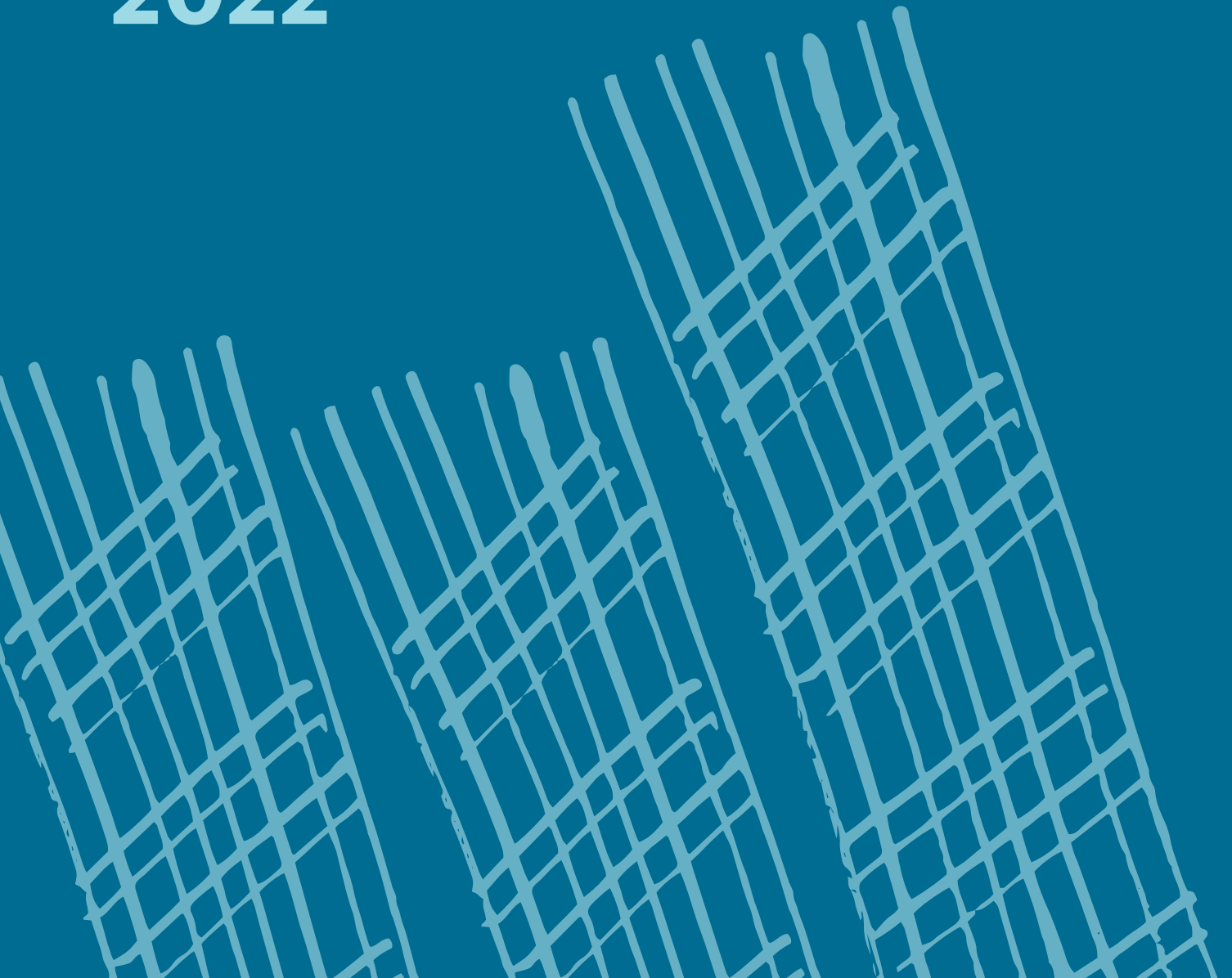


News and Media Research Centre

ANNUAL REPORT 2022





| NEWS AND MEDIA
RESEARCH CENTRE

N&MRC ANNUAL REPORT 2022

News and Media Research Centre
Faculty of Arts and Design
University of Canberra

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GALAMBANY

Together we work to empower, connect and share knowledge with our people, cultures and places.

EVERYONE'S INVITED

Celebrate differences and embrace similarities. Value unique contributions and promote accessibility and equity for all.

WALK TOGETHER

Connect and collaborate with our community, both near and far. Embody the spirit of Canberra as a meeting place of ideas and creativity. Show what we have to offer.

NARRAGUNNAWALI

Embrace Indigenous ways of knowing, being and doing in our work and our culture. Get amongst the conversation. Listen authentically and be a driver of meaningful reconciliation.

DARE TO BE CURIOUS

Find purpose in learning. Step out of your comfort zone. Be brave, stir curiosity and share ideas and discoveries that shape our future.

CHANGE THE WORLD

Don't be afraid to have an impact. Do things differently. Inspire each other to be innovative.

Director's Report

The Year in Review

2022 was a productive year for the News and Media Research Centre. Its ten core members, 24 HDR candidates, adjuncts and associate continued to build the Centre's research capacity, reputation and outcomes.

Industry collaboration was a key focus for 2022. As the disruption in the news media industries continues the N&MRC is working with partners in industry, government and community to address key industry, policy and social challenges. Our research addresses diverse issues including news business models, newsroom diversity, media literacy, misinformation and the Indigenous news network. Partnerships were forged with national broadcaster SBS and local news producer Australian Community Media.

The *Digital News Report: Australia 2022* was launched at the Judith Neilson Institute in Sydney with 150+ media and academic participants attending the hybrid event. Now in its eighth year, the 2022 DNR: Australia report found Australian audiences have a new appetite for subscribing to news and are shifting away from digital platforms for their news. Professor Sora Park and her team offered 'deep dive' tailored briefings to media, government and diplomatic organisations.

Our research continues to address pressing social issues. The ACT Gambling and Racing Commission has funded the N&MRC to improve understanding of gambling harms in the digital age. The National Office for Child Safety has contracted the Centre to develop guidelines to improve media reporting of child sexual abuse. The ARC-funded Amplifying Indigenous News project is working with First Nations Media Australia to harness the Indigenous news network, while the Rise of Mistrust project investigates the thorny issue of public trust in the digital era, and the Google News Initiative funded Kieran McGuinness and team to investigate Diversity in News and Newsrooms.

A highly successful seminar series showcased cutting edge research from N&MRC members and researchers from across the globe. The Centre's Mathieu O'Neil hosted *Wikipedia and Education in the Time of the 'Crisis of Information'* in September, while Kerry McCallum led the *After the Silence: Media Reporting in the Wake of a Royal Commission* symposium in November.

In 2022 N&MRC hosted FAD Distinguished Visitors Jonathon Hutchinson (USyd) and Scott Brook (RMIT) who led a series of workshops, seminars and collaborations with N&MRC members and HDRs. With the return of international travel, we embraced the opportunity for conference and research travel,

and in November we welcomed Professor Eli Skogerbø from the University of Oslo. Professorial Fellow Sora Park undertook a fellowship with the SBS Audience, Data and Insights team as SBS Research Professor.

This year new adjuncts include Gaven Morris, former ABC Head of News, who joined the advisory board and delivered the graduation address, and Megan Bonny, a senior executive at KPMG.

Our HDR candidates continued to grow in number and engagement, with many working as researchers on Centre projects. We continued our program of research methods training led by Jee Young Lee. In July N&MRC hosted the inaugural Australian and New Zealand Communication Association Digital Methods workshop, bringing together leading researchers and HDRs from across the country to learn cutting edge approaches to media research.

The Centre's impact widens through its program of professional development. We partnered with Campus Plus to launch the *News, Trust and Misinformation* webinar for public sector communicators. The highly successful Media literacy for Library and Information Professionals short course was delivered twice, and Mathieu O'Neil teamed up with the Faculty of Education to develop and deliver the ACT Schools Information Literacy for Teachers course.

Following a competitive process, we were delighted to learn that the N&MRC has been refunded as a UC Strategic Research Centre for 2023-25. This decision provides a strategy for growth and security for our staff, HDRs and research partners. We welcomed Stuart Cunningham as a core N&MRC member, bringing eminent experience in research leadership and key research and partnerships with the creative industries, while Kieran McGuinness and Kate Holland continue as research fellows. We thank Glen Fuller for his contribution to the Centre for the past five years.

The legacy of our founder and Professor Emeritus the late R. Warwick Blood was celebrated with a presentation led by myself and Emeritus Professor Peter Putnis.

The year ended with the news that Director Kerry McCallum was awarded the DVCR&E award for Research Excellence and the Vice Chancellor's Researcher of the Year award; a reward I share with all members of the N&MRC.

Kerry McCallum

Director, News & Media Research Centre

2022

N&MRC Highlights



24 HDR STUDENTS



10 CENTRE MEMBERS



12 N&MRC SEMINARS



22
NEW AND
ONGOING
PROJECTS



22
ADJUNCT
MEMBERS



4
SYMPOSIA AND
WORKSHOPS



440
MEDIA
ENGAGEMENTS



8
INDUSTRY
REPORTS



41
ACADEMIC
PUBLICATIONS

About the News and Media Research Centre

The News and Media Research Centre (N&MRC) advances public understanding of the changing media environment. N&MRC is Australia's nationally recognised research centre for the study of news media industries, audiences and public discourse. At a time of epistemic crisis for the media industries, we research and advocate for a media system that builds trust, inclusivity and diversity, to defend and repair the social fabric.

Established in 2013 and positioned in the nation's capital, the N&MRC is a national research hub with wide and deep connections across disciplines, industries, academic and public institutions. The Centre conducts foundational and applied research for the media, government and non-government sectors, and its work informs government policy in the areas of media regulation, misinformation, Indigenous affairs and public health.

The N&MRC is globally recognised as the home of the only longitudinal study of digital news consumption trends in Australia, through its *Digital News Report: Australia*.

Our research is conducted across three broad themes. **News and Media Policy Futures** addresses pressing problems in media and communications policy and emerging possibilities in the news, media and broader creative industries. **Audiences, Users and Publics** investigates how people engage, understand and use media in their lives, while **Media Practice and Social Impact** explores the emergence and representation of issues through media practice and digital networks.

The Centre includes ten core researchers and 24 HDR candidates and is supported by a network of associate and adjunct members. Located in UC's Faculty of Arts and Design, the N&MRC provides a strong educational foundation for the Discipline of Communication and Media Studies, and engagement with local communities, national and international policymakers.

Research themes

Audiences, users and publics

We investigate how people engage, understand and use media in their lives. Building from the longitudinal Digital News Report: Australia and Heartbeat of Australia projects and qualitative health communication research, researchers apply survey analytic and ethnographic methods to better understand audience experience of emerging platforms and digital technologies in their social contexts. Our research focuses particularly on understanding and reaching diverse regional and marginalised audiences, building digital inclusion and information literacy to build community resilience to phenomena such as misinformation and climate shocks.

News and media policy futures

Our researchers address pressing problems in media and communications policy and emerging possibilities in the news, media and broader creative industries. The aim is to provide an evidence base to guide good policy development and trust in media systems, through engaging in critical media policy issues including public interest journalism, digital commons, platforms and misinformation, local media, media diversity, access and inclusion, and future trends. We provide evidence to national parliamentary and government inquiries informing the development of policy in an age of industrial disruption.

Media practice and social impact

Our research explores the role and performance of news and media in contemporary society. Researchers using qualitative and mixed-methods explore the emergence of issues through media practice and digital networks. We examine the framing of critical debates and public crises such as Covid-19, mental health and illness, child sexual abuse and gambling and how their media representation influences political systems and media institutions. Research provides evidence to address issues such as lack of diversity in newsrooms and how to grow Indigenous media networks. How do we define and implement 'quality' journalism in the face of economic and technological disruption?

N&MRC Team

Core members



Kerry McCallum

Director of the News and Media Research Centre.

Research expertise: Changing media and Australian social policy; Indigenous media and policy; reporting on child sexual abuse.



