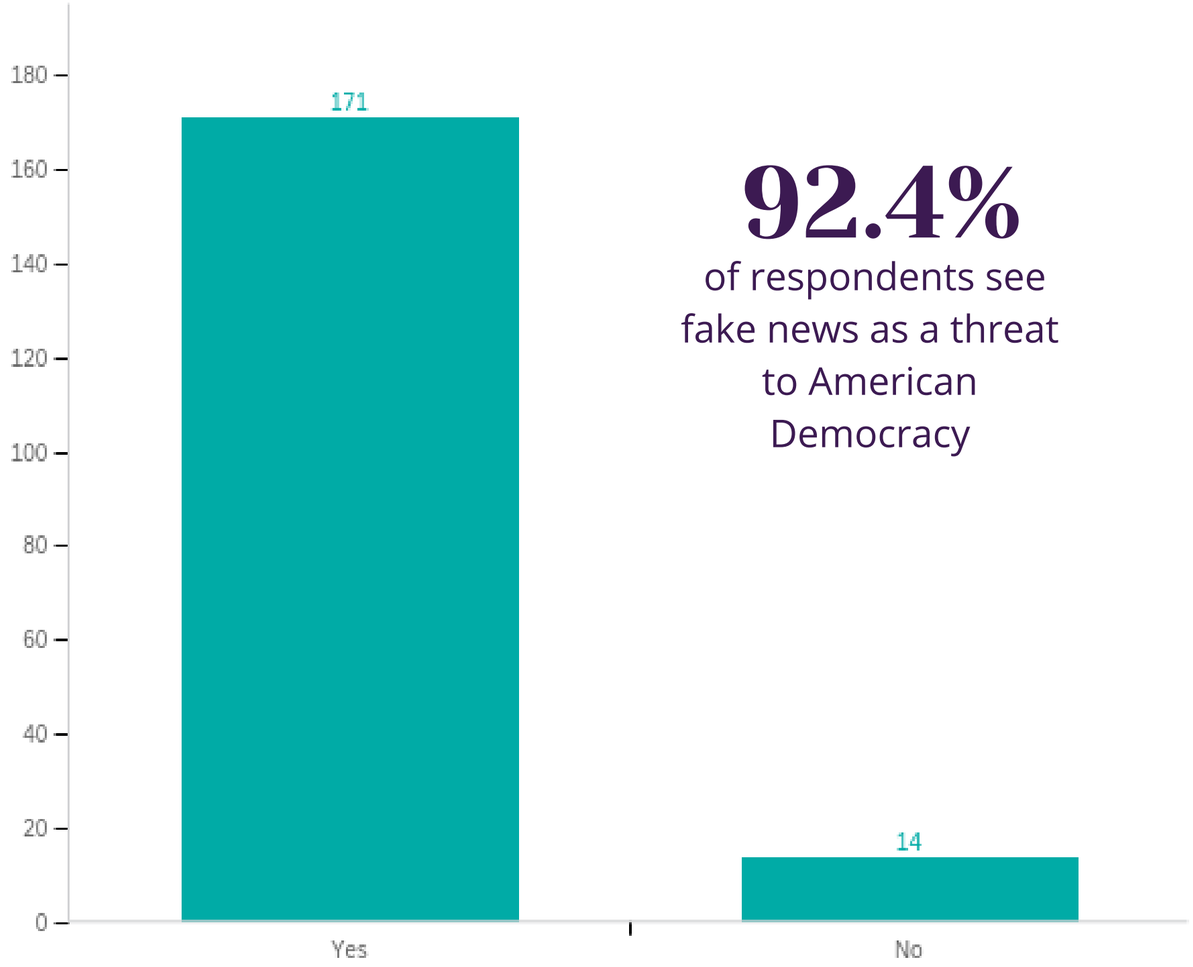
Percentage of respondents who find it at least moderately important to engage in fact-checking behaviors

