

HERE WE ARE NOW, ENTERTAIN US:
THE EFFECT OF ENTERTAINMENT IN TELEVISION NEWS
ON YOUNG ADULTS

By:

KATHARINE MARIE RYAN

A Thesis Submitted to the Honors College
In Partial Fulfillment of the Bachelors degree
With Honors in

Journalism

THE UNIVERSITY OF ARIZONA

MAY 2008

Approved by:

Celeste González de Bustamante, Ph.D.
Department of Journalism

STATEMENT BY AUTHOR

This thesis has been submitted in partial fulfillment of requirements for a degree at The University of Arizona and its deposited in the University Library to be made available to borrowers under rules of the Library.

Signed: _____

ABSTRACT

Recent studies have shown that young adults (ages 18-to-24) follow current events at a much lower rate than their older counterparts. Many students found they do not have time to follow the news or are uninterested in current events. These same students, however, have a higher degree of interest in entertainment news.

Through surveys, this study found students divided into two groups: those who follow current events news and those who do not. Direct experiences such as voting in the 2008 primaries showed little effect on current events knowledge. Analysis did reveal, however, a relationship between the types of entertainment programs young adults watched and their current events knowledge.

“The lowest form of popular culture - lack of information, misinformation, disinformation, and contempt for the truth or the reality of most people's lives - has overrun real journalism. Today, ordinary Americans are being stuffed with garbage.”
-Carl Bernstein (June 3, 1992)

Section 1 - Introduction to the Problem

Entertainment and its infiltration in broadcast news has been argued about and discussed feverishly in a variety of media including research articles, books, and entertainment based television programs. The demographic that consists of young adults aged 18-to-24 is of increasing interest to politicians. In the past two decades, in order to reach a younger demographic, political candidates such as Bill Clinton, Arnold Schwarzenegger and Barrack Obama have appeared on entertainment talk shows such as Arsenio Hall, The Tonight Show with Jay Leno and The Tyra Banks Show, respectively.

Regardless of the fact that many late night shows cater to a younger demographic, basic knowledge in current events which after form the bases for late night stand-up routine, is often lacking in young adults. Examples of this include, but are not limited to monologues such as *Late Night with Conan O'Brien*.¹

“Despite advances in education and an exploding number of available news sources, scholars have discovered no corresponding increase in political knowledge (Neuman, 1986; Smith, 1989). As Delli Carpini and Keeter (1992) noted:

“To say that much of the public is uninformed about much of the substance of politics and public policy is to say nothing new” (p. 19).”²

More often than not, the audience learns about the current day's news from entertainment shows, which are designed to entertain, not necessarily inform. Young adults consume less hard news than any other adult demographic, according to *Tuned Out* author David Mindich (p. 20). For purposes of this research, television news is defined as

hard news such important political, economic, social and cultural events. The understanding of television on young adults is of great significance for society. Mindich understands this and makes note of it in *Tuned Out*:

“Most young people do not consume news ... and many of those who do are consuming it with less vigor” (p. 32).

Because television is the primary source of news for half of Americans according to Mindich, this research focuses on how entertainment in television news has affected young adults and why they prefer entertainment instead of hard news.³

The Committee of Concerned Journalists (CCJ) conducted a study showing that news stories on celebrity scandals and gossip have increased dramatically in the past 20 years, from 15-to-43% of information on TV newscasts. The actual number of stories nearly tripled in the past two decades and further illustrates the need for research on why entertainment in television news should be studied.

“We do not serve our readers and viewers; we pander to them ... giving them what we think they want. In this new culture of journalistic titillation, we teach our readers and viewers that the lurid and the loopy are more important than real news,” he noted. Then, he charged that the media — “probably the most powerful of all our institutions today” — wastes that power by ignoring their responsibility to challenge, inform and educate people about what really matters... (Instead), the weird and the stupid and the coarse are becoming our cultural norm, even our cultural ideal. The consequence is the spectacle, and the triumph, of the idiot culture (Carl Bernstein, New Republic, 1992).”

Despite the inference of broadcast television on society and the desire on the young adults for entertainment- few studies have examined the effects of entertainment and infotainment in broadcast television news for young adults or their interest in current affairs. Few studies have examined how young adults perform in civic duties such as voting and if there is a connection with entertainment consumption.

The purpose of this research is to understand the reasons why entertainment is such as high priority for young adults as apposed to current events. There are many problems in the United States such as the crisis regarding social security and the national debt that young people will inherit. However, authors Greenberg and Rubin discuss that young adults are uninterested in hard news, and that “motivations for media usage vary by age, with motivations to escape or pass time usually highest among younger viewers (Greenberg, 1974; Rubin 1979).”⁴

The hypotheses that will be discussed in this research are:

H₁: Young adults view infotainment and entertainment in broadcast television news as negative.

“According to Nielsen’s estimates, “American Idol” at 8 p.m. drew the largest audience of the night, 26 million viewers, while 16.9 million turned in at 9 for “The Moment of Truth (election coverage for U.S. presidential candidates).”⁵

Due to the number of viewers, which span across several demographics, the following hypothesis was considered:

H₁: Young adults view infotainment and entertainment in broadcast television news as negative.

H₂: University students' aged 18-24 will not differ statistically from non-university students.

Journalism faces the harsh reality that fewer young people understand the importance of being informed with current events and news. As Mindich expresses, "More people are judging journalism's entertainment value against that of *Friends*. It's a losing proposition (p. 48)." The balance between need and want is strong with young adults. (Mindich, 2005; Hollander, 2005; Reinheld, 2006) There appears to be minimal difference in the measurement of education and news consumption for this demographic (Mindich, 2005; Drehle, 2008; Pinkerton & Austin, 2004; et al.). It is because more people are viewing news programs for entertainment that the following hypothesis was measured:

H₂: University students' aged 18-24 will not differ statistically from non-university students.

Following this introduction is a review of the related literature and research methods including its design and reconfiguration and participants. The thesis includes results and findings of the study, and a conclusion.

“Once we begin to see ourselves as more of a business and less a public service, the decline in quality is accelerated.”
 -Dan Rather, *The News About News* (2002)

Section 2- Review of Related Literature and Research

In the past decade, dozens of research articles have been written regarding media and its effect on young adults. Specifically, research has been conducted as to why this demographic does not follow the news. Brown published in *Communication & Mass Media Complete* shows the correlation between news programs viewed by college students and a student’s perception of broadcast television as a whole (2007). His results show a direct relationship with other findings in this study.⁶ For example, students who said their favorite news program was *The Today Show* or *Good Morning America* perceived the news-and journalists- as entertainment rather than informative watchdogs (Brown, 2007).⁷

While polls show that the public thinks that the media pays too much attention to celebrity, ratings show otherwise.⁸ In contrast, students who said their favorite news program were *20/20*, *Primetime*, *Dateline*, *60 Minutes*, *NBC Nightly News* or *CBS Evening News* perceived journalists as watchdogs and the news programs as a source of information. “There’s a huge weight on you to tell the world what’s going on. That is beautiful to me.”⁹

In *The Paradox of Popularity: How Young Adults Experience the News*, Irene Meijer researches how young adults understand news. “News is important in the life of young adults (15-25), but they hardly watch it. Yet, young people do not want news to be made

deliberately more entertaining because it implies that news is no longer (important) news (2006, p. 1).”¹⁰

This corresponds to the research conducted in this study because it strives to target the particular media outlets that young adults use and quantify the findings.

According to Meijer, the reason behind young adult’s lack of desire for news has to do with “fundamental technological changes in our culture (2).” Due to the Internet and 24-hour cable news channels, young adults are able to access what news media best suits them.

It is important to remember that the type of news was not specified and that the young people could very well be obtaining their news from entertainment-driven programs such as *The Daily Show*. Even though entertainment programs have shown to increase knowledge in young adults, (Didi, Arvind and Robert LaRose, 2006; Hollander, 2005, p. 404), the audience for these shows is less interested in politics than the mainstream news media.

Along with being less interested in politics, this audience also has less electoral turnout than any other age group and continues to be on the decline (Hayes, 1998; Pinkleton, Ausin, 2004; Mindich, 2005).