Stuart Cunningham

Professorial Researcher in the N&MRC.

Research expertise: Creative industries; media economics.



Caroline Fisher

Associate Professor of Journalism and Executive member of the N&MRC.

Research expertise: News and Journalism, media literacy, Trust and Political Public Relations.



Glen Fuller

Professor of Communication and Head of School of Arts and Communication.

Research expertise: Popular culture and digital media technology.



Kate Holland

Senior Research Fellow in the N&MRC.

Research expertise: Media and public health, health communication.



Kieran McGuinness

Postdoctoral Research Fellow at the N&MRC.

Research expertise: News consumption, diversity in news; journalistic role performance, and defence journalism.



Sora Park

Professorial Research Fellow and Executive member of the N&MRC.

Research expertise: Digital inclusion, media industry studies, trust, and news consumption.



David Nolan

Associate Professor in Communication and Media and Executive member of the N&MRC.

Research expertise: Journalism networks; Indigenous media; journalism roles; media theory.



Mathieu O'Neil

Associate Professor of Communication and Executive member of the N&MRC.

Research expertise: Sustainability of digital commons; issue networks and information health; information literacy.



Jee Young Lee

Lecturer in Communication and member of the N&MRC.

Research expertise: News consumption; teens and digital media use; survey and statistical analysis.

Research Coordinator

In May we welcomed Dileka Pathiratna to the role of N&MRC Co-ordinator. Dileka was previously at University of Technology Sydney and brings a wealth of administrative and marketing experience to the role.

HDR Representative

Mona Chatskin is the 2022 N&MRC HDR representative. Along with FAD representative Xiaolan Cai, Mona is a conduit between N&MRC and research students.

Advisory Board

The N&MRC is overseen by an international advisory board who review and monitor the Centre's strategic direction and performance on a regular basis. The 2021 Advisory Board meeting was held via Zoom in June, with Board members providing detailed feedback on revised research foci and the N&MRC research agenda. Their feedback was instrumental in refining the Centre's focus into three new research Labs, and to shaping the N&MRC's successful UC Strategic Research Centre funding bid.

2022 Advisory Board Members

Gerard Goggin, Professor of Media and Communications, University of Sydney.

Catherine Middleton, Canada Research Chair in Communication Technologies in the Information Society, Ryerson University.

Katharine Murphy, Political Editor, The Guardian Australia.

Julian Thomas, Director, ARC Centre of Excellence, RMIT University

Glen Fuller, Head of School of Arts and Communication, University of Canberra.

Gavin Morris, Bastion Transformations and Industry Professor, Western Sydney University.

Lelia Green, Rachel Davy, Robert Ackland and Glen Fuller have stepped down from their advisory board roles. We thank each of them for their contribution to guiding and growing the N&MRC over the past decade.

Distinguished Visitors

In 2022 the N&MRC hosted two FAD Distinguished Fellows.

Dr Scott Brook was special guest at a UC FAD Creative Economy Workshop, which brought together more than 20 creative industry researchers, industry partners, and stakeholders from government departments including Australia Council for the Arts; Office of the Arts; Bureau of Infrastructure and Transport Research Economics; Data, Analytics and Policy Division; ABS Data Services, Data Strategy, Integration and Services Division; and City of Sydney, with genuine engagement and contribution from the participants. Outcomes of Scott's visit include: Funding from the Australia Council for the Arts for 'Quantitative data analysis and research support' (Sora Park; Stuart Cunningham, Jee Young Lee, Dr. Marion McCutcheon); ARC Linkage Project application (CIs: Prof Stuart Cunningham, Dr Scott Brook, Dr Jee Young Lee, Dr. Marion McCutcheon).

Dr Jonathon Hutchinson's (University of Sydney) visiting fellowship built relationships and capacity to develop ongoing projects, contributed to N&MRC staff and HDR capacity-building, networking, and FAD's disciplinary profile. In March Hutchinson led the *Researching in Industry Contexts* workshop for HDRs and researchers, in July he convened the inaugural Australian and New Zealand Communication Association *Digital Methods Workshop*, and in October presented an N&MRC seminar on the state of Vietnamese digital media.

Professorial Research Fellow

Sora Park was appointed N&MRC Professorial Fellow, enabling her to focus on leading her research program, mentorship, supervision and the Digital News Report: Australia. In 2022, Sora undertook a fellowship with the SBS Audience, Data and Insights team as SBS Research Professor, where she spent three months working on projects including a longitudinal multicultural audience analysis and the SBS World New Study. Sora also led the SBS/UC Sense of Belonging among Multicultural Audiences study.

Emeritus Professors



Peter Putnis

Peter Putnis researches journalism and media history. He has been an Expert Panel Member of the Australian Research Council in the area of Humanities and Creative Arts, and has contributed to scholarship on international communication and global news networks, politics and media.



Vale R. Warwick Blood

In May, Professor Emeritus Peter Putnis and N&MRC Director Kerry McCallum delivered a memorial lecture in memory of R. Warwick Blood. Warwick led the development of the University's professional communication programs in Journalism, Public Relations and Advertising for over a decade. He was also a leading figure in Australian and international journalism and media research. A former journalist, Warwick was instrumental in the development of journalism programs at Charles Sturt and Canberra Universities. His research leadership and mentorship has made a lasting impact on generations of UC students and academics, and he was a driving force in the development of the News and Media Research Centre. His research in media agenda-setting, news framing, and reporting of suicide and mental illness were formative in the Australian Communication discipline.

You can read more about Warwick's legacy here:

canberra.edu.au/uncover/news-archive/2022/march/vale-richard-warwick-blood-1947-2022

Adjunct Members

Simon Baker

Researcher and Monitoring and Evaluation Expert, Australian National University.

Megan Bonny

KPMG Australia

Peter Browne

Editor, Inside Story.

Paul Crawford

Professor of Health Humanities, University of Nottingham.

Anna Draffin

Chief Executive Officer, Public Interest Journalism Initiative (PIJI).

Michelle Dunne Breen

Director, Communication and Engagement (Media), ACT Education Directorate.

Ivor Gabor

Professor of Politics, City University London, UK

Jennifer Lees-Marshment

Professor of Political Marketing, University of Auckland

Jack Lattimore

Birpai-Thungutti writer and journalist, Aboriginal affairs reporter for The Age newspaper.

James Mahoney

Adjunct Professor of Professional Communication, University of Canberra.

Catherine Middleton

Canada Research Chair in Communication Technologies in the Information Society, Ryerson University.

Laure Muselli

Associate Professor of Information Systems Management, Telecom Paris.

Se-uk Oh

Principal Researcher and General Manager of Digital Innovation Support Group, Korea Press Foundation.

Catherine Page-Jeffery

Lecturer in Communications, University of Sydney.

Franco Papandrea

Adjunct Professor of Communication, University of Canberra.

Robert G. Picard

Professor and North American Representative of the Reuters Institute for the Study of Journalism, Oxford University.

Yoonmo Sang

Assistant Professor at the Department of Media Communication, Sungshin Women's University.

Mike Santer

Adjunct Professor ICT4D and Founder Director, BluPoint.

Eli Skogerboe

Professor at the Department of Media and Communication and Co-director of POLKOM – Center for the Study of Political Communication, University of Oslo.

Michael Socolow

Associate Professor at the Department of Communication and Journalism, University of Maine.

Luke Toy

Director, Medical Practice, Australian Medical Association.

Lisa Waller

Associate Dean, Communication and Professor of Digital Communication, RMIT University.

Associate Members

Prof Jason Bainbridge

Executive Dean, Faculty of Arts and Design, University of Canberra

Dr Scott Bridges

Lecturer in Communication and Media, University of Canberra.

Dr Shaun Cheah

Senior Lecturer, Faculty of Arts and Design, University of Canberra.

Dr Monique Lewis

Lecturer, School of Humanities, Languages and Social Science, Griffith University.

Sonia Curll

Researcher, Heartbeat of the Nation

Rachel Cunneen

Senior Lecturer – Teacher Education and Secondary ITE Deputy Program Director, Faculty of Education, University of Canberra.

Dr Megan Deas

Research manager, Breaking Silences and Lecturer, Arts and Communication, University of Canberra.

Dr Janet Fulton

Researcher in Communication and Media and Adjunct Associate Professor, RMIT University. Treasurer of the Journalism Education and Research Association of Australia (JERAA)

Dr Greg Jericho

Columnist for Guardian Australia and The Drum, Lecturer in Communication and Media Studies, University of Canberra.

Dr Irfan

Assistant Professor of Marketing, Canberra School of Business, University of Canberra

Dr Marion McCutcheon

Creative Industries Research Associate

Dr Alanna Myers

Research Associate, Amplifying Indigenous News, Wakul and Breaking Silences projects

Prof. Peter Radoll

Professor of Information Technology and Pro Vice Chancellor, Indigenous, University of Canberra.

Dr Barbara Walsh

Associate Dean, International and Work Integrated Learning, Faculty of Arts and Design, University of Canberra.

Elyas Khan

Project Software Engineer

Moon Byeong Kim

Research Assistant

Ava Wang

Research Report Production Designer

Zita Leung

Research Production Designer

Higher Degree by Research Students

Fawzia Alosaimy

Thesis Title: *Exploring the Use of Snapchat in Family Life in Saudi Arabia.*

Supervisory Panel: Glen Fuller, Sora Park, Scott Bridges.

Dan Andrew

Thesis Title: *Selling the Audience: The role of advertisers in the audience marketplace.*

Supervisory Panel: Kerry McCallum, Glen Fuller.

Nabeela Asghar

Thesis Title: *Youth and Hate Speech: Role of Religious Leadership in Shia-Sunni Conflict.*

Supervisory Panel: Mathieu O'Neil, Tahmina Annie McCarthy.

Saffron Bianchi-Howden

Thesis Title: *Reducing the impact of disinformation and misinformation: Innoculation vs factchecking.*

Supervisory Panel: Sora Park, Caroline Fisher, Jee Young Lee.

Xiaolan Cai

Thesis Title: *Open source smart city projects and impacts on civic engagement in Australia.*

Supervisory Panel: Mathieu O'Neil, Barbara Norman.

Mona Chatskin

Thesis Title: *Malka Leifer in News Landscapes: Community engagement with mainstream and religious media practice in cases of alleged Jewish institutional child sex abuse in Australia.*

Supervisory Panel: Kerry McCallum, David Nolan.

Paul Conroy

Thesis Title: *The Media's Role in the Politics of Contemporary Serious Police Misconduct in Australia.*

Supervisory Panel: David Nolan, Kate Holland, Kerry McCallum.

Emma John

Thesis Title: *Different Voices: A critical discourse analysis of the ABC's coverage of Australia's Royal Commission into Institutional Responses to Child Sexual Abuse.*

Supervisory Panel: Kerry McCallum, Caroline Fisher

Lidia Kelly

RTP Stipend Scholarship Recipient

Thesis Title: *Capturing Crimea: Challenges and Constraints for Foreign Correspondents in Contemporary Territorial Conflicts.*

Supervisory Panel: David Nolan, Caroline Fisher, Kerry McCallum, Peter Putnis.

Lisa Hobgen

Thesis title: *Aboriginal Women Photojournalists*

Supervisory Panel: David Nolan, Kerry McCallum

Natalie Larkins

Thesis Title: *Disconnect Between Normative Ideals of Journalism and Practice in Australia.*

Supervisory Panel: Caroline Fisher, Kerry McCallum, David Nolan.

Lilik Mardjianto

Thesis Title: *Mapping and Analysis of Disinformation and Fact-Checking in Indonesia*

Supervisory Panel: Kerry McCallum, Caroline Fisher, Jee Young Lee

Kania Mayastika

Thesis Title: *Designing Culturally Appropriate ESP Materials for Political Science Students in Indonesia.*

Supervisory Panel: Jee Young Lee, Maya Gunawardena, Sora Park.

