

Knowledge-Based Journalism

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Carnegie-Knight Initiative: Improving Accuracy of Reporting

- Shorenstein Center & Eleven Major Journalism Schools
 - Adding knowledge literacy training to traditional craft training
- The Scale Problem
 - Limited number of students at a few elite programs

**Taking It to Scale:
Journalist's Resource Website
(journalistsresource.org)**

Journalist's Resource

Research on today's news topics

Main Postings on Journalist's Resource

- **Instructional Material—syllabi and class exercises built around the concept of knowledge-based journalism**
- **Curated Research Studies**
 - **Top-tiered, peer-reviewed studies that are relevant to issues in the news**
 - **“Translated” to make them easy accessible to and understandable by working journalists**

Today's Top Postings on Journalist's Resource

- How criminal records affect access to jobs, housing
- Party nominating conventions: research
- Deaths in police custody in US.
- Home values and low-income housing tax credits

Journalist's Resource Audience

Subscribers (2016)

c.45,000 subscribers

c.25,000 (self-described) journalists

c. 5,000 journalism educators

Visitors and Page Views (2015)

c.2 million visitors

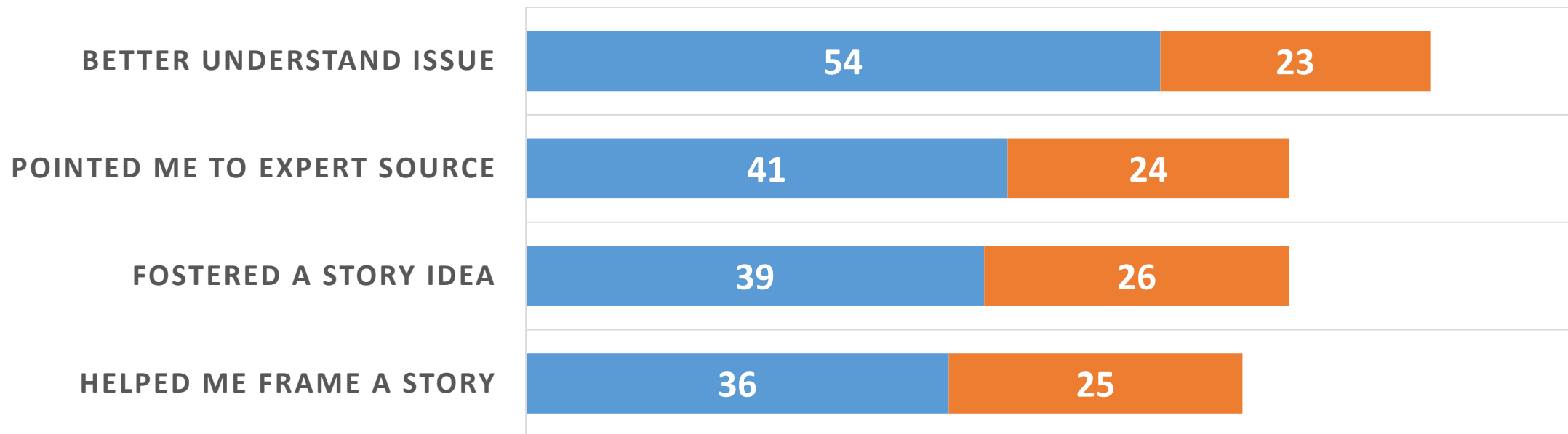
c.5+ million page views

Journalist's Research User Survey

How Reporters Think Our Postings Help Them in Their Work

POSTING HELPED ME . . .
(PERCENTAGE OF RESPONDENTS)