Pinkleton and Austin explain “40% of young people rely on entertainment programming, including late-night television, for political information and lack basic public affairs knowledge as a result (Bennett & Rademacher, 1997; p. 263).”¹¹

Entertainment and its effect on media were addressed in 1962 by Katz and Foulkes, they argued:

“That individuals use the media to fulfill various social and psychological needs, including diversion, easing social tension and conflict, establishing substitute personal relationships, reinforcing personal identity and values, (and) gaining comfort through familiarity” (Sex, Lies, and War, 1962).

These needs of gaining comfort through familiarity tie in to instant gratification, by giving the public what they want, it hinders their ability to get what they need: information. “Most journalists...seek a balance between informing and interesting an audience. Exploring the tension between the two...is important if we want to know why young people follow—or don’t follow—the news (Mindich, 2005).”

It appears that the struggle between making something interesting and informational is nothing new, in the United States; it dates back to colonial America and the news books of the 1600s.¹²

In a time of satellite television and 24/7 cable news, “young people are not given stories that would allow them to understand the process of government; instead they are merely frightened by gore or pandered to with celebrities” (Mindich, 2005).

It could be argued that young people feel disconnected to what is going on in the news. Young adults, it is arguably felt, do not feel part of the community that handles the news. Larry King, Katie Couric and Brian Williams are all substantially older than the 18-24 year old demographic. It is much more difficult to care about topics when they are presented in a fashion that is outside the viewers’ relevance or understanding.

“According to the Pew Research Center, about two-thirds of Americans...say they lose interest because they are not given the background they need to understand the current developments...clearly we need to do a better and more thorough job of making it

relevant and understandable to all” (Anderson, 2004). In entertainment based news, the reporters are young and fresh, and this demographic can see a bit of themselves in the broadcast.

Because entertainment channels such as MTV have a main audience of young adults, MTV “owns the young adult demographic”.¹³ This is important to note because studies have shown that “TV watching particularly entertainment...correlates negatively with news consumption” (Mindich, 2005).

In comparison to overseas reporting, which is expensive and time consuming (Anderson, 2004, p.158), entertainment television news is profitable. This research will explain how young adults interpret news as well as their news knowledge versus their entertainment knowledge.

“The oldest Americans were more than twice as likely as young Americans to ‘need’ the news every day. And in the latest years of the poll, the divide has grown: From 1996 to 1998 only 25.2 percent of young people (ages 18-24) said they need to get the news every day (Mindich, 2005).”

According to the Pew Center, individuals who did not attend college were 22 and 26 percentage points less likely to have voted in 1992 and 1996, respectively, than their college-educated counterparts (Baum, 2002). If college students are voting more, do they know what they are voting for? The purpose of this thesis is to evaluate college students’ knowledge of entertainment news and hard news on television in comparison with their non-college peers, as well as older citizens.

“A recent poll by The Pew Research Center for People and the Press (2004) reported that 21% of 18-34 year-olds regularly learn about the presidential campaign from comedy shows.”

-Lauren Feldman (2005)

Section 3 - Design

The design of the study used in this thesis was developed based on David Mindich’s quantitative and qualitative work in his book, *Tuned Out*. Mindich used quantitative data by conducting surveys from people all over the country. Mindich also conducted qualitative data, such as interviews in his work to get different perspectives from participants. In this study, quantitative work was compiled from surveys and qualitative work was gathered by participants in ten minute recorded interviews. The qualitative work was used in order to better assess participants’ reasons behind their news knowledge.

Certain questions were outdated in Mindich’s original survey. With permission from the author, certain questions were added or altered in order to judge perceptions of news intake for young adults in 2008 (See Appendix B for full survey).

The surveys were handed out using the snowball method from November 2007 to February 2008.¹³ Random individuals were asked to participate and asked if they knew other individuals that would be willing to fill the survey out. University of Arizona Journalism classes participated in the survey as well. Thirty-two Advanced Journalism students and sixteen Beginning TV Reporting and Production students participated in this survey.

The reason these courses were targeted is because journalism students should have a grasp on current events because of the nature of their course work. After getting

approval from the professors, surveys were handed out during class. The survey data was later compiled on Microsoft Excel and graphs were compiled from the answers of the respondents.

The study aims to test the hypothesis previously stated in Section 1:

H₁: Young adults view infotainment and entertainment in broadcast television news as negative.

In order to prove the first hypothesis, a series of qualitative interviews were conducted with young adults by using the snowball method.¹⁴ One young adult was asked to participate in a ten-question interview and then asked to find other young adults who would be willing to participate. In total, ten young adults participated in the interviews. The reason for conducting interviews instead of using a quantitative method such as a survey is because the in-depth questions could provide information unattainable through surveys or questionnaires. By interviewing young adults, more of their concerns and criticisms surfaced, which would not have been obtained through survey methods.

H₂: University students' aged 18-24 will not differ statistically from non-university students.

By using a revision of Mindich's survey, this study sought to shed light on the second hypothesis by evaluating how young adults attending university may or may not differ statistically from non-university students. Regardless of education, the survey tested the hypothesis that young adults do not pay attention to current events with the same vigor as their 25-to-54 year old counterparts.

Survey Reconfiguration:

The reconfiguration of the survey included various demographic categories in order to better group individuals taking the questionnaire. The question regarding age was deemed appropriate because of the overriding question of young adults and their news consumption. Gender was of interest because the data would show if news consumption or entertainment differed between men and women. A category was included asking ethnicity to show that the researcher attempted to include a diverse group of individuals in the study. As for annual income and education, these questions were included to see if there were distinct differences in news knowledge with respect to these two indicators. A question regarding annual income was asked in order to see if there was a connection between income and news knowledge. A question regarding education was also asked to see if there was a correlation between the participant's level of education and their understanding of current events.

For the reconfiguration of the survey, certain quantitative questions were altered (see Appendix B). In the original questionnaire, participants were asked who Alicia Keys was. In order to make the questionnaire relevant to today's audience, Alicia Keys was changed to Kevin Federline. The other entertainment-based question that was asked was the reason for Paris Hilton's stint in jail last year. The reasons for these questions were to view people's judgments of news entertainment.

The survey question that differed from the original questionnaire asked participants to name their current mayor. The reason for this was to judge participant's knowledge of political figures in Arizona. Another question not found in the original survey asked the name of the former Prime Minister of Pakistan who was assassinated in

December 2007. This question was used to judge participants knowledge of international affairs. The last altered question in the survey asked participants to name as many current U.S. presidential candidates as they could. This question was used to judge participant's knowledge in national politics.

Methodology:

The methodology used for compiling qualitative data in the survey was conducted using the snowball method as previously stated in the beginning of this section. For the qualitative data, young adults were chosen at random and asked to be interviewed. After the interview, they were asked if they would recommend anyone else who would be willing to participate. Ten qualitative interviews were conducted with young adults for the purpose of evaluating their news consumption and the questionnaire used in this research was quantitative and used in order to obtain data for H₂ regarding young adults and their current events knowledge.

Both quantitative and qualitative methods were used to decipher how young adults understood the news. Conducting surveys used quantitative methods and qualitative methods were used in interviews with participants. Participants for both methods were chosen randomly to eliminate the possibility of bias.

For the surveys, the data was compiled by breaking up acceptable responses into categories. For example, when asked if the presidential elections in 2000, 2004 and/or 2008 changed the way participants followed the news, possible answers were:

- Yes (very interested)
- Yes (I've grown more cynical)
- No (participant gave no elaboration)
- No (always followed the news)

No (very slanted)

While it is important to note that certain questions garnered a yes or no response, overwhelmingly, most of the questions asked in the survey left room for open ended responses that were tabulated into subsections.

Participants:

Young adults, aged 18-to-24 were surveyed in journalism classes at the University of Arizona. Students were asked to participate in this survey by their instructors at request of the researcher. In total, of the 84 undergraduates that participated in the survey, 48 students participated at the request of their instructor. The other 36 young adults attending university participated using the snowball method.

Young adults not attending school were also approached in order to obtain the most data from the age group. This group was also approached by their peers using the snowball method. In total, 38 young adults not attending university participated in the survey.

Professionals and adults aged 25 and above were used to compare finding with young adults. They were chosen at random using the snowball effect. In total, of the 32 adults that participated in the survey, 14 were police officers, 12 were professionals working in an advanced field such as engineering and six were adults who were either homemakers or worked from their home.