Amy McGreggor-Dainton

Thesis Title: *Road Rage: Incivility in local political discourse*

Supervisory Panel: Kerry McCallum, Caroline Fisher

Nadrah Nadrah

Thesis Title: *The Use of Information and Communication Technology (ICT) in Teacher Professional Education Program (TPEP) for English Teachers in Indonesia.*

Supervisory Panel: Sora Park, Caroline Fisher, Yoonmo Sang.

Anji Perera

RTP Stipend Scholarship Recipient

Thesis Title: *Connecting the drops – connecting communities: beyond boundaries of water literacy.*

Supervisory Panel: Sora Park, Mathieu O'Neil, Ross Thompson, Thomas Mollenkopf.

Shara Ranasinghe

Thesis Title: *Enhancing Patient-centered Cancer Communication during cancer treatment.*

Supervisory Panel: Kate Holland, Kasia Bail, Sora Park.

Prue Robson

Thesis Title: *Positioning Canberra: the effectiveness of place image communications in attracting residents to places facing unfavourable stereotypes.*

Supervisory Panel: Kerry McCallum, Cathy Hope, James Mahoney.

Sonya Sandham

Thesis Title: *It's not noise: Employee voices in organisational discourses in an era of digital disruption.*

Supervisory Panel: Glen Fuller, Cathy Hope.

Jing Su

N&MRC Stipend Scholarship Recipient

Thesis Title: *Talking to a Bot is a turn off: users experiences of chatbot communication.*

Supervisory Panel: Jee Young Lee, Sora Park.

Hang Tran

Thesis Title: Coverage of closing the gap framework's implementation on major news sites in Australia 2008-2017.

Supervisory Panel: Kerry McCallum, Sora Park, Wendy Somerville.

Kathleen Veteri

Thesis Title: *Negative Partisanship in Journalistic Reporting Relating to the 2019 Australian Federal Election*

Supervisory Panel: Glen Fuller, Caroline Fisher

Danyi Wang

Thesis Title: *Negotiating and Integrating Sociocultural Identities Among Chinese Immigrants in Australia.*

Supervisory Panel: Sora Park, Susan Thwaites.

Pinker Yao

Thesis Title: Multilingual users' trust in news media

Supervisory Panel: Sora Park, Caroline Fisher, Jee Young Lee.

International Collaborators

- Patricia Aufderheide (American University Washington D.C., USA)
- Hsuan-ting Chen (The Chinese University of Hong Kong, Hong Kong)
- Sujin Choi (Kyung Hee University, South Korea)
- Paul Crawford (University of Nottingham, UK)
- Mélanie Dulong de Rosnay (Centre Internet et Société of the CNRS, France)
- Ivor Gaber (University of Sussex, UK)
- Anthea Garman (Rhodes University, South Africa)
- Gerard Goggin (Nanyang Technological University, Singapore)
- Rhonda Grantham (National Library of New Zealand, NZ)
- Maya Defianty and Didin Hidayat (Syarif Hidayattullah State Islamic University Jakarta, Indonesia)
- Avery E. Holton (The University of Utah, USA)
- S Mo Jones-Jang (Boston College, USA)
- Jaemin Jung (Korea Advanced Institute of Science and Technology, South Korea)
- Jae-Jin Lee (Hanyang University, South Korea)
- Jennifer Lees-Marshment (The University of Auckland, NZ)
- Peter Mezei (University of Szeged, Hungary)
- Catherine Middleton (Ryerson University, Canada)
- Laure Muselli and Stefano Zacchiroli (Telecom Paris, France)
- Fred Pailler (University of Luxembourg, Luxembourg)
- Se-uk Oh (Korea Press Foundation, South Korea)
- Ahran Park (Korea Press Foundation, South Korea)
- Jong Jin Park (University of Michigan, USA)
- Richard Fletcher (Reuters Institute for the Study of Journalism – The University of Oxford, UK)
- Yoonmo Sang (Sungshin Women's University, South Korea)
- Mike Santer (BluPoint, UK)
- Molly Scudder (Purdue University, USA)
- Eli Skogerboe (University of Oslo, Norway)
- Michael Socolow (University of Maine, USA)
- Natalie Stroud and Sharon Strover (The University of Texas at Austin, USA)
- Edson Tandoc (Nanyang Technological University, Singapore).
- Weiai (Wayne) Xu (University of Massachusetts Amherst, USA)
- Eliza Govender (University of Kwazulu-Natal, South Africa)

NATIONAL PRESS CLUB OF AUSTRALIA

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Sora Park speaking at the Women in Media Event – The changing face of content: what we want and how we want to consume it at the National Press Club. November 2022

Symposia, Report Launches and Workshops

Digital News Report: Australia 2022

The *Digital News Report: Australia 2022* was launched at the Judith Neilson Institute, on 15 June in Sydney. This hybrid media industry event was attended by 150+ media and academic participants. Now in its eighth year, the 2022 DNR: Australia report found Australian audiences have a new appetite for subscribing to news and are shifting away from digital platforms for their news. Professor Sora Park and her team offered 'deep dive' tailored briefings to media, government and diplomatic organisations.



Digital News Report: Australia 2022 launch

Key Finding

76% of those under the age of 35 stated they avoid news, and over half of those said it was because of the amount of political and coronavirus news and the negative impact it has on their mood.

NEWS & MEDIA
RESEARCH CENTRE



DNR 2022 Media Coverage

TOTAL NUMBER OF MEDIA ITEMS

	Media Items	Percentage
Online	336	80.8%
Radio	39	9.4%
Print	34	8.2%
Television	7	1.6%
Total	416	100%

TOTAL EDITORIAL VALUATION (\$)

	Dollar Value	Percentage
Online	\$2,681,281.47	82.6%
Print	\$380,216.26	11.7%
Radio	\$153,583.50	4.7%
Television	\$31,572.72	1.0%
Total	\$3,246,653.95	100%

AUDIENCE REACH

	Audience Reach	Percentage
Online	17,668,417	94.1%
Print	794,700	4.2%
Radio	181,900	1.0%
Television	128,974	0.7%
Total	18,773,991	100%

BREAKDOWN OF MEDIA COVERAGE BY FAVOURABLE/UNFAVOURABLE

	Total	Percentage
Favourable	416	100.00%
Neutral	0	0.00%
Unfavourable	0	0.00%
Total	416	100%

ANZCA Digital Methods Workshop

The inaugural ANZCA digital methods winter school was hosted by the News & Media Research Centre at the University of Canberra in early July 2023.

Despite the cold weather, attendees came from all over Australia (WA, Qld, NSW, Vic, ACT) and New Zealand to share their knowledge, experience and skills in the use of digital tools to enhance social science research. Experienced researchers gave their time and focus to PhD students and ECRs introducing us to the continually expanding world of big data and how we might make sense of them as social science students. This winter school provided HDR candidates and ECRs with the opportunity to dig into cutting edge digital methods.

Over the three days, participants were introduced to Python, R, R Studio, GitHub, Tableau, Gephi and stepped through a number of exercises to open their minds to how these tools can be used to think differently about how online digital data can be interrogated, analysed and presented. Highlights were Dr Francesco Bailo's (UTS) session on Tableau, Dr Ariadna Matamoros-Fernández (DMRC at QUT) session on how to form research questions to make sense of Twitter data, and making connections with other students, ECRs and researchers in media and communication studies. We all enjoyed the time together and came away with heads full of new ideas of ways to approach our research.

“As new information and communication platforms emerge, we are presented with more and more opportunities to develop new methods.”

JONATHON HUTCHINSON
ANZCA organiser

“Using digital methods to sense check findings from other methods or to confirm the existence and importance of a research gap was not something I had considered before.”

SUE ATKINSON
Participant



Attendees at the inaugural ANZCA Digital Methods Workshop



Media Literacy for Library and Information Professionals

A research partnership between the University of Canberra (UC) and the Australian Library and Information Association (ALIA) has today resulted in the launch of the first Australian Media Literacy short course for library and information (LIS) Professionals. Led by Professor Sora Park and Dr Barbara Walsh, the self-paced professional development short course ran at capacity twice in 2022.



Symposium: Wikipedia and Education in the Time of the “Crisis of Information”

This symposium was organised by Dr Mathieu O’Neil, and held on 16 September at the University of Canberra. In the age of the infodemic and growing distrust towards the institutions of liberal democracy there can be little doubt that information is in crisis. The Wikipedia and Education in the Time of the “Crisis of Information” Symposium brought together academics who use Wikipedia as part of their teaching practice or analyse wiki data, and key actors bridging the academia-Wikipedia divide. Participants shared their experiences, address Wikipedia’s potential to address the “crisis of information”, and critically reflected on what role educational institutions can play in this respect. The symposium began with the launch of the book *Six Fact-Checking Lessons for Kids*, which compiles educational resources developed as part of the Co-Developing a New Approach to Media Literacy in the Attention Economy research project. This project is part of the Affiliated Schools Research program, in which researchers from the University of Canberra collaborate with ACT school teachers.

meta.wikimedia.org/wiki/Education/News/September_2022/Wikipedia,_Education,_and_the_Crisis_of_Information/en

Symposium: After the Silence: Media reporting of child sexual abuse in the wake of the Royal Commission

Marking five years since the final report of the Royal Commission into Institutional Responses to Child Sexual Abuse (RCIRCSA) (2013-17), the After the Silence symposium brought together academics, victim-survivor advocacy organisations, media and policymakers to discuss the legacy of this mediated inquiry for public discussion of child sexual abuse. The symposium was the final event for the *The Breaking Silences: Media and the Child Abuse Royal Commission project* (DP1901010282), led by Prof Kerry McCallum, that has explored the role of media in instigating, reporting on and keeping alive the findings of the RCIRCSA. The project found that while media coverage of the royal commission was pivotal to changing the national conversation, and innovative advocacy media practices gave voice to previously untold stories, unevenness persists in media reporting practices that limit some stories being heard in public discussion. Key stakeholders reflected on justice and voice for victim-survivors, the implications for journalists reporting on child sexual abuse, lessons for future inquiries, and policy challenges for Australian and international governments.

canberra.edu.au/events/Home/Event/461765



After the Silence symposium

N&MRC Seminar Series

In 2022 N&MRC hosted a highly successful series of 12 online and face to face seminars, convened by Dr David Nolan. The seminars showcased research from emerging scholars, industry and academic leaders, N&MRC members and distinguished visitors.

21 March	Kerry McCallum, Selen A Ercan and Molly Scudder, Institutional Listening in deliberative democracy
11 April	Caroline Fisher and Ivor Gabor, Strategic Lying and the Federal Election
2 May	Ashley Haw, Thugs', 'invaders' and 'the new menace': The weaponisation of racially coded language in the Australian news media
26 May	Scott Brook, Digital credentials, disruptive signals: micro-credentials and the Creative and Cultural Industries'
11 July	Monique Lewis, Pushing through' to live with COVID
25 July	Stuart Cunningham, Sora Park, Yogi Vidyattama and Scott Brook
8 August	Kieran McGuinness, Are news organisations serving young women?
12 August	Peter Putnis and Kerry McCallum, Warwick Blood (1947-2022): A Journey in Communication Research
22 August	David Nolan, Reckoning with Investigative Journalism and Indigenous News in Australia
5 September	Temple Uwalaka, We endure it until we grow a thick skin': Appraising digital harassment experiences of Journalists in Nigeria
17 October	Jonathon Hutchinson, Beyond Social Development in Vietnamese Social Media and Towards Cultural Export
27 October	N&MRC and Campus Plus, News, <i>Trust and Misinformation special Webinar for public</i>

N&MRC Research Projects

Amplifying Indigenous News: A digital Intervention

David Nolan, Kerry McCallum, Lisa Waller, Scott Wright, Alanna Myers

FUNDED BY

ARC Linkage Project



1 Oct 2019 – 1 Oct 2023

Media

Open Your Hearts Australia – Indigenous reporters on covering the Voice referendum: David Nolan in conversation with Jack Latimore (The Age), Jodan Perry (NITV), Natalie Ahmat (NITV)

<https://podcasts.apple.com/au/podcast/adelaide-writers-week/id1559930057?i=1000605499489>

Project description

This project road-tests, documents and analyses an innovative strategy for amplifying Indigenous voices in news media. Overwhelmingly, mainstream coverage regarding Indigenous Australia has been found to focus on a narrow range of well-resourced voices and to be dominated by discourses of conflict, blame and deficit. This contributes to negative social and health outcomes for Indigenous people—both directly, and through its impact on policy debates, which have been shown to be highly responsive to mainstream media agendas. Digital and social media hold the promise of a wider range of Indigenous voices being heard, and existing research shows Indigenous people are active and creative content users and generators. However, recent studies indicate that growing opportunities for ‘voice’ have not always increased the chances of being heard by those in positions of power.