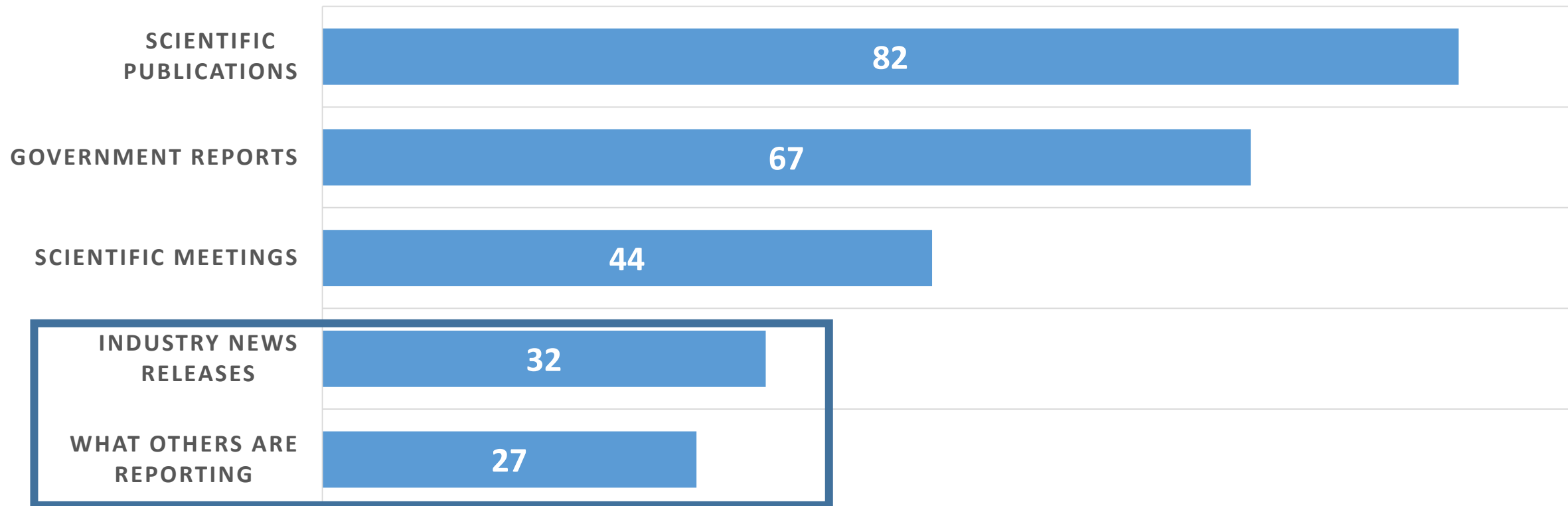
■ Often/sometimes ■ Occasionally



Health/Medical Science Journalist Survey

What Health/Medical Science Reporters Say are the Triggers to their Stories

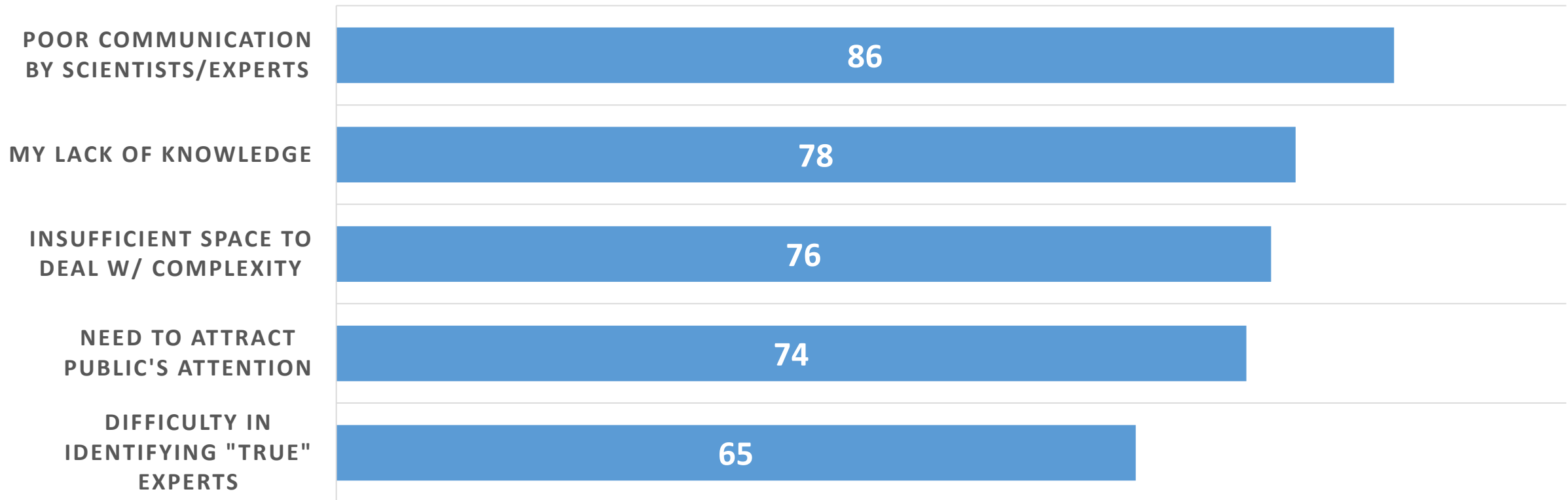
PERCENTAGE OF RESPONDENTS SAYING “VERY OFTEN” OR “SOMEWHAT OFTEN”