SECTION 4: Results and Conclusions

QUANTITATIVE WORK:

Using the quantitative results from the survey, H₂: University students aged 18-24 will not differ statistically from non-university students, was proved incorrect. Results from the survey show university students have better current events and news knowledge than their non-college counterparts on a consistent basis. Examples of this can be found in Appendixes X, Z, B1, C1 and E1. Reasons for students differing statistically from non-university students could be attributed to the fact that many of the students that participated in this survey were journalism students, many who have regular current events quizzes in their classes.

In total, there were 154 participants in this survey. Of the 154 total respondents, 84 were young adults attending college, 38 young adults not attending college also participated in the survey, and 32 adults (See Appendix G for breakdown of gender). Approximately 41.6% of the total participants surveyed were female and 58.4% were male.

In regards to ethnicity, one hundred and five respondents out of 154 listed themselves as Caucasian, which is an overwhelming majority. The next largest ethnic group was Hispanic/Latino with a total number of 32 participants. It is interesting to note that six young adults attending college did not answer the question regarding their ethnic background, while seven young adults attending college listed themselves as Caucasian/Hispanic (See Appendix H for a complete breakdown on ethnicity).

Of the information on annual income was compiled, fifty young adults attending college stated no annual income while eight young adults not attending college had no

annual income. No young adult, regardless of his or her educational background, made more than \$25,000-34,999 per year. Out of the 32 adults surveyed, only six made less than \$25,000-34,999 per year (See Appendix I for a complete breakdown on annual income).

The last demographic information gathered was regarding education. Of the young adults attending college, almost half of the participants were college-aged seniors, 34 were juniors, 24 were sophomores and six were freshmen. Of the young adults not attending college, two-thirds did not enroll in courses past high school, though one-third of the participants stated they had some college background. Of the adults (ages 18-to-24) surveyed, sixteen were college graduates, six had Masters degrees, six had some college background and four did not complete any schooling past high school (See Appendix J for a complete breakdown).

Results from the survey show 35.7 percent of young people attending college do not follow the news because of laziness or lack of interest. For young people not attending college, 16 out of 38 participants stated they did not follow the news for this reason. Unlike their younger counterparts, nearly one-third of the 25-to-52 year olds surveyed stated they thought people did not keep up with the news because of the “media’s biases” (For a full breakdown see Appendix K).

Questions regarding the presidential campaigns in 2000, 2004, or 2008 show that 30 out of 84 young adults attending college agree that campaigns change the way they follow the news. While this might seem like a high number, 64 out of the 84 respondents were under age 18 at the time of the last presidential election, which might be why the number is high. Twenty out of the 84 young adults responded that the presidential

elections did not have an impact on how they follow the news (See Appendix L for the full breakdown).

Of the 84 young adults attending college, approximately 31 percent voted in the 2008 presidential primaries. Sixteen percent of the young adults not attending college voted in the recent primaries compared to 43 percent of adults voted. While none of these numbers are particularly high, it might be of interest to note that in order to vote, Arizona residents had to belong to either the Democratic or Republican parties. In comparison with prior research conducted by Mindich, the results of the survey show that nearly half of adults voted, while young adults lagged (See Appendix M for the full breakdown).

Of the total young adults surveyed, more than half like or follow entertainment news. Of the total adults surveyed, 75 percent did not like or follow this type of news (See Appendix N). For respondent's favorite form of entertainment, 33 of the young adults attending college stated that reading (blogs, magazines, books and newspapers) topped the list. For both young adults attending college and young adults not attending college, television and movies proved to be favorable activities (See Appendix O for the full breakdown).

Approximately 62 percent of young adults attending college responded that magazines favoring topics such as fashion and entertainment were their favorite media form while 31 percent of adults that participated in the survey said special interest magazines were their favorite. Of the total participants, 15.6 percent did not have a favorite magazine. Approximately one out of every 8 young adults attending college said news magazines were their favorite compared to one out of every 5 adults rating news magazines as their favorite (See Appendix P for the full breakdown).

According to the young adults surveyed, more than half do not have a favorite radio show or do not listen to the radio while half of adults listed either National Public Radio or conservative talk radio as their radio shows of choice (See Appendix Q for full results). Twenty four out of the total 84 young adults attending college rated NPR as their favorite radio of choice whereas 21 percent of young adults not attending college said entertainment radio programs such as Love Line were their favorite.

Out of the number of television programs out there, approximately 52 percent of young adults attending college preferred primetime entertainment shows such as Grey's Anatomy compared to any other programming out there whether it was cable, primetime news etc (See Appendix R for further breakdown).

For many young adults, reading the newspaper is not as popular as it once was in the past. Nearly 20 percent of young adults attending college do not read a daily newspaper. As for young adults not attending college, 42 percent do not read the news and 41 percent of adults do not read the newspaper. While it has been reported that newspapers are not as prevalent as they once were, the survey shows that it is not just young adults who do not pick up the dailies. In contrast with adults, of the 84 young adults attending college surveyed, 59.5 percent read the daily local papers such as the Arizona Daily Star or the Tucson Citizen (See Appendix S for breakdown).

Results for the survey show that 42.8 percent of young adults attending college favor entertainment Web sites such as PerezHilton.com in comparison with news sites such as CNN.com or NYTimes.com. An astounding 78.9 percent of young adults' not attending college favored entertainment Web sites in contrast to 25 percent of adults (see Appendix T for the complete breakdown).

The default home page for most participants surveyed- 72.7 percent total- were email pages such as AOL or Gmail. It is interesting to note that no young adults said that a news Web site was their default whereas 3 adults out of the 32 surveyed did. Also of interest was that six young adults not attending college said that entertainment Web sites such as PerezHilton.com was their default home page browser (See Appendix U).

For both young adults and adults an overwhelming amount said that television and movies were their principle entertainment medium (See Appendix V). For principle news mediums, 24 of the 84 young adults attending college surveyed reported that newspapers are where they learn about current events followed by 22 out of the 84 respondents stating they don't have a principle news medium. In comparison with young adults attending college, young adults not attending college show 52.6 percent get their news from the Internet whereas 43.8 percent of adults get their news online (see Appendix W).

For the survey question regarding Kevin Federline, an entertainment figure, all young adults attending college correctly identified who he was. For young adults not attending college, six of the 38 did not know who he was and only one adult did not know the answer (For the full breakdown, see Appendix X).

Young adults and adults surveyed showed that there was not a uniform response as to whether they discussed the news daily, frequently, occasionally, rarely or never. Thirty-four of the total 84 young adults attending college and 17 of the total 38 young adults not attending college said they discuss news around the dinner table occasionally whereas adults said they discuss current events around the dinner table daily (For the full breakdown, see Appendix Y).

One of the survey questions showed that young adults attending college do know who their home state senators are as much as their adult counterparts. Approximately 36 percent of young adults attending college could name both John McCain and Jon Kyl whereas 34.4 percent of adults could. Juxtaposing young adults in college and adults, 47 percent of young adults not attending college could not name either senator (See Appendix Z for breakdown).

The purpose of the question regarding Paris Hilton was to gauge the public's perception of news events. During the summer of 2007, numerous news stories circulated about Hilton's brush with the law. The media attention got so bad that CNN interrupted a shuttle launch from Cape Canaveral when Hilton got out of jail (For full breakdown, see Appendix A1).

Sixty-nine percent of young adults attending college knew who the mayor of Tucson was in comparison with 31.5 percent of their non-college attending counterparts. Approximately 82 percent of adults knew the mayor of Tucson (See Appendix B1 for full breakdown).

The purpose of the question regarding the former Prime Minister of Pakistan, Benazir Bhutto, was to see what respondent's perception of international news was. The results show that one-third of young adults attending college knew the answer, whereas 2.6 percent of young adults attending college knew and approximately 44 percent of adults could name the former Prime Minister (See Appendix C1).

The question regarding current U.S. presidential candidates proved to be a throw away question with 99 percent of young adults attending college, 92 percent of young

adults not attending college and 100 percent of adults able to name Clinton, McCain and Obama (See Appendix D1 for breakdown).