This project aims to address this problem by deploying an innovative piece of digital infrastructure, *Wakul*, that is designed to support institutional listening and enable increased Indigenous perspectives, agendas and worldviews in the generation and production of news. We have developed a collaborative, practice-oriented research partnership with the Indigenous-owned and run media initiative *IndigenousX*, and First Nations Media Australia. Through the embedding of *Wakul* in the First Nations News Initiative, a journalism training program for First Nations media practitioners working in Indigenous community-controlled medias, we examine the potential for amplifying the range of Indigenous voices and stories across both community-controlled and mainstream media. The project deploys a mixed methods approach combining ethnographic, textual and data analysis to assess the impact of this intervention and analyse the extent to which it disrupts or transforms relationships that contribute to Indigenous news representation.

Amplifying Indigenous News supports increased public understanding of Indigenous issues and perspectives, and contributes to knowledge about the shifting terrain of Indigenous representation in transforming media environments. The major aims of this project are to:

- Amplify the range of Indigenous voices, stories and agendas in Australian news media through an innovative action research intervention;
- Assess the impact of this intervention by analysing news production processes, textual outputs, and modes of audience-user engagement;
- Trace the shifting network of relationships that shape Indigenous news media representation today by using this intervention as a case study; and
- Gain a deeper, evidence-based understanding of the opportunities and challenges for improving Indigenous representation in the context of a changing media ecology.



www.amplifyingindigenousnews.org

Key takeaways

- In recent years, the field of relationships contributing to Indigenous news representation has in some respects been subject to substantial change, in the context of shifting technological, market and socio-political conditions
- This has created new opportunities for Indigenous news practitioners and some increased diversity in forms of Indigenous news, including notable examples of innovation

- In other respects, however, the field remains resistant to change, as a consequence of the deep embeddedness of journalistic frames and routines of news production, which contribute to a reproduction of existing representations and narratives
- While technological tools have presented affordances for the amplification of Indigenous voices that have been taken up by Indigenous media practitioners outside mainstream media, the possibility for progressive change in Indigenous news representation requires that we attend to socio-political and institutional relations that contribute to the (re)production of news practices

Publications

Nolan, D., Myers, A., McCallum, K., & Latimore, J. (2022). "Reckoning with investigative journalism and Indigenous news in Australia". In C. Coatney (Ed.), *Investigative Journalism in Changing Times: Australian and Anglo-American Reporting* (pp. 63-83). London and New York: Routledge.

<https://doi.org/10.4324/9781003279808>

Myers, A., Waller, L., Nolan, D., & McCallum, K. (2021). "Expanding Boundaries in Indigenous News: Guardian Australia, 2018–2020". *Journalism Practice*, 1-21.

<https://doi.org/10.1080/17512786.2021.1874484>

Nolan, D., & Waller, L. (2021). "An Uncritical Incident? Journalism and Indigenous deaths in custody". In E. C. Tandoc, J. Jenkins, R. J. Thomas, & O. Westlund (Eds.), *Critical Incidents in Journalism: Pivotal Moments Reshaping Journalism around the World* (pp. 230-243). London and New York: Routledge. <https://doi.org/10.4324/9781003019688>

Nolan, D., & Waller, L. (2021). "Analysing Innovation in Indigenous News: Deaths Inside". *Journalism Studies*, 22(11): 1382-1399. <https://doi.org/10.1080/1461670X.2021.1944278>

Nolan, D., Waller, L., Latimore, J., Simons, M., & McCallum, K. (2020). "Analysing the Indigenous News Network in Action: IndigenousX, The Guardian and the Wakul App". In S. Maddison & S. Nakata (Eds.), *Questioning Indigenous-Settler Relations: Interdisciplinary Perspectives* (pp. 69-86). <https://doi.org/10.1007/978-981-13-9205-4>

Latimore, J., Nolan, D., Simons, M., & Khan, E. (2017). "Reassembling the Indigenous public sphere". *Australasian Journal of Information Systems* 21, 1-15. <https://doi.org/10.3127/ajis.v21i0.1529>

Sense of belonging among multilingual audiences in Australia

Sora Park, Kieran McGuinness, Jee Young Lee, Rebecca Griffiths, Thu Nguyen

FUNDED BY

In-kind collaboration between
UC and SBS



September 2021 – 1 May 2023

Project Description

This project is a collaboration between the News & Media Research Centre the Special Broadcasting Service (SBS), Australia's multilingual and multicultural broadcaster. The study focuses on how the news media can play a role in driving a sense of belonging among multilingual audiences. The aim is to better understand the relationship between multilingual audiences' sense of belonging, their participation in Australian society, and perceptions of trust and representation in the news.

The research draws on a multimodal survey method to achieve a balanced and inclusive sample that closely matches the community profile of the 2016 Australian Bureau of Statistics (ABS) Census. The survey was conducted in six languages — Arabic, Cantonese, Italian, Mandarin, Vietnamese and English.

The findings highlight that news representation, trust in news, and confidence to participate in society are strong levers in building a sense of belonging among multilingual audiences.

The more audiences feel represented in the news, the more likely they are to trust the news. Those who feel they are informed by trustworthy news are more likely to have the confidence to participate in society. By participating in society, they can feel at home and have an influence.

Publications

Park, S., Griffiths, R., McGuinness, K.,
Nguyen, T. & Lee, J. (2023).

Sense of belonging among multilingual
audiences in Australia.

Canberra: University of Canberra &
Special Broadcasting Service.

Key takeaways

As migrants from different cultural backgrounds adapt to Australian society, trust and representation, and the efficacy to participate in society play important roles in building a sense of belonging. This is because trust and representation can help people be informed and gain confidence in their ability to participate in discussions about issues facing Australia.

More importantly, the study found that having confidence and willingness to participate in society is strongly related to people's sense of belonging. Those who feel at home in Australia are more than twice as likely (78%) than those who don't feel at home (36%) to say they understand the important social and political issues facing Australia. And those who feel at home consider themselves sufficiently informed to participation in discussions (71%), compared to those who don't (34%).

We found that many multilingual audiences need 10+ years to feel a significant increase in their sense of belonging. English proficiency plays an important role as well. In this process, perceptions of fair and adequate representation in the news were found to be critical.

Digital News Report: Australia 2022

Sora Park, Kieran McGuinness, Caroline Fisher, Jee Young Lee, Kerry McCallum, David Nolan

Project Description

This report is part of a long-running international survey coordinated by the Reuters Institute for the Study of Journalism, an international research centre in the comparative study of journalism based at Oxford University.

The *Digital News Report* delivers comparative data on media usage in 46 countries and across 6 continents.

The News and Media Research Centre at the University of Canberra is the Australian partner institute and author of the Digital News Report: Australia. This is the eighth annual DNR: Australia report.

This year's report contains positive signs for the Australian news industry. After years of stagnation, paying for news has increased. Print news consumption has risen for the first time in six years, and the use of regional and local newspapers is up as well. Trusted traditional and public service broadcasters remain the most popular sources of news and there continues to be a strong audience appreciation for journalistic values of impartiality and independence.

Australians are also becoming more cautious about mainly getting our news from social media platforms, which bucks the global trend. This is partly driven by Australians' greater concern about and experience of online misinformation, particularly about Covid-19. Younger news consumers are now turning to traditional news more often, with fewer in Gen Z and Y saying it is their main source of news.

The pandemic seems to have shifted how people access and engage with news. While there are some signs that news habits are reverting back to pre-Covid levels, some new behaviours may be here to stay.

Key takeaways

- **Trust in news generally has fallen** slightly to 41% (-2) and distrust has risen to 30% (+2).
- **Experience of Covid-19 misinformation is up;** those saying they saw false and misleading info about Covid-19 increased by 4 percentage points from 2021.
- **Almost one in five (18%) don't pay attention to climate change news;** but 42% say they want news outlets to focus more on what governments and large companies can do about it.
- **More Australians are paying for online news;** 18% now pay for news online and this is a 5 percentage point increase since 2021.
- **Younger generations say they are less reliant on social media for news;** those in Gen Z saying social is their main source of news (46%) fell by 8 percentage points from 2021.
- **TikTok continues to rise;** TikTok usage has doubled since 2020 (7% to 15%), and one-third of users say they use it for news.
- **Use of smart TVs for news is growing;** One in four (23%) Australians use smart TVs to access news, and TV remains the most popular main source of news (42%).

Publications

Park, S., McGuinness, K., Fisher, C., Lee, J. Y., McCallum, K. & Nolan, D. (2022). *Digital News Report: Australia 2022*. Canberra: News & Media Research Centre, University of Canberra.

Media

Digital News Report: Australia 2021 featured in more than 200 news stories including:

- Radio interview with Adam Shirley. Mornings. ABC Canberra (23 June 2021).
- Radio interview with Andy Park. Drive. ABC Sydney (23 June 2021).
- Featured in 'Post-2020 I realised I needed to switch off from the news. This is how I did it' by Yasmin Jeffery. ABC Everyday. www.abc.net.au/everyday/what-i-learnt-from-my-month-with-less-news/100178552
- Featured in 'Australians vote Facebook worst social media platform for misinformation, study by Dr Sora Park and Dr Caroline Fisher from UC finds' by Lanie Tindale. Canberra Times (23 June 2021). www.canberratimes.com.au/story/7308856/facebook-least-trusted-online-site/?cs=14264
- Featured in 'Digital News Report shows huge drop in newspaper readers, no desire to pay for news' by Genevieve Jacobs. RiotAct. <https://the-riotact.com/digital-news-report-shows-huge-drop-in-newspaper-readers-no-desire-to-pay-for-news/472818>

The rise of mistrust: Digital platforms and trust in news media

Park, S., Fisher, C., Flew, T., Dulleck, U., Fletcher, R., Tandoc, E. & Oh, S.

FUNDED BY

Australian Research Council
Discovery Project DP210100157
(2021-2024)



Dec 2021 – Nov 2024

Publications

Park, S., & Lee, J. Y. (2023). Incidental News Exposure on Facebook and Its Relation to Trust in News. *Social Media + Society*, 9(1). <https://doi.org/10.1177/20563051231158823>

Project Description

The rise of mistrust: Digital platforms and trust in news media project investigates how trust and mistrust in news change audiences' behaviours as they increasingly access news through digital platforms. Observing the global crisis of trust, the project undertakes a longitudinal analysis of trust and mistrust in news, a cross-country experiment that links trust and audience responses, and an in-depth qualitative study that provides specific contexts for these choices.

Evidence of a crisis in trust is widespread amidst the growing concerns about misinformation and disinformation. This project directly addresses this urgent issue through a comparative and comprehensive account of how digital platforms are changing the ways news are provided to, and consumed by audiences in Australia and overseas.

The project has three aims:

- Examine the factors that influence news audiences' trust and mistrust in news in the digital media environment.
- Explain how digital platforms are changing the mechanism of how trust and mistrust influence audience behaviour;
- Provide policymakers and other key decision-makers with insights into what interventions can improve the quality of the news on digital platforms.

The research will directly benefit policy makers, as it addresses questions of how to better secure trustworthy news content in an age of increasing dominance of digital platforms that algorithmically sort the range of news available to the Australian public.

Pulse of the Regions

Park, S., LEE, J. Y., Fisher, C. & Mccallum, K.

