

News and Media Research Centre

ANNUAL REPORT

2023



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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.

The Centre includes ten core researchers and 22 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.

GALAMBANY

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



The News and Media Research Centre acknowledge the Ngunnawal people who are the traditional custodians of the land on which the University of Canberra. The N&MRC adheres to principles of Galambany and values Indigenous Knowledges (Narragunnawali) in its research. The Galambany principles invite research that engages with the community, that is impactful, takes on grand challenges and sets out to change the world. First Nations perspectives are integral to N&MRC research, and we collaborate with First Nations media organisations and researchers to undertake transformative research towards a more inclusive and fair media system.



Message from the Director

Celebrating 10 years of the N&MRC

2023 marked the 10th anniversary of the News and Media Research Centre, providing an opportunity to reflect on how the Centre has grown and changed over the past decade. From a small group of committed educators and researchers in Media and Communication, the N&MRC has grown in its performance, capacity, impact, reach and connection. In the past decade we really have emerged as the leading Australian centre for the study of news media industries, audiences and public discourse.

The words of our inaugural Director, Professor Emeritus Peter Putnis at the launch of the N&MRC on 13 March, 2013 were prescient:

‘There is no question in my mind of the need for high quality media research, given the massive structural changes taking place across the media...’ and ‘...that a Research Centre with this focus was needed in Canberra which, after all, is itself a centre of media and policy activity’.

In those 10 years I don’t think we could have imagined the impact of digital platforms, mobile devices and AI on the way news is produced and consumed, and the challenges this has presented. Our work provides an evidence-base for the media industry, government policy and local communities as they navigate the challenges of the changing media. The recognition and impact of our research on the national and global stage is greater than we could have imagined.

Throughout this report you will find information about our mission, our members and our activities over the course of 2023.

As we began our second three-year cycle as a University of Canberra Strategic Research Centre, N&MRC members continued their productive program of research, professional education, teaching and research training. We welcomed Tael Harper as a new centre member, and celebrated with HDRs Dan Andrew, Hang Tran and Fawzia Alosaimy as they graduated with doctoral and master’s degrees. Mathieu O’Neil was promoted to Professor, and Jee Young Lee was promoted to Senior Lecturer.

Centre members continue to develop and be funded for new projects, including Professorial Research Fellow Sora Park’s ARC Linkage Project for *Heartbeat of Australia* in collaboration with Australian Community Media, and Professor Stuart Cunningham and Jee Young Lee’s *Creative Workforce* Linkage project.

In March the Centre launched *Valuing Diversity* in News and Newsrooms led by Kieran McGuinness, where working journalists reflected the report’s findings on gender and ethnic diversity in today’s media. David Nolan’s *Amplifying Indigenous News* symposium brought together partners and stakeholders to discuss the future of the Indigenous News Network. Our partnered research with SBS – Sense of Belonging – was launched at the SBS studios in February, and the ninth *Digital News Report: Australia* was launched online in June. In July the Attorney-General released the *Media Guides for Reporting Child Sexual Abuse* developed by a team of N&MRC researchers for the National Office for Child Safety.

Australians voted on the Voice to Parliament referendum question in October. With the Office of Indigenous Leadership and Strategy, N&MRC hosted a community lecture on *Media and the Voice*. The event was chaired by SBS’s John Paul Janke and featured a panel with Peter Radoll, Karen Middleton, Michelle Gratton and David Nolan to reflect on the role of journalism in the referendum.

Our HDRs make a significant contribution to the Centre, with the N&MRC providing an active research environment to build the capacity of future media studies researchers. This year we pioneered the Digital News Report HDR Training Scheme, providing intensive real-time statistical analysis and data visualisation training for four of our doctoral researchers.

Industry collaboration continues to grow through research projects, professional development, and placements. In 2023 we launched the Campus Plus webinar series for public sector communicators, and we continue to deliver media literacy short courses for librarians and teachers to share our expertise and research findings with community stakeholders. The highly successful N&MRC seminar series coordinated by Senior Fellow Kate Holland enables the sharing of scholarship with a global audience and presenters. Jee Young Lee was selected as SBS Industry Research Fellow to work with the SBS Audience Data and Insights team.