The purpose of the question regarding U.S. Supreme Court justices was to see how well respondents knew about the internal workings of the government. The answers were startling. Six adults were able to name all justices whereas neither young adults attending college nor young adults not attending college could not. Only five young adults in college could name three Supreme Court justices and four young adults not in college could name one. Despite the fact that Sandra Day O’Conner retired from the U.S. Supreme Court in 2006, nine young adults in college, one young adult not in college and six adults listed her as a current justice. In total, 66 percent of young adults in college, 87 percent of young adults not in college and 50 percent of adults could not name a single U.S. Supreme Court Justice (See Appendix E1).

QUALITATIVE WORK:

Using the qualitative results from H₁: Young adults view infotainment and entertainment in broadcast television news as negative, the results came back positive. Ten young adults attending college were asked to participate in ten separate interviews with the researcher in an attempt to generate more than just statistical information on the topic. Two were sophomores, four were juniors and four were seniors in college. In an effort to keep identities of participants private, their real names have not been used.

When asked if participants thought there was too much entertainment-based news on television, the most riveting answer was by Jack, a senior, who said, “No, newscasts are boring, entertainment is the only reason why television still exists.” Juxtaposing with

Jack, Molly, a junior, disagrees, “Yes, there is a lot of entertainment in news...CNN always has celebrity stuff.”

Participants were asked what effect broadcast entertainment had on them and the results were fairly uniform. To a greater extent, all respondents said in one way or another that they did not think that entertainment news affected them. Beth, a sophomore, said, “It’s a fun way to pass the time.”

When asked if participants watched the news even if it is inundated with entertainment, once again, the answers were similar. Sarah, a junior, said that she does watch the news but she would switch the channel if she didn’t like what she was watching.

When participants were asked if they felt they knew more about entertainment-based news than hard news, a senior, said, “No, but I get news from other sources.” Susan, a junior, on the other hand said she did know more about entertainment-based news rather than hard news saying that it was more “fun and not as depressing as everything else” that is reported.

Max, a sophomore, was the only participant who said that he was not discouraged with the quality of broadcasting. When the researcher asked Tom, a senior, if the quality of broadcast news discouraged him, he nodded his head “yes” and said that all stations are biased and “more interested with money than the news.”

All respondents said that age effects one’s news consumption. According to Abby, a junior, “When you are younger, you are more concerned with classes, dorms and choosing a major...the older you get, the more time... you have for the news.”

Respondents were asked what improvements could be made for broadcast news, if any and the answers show the true feelings of young adults. Jack said, “There needs to be less bias from the news (networks).” According to Abby, “There’s a lot... (There needs to be) less ownership of the news from big companies.”

When asked if there were any solutions that could be made to broadcast news, Juan said, “Money needs to have less of an influence to the news.” According to Beth, the solution would be found in better reporting.

As to whether there would be a decline in viewers if broadcast television news had more of a hard angle, Beth said, “I don’t know...hard news is either really boring or really out there...violent...or mean.” Not all participants agreed, according to Jack, “Yea, there would be less people watching...there’s too much bias with money and power.”

Section 5- Conclusion:

In conclusion, this study has proved that young adults ages 18-to24, view infotainment and entertainment in broadcast television news as negative because of their negative feelings toward the media. Young adults have negative feelings toward the media because they feel that the media focuses on money and not on the quality of reporting. Another major reason for young adult's negative perspectives toward the media is due to their opinion that the media concerns themselves more with entertainment-based stories and celebrity news. While more young adults answered survey questions regarding entertainment, they claimed it was due to the constant broadcasts on those topics.

This study also shows that young adults attending college differ statistically from young adults not attending college. As explained previously in Section 4, nearly thirty-two percent of young adults not attending college could accurately name the mayor of Tucson, while 69 percent of young adults attending college, could accurately name the mayor (See Appendix B1 for full breakdown). The study also shows that 33 percent of young adults attending college could name the former Prime Minister of Pakistan while only one out of the 38 young adults not attending college could answer the question correctly (See Appendix C1 for full breakdown).

Through the interviews however, young adults realized the vicious cycle of money and power in the news. Many of the upperclassmen interviewed said that until big money is taken out of the broadcast news, news companies will continue to push entertainment media as apposed to hard news.

###

Footnotes:

1. On October 1, 2007, the opening monologue began when O'Brian asked the audience if they had heard the newest developments with the Presidential Debates. The audience responded in incomplete silence. Baffled, O'Brian teased the audience and said they must have been too busy with video games.
2. Hollander, Barry A. "Late Night Learning: Do Entertainment Programs Increase Political Campaign Knowledge for Young Viewers," Journal of Broadcasting & Electronic Media, December 2005
3. The DDB Needham database gave a demographic breakdown of news interest. In the age group 18-24, only 31.5 percent of Americans felt that they needed the news every day. For ages 65 and above, the number more than doubled. (Mindich p. 20)
4. Diddi, Arvind, LaRose, Robert. "Getting Hooked on News: Uses and Gratifications and the Formation of News Habits Among College Students in an Internet Environment," Journal of Broadcasting & Electronic Media, June 2006.
5. Toff, Benjamin. "Fox Pairing Undoes Rivals," The New York Times, Feb. 8, 2006.
6. Brown, Fred. 2007. "Cable TV loses way with celebrity 'new.'" *Quill* 95, no. 3: 31-31. *Communication & Mass Media Complete*
7. The perception of one student from this group was that "This is just like an(d) actor, but with credibility" [Sophomore, male].
8. Brown, 2007.
9. [Interview, Senior Journalism student, female]
10. Ironically, young people's interest in serious news does not cause them to watch it. (p. 1)
11. Bennett & Rademacher, 1997; Buckingham, 1997 and Chideya, 1997 all agree with Pinkleton and Austin.
12. Mindich explains that historically, the tension between what the public wants and needs, was a main factor to why sensationalized accounts of murder and incest sold news books. To compete against for the audience's attention, as the printing press became more heavily available, historian Mitchel Stephens explains that balladeers had to be bolder than their competitors. (Mindich p.43)
13. In an advertising Web page for MTV, the cable channel claims to own the young adult demographic in their first claim. <<http://www.cabletvadbureau.com/02Profiles/MTVProf.htm>>
14. Snowball sampling is a special non-probability method used when the desired sample characteristic is rare. It may be extremely difficult or cost prohibitive to locate respondents in these situations. Snowball sampling relies on referrals from initial subjects to generate additional subjects. While this technique can dramatically lower search costs, it comes at the expense of introducing bias because the technique itself reduces the likelihood that the sample will represent a good cross section from the population, (Stat Pac).

Appendix B: Mindich's original survey

1. Why do you think many people don't keep up with the news?
2. Think about the political system in your state and in Washington, D.C. Is the government responsive to the people? Can someone like you make any difference?
3. Has 9/11 changed the way you follow the news? If so, how so? If not, why not?
4. A lot of people have said that Americans don't follow politics much, but few have tried to figure out what they *are* following. What kind of news do you follow? Do new media allow you to go into depth on a specific topic?
5. What is your favorite form of entertainment? (please be specific)
6. Please name your favorite
 - Magazine (if any):
 - Radio show (if any):
 - TV show (if any):
 - Do you read a daily newspaper (which one?):
 - Web site (if any):
 - What is your default homepage on your browser?
 - What is your principal entertainment medium? News medium?
7. If you use the internet, how often do you use it?
8. If you use the Internet, could you rank your three most important uses? E-mail? Chatting? Education? Meeting people? Politics? Other (please specify):
9. Picture eating dinner in your family's home. How frequently did you discuss the news at dinner (circle one): Daily, Frequently, Occasionally, Rarely, Never.
Which kinds of news?
10. Circle the group you like the least: The Ku Klux Klan, The Aryan Nation, The Communist Party, Planned Parenthood, Operation Rescue, The NRA, Handgun Control. Should a representative from that group be allowed a turn to speak in a public hearing in your city or town?
11. Who is Alicia Keys?
12. Who is Tom Daschle and what is his importance in Washington?
13. What is your home state? Can you name your own state's U.S. senators?
14. Who is Allen Iverson?
15. Who is the attorney general of the United States and what does he do?
16. Do you follow local news? Local school news? Why? Why not?
17. In his last State of the Union Address, which countries did President Bush say represented "an axis of evil"?
18. What is Roe versus Wade?
19. Please name as many current U.S. Supreme Court justices as you can/
20. What is McCain-Reingold?
21. Where did the planes crash on September 11, 2001?
22. Are these questions a fair indicator of your familiarity with what's going on in American news? If not, what other questions would be better.