FUNDED BY

Australian Community Media



March 2022 – Dec 2022

Project Description

This project is a partnership between the News & Media Research Centre at the University of Canberra and Australian Community Media. A healthy information diet is essential to individuals' and communities' wellbeing, including their participation in civic life, access to vital and unbiased information, and sense of belonging.

The study aims to understand the sentiments among Australians, including how people are feeling, their concerns, how they connect to their community and their relationship with local news and advertising.

By capturing the sentiments of Australians and their news and information behaviour, we aimed to understand the relationship between a person's life satisfaction, their community connection and the role of news.

An online survey was conducted on N=6,367 Australian adults in March to May 2022. We set a quota for age and gender based on the Australian Bureau of Statistics Census 2016 and applied weight on the final sample to reflect the general population based on age and gender.

The study found news plays an important role in generating a sense of community attachment and wellbeing is less explored. Accessing local news for community-related reasons was the strongest predictor of wellbeing. News-related factors (motivation, satisfaction, trust) were more strongly related to community wellbeing than to personal wellbeing. This study highlights the key role of local news in peoples' lives and the need to support it during periods of decline

The Creative Economy in Australia, What Census 2021 Tells Us

Marion McCutcheon, Stuart Cunningham, Jee Young Lee, Sora Park

FUNDED BY

The Australia Council, City of Sydney, South Australian Department for Industry, Innovation and Science and the Western Australian Department of Local Government, Sport and Cultural Industries and NMRC

 October 2022 – May 2023

Media

Karl Quinn, Australia's creative economy is booming. But who is making all the money?

www.theage.com.au/culture/music/australia-s-creative-economy-is-booming-but-who-is-making-all-the-money-20221206-p5c492.html

www.smh.com.au/culture/music/australia-s-creative-economy-is-booming-but-who-is-making-all-the-money-20221206-p5c492.html

Publications

www.canberra.edu.au/research/faculty-research-centres/nmrc/major-projects

https://public.tableau.com/app/profile/marion.mccutcheon/viz/CreativeTridentSouthAustralia2021/DB_Employed

https://public.tableau.com/app/profile/marion.mccutcheon/viz/CreativeTridentSouthAustraliaLGAs2021/DB_Employed?publish=yes

Project Description

Briefing Paper 1: *The Creative Economy in Australia, What Census 2021 Tells Us* presents an overview of cultural and creative activity in Australia, drawing on custom tables of employment data from the Australian Bureau of Statistics' five-yearly Census of Australian Population and Housing.

Highlights

- In 2021, the creative economy provided employment to 714,632 people in Australia.
- The creative economy's share of total employment continues to increase, growing from 5.9 per cent of the total workforce in 2021 from 5.5 per cent in 2016.
- Creative employment is growing at a rate more than 50 per cent higher than the rest of the workforce, despite some sectors being hit very hard by COVID.
- Creative incomes are on average higher than those in the rest of the workforce, although it should be noted that cultural production workers, particularly in music and performing arts, have lower incomes and work fewer hours than other creatives.
- On average, the creative industries employ 1.5 times as many people in support roles as in core creative roles. There are more people in creative roles working in industries other than the creative industries than within them.
- The sectors affected most adversely by the COVID pandemic were the performing arts, newspaper and periodical publishing and radio, with all sectors experiencing significant job losses.

Briefing Paper 2: *Embedded Creative Employment and Creative Incomes* presents an analysis of embedded cultural and creative activity in Australia. It builds on the overview of Australian cultural and creative employment presented in Briefing Paper 1 in this series.

Highlights

- Embedded creatives are people employed in creative occupations outside the creative industries. Greater in number than specialist creatives within the creative industries, it is crucial to acknowledge their role in exemplifying diverse pathways to creative careers and innovating with creative inputs across the economy.
- There is strong evidence that creative workers 'embedded' in industries other than creative industries are in high demand. Embedded creatives are growing as a proportion of the workforce in most industries. The three largest groups of embedded creative workers are Advertising and Marketing, Software and Digital Design, and Architecture and Design. The three largest industry divisions employing embedded creatives are Public Administration and Safety, Professional, Scientific and Technical Services, and Finance and Insurance Services.

- The relatively high incomes earned by embedded creatives stand out both in comparison to the incomes earned by creative specialists and, even more dramatically, in comparison to other workers in the industry divisions that employ embedded creatives. This would suggest that, in many industries, embedded creatives' skillsets are highly sought after and are subject to up bidding—in other words, that creative skill sets in many instances may be in short supply. But such comparisons should be made with caution. The small percentages of embedded creatives in each divisional workforce make comparison with the much larger workforces difficult.
- The largest employers of embedded cultural production expertise are the Education and Training and the Public Administration and Safety industries. Librarians and archivists, music professionals, writers and editors and actors and dancers are employed in significant numbers in Education and Training. The Public Administration and Safety industry employed many librarians and archivists and music professionals.
- In contrast, creative services workers are found across the economy, with particularly large numbers of Software and Digital Content specialists employed in Finance and Insurance Services and Public Administration and Safety, and Architecture and Design specialists in Manufacturing and Retail Trade.
- These and related findings on embedded creatives are important for 'joined-up' thinking on opportunities in creative careers, the career life cycle of creative workers, and for greater understanding of what skills, practices, and expertise creatives bring to the wider economy.
- Insights from the analysis of embedded creatives have implications for education and training at school and tertiary level, and for innovation and industry policy, as well as cultural policy, programs and agencies.

TABLE 1: TRIDENT I—CREATIVE EMPLOYMENT BY CREATIVE INDUSTRY AND CREATIVE OCCUPATION, 2021

714,632 Total creatives	Creative industries	Other industries	Total
Creative occupations	190,896	218,297	409,195
	Specialist	Embedded	
Other occupations	305,439	11,334,778	11,640,217
	Support		
Total	496,334	11,553,076	12,049,410
			Workforce

TABLE 2: TRIDENT I—COMPOUND AVERAGE ANNUAL GROWTH IN EMPLOYMENT 2016-2021 (PER CENT)

3.8 Total creatives	Creative industries	Other industries	Total
Creative occupations	3.3	3.4	3.3
	Specialist	Embedded	
Other occupations	4.4	2.4	2.4
	Support		
	4.0	2.4	2.4
Total			Workforce

TABLE 3: CREATIVE EMPLOYMENT AS A SHARE OF THE AUSTRALIAN WORKFORCE, 1985 TO 2021 (PER CENT)

Year	Creative industries	Embedded in other industries	Creative employment
1986	2.5	1.2	3.7
1991	2.6	1.4	4.0
1996*	3.3	1.3	4.7
2001	3.9	1.6	5.4
2006	3.5	1.7	5.2
2006*	3.5	1.6	5.1
2011	3.7	1.6	5.3
2016	3.8	1.7	5.5
2021	4.1	1.8	5.9

* Industry classification systems changed in 1996 and 2006. 2006 results are presented using the previous and current classification systems to aid comparability over time.

TABLE 4: TRIDENT I—EDIAN ANNUAL INCOMES AND COMPOUND AVERAGE ANNUAL GROWTH (ADJUSTED FOR INFLATION), 2021

\$85,600 Total creatives	Creative industries	Other industries	Total
Creative occupations	\$76,300	\$87,500	\$82,400
	Specialist	Embedded	
Other occupations	\$90,500	\$61,500	\$62,100
	Support		
	\$84,600	\$61,900	\$62,700
Total	CAGR: 2.4%	CAGR: 1.7%	CAGR: 1.8%

Note: Compound average annual growth (CAGR) is adjusted for inflation using the CPI.

Co-developing a new approach to media literacy in the attention economy

Mathieu O'Neil – Faculty of Arts and Design

Rachel Cunneen – Faculty of Education

FUNDED BY

Co-Developing a New Approach to Media literacy in the Attention Economy–Part I. ACT Education Directorate-UC Affiliated Schools Research Program (2021–2022). CIs: Cunneen, O'Neil.

Co-Developing a New Approach to Media literacy in the Attention Economy–Part I. UC DVCRI Industry Collaboration seed funding (2021–2022). CIs: Cunneen, O'Neil.

Co-Developing a New Approach to Media literacy in the Attention Economy–Part II. US Embassy Public Affairs grant (2021–2022). CIs: O'Neil, Cunneen.



1 Sept 2021 – 30 Dec 2022

Project description

This project brought together researchers from the Faculty of Arts and Design and the Faculty of Education. The Project Team Members were Dr Rachel Cunneen, a Senior Lecturer in English Literacy in the Faculty of Education, and Associate Professor Mathieu O'Neil, from the UC News and Media Research Centre and the Faculty of Art and Design. Dr Megan Deas and Dr Florence Awino were Project Managers. Affiliated Schools classroom teachers, Mr Wayde Margetts; Mr Reece Cheater; Ms Michelle O'Brien, Ms Kelly Turner and Ms Brianne Carrigy were co-investigators and co-developers.

The primary objective was to investigate the extent to which up-to-date fact-checking methodologies could be introduced and embraced by teachers and students in the target schools: Harrison School (primary and secondary); Kaleen Primary School; Ainslie Primary School and Mt Stromlo High School. A starting premise for the project was the acknowledgement that the contemporary media environment is saturated with claims, many of them false, and that the existing information and critical literacy strategies used in many Australian classrooms, including in the ACT, were ineffective in an attention economy, in which deep engagement with suspect claims is a time-wasting strategy. The aim was to introduce the lateral reading method, developed by Prof Sam Wineburg and colleagues at the Stanford History Education Group (SHEG) as an alternative to the currently more common strategies used to check the validity of information, such as CRAAP (is it Current, Relevant, Accurate, Authoritative and Purposeful).

Initial consultations with teacher researchers indicated wariness about using Wikipedia as a fact-checking tool. In response, Rachel Cunneen and Mathieu O'Neil published an article in *The Conversation* in November 2021, arguing that Wikipedia's community-enforced policies on neutrality, reliability and notability meant it was an accessible tool for fact-checking and fighting misinformation. This article was eventually viewed over 160 000 times, and the task of changing school teachers' largely negative perceptions of Wikipedia became a cornerstone of the project.

Between December 2021 and April 2022, in consultation with the teacher co-researchers, five sequential lesson resources on fact-checking were created and trialled in Years 4-6 classrooms. The resources were created as still images on power point slides, and were given catchy titles ('Is the Earth Flat?'; 'Is Wikipedia Reliable?'; 'Street Sandwich'; 'Why You So Mad?'; 'Red Cars' and 'Garage Dragon'). Each resource guided students through iterative, increasingly advanced concepts relating to locating reliable sources; identifying ad hominem arguments; understanding 'the frequency illusion'; distinguishing between scientific evidence and belief systems; and how to use Wikipedia for fact-checking.

During a focus group meeting in December 2021, which occurred prior to the resource trialling, it was decided that learning intentions needed to be included, and that surveys were needed to measure the effectiveness of the resources: Google surveys were thus administered to each class before and after the resource trial. The survey results indicated that the resources led to greater awareness of fact-checking strategies, but the initial understanding of Wikipedia quality control did not change. These results, in addition to individual interviews from Feb-July 2022 with the teacher co-researchers, suggested a need to better tailor the resources for the youngest and oldest students in the trial cohort: it is intended that the 2023 version of these resources will further investigate the potential to “spiral down” to Year 4 and to “spiral up” to Years 10 and 11.

A ‘Teaching Students to Fact-Check workshop’ was held at the UC Inspire Centre on the main campus on Saturday, April 30, 2022, with the intention of sharing the co-created resources with a broader range of ACT educators. The workshop was attended by 10 teachers and school librarians, from both public and independent schools. Reception to the resources was positive, and school librarians indicated in post-workshop feedback that they were now more likely to recommend Wikipedia as a reliable source to their colleagues and students. The feedback from other teachers in relation to Wikipedia was more mixed; some were more likely to consider it as a fact-checking tool, but others remained unconvinced, or did not make the distinction between fact-checking and deeper research.

