**Purpose of Study**

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**

<table>
<thead>
<tr>
<th>Source Type</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper</td>
<td>33.3%</td>
</tr>
<tr>
<td>Media Outlet</td>
<td>25.9%</td>
</tr>
<tr>
<td>Blog</td>
<td>16.5%</td>
</tr>
<tr>
<td>Radio</td>
<td>14.0%</td>
</tr>
<tr>
<td>Archives</td>
<td>3.5%</td>
</tr>
</tbody>
</table>

*Media outlets are defined as multi-faceted sources combining often television, news, and social media.

**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.

**Tag Frequency and Weighting**

Data gathered using Del.icio.us, a social bookmarking website. Production of a weighted list of keyword metadata. The frequency of a term increases its weight. Keywords, in the form of tags, represent the aboutness of the news article.

**Preliminary 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.

**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. Kuriec’s 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
  San Jose State University
- LIS60652 - Foundations and Administration of Archives
  Kent State University