Appendix C: Qualitative Questions:

1. Do you think there is too much entertainment-based news on television? Why?
2. What effect does broadcast entertainment have on you, if any?
3. Do you watch the news even if it is inundated with entertainment?
4. Do you feel that you know more about entertainment-based news than hard news?
5. Does the quality of broadcast news discourage you?
6. Does your level of education effect your news consumption?
7. Does your age effect your news consumption?
8. What improvements can be done for broadcast news, if nay?
9. Are there any solutions to make broadcast news less entertainment-based and more hard news based?
10. Would there be a decline in viewers if broadcast television news had a hard news angle? Why or why not?

Appendix D: Young Adults Attending College

18: 0
 19: 8 (9.5%)
 20: 24 (28.6%)
 21: 32 (38.1%)
 22: 16 (19.1%)
 23: 4 (4.8%)
 24: 0

84 undergrads at UA

GENDER:

44 females (52.3%)
 40 males (47.6%)

ETHNICITY:

6 did not answer question (7.1%)
 1 black (1.2%)
 7 white/ Hispanic (8.3%)
 16 Hispanic/ Latino (19.0%)
 54 Caucasian (64.3%)

ANNUAL INCOME:

\$0, parents: 50 (59.5%)
 \$1,000-4,999: 4 (4.8%)
 \$5,000-9,999: 6 (7.1%)
 \$10,000-14,999: 6 (7.1%)
 \$15,000-19,999: 8 (9.5%)
 \$20,000-24,999: 4 (4.8%)
 \$25,000-29,999: 2 (2.4%)
 \$30,000-34,999: 4 (4.8%)
 \$35,000<: 0

EDUCATION:

Freshmen: 6 (7.1%)
 Sophomore: 24 (28.6%)
 Junior: 34 (40.5%)
 Senior: 40 (47.6%)

Why do you think many people don't keep up with the news?

-didn't answer: 8 (9.5%)
 -it's all bad: 6 (7.1%)
 -too much entertainment/ celebrities: 8 (9.5%)
 -lack of interest/ laziness: 38 (45.2%)
 -"too busy": 20 (23.8%)
 -biased/ slanted: 4 (4.8%)

Have the presidential elections in 2000, 2004 and/or 2008 changed the way you follow the news? If so, how so? If not, why not?

Yes (very interested): 30 (35.7%)
 Yes (I've grown more cynical): 16 (19.1%)
 No: 20 (23.8%)
 No (always followed the news): 8 (9.5%)
 No (very slanted): 10 (11.9%)

Did you vote in the 2008 primaries?

Yes: 26 (31.0%)

No: 58 (69.0%)

Do you like or follow entertainment news?

Yes: 43 (51.2%)

Sometimes: 18 (21.4%)

No: 23 (27.4%)

What is your favorite form of entertainment? (Please be specific):

Did not answer: 0

Video games: 1 (1.2%)

Music: 12 (14.3%)

Reading (Blogs, magazines, newspapers, books): 33 (39.2%)

Sports/ outdoor activities: 10 (11.9%)

Live theatre/ concerts/ symphony: 0

Television/movies: 28 (33.3%)

*Please name your favorite***Magazine (if any):**

None: 14 (16.7%)

Sports: 4 (4.8%)

Special interest: 4 (4.8%)

Entertainment/fashion: 52 (61.9%)

News: 10 (11.9%)

Radio show (if any):

None: 44 (52.4%)

Entertainment: 15 (17.9%)

NPR: 24 (28.6%)

Conservative Talk Radio: 1 (1.2%)

TV show (if any):

No favorite: 16 (19.1%)

Entertainment

-Primetime (Lost, 24, The Office, Grey's Anatomy, Gossip Girl): 44 (52.4%)

-Cable (Sex and the City, ESPN, Dirty Jobs): 18 (21.4%)

News

-Fox News Channel (Bill O'Reilly, Hannity and Colmes): 0

-CNN (Anderson Cooper 360): 4 (4.8%)

-Comedy Central (The Daily Show/ the Colbert Report): 2 (2.4%)

Do you read a daily newspaper (which one?):

None: 16 (19.1%)

Arizona Daily Star/ Citizen: 50 (59.5%)

National (NYT, LA Times): 18 (21.4%)

Special Interest (Variety): 0

Web site (if any):

None: 20 (23.8%)

Web browsers (Yahoo, Gmail): 6 (7.1%)

News

-conservative: 1 (1.2%)

-national news (CNN, MSN, NY Times): 12 (14.3%)

-local dailies (Arizona Daily Star, Citizen): 8 (9.5%)
 Entertainment (Perez Hilton, Dlisted, Youtube): 36 (42.9%)

What is your default homepage on your browser?

Email (Google, AOL, Yahoo, Hotmail, MSN): 60 (71.4%)
 News (CNN, MSNBC, Fox News): 6 (7.1%)
 None: 6 (7.1%)
 Entertainment (Perez Hilton, the Facebook): 6 (7.1%)
 Default (Firefox, Comcast): 6 (7.1%)

What is your principal entertainment medium? News medium?

Entertainment:

-music: 6 (7.1%)
 -friends: 0
 -none: 22 (26.2%)
 -television/ movies: 28 (33.3%)
 -internet: 14 (16.7%)
 -newspapers: 14 (16.7%)

News:

-none: 22 (26.2%)
 -family: 0
 -television: 19 (22.6%)
 -newspaper: 24 (28.6%)
 -internet: 18 (21.4%)
 -radio: 1 (1.2%)

Picture eating dinner in your family's home. How frequently did you discuss the news at dinner (circle one): Daily, Frequently, Occasionally, Rarely, Never. Which kinds of news?

Daily: 18 (21.4%)
 Frequently: 14 (16.7%)
 Occasionally: 34 (40.5%)
 Rarely: 14 (16.7%)
 Never: 4 (4.8%)

Who is Kevin Federline?

Britney Spear's ex-husband: 84 (100%)
 Didn't know: 0

Who are your home state's U.S. senators?

Didn't know any: 24 (28.6%)
 Could name one correctly (McCain): 26 (31.0%)
 Could name one correctly (Kyl): 4 (4.8%)
 Could name both correctly: 30 (35.7%)

Why was Paris Hilton in jail this year?

Didn't know: 8 (9.5%)
 Drugs: 2 (2.4%)
 D.U.I.: 74 (88.1%)

Who is the mayor of your town or city?

Bob Walkup: 58 (69.0%)
 Didn't know: 26 (31.0%)

What is the name of the former Prime Minister of Pakistan who was recently assassinated?

Bhutto: 28 (33.3%)

Didn't know: 56 (66.67%)

Please name as many current U.S. presidential candidates as you can:

Could name Clinton, Obama, and McCain: 83 (98.8%)

Could name Clinton and Obama: 1 (1.2%)

Please name as many current U.S. Supreme Court Justices as you can:

Couldn't name any: 56 (56.67%)

Put down Sandra Day O'Connor: 9 (10.7%)

Put down Condoleezza Rice: 1 (1.2%)

Could name at least 1: 11 (13.1%)

Could name at least 2: (2.4%)

Could name at least 3: 5 (6.0%)

Could name at least 4:

Could name at least 5:

Could name at least 6:

Could name at least 7:

Could name at least 8:

Could name at least 9:

Could name all U.S. Supreme Court Justices: 0

Appendix E: Young adults not attending university

19: 10 (26.3%)

20: 10 (26.3%)

21: 18 (47.4%)

38 young adults not attending university

GENDER:

(Young adults not attending university):

12 females (31.6%)

26 males (68.4%)

ETHNICITY:

14 Hispanic (36.8%)

24 Caucasian (63.2%)

ANNUAL INCOME:

\$0, parents: 8 (21.1%)

\$1,000-4,999: 0

\$5,000-9,999: 0

\$10,000-14,999: 10 (26%)

\$15,000-19,999: 5 (13.2%)

\$20,000-24,999: 9 (23.7%)

\$25,000-29,999: 4 (10.5%)

\$30,000-34,999: 2 (5.3%)

\$35,000<: 0

EDUCATION:

High school: 38 (100%)

Some college: 12 (31.6%)

Why do you think many people don't keep up with the news?