Strong interest from school librarians, and from the wider community, led to invitations to present, keynote and be interviewed through the latter half of 2022, including (but not limited to) a Wikimedia workshop with librarians in May, the Melbourne EduTECH Conference in August, a keynote at the School Library Association (NSW) Professional Learning Summit in September and a keynote at the ACT Association for the Teaching of English in November. On September 16, 2022, Mathieu O’Neil organised and convened a symposium on the UC Campus, titled ‘Wikipedia and Education in the Time of the ‘Crisis of Information’: as a result, a public report recommending strategies for the recognition and use of Wikipedia in Australian school settings will be released in 2023.

Key takeaways

A textbook gathering the resources (*Six Fact-Checking Lessons for Kids*) was published in September 2022 and made available online. The creation of short videos based on the first four educational resources were released in May 2023, and are freely available for use by the public and in the classroom.

The collaboration that has gone into these resources has helped to ensure that they are engaging, relevant and educative, particularly in relation to the usefulness and effectiveness of Wikipedia. Future iterations of this project must be mindful to involve all stakeholders in creating interactive activities, in addition to continuing to stress the importance of using the lateral reading strategy in contemporary digital media research in the classroom.

Publicly challenging the narrative about Wikipedia’s reliability

As we used Wikipedia as a fact-checking resource, we needed to change the outdated perception that it is ‘unreliable’. We made a number of highly impactful contributions to public debate.

- In November 2021, our opinion piece in *The Conversation* was shared 7,000 times on social media and reproduced in more than 20 websites (e.g. news.com.au, yahoo.com, *The Jakarta Post*).
- Both chief investigators were interviewed about media and information literacy in November 2021 on ABC Radio in Sydney and Canberra. In September 2022, Mathieu O’Neil was interviewed on ABC Radio Perth and ABC Radio National.
- In September 2022, Mathieu O’Neil was prominently featured in an *SMH/The Age* science article entitled ‘Evidence suggests Wikipedia is accurate and reliable. When are we going to start taking it seriously?’ The project was also presented during a keynote address at the School Library Association of NSW’s Professional Learning Summit.
- Two teacher-librarian publications, *Connections* and *Access* extensively covered the project.

Progressing the understanding of fact-checking in primary and secondary education

We achieved concrete change in classrooms, as our lesson plans were embraced by our co-researchers and their students, whose information literacy skills improved as a result.

- We created a successful template for student engagement, based on relatable narratives.
- We pioneered the use of lateral reading, and collected evidence that it had positive effects.
- We identified a key contradiction between ‘critical literacy skills’ and ‘digital literacy skills’, with significant implications for future education policy.
- A textbook of compiled resources, *Six Fact-Checking Lessons for Kids*, was published in September 2022 and made available online via the Analysis and Policy Observatory (APO).

National impacts

Our project resonated with multiple public audiences.

- In 2022 we were invited to present our project at the EduTECH conference in Melbourne (Aug.), at the ACT Association for the Teaching of English (keynote, Nov.), at UC's FADX exhibition (poster, Nov.), and during the UC Masterclass series (Nov.).
- We presented papers at the UC research festival (Jun.), at conferences in Australia (AATE/ALEA, Jul.; WOW, USYD, Nov.) and overseas ('Fact-checking the Fact-checkers', HKBU/Hong Kong, Oct.).
- We convened at UC a symposium on Sept. 16, 2022, titled: "Wikipedia and Education in the Time of the 'Crisis of Information'" with education, health, science and humanities researchers (UC, USYD, RMIT, Swinburne) as well as representatives of Wikimedia Australia and of Wiki Education (USA).
- In Feb. 2023, our submission to the Australian Senate Select Committee on Foreign Interference through Social Media, 'Building resilience with information literacy and information health' used this Affiliated Schools project to propose developing the information resilience of Australian citizens.

International impacts

- Our 2021 *The Conversation* article was translated and published in *The Conversation-Indonesia*. A subsequent *The Conversation* piece by Mathieu O'Neil (Aug. 2022), which cited this project as a response to misinformation, was also published in *The Conversation-Indonesia*.
- Mathieu O'Neil was interviewed about the use of Wikipedia for fact-checking and was featured in articles in US media outlet *Wired* (Oct. 2022) and Swiss media outlet *MedienWoche* (Dec. 2022).
- Mathieu O'Neil presented on information literacy at a Summer Briefing on Information Manipulation in the Indo-Pacific Region co-organised by the Taiwan-Asia Exchange Foundation and the Information Operations Research Group (Taiwan, Jun. 2022) and at the Bina Nusantara University (BINUS) Writers' Week (Indonesia, Nov. 2022); and delivered a guest lecture with UC Faculty of Education graduate Dr Maya Defianty at BINUS University (Mar. 2023).
- Mathieu O'Neil and Rachel Cunneen published an article in the *Asia-Pacific Journalism Review* (Mar. 2023) and submitted a chapter to an international volume titled *Checking the Fact-Checkers: A Global Perspective* (Routledge Advances in Internationalizing Media Studies Series).

Publications

Co-authored textbooks

O'Neil, M., Cunneen, R., Carrigy, B., Cheater, R., Margetts, W., O'Brien, M. & Turner, K. (2022). *Six Fact-Checking Lessons for Kids*. DCPC/News & Media Research Centre, University of Canberra. 126 pages.

Reports

O'Neil, M., Lawrence, A., Neill, J., Raymond, K., Shafee, T. (2023) *Strategies for the Recognition and Use of Wikipedia in Australian Educational Settings*, DCPC/News & Media Research Centre, University of Canberra (forthcoming).

Cunneen, R. & O'Neil, M. (2023) *Co-Developing a New Approach to Media Literacy in the Attention Economy*. Affiliated Schools Report. Faculty of Education, University of Canberra.

Submissions to parliamentary committees

O'Neil, M., Ackland, R. & Cunneen, R. (2023, Feb.) *Building Resilience with Information Literacy and Information Health*. Submission 21, Australian Senate Select Committee on Foreign Interference through Social Media. News and Media Research Centre, University of Canberra / Australian National University. 20 pages.

Chapters in peer-reviewed books

O'Neil, M., Cunneen, R. & Deas, M. (2023) A remedy for epistemic pollution? Public and professional reactions to fact-checking with Wikipedia in Australian classrooms. In C.Y. Song, D. Thussu & D. Margolin (Eds), *Checking the Factcheckers: A Global Perspective*. Advances in Internationalizing Media Studies, Routledge.

Non-refereed academic articles

O'Neil, M. & Cunneen, C. (2023) Transparency is the new objectivity: Fact-checking in the classroom with Wikipedia, *Asia-Pacific Journalism Review*.

Press articles

O'Neil, M. & Jensen, M. (2022) Tiga alasan disinformasi menyebar dan yang dapat kita lakukan untuk mengatasinya. *The Conversation-Indonesia*, 22 September.

O'Neil, M. & Jensen, M. (2022) Three reasons why disinformation is so pervasive and what we can do about it. *The Conversation*, 12 August.

O'Neil, M. & Cunneen, R. (2022) Digital literacy: Using Wikipedia as a fact-checking tool. *Connections* 121, pp. 8-9, April.

Cunneen, R. & O'Neil, M. (2022) Mahasiswa sering diminta menghindari Wikipedia untuk riset. Padahal, situs tersebut adalah sumber terpercaya. *The Conversation*, 10 March.

Cunneen, R. & O'Neil, M. (2021) Students are told not to use Wikipedia for research. But it's a trustworthy source. *The Conversation*, 4 November.

Media (selection)

Alice Matthews (13 Jan. 2023) Should we trust Wikipedia? Weekend Evenings, ABC Radio. www.abc.net.au/radio/programs/weekendevenings/evenings/14129978

Lee FitzGerald (Dec 2022) Book Review: Six Fact-Checking Lessons for Kids, ACCESS, Australian School Library Association, pp. 33-36.

Adrian Lobe (08 Dec. 2022) Ambivalente Erfolgsgeschichte der Wikipedia. MEDIENWOCHE (Switzerland). <https://medienwoche.ch/2022/12/08/ambivalente-erfolgsgeschichte-der-wikipedia/>

Masha Borak (17 Oct. 2022) The Hunt for Wikipedia's Disinformation Moles, Wired. www.wired.com/story/wikipedia-state-sponsored-disinformation/

Thomas Oriti (28 Sept. 2022) Meta shuts down Russian networks operating fake accounts, ABC NewsRadio. www.abc.net.au/news/2022-09-28/meta-shuts-down-russian-networks-operating-fake/14067308

James Gaunt (28 Sept. 2022) Misinformation and Wikipedia. A Symposium from University of Canberra, Wikimedia Australia. https://wikimedia.org.au/wiki/Misinformation_and_Wikipedia

Tom Baddeley (15 Sept. 2022) Can Wikipedia help in the global fight against misinformation? ABC Radio Perth. www.abc.net.au/perth/programs/breakfast/how-reliable-is-wikipedia/101442596

Liam Mannix (13 Sept. 2022) Evidence suggests Wikipedia is accurate and reliable. When are we going to start taking it seriously? The Age. www.smh.com.au/national/evidence-suggests-wikipedia-is-accurate-and-reliable-when-are-we-going-to-start-taking-it-seriously-20220913-p5bhl3.html


Kate Johnson (15 Aug. 2022) Disinformation and what we can do about it, Radio Adelaide 101.5FM.

Media Guides for the Reporting of Child Sexual Abuse

Kerry McCallum, Kate Holland, Debra Rickwood, Emma John, Barbara Walsh

FUNDED BY

National Office for Child Safety
(Attorney General)

 17 June 2022 – 29 June 2023

Project description

The Media Guides for the Reporting of Child Sexual Abuse research project aims to encourage trauma-informed news media reporting and empower victims and survivors to safely and effectively engage with media professionals. There are currently no codes of practice, standards or guidelines that specifically address media reporting of child sexual abuse in Australia. Nor are there Australian guides or supports for victims and survivors in their interactions with media.

The News & Media Research Centre was contracted by the National Office for Child Safety to undertake research and develop guidance for journalists to report on child sexual abuse in a way that informs the public interest without causing further harm to victim-survivors, and resources for victim-survivors in their engagements with media.

An evidence base of qualitative and quantitative media and archival analysis underpins the development of the guides, as well as a detailed program of consultation with the media and child safety sectors, including victim-survivors of child sexual abuse.

The team first conducted a **literature review** of existing research about media reporting of child sexual abuse. Media are a powerful and critical site for raising awareness, communicating messages, shaping perceptions and breaking taboos about child sexual abuse. News stories can also sensationalise and promote scandal and moral panic around the issue, framing public understanding of child abuse in terms of external dangers, individual 'monsters' and external threats. We conclude that news professionals such as journalists, editors and media producers are powerful actors in the construction, reproduction and silencing of discourse around child sexual abuse.

We also conducted a comprehensive **evaluation of existing guides** for media and people with lived experience on related topics such as mental health, violence against women and child abuse.

Media Analysis. The team then analysed two years' coverage of child sexual abuse and related issues in Australian news media from 1 April 2020–31 March 2022, across a sample of print, broadcast and online news to determine the priorities, stories, voices, and language used in child sexual abuse reporting.

The quantitative study found that 38% of news stories were sourced from the criminal justice system or legal proceedings. The perpetrator was the main actor in 45% of stories, whereas victims and survivors were the focus in 14% of news articles. Stories that focused on the perpetrator often masked their actions and rendered invisible the nature and severity of the crime. Just 5% of newspaper articles originated from victims and survivors. The news value of 'celebrity' and focus on powerful and high-profile people meant that between one quarter and one third of all stories about child sexual abuse involved celebrities, with 10% of items in school settings, and 7% about a religious leader.

Media

www.canberra.edu.au/about-uc/media/newsroom/2022/september/uc-researchers-to-develop-guidance-for-reporting-child-sexual-abuse

www.canberra.edu.au/about-uc/media/newsroom/2022/november/standing-in-solidarity-uc-community-participates-in-ribbon-tying-ceremony

ABC Canberra and Radio National, *After the Silence* interview, 9 November, 2022.