In 2024 UC embarks on a new *Research Plan 2024–28* that focuses on impact-oriented and inter-disciplinary research, building capacity and increasing our research performance. Researchers at the N&MRC are well placed to build on a decade of research that advocates for a media system that builds trust, inclusivity, and diversity, to defend and repair the social fabric.

Kerry McCallum

Director, News and Media Research Centre

N&MRC Research Themes

Our research is conducted across three broad themes:



Audiences, Users and Publics

Investigates 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.



Media Practice and Social Impact

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?



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.

2023

N&MRC Highlights



22 HDR CANDIDATES



11 CORE MEMBERS



17 ASSOCIATE MEMBERS



21 ADJUNCT MEMBERS



44

PUBLICATIONS



2

MEMBERS
PROMOTED



3

PROFESSIONAL
DEVELOPMENT
COURSES



3

PHD AND MASTER
BY RESEARCH
GRADUATIONS



\$993K

NEW GRANT
INCOME



19

GRANTS



3,644

DIGITAL NEWS
REPORT: AUSTRALIA
DOWNLOADS



294

MEDIA
MENTIONS

N&MRC Team

Core members



Stuart Cunningham

Professorial Researcher.

Research expertise: Creative industries; media economics.



Caroline Fisher

Associate Professor of Journalism and N&MRC Executive member.

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.



Tael Harper

Senior Lecturer in Communication and member of the N&MRC

Research expertise: Social media, strategic communication.



Kate Holland

Senior Research Fellow.

Research expertise: Media and public health, health communication.



Jee Young Lee

Senior Lecturer in Communication.

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



Kerry McCallum

Professor of Communication and Media Studies, Director, N&MRC

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



Kieran McGuinness

Postdoctoral Research Fellow.

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



David Nolan

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

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



Mathieu O'Neil

Professor of Communication and N&MRC Executive member.

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



Sora Park

Professorial Research Fellow and N&MRC Executive member.

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



Dileka Pathiratna

N&MRC Coordinator



Launch of the Digital News Report: Australia 2023

Promotions and Graduations

Congratulations to N&MRC members who were promoted in 2023, with recognition for their exceptional contribution to the University's research efforts.

Jee Young Lee was promoted to Senior Lecturer. Jee's research focuses on the social and cultural impacts of digital communication and technologies, including emerging digitally excluded social groups in developed communities, digital engagement among young people and the growing digital media consumption in emerging markets, such as Asia-Pacific regions. She has been training postgraduate students in research methods at the Faculty of Arts and Design since 2018.



Jee Young Lee, Senior Lecturer in Communication

Mathieu O'Neil was promoted to full Professor. This appointment recognises the contribution of his research that sits at the intersection of political communication and sociology. Mathieu is a leader in the field of peer production studies and leads an international team researching the economic and environmental sustainability of free and open-source software. His recent research focuses on developing heuristics to detect online echo chambers, and with colleagues in UC's Faculty of Education he is designing information literacy resources for schools. Mathieu is program lead for UC's Master of Communication program.



Mathieu O'Neil Professor of Communication

Three N&MRC Higher Degree by Research candidates successfully defended their Master by Research and Doctoral research dissertations and graduated in 2023.

Dan Andrew

Doctor of Philosophy

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

Supervisory Panel: Kerry McCallum, Glen Fuller.

Hang Tran

Master of Applied Arts and Humanity

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.