-didn't answer: 0

-it's all bad/ depressing: 2 (5.3%)

-Too much entertainment/ celebrities: 6 (15.8%)

-Lack of interest/ laziness: 16 (42.1%)

-"too busy": 12 (31.6%)

-biased/ slanted: 2 (5.3%)

Have the presidential elections in 2000, 2004 and/or 2008 changed the way you follow the news? If so, how so? If not, why not?

Yes (very interested): 2 (5.3%)

Yes (I've grown more cynical/ aware): 10 (26%)

No: 14 (36.8%)

No (always followed the news): 6 (15.8%)

No (very slanted): 6 (15.8%)

Did you vote in the 2008 primaries?

Yes: 6 (15.8%)

No: 32 (84.2%)

Do you like or follow entertainment news?

Yes: 20 (52.6%)

Sometimes: 6 (15.8%)

No: 12 (31.6%)

What is your favorite form of entertainment? (Please be specific):

Did not answer: 3 (7.9%)
 Video games: 0
 Music: 17 (44.7%)
 Reading (Blogs, magazines, newspapers, books): 0
 Sports/ outdoor activities: 10 (26.3%)
 Live Theatre/ concerts/ symphony: 0
 Television/movies: 8 (21.1%)

Please name your favorite

Magazine (if any):

None: 6 (15.8%)
 Sports: 4 (10.5%)
 Special interest: 12 (31.6%)
 Entertainment/fashion: 12 (31.6%)
 News: 4 (10.5%)

Radio show (if any):

None: 24 (63.2%)
 Entertainment: 8 (21.1%)
 NPR: 6 (15.8%)
 Conservative Talk Radio: 0

TV show (if any):

No favorite: 7 (18.4%)
Entertainment
 -Primetime (Lost, 24, The Office, Grey's Anatomy, Gossip Girl): 16 (42.1%)
 -Cable (Sex and the City, ESPN, Dirty Jobs): 12 (31.6%)
News
 -Primetime news (Primetime, 20/20, Dateline): 1 (2.6%)
 -Fox News Channel (Bill O'Reilly, Hannity and Colmes): 0
 -CNN (Anderson Cooper 360): 0
 -Comedy Central (The Daily Show/ the Colbert Report): 2 (5.23%)

Do you read a daily newspaper (which one?):

None: 16 (42.1%)
 Arizona Daily Star/ Citizen: 10 (26.3%)
 National (NYT, LA Times): 12 (31.6%)
 Special Interest (Variety): 0

Web site (if any):

None: 8 (21.1%)
 Web browsers (Yahoo, Gmail): 0
News
 -conservative: 0
 -national news (CNN, MSN, NY Times): 0
 -local dailies (Arizona Daily Star, Citizen): 0
 Entertainment (Perez Hilton, Dlisted, Youtube): 30 (78.9%)

What is your default homepage on your browser?

Email (Google, AOL, Yahoo, Hotmail, MSN): 28 (73.7%)
 News (CNN, MSNBC, Fox News):
 None: 1 (2.6%)
 Entertainment (Perez Hilton, the Facebook): 6 (15.8%)

Default (Apple, Firefox, Comcast): 3 (7.9%)

What is your principal entertainment medium? News medium?

Entertainment:

-music: 3 (7.9%)

-friends:

-none: 2 (5.3%)

-television/ movies: 18 (47.4%)

-internet: 14 (36.8%)

-radio: 1 (2.6%)

-newspapers:

News:

-none: 0

-family: 1 (2.6%)

-television: 11 (29%)

-newspaper: 4 (10.5%)

-internet: 20 (52.6%)

-radio: 2 (5.3%)

Picture eating dinner in your family's home. How frequently did you discuss the news at dinner (circle one): Daily, Frequently, Occasionally, Rarely, Never. Which kinds of news?

Daily: 1 (2.6%)

Frequently: 8 (21.1%)

Occasionally: 17 (44.7%)

Rarely: 11 (29%)

Never: 1 (2.6%)

Who is Kevin Federline?

Britney Spear's ex-husband: 32 (84.2%)

Didn't know: 6 (15.8%)

Who are your home state's U.S. senators?

Didn't know any: 18 (47.3%)

Could name one correctly (McCain): 12 (31.6%)

Could name one correctly (Kyl): 2 (5.3%)

Could name both correctly: 6 (15.8%)

Why was Paris Hilton in jail this year?

Didn't know: 8 (21.0%)

Drugs: 0

D.U.I.: 30 (79.0%)

Who is the mayor of your town or city?

Bob Walkup: 12 (31.6%)

Didn't know: 26 (68.4%)

What is the name of the former Prime Minister of Pakistan who was recently assassinated?

Bhutto: 1 (2.6%)

Didn't know: 37 (97.4%)

Please name as many current U.S. presidential candidates as you can:

Could name Clinton, Obama, and McCain: 35 (92.1%)

Could name Clinton and Obama: 1 (2.6%)

Could name Clinton: 1 (2.6%)

Could name McCain: 1 (2.6%)

Please name as many current U.S. Supreme Court Justices as you can:

Couldn't name any: 33 (86.8%)
Put down Sandra Day O'Connor: 1 (2.6%)
Put down Condoleezza Rice: 0
Could name at least 1: 4 (10.5%)
Could name at least 2: 0
Could name at least 3: 0
Could name at least 4: 0
Could name at least 5: 0
Could name at least 6: 0
Could name at least 7: 0
Could name at least 8: 0
Could name at least 9: 0
Could name all U.S. Supreme Court Justices: 0

Appendix F: Adults**ADULTS:**

25: 2 (6.3%)
 26: 2 (6.3%)
 27: 2 (6.3%)
 28: 0
 29: 2 (6.3%)
 30: 2 (6.3%)
 31: 4 (12.5%)
 32: 2 (6.3%)
 33: 0
 34: 0
 35: 2 (6.3%)
 36: 0
 37: 0
 38: 4 (12.5%)
 39: 0
 40: 0
 41: 0
 42: 0
 43: 0
 44: 2 (6.3%)
 45: 0
 46: 0
 47: 0
 48: 0
 49: 0
 50: 2 (6.3%)
 51: 2 (6.3%)
 52: 4 (12.5%)

32 adults

8 females (25%)

24 males (75%)

ETHNICITY:

30 Caucasian (93.7)

2 Hispanic (6.3%)

ANNUAL INCOME:

Adults

0>\$24,999: 2 (6.3%)

\$25,000-34,999: 4 (12.5%)

\$35,000-44,999: 6 (18.8%)

\$45,000-54,999: 5 (15.6%)

\$55,000-64,999: 0

\$65,000-74,000: 0

\$75,000-84,999: 9 (28.1%)

\$85,000-94,000: 0

\$100,000-149,999: 5 (15.6%)

\$150,000<: 1 (3.1%)

EDUCATION:

High school: 4 (12.5%)

Some college: 6 (18.8%)

4 year college: 16 (50%)

Masters: 6 (18.8%)

PhD: 0

Why do you think many people don't keep up with the news?

-didn't answer: 1 (3.1%)

- it's all bad: 1 (3.1%)
- too much entertainment/ celebrities: 6 (18.8%)
- lack of interest: 8 (15.6%)
- “too busy”: 6 (18.8%)
- biased/ slanted: 10 (31.3%)

Have the presidential elections in 2000, 2004 and/or 2008 changed the way you follow the news? If so, how so? If not, why not?

- Yes (very interested): 1 (3.1%)
- Yes (I've grown more cynical): 7 (21.9%)
- No: 12 (37.5%)
- No (always followed the news): 8 (15.6%)
- No (very slanted): 4 (12.5%)

Did you vote in the 2008 primaries?

- Yes: 14 (43.7%)
- No: 18 (56.3%)

Do you like or follow entertainment news?

