



Archives in The News!

An Examination of Mainstream Media Coverage of Archives

Introduction to the research



How are archives represented in mainstream media?

- **Media Outlets**
 - **Global, National, Local**
- **Blogs and (some) Social Media**
- **Universities, Museums and Archives - press releases**

Description of the research

Defining mainstream media for this context

- **OED:** "traditional forms of mass communication such as newspapers, magazines, television and radio, regarded collectively."
- **Emerging forms: blogs, news aggregators such as the Huffington Post, web-only news sites**

Data sources & time frame

- **Unit of analysis**
 - **News article or feature**
- **“Print” or “TV” news websites**
- **Blogs and certain social media**
- **Data from last 3 years**

Research questions

- **What is considered newsworthy about archives?**
- **What media outlets cover archives most frequently, and how?**
- **What media types do media outlets produce about archives?**
- **How can this data be used?**
- **What potential products and initiatives could result?**

Research methods



Resource content analysis

- **Interpreting and coding text**
 - **Make replicable and valid inferences**
- **Systematic evaluation**
- **Qualitative data converted to quantitative**

Resources

- Crowd Sourced
 - Resources posted and tagged to Del.icio.us
- Data including tag counts extracted from Del.icio.us sites for analysis

Joined: 25 Aug 2014

RSS: Public
Following: 0 Users
Headline: This is the Del.icio.us site for the LIS60652 course taught at Kent State University in Fall 2014.
846 Links

Tags View All

digitization preservation
digitalPreservation access
photographs history archives
research culturalHeritage storage
NationalArchives publicAccess film
art LibraryOfCongress
digitalRecords genealogy outreach
Holocaust artifacts
personalPapers WorldWarI
exhibit manuscripts photography
museum LocalHistory
oralHistory rediscovered

Links 1 through 10 of 846 LIS60652Fall2014's Bookmarks

"Century-Old Notebook from Antarctic Expedition Found" : Discovery News

<http://news.discovery.com/history/century-old-notebook-from-antarctic-exped...>
news.discovery.com
This link recently saved by lis60652fa14 on November 01, 2014

KB 10-3 A notebook from Captain Robert Falcon Scott's journey to Antarctica has been found, damaged but readable. The book was rebound and digitized.

[antarctica](#) [captainRobertFalconScott](#) [notebook](#) [georgeMurrayLevick](#) [expeditionRecord](#) [rebinding](#) [preservation](#) [digitization](#)

"Bolshoi theatre costumes do time at Belfast's Crumlin Road Gaol" | Stage | The ...

<http://www.theguardian.com/stage/2014/oct/27/bolshoi-theatre-costumes-belfa...>
www.theguardian.com

Tag frequency and Tag Association

- Employed crowdsourcing as a data gathering technique
- Generates frequency data across a large body of resources
- Requires some data normalization to be effective for research, e.g. archive/archives, digital archives/digitalArchives

Data visualization

- **Tag/Word Clouds Generated**
 - Show frequency of terms used at a glance
- **Pivot Tables created**
 - Used to analyze “digital” tag frequency in each group of tags

Preliminary data & findings

Content analysis

- **Evaluating on 3 major variables**
 - **type of resource**
 - **location within publication**
 - **focus**
- **Using a 5% sample of the entire corpus**

Content analysis

Content Analysis

Src #	NNP	TV	MAG	LNP	BL	NL	PJNL	JNL	SM	CO	OO
13					X						
23											X
46	X										
52											X
67	X							X			
78											
99					X						

Type of Source:

NNP National Newspaper
 TV Network/cable/public television news site
 MAG Magazine
 LNP Local newspaper
 BL Blog
 NL newsletter
 PJNL Journal (peer-reviewed)
 JNL Journal (not peer reviewed)
 SM Social media e.g. Tumblr
 CO Cultural Org
 OO Other org (AP, Reuters, WebWire)

Resources evaluated for:
 Type of Source
 Location in Publication
 Focus

Src #	A&C	H	TEC	AN	LN	REG	USN	WN	OP	OA
13			X							
23							X			
46	X									
52								X		
67	X									
78										X
99					X					

Location in publication:

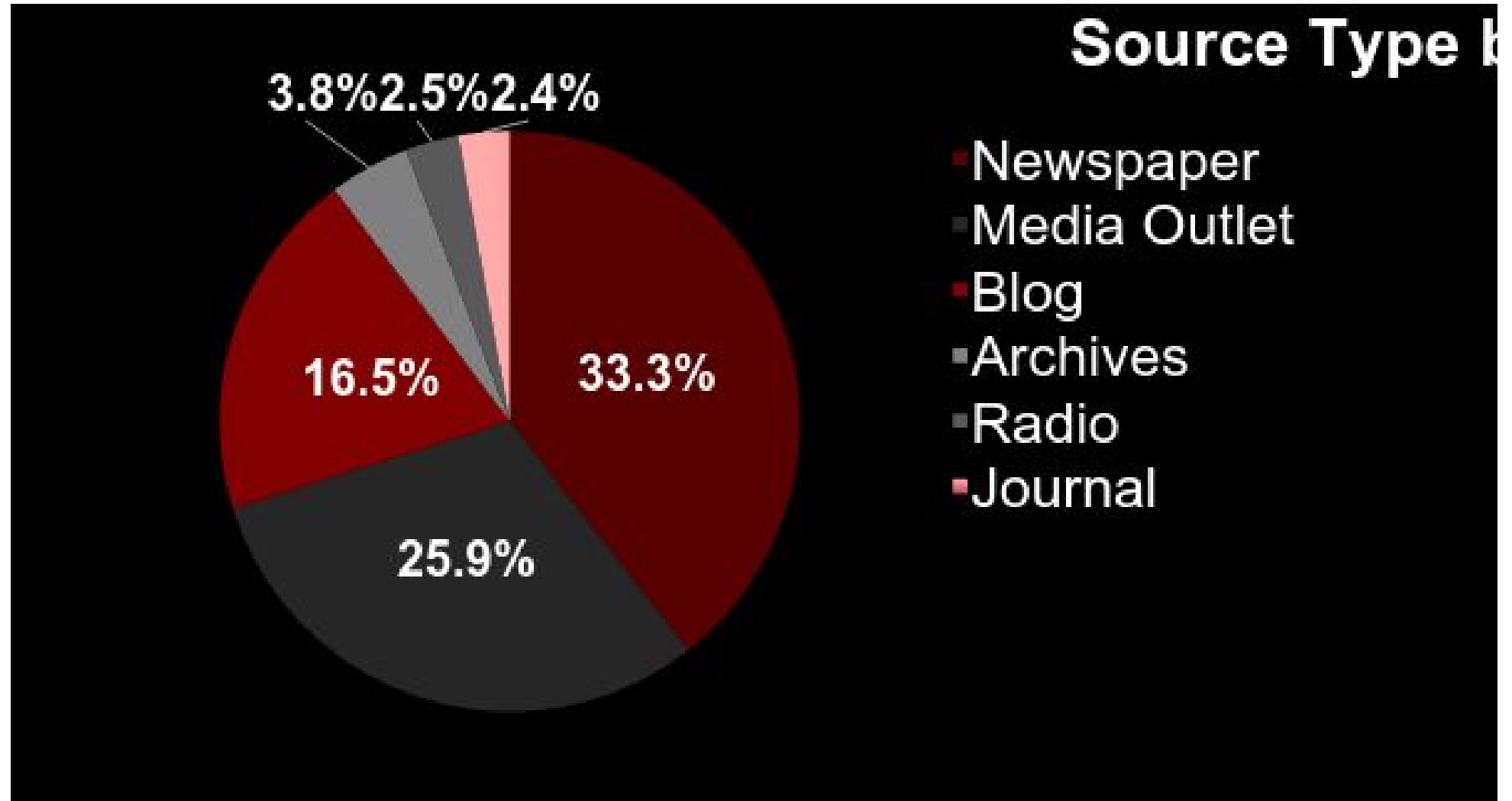
A&C Arts and Culture (includes Entertainment)
 H History
 TEC Technology
 AN Announcements
 LN Local
 REG Regional
 USN U.S. News
 WN World News
 OP Opinion
 OA Other area

Src #	ACC	ACQ	SR	SE	SC	ARC	PRE	PRO	TR
13	X						X		
23				X	X				X
46	X							X	
52	X	X							
67	X	X			X				
78				X		X			
99	X								

Focus:

ACC Access to material (internet, other digital, lack of access, copyright, classification)
 ACQ Recent Acquisition/Donation
 SR Significant Research
 SE Significant events
 SC Significant collections
 ARC Archiving - theory examination, philosophy of archives
 PRE Preservation (digital, analog)
 PRO Programming
 TR Truth and reconciliation

