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
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

### Resources evaluated for:
- Type of Source
- Location in Publication
- Focus

| Art. # | ABC | ACC | B & S | C | D & E | F | G | H | I | J | K | L | M | N | O | P & Q | R & S | T & U | V & X | W & Y | Z | \( Z \) | \( Z \) | \( Z \) | \( Z \) | \( Z \) | \( Z \) | \( Z \) |
|-------|-----|-----|------|---|------|---|---|---|---|---|---|---|---|---|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 1     | X   | X   | X    |   | X    |   |   |   |   |   |   |   |   |   | X    | X    | X    | X    | X    | X    | X    | X    | X    | X    | X    | X    |
| 2     | X   | X   | X    |   | X    |   |   |   |   |   |   |   |   |   | X    | X    | X    | X    | X    | X    | X    | X    | X    | X    | X    | X    |
| 3     |     |     |     |   | X    |   |   |   |   |   |   |   |   |   | X    | X    | X    | X    | X    | X    | X    | X    | X    | X    | X    | X    |
| 4     |     |     |     |   |     |   |   |   |   |   |   |   |   |   | X    | X    | X    | X    | X    | X    | X    | X    | X    | X    | X    | X    |

- **ART**: Article
- **ABC**: Author
- **ACC**: Access to material (current, other digital, lack of access, copyright, classification)
- **B & S**: Benefit/Significance
- **C**: Citation
- **D & E**: Dates/Events
- **F**: Foreign
- **G**: General
- **H**: History
- **I**: Idealism
- **J**: Intellectual
- **K**: Kindness
- **L**: Language
- **M**: Meaning
- **N**: Names
- **O**: Observations
- **P & Q**: People/Quality
- **R & S**: Reading/Sources
- **T & U**: Themes/Understanding
- **V & X**: Vision/Extension
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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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