- Yes: 6 (18.8%)
- Sometimes: 8 (25%)
- No: 24 (75%)

What is your favorite form of entertainment? (Please be specific):

- Did not answer: 1 (3.1%)
- Video games: 0
- Music: 0
- Reading (Blogs, magazines, newspapers, books): 2 (6.3%)
- Sports/ outdoor activities: 4 (12.5%)
- Theatre/ concerts/ symphony: 7 (21.9%)
- Television/movies: 18 (56.3%)

Please name your favorite

Magazine (if any):

- None: 4 (12.5%)
- Sports: 1 (3.1%)
- Special interest: 10 (31.3%)
- Entertainment/Fashion: 8 (25%)
- News: 6 (18.8%)

Radio show (if any):

- None: 10 (31.3%)
- Entertainment: 11 (34.4%)
- NPR: 1 (3.1%)
- Conservative Talk Radio: 10 (31.3%)

TV show (if any):

- No favorite: 1 (3.1%)
- Entertainment
 - Primetime (Lost, 24, Lipstick Jungle, The Simpson's, The Biggest Loser): 16 (50%)
 - Cable (The Shield, Psych, Monk, ESPN): 8 (25%)
- News
 - Fox News Channel (Bill O'Reilly, Hannity and Colmes): 7 (21.9%)

Do you read a daily newspaper (which one?):

- No: 13 (40.6%)
- Arizona Daily Star/ Citizen: 18 (56.3%)
- Special Interest (Variety): 1 (3.1%)

Web site (if any):

- None: 4 (12.5%)
- News
 - conservative: 4 (12.5%)
 - national news (CNN, MSN, AOL): 10 (31.3%)
 - local dailies: 6 (18.8%)

Entertainment: 8 (25%)

What is your default homepage on your browser?

Email (AOL, Yahoo, Hotmail, MSN): 24 (75%)

News (CNN, MSNBC): 3 (9.4%)

None: 1 (3.1%)

Default (Firefox, Comcast): 4 (12.5%)

What is your principal entertainment medium? News medium?

Entertainment:

-music: 1 (3.1%)

-friends: 1 (3.1%)

-none: 4 (12.5%)

-television/ movies: 24 (75%)

-internet: 1 (3.1%)

-newspapers: 1 (3.1%)

News:

-none: 4 (12.5%)

-family: 1 (3.1%)

-television: 10 (31.3%)

-internet: 14 (43.8%)

-radio: 3 (9.4%)

Picture eating dinner in your family's home. How frequently did you discuss the news at dinner (circle one): Daily, Frequently, Occasionally, Rarely, Never. Which kinds of news?

Daily: 12 (37.5%)

Frequently: 4 (12.5%)

Occasionally: 4 (12.5%)

Rarely: 4 (12.5%)

Never: 8 (25%)

Who is Kevin Federline?

Britney Spear's ex-husband: 30 (93.8%)

Actor: 1 (3.1%)

Didn't know: 1 (3.1%)

Who are your home state's U.S. senators?

Didn't know any: 1 (3.1%)

Could name one correctly (McCain): 18 (56.3%)

Could name one correctly (Kyl): 2 (6.3%)

Could name both correctly: 11 (34.4%)

Why was Paris Hilton in jail this year?

Didn't know: 4 (12.5%)

Drugs: 1 (3.1%)

D.U.I.: 20 (62.5%)

Suspended License: 7 (21.9%)

Who is the mayor of your town or city?

Bob Walkup: 26 (81.3%)

Didn't know: 6 (18.8%)

What is the name of the former Prime Minister of Pakistan who was recently assassinated?

Bhutto: 14 (43.8%)

Didn't know: 18 (56.3%)

Please name as many current U.S. presidential candidates as you can:

Could name Clinton, Obama, and McCain: 32 (100%)

Please name as many current U.S. Supreme Court Justices as you can:

Couldn't name any: 16 (50%)

Put down Sandra Day O'Connor: 6 (18.8%)

Could name at least 4: 4 (12.5%)

Could name all U.S. Supreme Court Justices: 6 (18.8%)

BIBLIOGRAPHY

- Anderson, Bonnie M. News Flash: Journalism, Infotainment, and the Bottom-Line Business of Broadcast News. San Francisco, CA: Jossey-Bass, 2004.
- Ballaster, R., Beetham, M., Frazer, E., and S. Hebron. 1991. "." *EBSCO Publishing Citations*, EBSCOhost (accessed December 28, 2007).
- Barkin, Steve, M., American Television News: The Media Marketplace and the Public Interest, (New York: M.E. Sharpe, Inc., 2003), 49-117.
- Barnouw, Erik, Tube of Plenty: The Evolution of American Television, (New York: Oxford University Press, 1975), 171.
- Baym, Geoffrey. 2005. "The Daily Show: Discursive Integration and the Reinvention of Political Journalism." *Political Communication* 22, no. 3: 259-276. *Communication & Mass Media Complete*, EBSCOhost (accessed December 28, 2007).
- Beaumont, Elizabeth. 2002. "Educating Citizens: Integrating Knowledge from Political Theory, Participation, and Socialization" *Paper presented at the annual meeting of the American Political Science Association, Boston Marriott Copley Place, Sheraton Boston & Hynes Convention Center, Boston, Massachusetts*.
- Blum, David. 2005. "The Struggle at 60: What "60 Minutes" does matters. But this season it has fallen short of the standard set by its legendary (and aging) staff. Can the program reinvent itself?" *Columbia Journalism Review* 44, no. 1: 40-47. *Communication & Mass Media Complete*, EBSCOhost (accessed December 28, 2007).
- Boehm, Kristin. "Spencer Pratt's Goals: Billionaire by 30, on TV Forever," People Magazine, 16 October 2007.
- Boycott, Rosie. 2005. "The Truth about Teen Magazines." *Daily Mail*. *EBSCO Publishing Citations*, EBSCOhost (accessed December 28, 2007).
<http://search.ebscohost.com/login.aspx?direct=true&db=epref&AN=BDABHECF>
- Braithwaite, Brian. 1995. *EBSCO Publishing Citations*, EBSCOhost (accessed December 28, 2007).
<http://search.ebscohost.com/login.aspx?direct=true&db=epref&AN=WM.BRAITHWAITE.BIDDLES.AIIE>
- Brown, Fred. 2007. "Cable TV loses way with celebrity 'new.'" *Quill* 95, no. 3: 31-31. *Communication & Mass Media Complete*, EBSCOhost (accessed December 28, 2007).

- Corney, Lynn. 2005. "Watchdogs or Actors? Student Perception of Television Journalists." *Conference Papers -- International Communication Association: 1-24. Communication & Mass Media Complete*, EBSCOhost (accessed December 28, 2007).
- Cronkite, Walter. *A Reporters Life* (New York: Random House, 1996), 257-58.
- Delli Carpini, Michael X., and Keeter, Scott, *What Americans Know About Politics And Why It Matters*. New Haven, CT: Yale University Press, 1996), 83-84.
- Diddi, Arvind, and Robert LaRose. 2006. "Getting Hooked on News: Uses and Gratifications and the Formation of News Habits Among College Students in an Internet Environment." *Journal of Broadcasting & Electronic Media* 50, no. 2: 193-210. *Communication & Mass Media Complete*, EBSCOhost (accessed December 28, 2007).
- Dunham, R. S. 2000. "Where Bush Is Beating Gore: As the Butt of Late-Night Zingers." *Business Week. EBSCO Publishing Citations*, EBSCOhost (accessed December 28, 2007).
<http://search.ebscohost.com/login.aspx?direct=true&db=epref&AN=BAGBJBGCB>
- Feldman, Lauren. 2005. "The News about Comedy: Young Audiences, The Daily Show, and Evolving Notions of Journalism." *Conference Papers -- International Communication Association: 1-29. Communication & Mass Media Complete*, EBSCOhost (accessed December 28, 2007).
- Fleming, Dan B., and Larry J. Weber. 1982. "Teenage News Knowledge and Media Use." *Newspaper Research Journal* 4, no. 1: 22-27. *Communication & Mass Media Complete*, EBSCOhost (accessed December 28, 2007).
<http://search.ebscohost.com/login.aspx?direct=true&db=ufh&AN=18071665&site=ehost-live>
- Frankel, Max. *The Times of My Life and My Life with the Times*. New York: Dell Publishing, 1999.
- Gay, Verne. 2006. "VOICES OF A NEWS GENERATION." *Broadcasting & Cable* 136, no. 17: 77-82. *Communication & Mass Media Complete*, EBSCOhost (accessed December 28, 2007).
<http://search.ebscohost.com/login.aspx?direct=true&db=ufh&AN=20794688&site=ehost-live>
- Gitlin, T. 1980. ".". *EBSCO Publishing Citations*, EBSCOhost (accessed December 28, 2007).
<http://search.ebscohost.com/login.aspx?direct=true&db=epref&AN=WWIW.GITLIN.UNIVERSITYOFCALIFORNIAPRE.AIHJ>
- Grabe, M. E. 2000. "The South African Broadcasting Corporation's coverage of the 1987 and 1989 elections: The matter of visual bias." *Journal of Broadcasting & Electronic*

Media 44: 581-599. *EBSCO Publishing Citations*, EBSCOhost (accessed December 28, 2007).