How we can collectively change the discourse around CSE, International Centre for Missing and Exploited Children: <https://icmec.org.au/blog/how-we-can-collectively-change-the-discourse-around-cse/>

68% of articles adopted an *episodic* style of reporting that focuses on specific incidents or individual perpetrators of child sexual abuse. The nature of court reporting with its focus on a single crime and perpetrator, tended to exacerbate 'episodic' reporting. Easily reproducible, salacious and sensationalist stories with entertainment value were most common. 33% of newspaper headlines were classified as sensational and/or clickbait, with most of these items sourced from court reporting. We also identified problematic and stigmatising language. Just 11% of articles were *thematic* in nature, offering the societal context of the story, foregrounding a range of perspectives, and privileging the voices, concerns and experiences of victims and survivors.

Consultation. Following a preliminary consultation process with stakeholders from media and victim and survivor advocacy organisations, we used the evidence base to produce a set of draft guidelines for feedback and revision. The Media Guides consultation entailed surveys, written feedback, and 28 consultation meetings with more than 100 stakeholders across the country to seek responses and feedback on the draft guides. We spoke to media professionals and representatives, victim-survivor organisations and people with lived experience. The consultation process took a trauma-informed approach to ensure the widest range of views, especially those of victim-survivors, were incorporated into the final guides and supporting material.

The Media Guides for Reporting Child Sexual Abuse, research report and consultation report are due for publication in late August 2023.



Kerry McCallum speaks at the ribbon tying ceremony



After the Silence ribbon tying ceremony

Key takeaways

Media are a powerful and critical site for raising awareness, communicating messages, shaping perceptions and breaking taboos about child sexual abuse.

The nature of court reporting with its focus on a single crime and perpetrator, tended to exacerbate 'episodic' reporting. Newsrooms and journalists should adopt a trauma-informed style of reporting that does not exacerbate the harms of child sexual abuse.

The Media Guides aim to demystifying the experiences and practices of journalists and victim-survivors

Publications

- After the Silence
- Media guides
- Research report
- Consultation report

Understanding Gambling Harms in the Digital Age

Kate Holland, Kerry McCallum, Kieran McGuinness, Barbara Walsh

FUNDED BY

ACT Gambling and Racing
Commission



Jan 2022 – Feb 2024

Media

31 October 2022 UC Media story:
[www.canberra.edu.au/about-uc/
media/newsroom/2022/october/
uc-researchers-to-explore-gambling-
harm-awareness-in-the-act](https://www.canberra.edu.au/about-uc/media/newsroom/2022/october/uc-researchers-to-explore-gambling-harm-awareness-in-the-act)

1 November 2022 ABC Canberra
Radio interview

Project description

This mixed-methods project is exploring and documenting awareness, knowledge and experiences of gambling harm, views about harm prevention and reduction and approaches to communicating and raising awareness of gambling harms among ACT residents.

The first phase involved a comprehensive Environmental Scan of national and international research on gambling harms, community attitudes towards gambling and views about measures to prevent and reduce gambling harms. This also included an analysis of local news reporting about gambling harm in the ACT and an overview of communication campaigns in a variety of Australian jurisdictions. The second phase of the project includes a survey of ACT community members and interviews and focus groups with men and women from a range of ages, cultural backgrounds and types of gambling participation (including regular gamblers, occasional gamblers and non-gamblers) and those who have experienced harm from their own or another person's gambling. Additionally, we have interviewed professionals from a range of roles, including advocacy, support services, policy, regulation and industry.

This project is a continuation of the N&MRC's research into how publics perceive and make sense of public issues and the role a variety of media (news, social, advertising) play in shaping their experiences, views and practices. Gambling harm is increasingly being seen as a public health issue by researchers and agencies tasked with the aim of reducing and preventing gambling harms within the community. A public health lens shifts the focus away from individuals and 'problem gambling' to recognise the role of industries, their products and promotional activities as central to the environments in which people's gambling behaviours, understandings and experiences are formed and enacted. It acknowledges that gambling harms occur on a spectrum, affecting individuals, families and the wider community, and also recognises that attitudes within the community may influence people's help-seeking behaviours as well as harm reduction policies.

The potential harms gambling may cause to individuals and communities is an area of increasing concern among policymakers, regulators, researchers and the wider society. The role of gambling advertising and the marketing and promotional activities of gambling operators, and particularly their influence on young people through the normalisation of gambling, are among the topics that can be readily found in academic and news discourse. The role of gambling advertising and sponsorship in sport and the ways in which mobile apps and online gambling sites are changing the way people gamble are further areas of concern.

The survey and interviews are exploring the following key areas: General perceptions of and attitudes towards gambling; Personal participation in gambling; Knowledge and awareness of gambling harms; Media and gambling; and Gambling harm prevention, education and communication. Within these areas we are exploring views about the social acceptability of gambling, what people like and dislike about it, whether they have experienced harm or sought help, the types of harms they are aware of and whether they view some forms of gambling as more harmful than others, risk and protective factors, support services and barriers to help-seeking, views about media portrayals of gambling and the impacts of digital media on the way people gamble, and views about raising awareness of gambling harms, including useful messages and ways of reaching people.

Data analysis is ongoing but preliminary findings suggest that community members generally recognise that gambling is harmful to society and identify specific harms in relation to finances, relationships and mental health. At the same time, there is also recognition that gambling can be enjoyed safely, with participants discussing their own approaches and other strategies that would be useful to prevent and reduce gambling harms. There is strong agreement with the need for more support for people who are experiencing gambling harms as well as for strategies that are aligned to prevention through education and restrictions on advertising, such as banning gambling advertising within children's viewing hours. The prevalence of gambling advertising is a prominent concern among participants and is seen as an obstacle to efforts to raise community awareness of the harms of gambling. There is support for the need for more communication and education about the harms gambling can cause, but recognition that policy reforms are also needed.

The project's findings will provide valuable baseline data about knowledge of gambling harms and sentiments in relation to useful and effective messages and strategies for those who may be experiencing problems with gambling as well as to raise community awareness of the potential harms of gambling more broadly.

Valuing Diversity in News and Newsrooms

Kieran McGuinness, Sora Park, Jee Young Lee, Janet Fulton and William Lukamto

FUNDED BY

Google News Initiative



28 March 2022 – 9 March 2023

Media

The Conversation March 9, 2023

<https://theconversation.com/australias-media-improve-on-diversity-but-theres-still-a-long-way-to-go-200452>

Interview with The Wire March 10, 2023

www.thewire.org.au/story/australians-value-media-diversity-research/

Broad Agenda March 10, 2023

www.broadagenda.com.au/2023/diversity-in-the-media-progress-but-far-to-go/

Interview with SBS News

www.sbs.com.au/language/chinese/en/article/deeply-unsettling-chinese-australians-say-media-war-rhetoric-and-recent-spying-claims-may-spark-racism/tl3twl3cg

Publications

<https://apo.org.au/node/321582>

Project description

In Australia, newsroom diversity is poor, with one recent study finding that only 6% of reporters, commentators or presenters on Australian TV news were Indigenous or non-European. While there is adequate research on the low rates of cultural diversity in Australian newsrooms, few studies have explored how audiences value diversity in the news and how journalists perceive diversity to be of value to their professional practice. This project aimed to collect data in order to provide evidence of the value of diversity and the need to prioritise changes in newsroom practices.

The research constituted three phases. A survey of news audiences, a survey of journalists, and in-dept interviews with select journalists. The aim of this was to provide a holistic understanding of the state of diversity in the news industry, and to see whether journalists and their audiences are on the same page. Additionally, the research aimed to gather information on organisational efforts to improve diversity as well as the experiences of diverse journalists in the roles as news producers.

The findings from this report suggest that news organisations are beginning to implement diversity and inclusion policies on a wide scale. However, journalists we surveyed and interviewed expressed dissatisfaction with the way these policies were being implemented. Many reported that the industry was doing a poor job at giving voice to the underrepresented and providing fair and adequate coverage for all ethnic or cultural groups. They were also critical of a lack of diversity among senior leadership, reporting that discrimination and career road-blocks remained common for women and those from culturally diverse backgrounds.

Audiences were split on the issue of diversity in news content. Older and left-leaning Australians were quite critical of the industry's performance, while younger, right-wing, and recent migrants held more positive views. Women were more likely to say the news was doing a poor job of representing their gender, and those from culturally and linguistically diverse backgrounds had more positive views about news from their cultural communities compared to mainstream news in general.

The findings overall suggest that changes in the industry, as well as in audience perceptions, are happening slowly and unevenly. This is a reminder that professions and communities in Australia are rich with difference and cannot be tied to a single identity. The lesson for news organisations is that a one-size-all approach to diversity is unlikely to succeed. But among the journalists we spoke to there was a general consensus that change was necessary for the future success of the industry.

Key takeaways

Audience key findings

- 46% of Australians say that the news is doing a good job with gender diversity as well as ethnic and cultural diversity. But only 35% say they are doing a good job with diversity from less advantaged backgrounds.
- When asked if men, women and non-binary people are all treated equally 41% agree and 38% disagree.
- 52% of culturally and linguistically diverse respondents say news from their community is relevant to their interest, compared to only 44% who say news in general is relevant to them.
- Recent migrants (less than 5 years in Australia) are more likely to agree that news outlets reflect a range of views (57%) and give equal time to all perspectives (46%) compared to long-term migrants (more than 15 years) (41%, 31%).
- Aboriginal and Torres Strait Islanders are least likely to say news organisations are doing a good job of giving voice to the underrepresented (44%) compared to other backgrounds.
- Among women only 47% say they are covered fairly and there is enough coverage relevant to women in news, compared to 59% of men.

Journalist key findings

- 87% of journalists we surveyed say that news media needs to work on improving diversity 'somewhat' or 'a great deal'.
- More than half of journalists say their newsroom has policies relating to language use regarding ethnically diverse communities (52%) and someone in charge of diversity, equity and inclusion (52%).
- However, less than half (47%) say they have taken part in training on issues of diversity and inclusion in the workplace in the last 12 months.
- Only 23% say their organisation is doing a good job with employee diversity at senior levels, compared to 67% when looking at junior levels.
- Over two-thirds (64%) say most news organisations are doing a bad job of reporting on stories fairly based on the ethnic or cultural background of those involved.
- Almost one in three (30%) say they have experienced discrimination on the basis of their gender in the newsroom, and 38% say there are barriers to career progression because of gender.
- 43% of journalists say there are barriers when applying for a job in their news organisation because of people's cultural or ethnic backgrounds.

New and Ongoing projects

New projects 2022

Digital media literacy for building resilience in Indonesia's unprecedented pandemic crisis, Indonesia Ministry of Religious Affairs (Nuruddin, D., Defianty, M., Kultsum, U., & Lee, J.Y.).

Evidence-Based Guidelines for the Responsible Reporting of Child Sexual Abuse, National Office for Child Safety, Dept of Attorney-General (McCallum, K., Holland, K., John, E., Rickwood, D.).

Mapping DEI Across News in APAC, Internews (Park, S., McCallum, K., & Fulton, J.).

Pulse of the Regions, Australian Community Media (Park, S., Lee, J.Y., Fisher, C., & McCallum, K.).

Valuing Diversity in News and Newsrooms, Google News Initiative (McGuinness, K., Park, S., Fisher, C., Lee, J. Y.).

Digital infrastructure and labor policy lab, The Ford Foundation (O'Neil, M.).

Understanding gambling harms in the digital age, ACT Gambling and Racing Commission (Holland, K., McCallum, K., & Fisher, C., Johns, R., Dale, N., Ordway, C., Brown, T., Roche, M. & Davey, R.).

The Creative Economy in Australia, What Census 2021 Tells Us, The Australia Council, City of Sydney, South Australian Department for Industry, Innovation and Science and the Western Australian Department of Local Government, Sport and Cultural Industries and NMRC (McCutcheon, M. Cunningham, S. Lee, J. Y., Park, S.)