Resource characteristic analysis

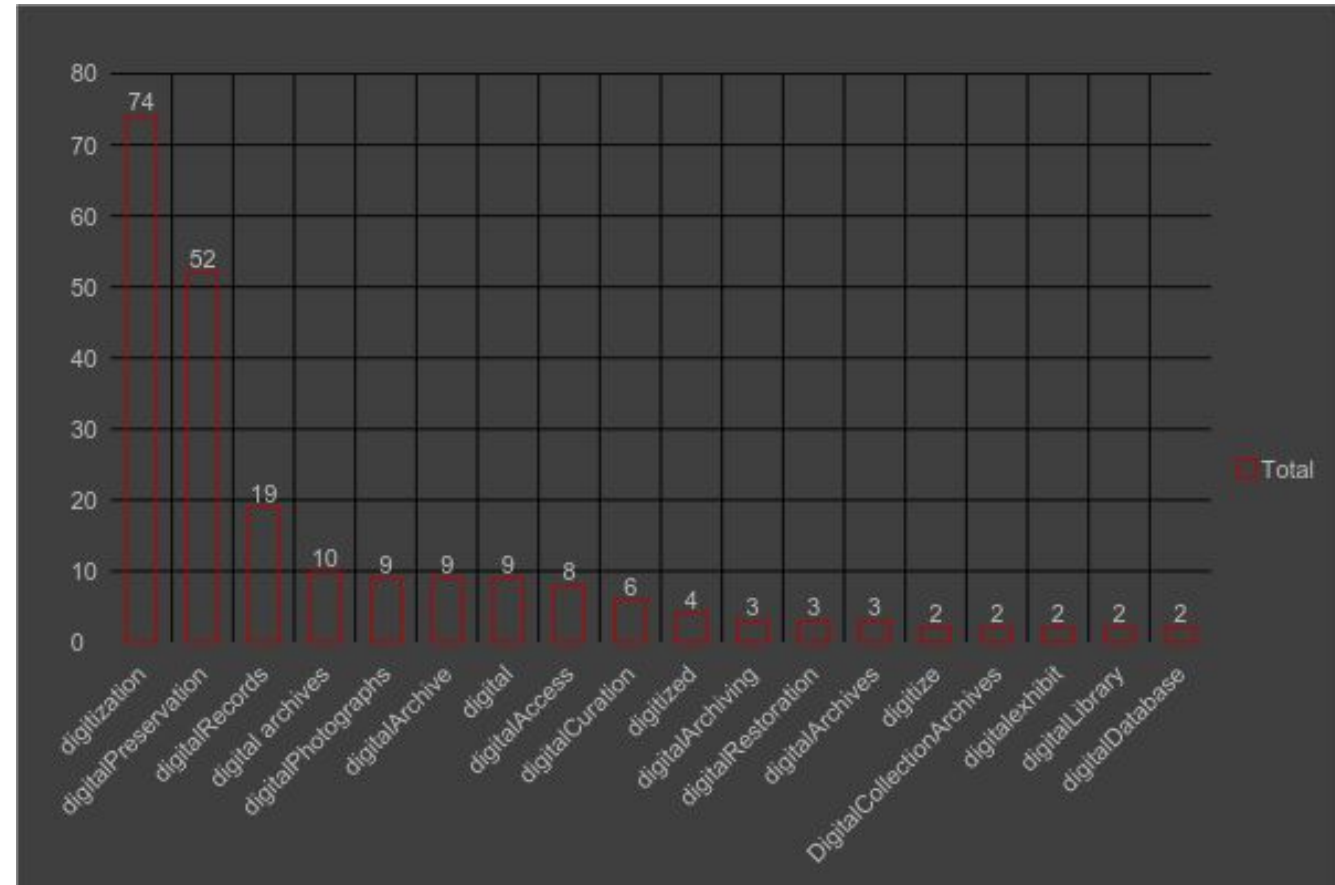


Term frequency & term association

- **Tags**
 - **Not always fully representative of article content and trends**
 - **Combined during analysis to achieve more complete representation**
 - **ie: University Archives over Yale University Archives**
- **Depth of the Digitization Tag**

Term frequency

- **Digitization**
 - Most frequent
 - Many forms
 - Provoked by technology advances
 - Was not all encompassing



Data visualization



Next steps



Continuing the research

- **Incorporate software-assisted qualitative content analysis in order to utilize the entire sample (n=5000+)**
- **Expand the longitudinal range by incorporating outside data sets, e.g. Kurliecz' RAINbyte**

Thank you!

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