<http://search.ebscohost.com/login.aspx?direct=true&db=epref&AN=JBEM.DD.EHA.GRABE.SABCCA>

Harcup, Tony, and Deirdre O'Neill. 2001. "What Is News? Galtung and Ruge revisited." *Journalism Studies* 2, no. 2: 261-280. *EBSCO Publishing Citations*, EBSCOhost (accessed December 28, 2007).

<http://search.ebscohost.com/login.aspx?direct=true&db=epref&AN=JS.B.BFA.HARCUP.WINGRR>

Hallin, Daniel C., The "Uncensored War": The Media and Vietnam (New York: Oxford University Press, 1986), 8.

Hansen, Anders, et al. Mass Communication Research Methods. New York: New York University Press. 1998.

Hawes, William, Television Performing: News and Information. Stoneham, MA: Butterworth-Heinemann, 1991.

Keir, Gerry, McCombs, Maxwell, and Shaw, Donald L. Advanced Reporting: Beyond News Events. New York: Longman Press, 1986.

Koterba, Jeff. "Opinions and Editorials," Arizona Daily Star, 22 Sept. 2007, sec. A <<http://www.azstarnet.com/op-ed>> (September 22, 2007)

Kraut, Robert et al., "Internet Paradox: A Social Technology That Reduces Social Involvement and Psychological Well-Being?" American Psychologist 53, no. 9 (1998)

Lett, Meredith Diane, DiPietro, Andrea Lynn, and Danette Ifert Johnson. 2004. "Examining Effects of Television News Violence on College Students through Cultivation Theory." *Communication Research Reports* 21, no. 1: 39-46. *Communication & Mass Media Complete*, EBSCOhost (accessed December 28, 2007).

Love, Robert. "The Kids Are All Right, Young People and the News: A Conversation," Columbia Journalism Review, January/February 2003.

Love, Robert. "Before Jon Stewart," Columbia Journalism Review, March/April 2007.

Massing, Michael, "Off Course; How the Hip and Ambitious Coverage of Pop Culture at Our Most Influential Newspaper Manages To Miss Half the Story," Columbia Journalism Review, July/August 2005, pg. 28.

Massing, Michael, "Off Course; How the Hip and Ambitious Coverage of Pop Culture at Our Most Influential Newspaper Manages To Miss Half the Story," Columbia Journalism Review, July/August 2005, pg. 28.

Matelski, Marilyn, J. TV News Ethics. Stoneham, MA: Buterworth-Heinemann, 1991.

Meijer, Irene. 2006. "The Paradox of Popularity: How Young Adults Experience the News." *Conference Papers -- International Communication Association: 1. Communication & Mass Media Complete*, EBSCOhost (accessed December 28, 2007). <http://search.ebscohost.com/login.aspx?direct=true&db=ufh&AN=6581635&site=ehost-live>

"Giving it the College Try: Little Bump Expected from Nielsen's New Student Data." *Media Week* 17, no. 6 (2007): 8.

Messaris, P. 1997. ".". *EBSCO Publishing Citations*, EBSCOhost (accessed December 28, 2007). <http://search.ebscohost.com/login.aspx?direct=true&db=epref&AN=VPRIMA.MESSARIS.SAGE.AIIG>

Mindich, David T.Z. Tuned Out: Why Americans Under 40 Don't Follow the News. New York: Oxford University Press, 2005.

Mitchell, Pat. 2005. "Viewers Trust PBS, and They Should." *Broadcasting & Cable* 135, no. 22: 40-40. *Communication & Mass Media Complete*, EBSCOhost (accessed December 28, 2007).

Moy, Patricia, and Michael Pfau. 2000. ".". *EBSCO Publishing Citations*, EBSCOhost (accessed December 28, 2007). <http://search.ebscohost.com/login.aspx?direct=true&db=epref&AN=MTAMPCDI.MOY.PRAEGER.BJJJ>

Örnebring, Henrik, and Anna Maria Jönsson. 2004. "Tabloid Journalism and the Public Sphere: a historical perspective on tabloid journalism." *Journalism Studies* 5, no. 3: 283-295. *EBSCO Publishing Citations*, EBSCOhost (accessed December 28, 2007). <http://search.ebscohost.com/login.aspx?direct=true&db=ufh&AN=6581635&site=ehost-live>

Pollard, James Edward, The Presidents and the Press. New York: Macmillan, 1947.

Postman, Neil, Amusing Ourselves to Death: Public Discourse in the Age of Show Business. New York: Penguin Books, 1986.

Postman, Neil and Powers, Steve, How to Watch TV News. New York: Penguin Books, 1992.

Reinheld, Aaron. 2006. "'Saturday Night Live' and Weekend Update." *Journalism History* 31, no. 4: 190-197. *Communication & Mass Media Complete*, EBSCOhost (accessed December 28, 2007).

<http://search.ebscohost.com/login.aspx?direct=true&db=ufh&AN=6581635&site=ehost-live>

Romano, Allison. 2006. "Young Adults Tune In." *Broadcasting & Cable* 136, no. 26: 19-19. *Communication & Mass Media Complete*, EBSCOhost (accessed December 28, 2007).

<http://search.ebscohost.com/login.aspx?direct=true&db=ufh&AN=6581635&site=ehost-live>

Rooney, Dick. 2000. "Thirty Years of Competition in the British Tabloid Press: The Mirror and the Sun 1968-1998." 91-109. *EBSCO Publishing Citations*, EBSCOhost (accessed December 28, 2007).

<http://search.ebscohost.com/login.aspx?direct=true&db=epref&AN=TTGDAMS.ROONEY.ROWMANLITTLEFIELD.BJJJ.IA>

Rosen, J. 1999. ".". *EBSCO Publishing Citations*, EBSCOhost (accessed December 28, 2007).

<http://search.ebscohost.com/login.aspx?direct=true&db=epref&AN=WAFJ.ROSEN.YALEUNIVERSITYPRESS.AIII>

Rutenberg, Jim, and Maynard, Micheline, "TV News That Looks Local, Even If It's Not," *New York Times*, 2 June 2003, C1.

San Diego Jr., Bayani, "Has Broadcast News Gone Show Biz?" *Philippine Daily Inquirer*, 3 October 2006.

Schechter, Danny. 2003. "Solving Some Mysteries about the Habits of the Youth." *Nieman Reports* 57, no. 4: 14-16. *Communication & Mass Media Complete*, EBSCOhost (accessed December 28, 2007).

Snizek, William E., Fuhrman, Ellsworth R., Miller, Michael K. *Contemporary Issues in Theory and Research: A Metasociological Perspective*. 1st ed. Westport, CT: Greenwood Press, 1979.

Sooyoung Cho. 2007. "TV NEWS COVERAGE OF PLASTIC SURGERY 1972-2004." *Journalism & Mass Communication Quarterly* 84, no. 1: 75-89. *Communication & Mass Media Complete*, EBSCOhost (accessed December 28, 2007).

<http://search.ebscohost.com/login.aspx?direct=true&db=ufh&AN=6581635&site=ehost-live>

Stephenson, Hugh. 1998. "Tickle the Public: consumerism rules." *EBSCO Publishing Citations*, EBSCOhost (accessed December 28, 2007).

<http://search.ebscohost.com/login.aspx?direct=true&db=epref&AN=SLDPP.STEPHENSON.ADDISONWESLEYLONGMAN.AIIH>

1997. Stat Pac Inc. Survey Software. <http://www.statpac.com/surveys/sampling.htm>

Toff, Benjamin J. "Theatricality and the News." Harvard College, 2005.

Young, Donald F. 1970. "Today's College Student." *Public Relations Quarterly* 14, no. 3: 14-24. *Communication & Mass Media Complete*, EBSCOhost (accessed December 28, 2007).

<http://search.ebscohost.com/login.aspx?direct=true&db=ufh&AN=6581635&site=ehost-live>