Ongoing projects 2022

Amplifying Indigenous News: A Digital Intervention, Australian Research Council Linkage grant, Nolan, D., McCallum, K., Radoll, P., Waller, L., Wright, S. with First Nations Media Australia and IndigenousX.

Bots Building Bridges (3B): Theoretical, Empirical, and Technological Foundations for Systems that Monitor and Support Political Deliberation Online, Volkswagen Foundation, Artificial Intelligence and the Society of the Future (O'Neil, M.).

Breaking Silences: Media and the Child Abuse Royal Commission, Australian Research Council Discovery grant (McCallum, K., Dreher, T., Hess, K., Skogerboe, E., Waller, L.)

Co-developing a new approach to media Literacy, Embassy of the United States, Canberra ACT Education Directorate—

Affiliated Schools Research Program and DVCRI (O'Neil, M., Cunneen, R.).

Engaging Culturally Diverse Communities in Times of Crisis: Identifying best practice for the ACT Government, ACT Government and University of Canberra Industry Collaborative Research Grant (Holland, K., Walsh, B., McCallum, K., Lee, J. Y.)

Framing and Sharing News, Social Science Research Council, (Park, S. Jensen, M., Fuller, G., Fisher, C., Lee, J. Y.).

Media literacy intermediaries, Australian Library and Information Association, (Park, S. & Walsh, B.)

News Trust and Representation Amongst Multilingual Audiences, Special Broadcasting Service SBS (Park, S., McCallum, K., McGuinness, K., Lee, J. Y., Fisher, C., Nolan, D.)

Safe Online Together: An Integrated Approach to Navigating the Risks and Opportunities of Digital Media for Families, Office of the eSafety Commissioner (Page Jeffery, C., McCallum, K., Sang, Y.).

Scoping review and synthesis of evidence of the impact of policy and regulatory settings on the potential for mitigating gambling harm, ACT Gambling and Racing Commission (Johns, R., Dale, N., Ordway, C., Brown, T., Fisher, C., Holland, K., McCallum, K., Roche, M. & Davey, R.).

The rise of mistrust: Digital platforms and trust in news media, Australian Research Council Discovery Grant (Park, S. Fisher, C., Flew, T. Dulleck, U., Fletcher, R., Tandoc, E., Oh, S. E.).

Understanding and Developing Media Literacy in Australia, Meta Australia (Tanya Notley, Simon Chambers, Sora Park, Michael Dezuanni, Jee Young Lee, Flora Zhong),

Valuing News: Aligning Individual, Institutional and Social Perspectives, Australian Research Council Discover grant, (Park S., Fisher, C., Flew, T., Wilding, D., Dwyer, T & Schapals, A.)

Wakul and First Nations community media, Amplifying Indigenous news through action research, Collaborative Indigenous Research Initiative (CIRI) (Nolan, D., McCallum, K., Radoll, P., Myers, A., with Liddle, D. & Stuchbury, C. First Nations Media Australia).

Wakul and Remote Indigenous Media: Amplifying Indigenous News Through a Digital Listening Tool, ANU Connected Ventures, University of Canberra and First Nations Media Australia, Nolan, D., Myers, A., Radoll, P., McCallum, K., Hinton, S.).

Publications and Outputs

Journal articles

- Chambers, S., Notley, T., Dezuanni, M., & Park, S. (2022). Values and Media Literacy: Exploring the Relationship Between the Values People Prioritize in Their Life and Their Attitudes Toward Media Literacy. *International Journal of Communication*, 16, 2596-2620. <https://ijoc.org/index.php/ijoc/article/view/19415/3777>
- Dreher, T., & Waller, L. (2022). Enduring silence: racialized news values, white supremacy and a national apology for child sexual abuse. *Ethnic and Racial Studies*, 45(9), 1671-1692. <https://doi.org/10.1080/01419870.2021.1971732> [Waller is Adjunct Professor, News & Media Research Centre]
- Easteal AM, P., Blatchford, A., Holland, K., & Sutherland, G. (2022). Teaching Journalists About Violence Against Women Best Reportage Practices: An Australian Case Study. *Journalism Practice*, 16(10), 2185-2201. <https://doi.org/10.1080/17512786.2021.1886866>
- Fisher, C., Nolan, D., McGuinness, K., & Park, S. (2022). Australian regional journalists' role perceptions at a time of upheaval. *Media International Australia*, 184(1), 92-105. <https://doi.org/10.1177/1329878X221087726>
- Fisher, C. & Gaber, I. (2022) "Strategic Lying": The Case of Brexit and the 2019 U.K. Election, *International Journal of Press/Politics*.
- Fuller, G., Buchanan, I., Waitt, G., & Lea, T. (2022). Ungrievable lives and the ensemble of opinions. *Continuum*, 36(4), 595-608. <https://doi.org/10.1080/10304312.2022.2060189>
- Fuller, G (2022) New problems for assemblage thinking, *Journal of Environmental Policy and Planning*
- Hess, K., & McCallum, K. (2022). Reflecting on a painful past: Journalism, temporal reflexivity and the collective memory of child sexual abuse in a local news setting. *Media History*, 1-16. <https://doi.org/10.1080/13688804.2022.2092463>
- Hidayat, D., LEE, J. Y., Mason, J., & Khaerudin, T. (2022). Digital technology supporting English learning among Indonesian university students. *Research and Practice in Technology Enhanced Learning*, 17(23), 1-15. [23]. <https://doi.org/10.1186/s41039-022-00198-8>
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- Lee, J. Y. (2022) A qualitative study of latent reasons for internet non-and limited user, *Communication Research and Practice*, 8(4), 364-382. <https://doi.org/10.1080/22041451.2022.2143666>
- Lees-Marshment, J., & Bendle, N. T. (2022). Political practitioners' perspectives on political management: the importance of people and power. *International Journal of Public Leadership*, 18(4), 305-318. <https://doi.org/10.1108/IJPL-12-2021-0062> [Jennifer Lees-Marshment is Adjunct Professor in the N&MRC]
- McCallum, K., & Waller, L. (2022). Un-braiding deficit discourse in Indigenous education news 2008-2018: performance, attendance and mobility. *Critical Discourse Studies*, 19(1), 73-92. <https://doi.org/10.1080/17405904.2020.1817115>
- McCallum, K., Ryan, T., & Caffery, J. (2022). Deficit metrics in Australian Indigenous education: through a media studies lens. *Discourse*, 43(2), 266-281. <https://doi.org/10.1080/01596306.2020.1828285>
- McCallum, K., & Putnis, P. (2022). Warwick Blood (1947-2022): a journey in communication research. *Media International Australia*, 1-11. <https://doi.org/10.1177/1329878X221122165>
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- Park, S. (2022). ANZCA 2021 President's welcoming address. *Communication Research and Practice*, 8(2), 117-120. <https://doi.org/10.1080/22041451.2022.2061134>
- Page Jeffery, C. (2022). 'It's just another nightmare to manage': Australian parents' perspectives on BYOD and 'ed-tech' at school and at home. *Learning, Media and Technology*, 47(4), 471-484. <https://doi.org/10.1080/17439884.2021.2022691> [Catherine Page-Jeffery is an Adjunct Assistant Professor in the News & Media Research Centre].
- Page Jeffery, C., Atkinson, S., & McCallum, K. (2022). The Safe Online Together Project: A participatory approach to resolving inter-generational technology conflict in families. *Communication Research and Practice*, 8(2), 136-151. <https://doi.org/10.1080/22041451.2022.2056426>
- Myers, A., Waller, L., Nolan, D., & McCallum, K. (2022). Expanding Boundaries in Indigenous News: Guardian Australia, 2018-2020. *Journalism Practice*, 16(8), 1753-1773. <https://doi.org/10.1080/17512786.2021.1874484>
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Parliamentary Submissions and Appearances

Submission to the House of Representatives Standing Committee on *Communications and the Arts Inquiry into Australia's Regional Newspapers*. Kerry McCallum, Sora Park, Caroline Fisher appeared as expert witnesses, 1 March 2022.

Joint Standing Committee on *Electoral Matters 2022 Federal Election Inquiry*. Kerry McCallum and Caroline Fisher appeared as expert witnesses, 18 October 2022.

Submission to the *Digital Platform Services Inquiry*, March 2023. Sora Park (UC) and Tanya Notley (WUS), 2 September 2022.

Submission to the *Review of the News Media and Digital Platforms Mandatory Bargaining Code*. Caroline Fisher, Kerry McCallum and Sora Park, N&MRC, 6 May 2022.

NMRC Submission to the Australian Communications and Media Authority, *A new framework for measuring media diversity in Australia*. Sora Park, Caroline Fisher, Kerry McCallum, March 2023.

“

I was always very interested in public opinion because of my political background, so I ended up looking at how people talk about issues – local talk – in the beginning of my research career

”

KERRY MCCALLUM

2022 Researcher of the Year

2022 Researcher of the Year

Professor Kerry McCallum is inspired by the opportunity to create change, no matter how small.

Channelling that inspiration into researching the role of media in public opinion and policymaking has led her to working on projects that make an impact on our community and society, including Indigenous affairs, reporting of child sexual abuse, digital news habits and more.

Kerry's family were always involved in politics at a local level, which, combined with her passion for social justice and Indigenous affairs, inspired her future in public opinion and policymaking, in both industry and research.

She completed her undergraduate studies in communication and public relations at the Canberra College of Advanced Education (CCAE, which became the University of Canberra in 1990), then worked for local and federal politicians – which included a number of election campaigns in the 1990s.

Kerry stepped away from the political game in the late-1990s to raise her children ... and that's when she met Hazel McKellar.

A Kooma woman from southwest Queensland, Hazel had a collection of incredible stories she wanted documented. Together they wrote *Woman From No Where* (2000), with Hazel reciting stories of musters in the bush with her Kunja husband Bert, the Cunnamulla riot in 1970, and years of social and political action – which earned her the title of Woman of the Year in 1981 – and Kerry transcribing them for the book.

“It's a very important book for Hazel's family because it tells the story of their experience of living in the Yumba, an Indigenous camp next to Cunnamulla's rubbish dump ... It was an incredible privilege to write down her story ... and now it feels like we're part of their family.” Kerry says.

Kerry returned to UC to undertake her masters degree – “Somehow end[ing] up in the research stream” – which set

the trajectory for the next stage of her career. Supported and mentored by the late Emeritus Professor Warwick Blood (1947-2022), she completed her PhD on public opinion and Indigenous issues.

After completing her PhD, Kerry became a postdoctoral researcher and lecturer, further developing her research skills and area of expertise.

“Linking media, Indigenous affairs and policy set my career.”

She describes the connection as “Thinking about what government was doing, the big policy decisions being made, and working back from there – including the role of Australia's history and the politics of race, but also focusing on the role of media in the development of policy.”

Kerry has been part of the N&MRC team since its inception and has led the Centre as Director since 2019, after a stint as UC's inaugural Director of Graduate Research. She says that while it was established under Warwick and Peter's strategic vision, the N&MRC has continued to flourish because of its talented team, which includes Professor Sora Park, Professor Mathieu O'Neil, Dr Kate Holland, Associate Professor Caroline Fisher and Dr David Nolan.

Now comprising over 50 members – including 10 core members, 26 HDR candidates, and approximately 20 associate members – the N&MRC has produced the Digital News Report, its flagship research output, since 2015 for Australia, as part of the Reuters Institute for the Study of Journalism study across 46 countries.

Kerry's research leadership, mentorship, and impact were recognised in 2022, winning the Faculty-nominated Research Excellence Award in November and Vice-Chancellor's Researcher of the Year in December.

She describes research as a marathon, not a sprint, and believes teamwork is essential to delivering impact and inspiring change.

Words by Kailey Tonini



“ The opportunity to make change – even if it’s only a tiny, incremental change, inspires me. It’s a real privilege to have the freedom and creativity in my work to identify challenges and problems and do research that helps to resolve or change them. ”

Contact us

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