The purpose of this project is to gain a better understanding of how archives are viewed by and represented in mainstream media coverage. The research is intended to answer the following questions:

- How are archives represented in mainstream media?
- What resources do media outlets produce (video, slideshows, articles, etc.)?
- What is considered newsworthy about archives?
- What source types cover archives most frequently, and how?
- How can this data be used?
- What potential products or initiatives could result?

Methods: Mixed Methods Study

- A mixture of:
  - Types of data (qualitative/quantitative)
  - Types of methods
  - Combined, has a “best of both” benefit
  - In-depth, contextual, time consuming examination (qualitative) +
    efficient, predictive power (quantitative)

Methods used:

- Content Analysis
- Characteristics Analysis
- Tag Frequency & Tag Weighting
- Data Visualization

Preliminary Data - Content Analysis

- Resource Characteristic Analysis

Surprisingly, the majority of the news sources reporting on archives were comprised of global, national and local newspapers. It was thought that perhaps the largest representation of sources would have been comprised of blogs and social media sites especially considering the frequency of reporting on digitization and technology related topics.

Preliinary Findings

- Preliminary results from the research reveal through content analysis, the type of resource primarily covering archival topics is national newspapers. The location within the newspaper is most often arts and culture whereas the primary focus for the coverage of digital topics is access

- Resource Characteristic Analysis: Analysis of the resource types show that newspapers are the primary source covering archives in the news.

Tag Frequencies and Tag Weighting:

- The iteration of tags and terms containing “digital” can tell us that anything digital and technology related is newsworthy

Next Steps

- Continue the Research and Analysis:
  - 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. Kurlecz’ RAINbyte

- Make recommendations for:
  - Additional tools for research
  - Potential uses of the data, and potential products

With Thanks to:

- The 300+ students from the following courses:
  - LIBR/INFO 256 - Archives and Manuscripts
  - LIS60652 - Foundations and Administration of Archives
  - Kent State University

- SJSU SAN JOSE STATE UNIVERSITY

- KENT STATE UNIVERSITY