Hang Tran Master of Applied Arts and Humanities

Fawzia Alosaimy

Doctor of Philosophy

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

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



Fawzia Rashdan Alosaimy, with proud supervisors Glen Fuller and Kerry McCallum

Reflections on a wonderful year with the N&MRC

Tael Harper

I want to thank the N&MRC for what has been a wonderful year of intriguing research, exciting opportunities and fantastic colleagues. The N&MRC gave me a chance to work with the best media and journalism researchers in the country, as well as unique opportunities to engage with government and industry. Highlights included being taught grant writing by the legend Stuart Cunningham and developing research relationships with government departments through the Campus Plus program. I also got to attend brilliant research presentations through the N&MRC, a particular highlight for me being the digital democracy series, co-hosted with the CDDGG, where eminent researchers like Axel Bruns and John Dryzek engaged in thoughtful conversation about the futures of digital democracy.

The thing that impressed me most about my N&MRC experience was the fact that everyone involved in the centre was both passionate about media research and generous with their time and their knowledge. From brilliant PhD students and ECRs to established luminaries in the field, the entire team sets a tone of collegial excellence. Having spent my career using the N&MRC's Digital News Report, it was a real privilege to work with the team that produces it. While I could not pass up the opportunity to accept an Associate Professor position at Murdoch University, I will always be grateful for the time I had at the University of Canberra and the N&MRC.



Professor Emeritus - N&MRC's first Director

Peter Putnis

In mid-2012 the late Professor Warwick Blood and I prepared a proposal to elevate what was then known as the News Media Research Group to the status of a Research Centre within the Faculty of Arts and Design. We decided that news research would remain central but that the broader social impact of a rapidly changing media also needed to be monitored and understood. Hence the name News and Media Research Centre. At its official launch in March 2013, I outlined, as Centre Director, the group's five chosen research areas: The State of the News Media; Media and Social Policy; Digital Media Users and Engagement; Political Communication and Public Participation; and Media History. Over the last decade, this broad agenda has been refined through focussed projects on topics as broad as Indigenous Media, 'digital health', media regulation, user engagement with digital media, and regional journalism.

A welcome focus on large-scale quantitative research was developed through participation in the annual Reuters Institute Digital News Report.

In 2015, on retirement, I was appointed Emeritus Professor of Communication. From 2017 till 2020 I was Chair of the University's Human Research Ethics Committee. I also continued my research in media history, particularly on the historical development of international news agencies, such as Reuters, and their role in international news distribution. I also continued work on the history of the academic field of Communication and Media Studies in Australia. Sadly, the death of Warwick Blood in 2021 gave occasion to review this. The article, 'Warwick Blood 1947–1921: A journey in communication research (MIA, 2022)', written with Kerry McCallum, places Warwick's research achievement in the context of this history. In 2023 I developed, in partnership with Professor John Jenks of Dominican University, Illinois, my current project which is on the history of propaganda in the Australian press during the Cold War.



Centre Governance

N&MRC has a robust governance structure supported by the Faculty of Arts and Design (FAD), the Office of the Deputy Vice-chancellor Research and Enterprise and an Advisory Board of eminent academic and industry leaders. An internal executive management group oversees expenditure of strategic funding. In 2023, members were: Kerry McCallum, Sora Park, Mathieu O'Neil, Caroline Fisher and David Nolan. Regular Executive and team meetings and reporting arrangements ensure rigorous governance and inclusive leadership. The Director is appointed by, and reports to, the Faculty Dean. She sits on FAD Executive Committee, Research Committee and Faculty Board, and the UC Research Committee. She meets regularly with the Dean and works closely with the Associate Dean, Research.

The Centre's **Advisory Board** reviews and monitors the Centre's strategic direction and performance on a regular basis. The Director reports annually, with advice taken throughout the year. Current Advisory Board members are:

Professor Julian Thomas

Director, ADM+S ARC Centre of Research Excellence, RMIT University

Professor Gaven Morris

CEO, Bastion Transform, former ABC News Director, N&MRC Adjunct; UWS Professor of Practice