61.8%

Percentage of respondents who fact-check **half the time or more**

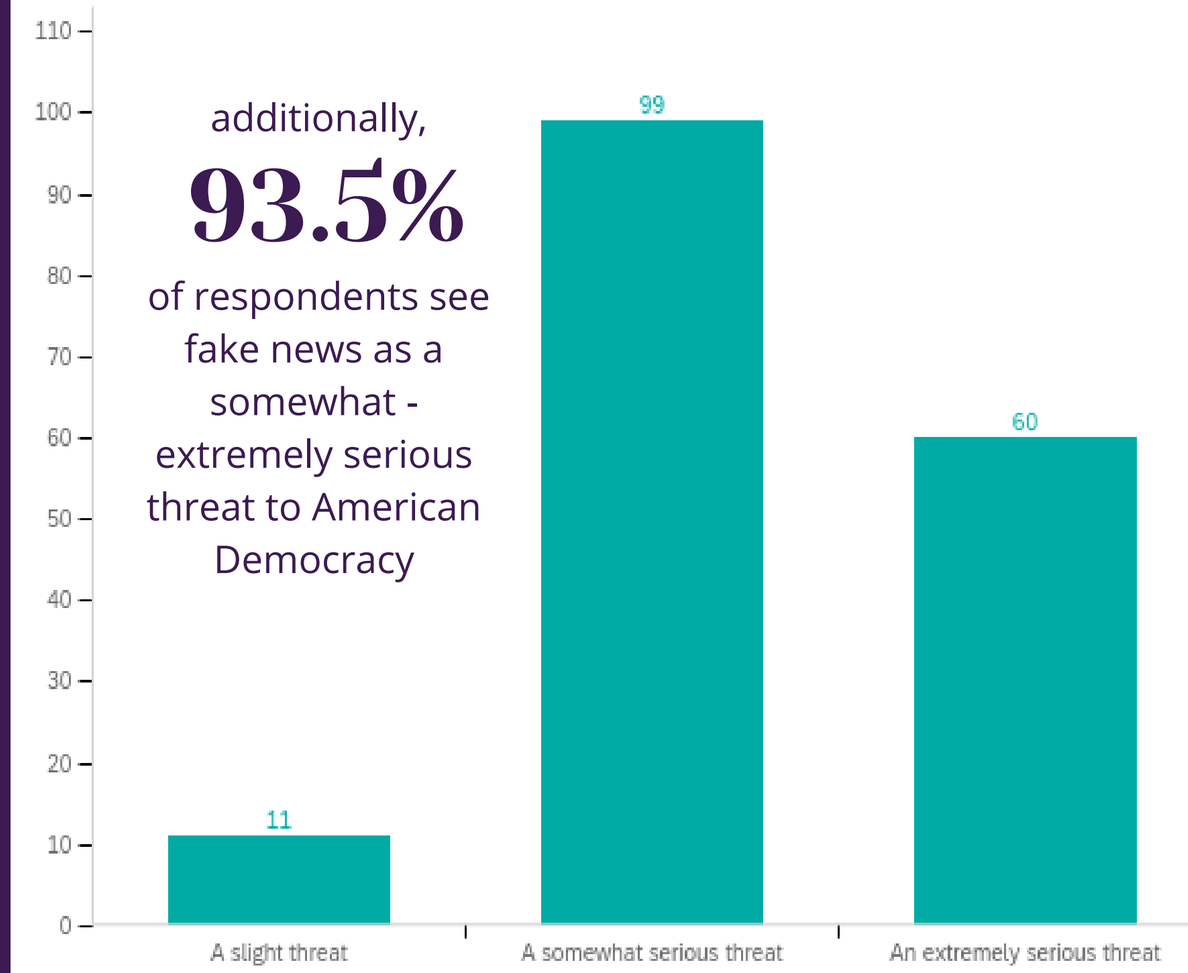


IS FAKE NEWS A THREAT?



92.4%

of respondents see fake news as a threat to American Democracy



additionally,

93.5%

of respondents see fake news as a somewhat - extremely serious threat to American Democracy

NEWS LITERACY TRAINING

61.6%

The number of respondents who have never had a formal course on news literacy

60%

The number of respondents who think that students should be required to take a formal course on news literacy

IN CONCLUSION

College Students...

prefer to get their news from social media and digitals channels,

but believe they are more likely to encounter fake news on digital channels as opposed to traditional sources

College Students...

believe being able to identify fake news is important,

but there are less students who feel confident in their own ability to recognize fake news

College Students...

believe fact-checking behaviors are important to engage in,

but only 61% of college students engage in fact-checking behaviors half the time or more