Health/Medical Science Journalist Survey

Obstacles to accurate reporting on health/medical science issues

(PERCENTAGE OF RESPONDENTS)

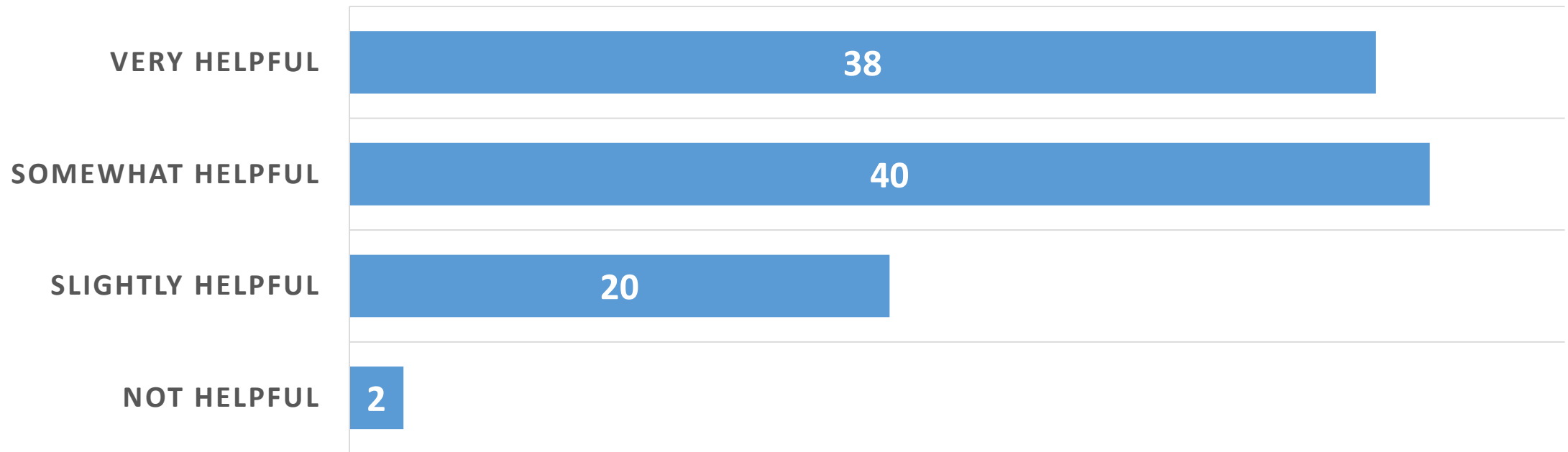


Health/Medical Science Journalist Survey

How Helpful to You Would be a Health/Medical Science Information/Briefing Service?

(PERCENTAGE OF RESPONDENTS)

■ How helpful would the service be to you?



What's the Biggest Obstacle to Accurate Reporting about Science?

KNOWLEDGE PROBLEM:

It's not that journalists don't know something, it's that they don't know enough.

Not simply getting "the facts right" but asking the right questions, framing the story properly, and recognizing the second- and third-order story possibilities

EDUCATION PROBLEM:

It's not that journalists aren't interested in research, it's that they lack research literacy (and tend to think it's somewhat easy to acquire).