Professor Gerard Goggin

Western Sydney University

Professor Catherine Middleton

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

Professor Katharine Murphy

Office of the Prime Minister, Anthony Albanese

Professor Stuart Cunningham

Professorial Fellow, University of Canberra

Adjunct Members

Megan Bonny

KPMG Australia

Peter Browne

Editor, Inside Story

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

David Pembroke

Director, Content group

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 Skogerbo

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

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

Dr Megan Deas

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

Gianni Nardi

Australian National University

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,
Chief Economist at the Australia Institute

Samantha Joseph

Dharug researcher

William Lukamto

University of Melbourne

Dr Marion McCutcheon

Creative Industries Research Associate

Dr Alanna Myers

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

Dr Barbara Walsh

Researcher, Barb Walsh Consulting

Elyas Khan

Project Software Engineer

Moon Byeong Kim

Research Assistant

Ava Wang

Research Report Production Designer

Zita Leung

Research Production Designer

Research Associates

Dr Janet Fulton

I am a research associate with the News and Media Research Centre and work with members of the Centre on their various, and varied, projects. Over several years, I have worked with Professor Kerry McCallum, Professor Sora Park, A/Professor Caroline Fisher, Dr Jee Young Lee and Dr Kate Holland on projects ranging from developing media guidelines to examining why audiences mistrust news to researching local news and its effect on communities to understanding diversity in newsrooms. I have conducted interviews and data analysis, written up research for journal articles and book chapters, surveyed literature, organised events, worked as a copyeditor and assisted with reports.

What I enjoy about working with these researchers is the care and dedication they bring to their projects. The research is interesting and exciting and is providing solutions to real world issues and the Centre works closely with industry, government organisations and departments, and other universities to do this. The Media Guidelines project, for example, in partnership with the National Office of Child Safety, developed guidelines for media practitioners who report on child sexual abuse as well as for victims and survivors and their families who deal with the media. The audience mistrust project is ARC funded and is answering fundamental questions about why audiences are turning away from mainstream media sources and accessing news via social media and other non-traditional forms. In a similar vein, the Heartbeat of Australia project, in collaboration with Australian Community Media, is working to understand how communities are served, or if they are served, by local and regional news and how it can be done better. And the diversity in newsroom projects, funded by Internews and Google News Initiative, examined the very real issue of diverse representation in Australian newsrooms and what audiences see, hear and read.

These are hugely valuable projects and I feel privileged to be able to work on them.

Dr Marion Hutchinson

I am a communications economist and an academic focussing on media industries and creative industries research. I bring to these projects experience in providing policy-focussed research and advice in the Federal Government's communications department, the Bureau of Transport and Communications Economics and the Australian Broadcasting Authority. In 2022 I joined

the NMRC as a member of the team working on the ARC Linkage Project New Approaches to *Measuring Australia's Creative Workforce: Beyond the Census* (LP230100198). My experience working on ARC projects at the Queensland University of Technology and the University of Wollongong, including *Making Australian TV in the 21st Century* (LP180100626), *Valuing Web Series* (LP180100626), *Australian Cultural and Creative Activity: A Population and Hotspot Analysis* (LP160101724) and *Border Crossings: The Transnational Career of the TV Crime Drama* (DP160102510). Recent work at QUT includes a survey of Australian drama audiences, interrogating new screen consumption patterns, co-authored with Professor Amanda Lotz, and a historical analysis and critique of the outcomes of the federal government's television drama support strategies, with a final paper by the Making Australian TV team due for release in May 2024. My book, written with Senior Professor Sue Turnbull from the University of Wollongong, *Transnational TV Crime: From Scandinavia to the Outback*, will be published by Edinburgh University Press in August this year. It offers an account of how Nordic Noir has had a profound impact on Australian crime drama, while Australian crime series have generated value through from initial development through to final consumption and beyond.

Visiting Scholar

Jong-Gu Park (Ph.D.).

I am a visiting scholar at the News and Media Research Centre from Seoul, South Korea where I am a Chief Research Fellow at KOBACO, a Korean government agency. I am truly enjoying collaborative research alongside the Centre's esteemed professionals. Their impressive and diverse reports, including the annual Digital News Report, are highly regarded. This opportunity will undoubtedly be a significant step in my academic career, culminating in the presentation of our collaborative research at ICA 2024 on the Gold Coast. I hope that there will be many opportunities for joint research and mutual development between the specialized public institution in the field of Korean media advertising (KOBACO), a testbed for the media content industry, and N&MRC, which conducts diverse media policy research. On a personal note, my life in Canberra with my family is so precious and blissful that I long to freeze time in its tracks.

Higher Degree by Research Candidates in 2023

Nabeela Asghar

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

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

Susan Atkinson

Thesis Title: *Understanding people's communication needs and behaviours in a natural disaster crisis*

Supervisory Panel: Kerry McCallum, Jee Young Lee

Saffron Hardwicke 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

Lisa Hobgen (MAAH)

Thesis title: *Aboriginal Women Photojournalists*

Supervisory Panel: David Nolan, Kerry McCallum

Lidia Kelly

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

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

Natalie Larkins

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

Supervisory Panel: Caroline Fisher, Kerry McCallum, David Nolan

Elizabeth Makin

Thesis Title: *Young People, Social Media and Connective Action*

Supervisory Panel: Jee Young Lee, Sora Park

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

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

Shara Ranasinghe

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

Supervisory Panel: Kate Holland, Sora Park, Kerry McCallum

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

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

Supervisory Panel: Jee Young Lee, Sora Park

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



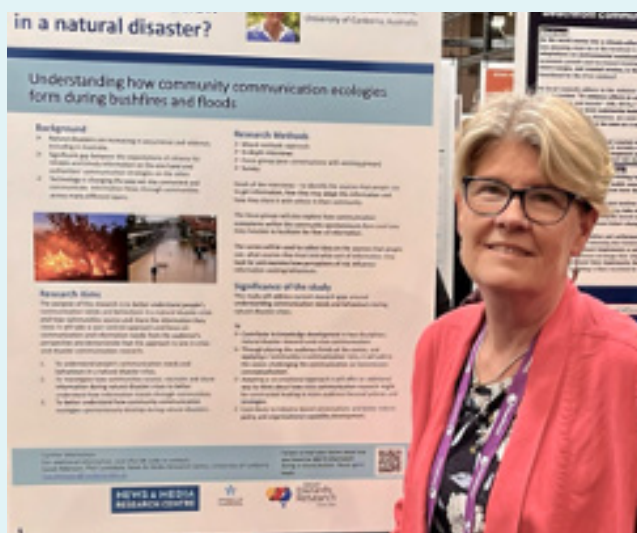
N&MRC team at ICA Toronto May 2023

PhD Researchers

Sue Atkinson

Now in the third year of my PhD with the N&MRC, my research focuses on understanding the intricacies of communication within communities during disasters. Having transitioned from a long career in the federal public service to academia, my academic pursuits were sparked during my Master's degree where I explored emergency management's use of social media during the Orrol Valley ACT bushfire in 2020. This research path has seen a shift towards understanding communication dynamics from the audience's perspective, an area relatively underexplored in disaster communication literature. Securing an RTP scholarship, I began my PhD in February 2022, aiming for completion by early 2025. Involvement as an RA on several N&MRC projects has provided valuable insights and collaborative opportunities, enriching my academic experience.

Beyond academia, my engagement extends to participation in local and international conferences, where I have shared research findings and fostered connections with fellow researchers and community stakeholders. Furthermore, an association with Natural Hazards Research Australia as an Associate Researcher, along with the acquisition of a top-up scholarship, underscores the relevance and impact of my work on real-world challenges. My goal is to contribute meaningfully to the field of disaster communication and enhance community resilience and support mechanisms during times of crisis.



Sue Atkinson presenting poster at the Natural Hazards Research Forum, 2023

Mona Chatskin

I'm a PhD Candidate at University of Canberra's News and Media Research Centre (NMRC). My research is linked to the ARC funded *Breaking Silences* Discovery project and examines media's reportage of institutional child sexual abuse and its impact on communities. The thesis uses the Malka Leifer scandal as a lens for understanding the case's impact on the diaspora Jewish community.

I started my doctorate during the COVID lockdowns of 2020 and have been studying remotely from Melbourne. During this time I have been the HDR Student Representative for the N&MRC, and also the HDR Student Representative and ACT Representative for the Australia and New Zealand Communications Association (ANZCA).

A highlight of my time as a PhD candidate was winning the Grant Noble Prize for Best Postgraduate Student Paper at the 2023 ANZCA Conference for my paper '*Amplifying Victim-Survivor Voices: Media Power, Collective Action, and Ultra-Orthodox Jewish Identity in the Leifer Case.*' This work analyses how victim-survivor voices were amplified throughout the scandal, thanks to journalists' framing and sourcing practices, and child sexual abuse survivor-advocates' ability to leverage power through media.

I am part of the research team for *University of Canberra's* Digital News Report (DNR) and work as a Research Assistant at La Trobe University and RMIT University. I also teach Introduction to Digital Communication and Professional Writing at RMIT. So my time as a doctoral student has been busy and productive!



Mona winning Grant Noble at ANZCA, 2023

Making Impact



N&MRC HDR researcher Pinker Yao in the news

Pathways to Politics

Caroline Fisher

Pathways to Politics for Women is a program designed to increase the number of women in Australian politics and breed a new generation of female political leaders. Through training, guest speakers and workshops the aim is to equip a diverse range of women to pursue their political ambitions and contribute to society. Pathways to Politics was started by the Trawalla Foundation, Women's Leadership Institute Australia and the University of Melbourne in 2016. Importantly, it is non-partisan, meaning women from all sides of politics are welcome and the speakers and trainers are sought from across the political spectrum.

I was closely involved in the inaugural 2023 program at the University Canberra in several ways, as member of the selection panel to choose the first women to participate; providing support, guidance and professional contacts to help make the first UC PWP a success; delivering media workshops to boost skills and confidence in dealing with the news media; and moderating panel discussions. It was an exciting programme and I look forward to using my professional and research experience to support it in the future.

Pathways to Politics at the University of Canberra was a huge success. It resulted in four of the 19 women choosing to run in the 2024 ACT election and others are preparing for a variety of roles in relation to the upcoming federal election, and other community and business leadership activities.



Caroline Fisher at Pathways to Politics 2023

Voice to Parliament Lecture series: The role and impact of media reporting of the Voice

David Nolan

The N&MRC collaborated with the UC Office of Indigenous Leadership to deliver this public event to foster debate and understanding of the 2023 Indigenous Voice to Parliament referendum. Held at the Shine Dome, Associate Professor David Nolan presented original research by the Amplifying Indigenous News Project team. The research tracked the nature of coverage of the referendum across major print and online outlets in 2020. Key findings were: reporting focused on the three categories of communication, campaign and crisis; most coverage focused on politics surrounding the campaign rather than on substantive arguments for or against the introduction of a Voice; and arguments featuring the Voice as a potential source of national unity were scarce.

Following the N&MRC presentation, NITV's John Paul Janke hosted a lively panel discussion featuring Professor Peter Radoll (Deputy Vice-Chancellor Indigenous, Equity and Inclusion at Victoria University), Karen Middleton (Chief political correspondent, The Saturday Paper and UC Hon Doctorate), Michelle Grattan (Chief political correspondent, The Conversation and UC Professorial Fellow) and Associate Professor David Nolan (News and Media Research Centre). Panelists reflected on the performance and role of the media during the Voice referendum, concluding that media coverage of the Voice to Parliament centred on its significance as a political debate through the lens of national politics.



Media and the Voice public lecture, October 2023



Director Kerry McCallum with panellists at the Media and the Voice public lecture, October 2023



David Nolan with panellists at the Media and the Voice public lecture, October 2023

Media Guides for reporting on child sexual abuse

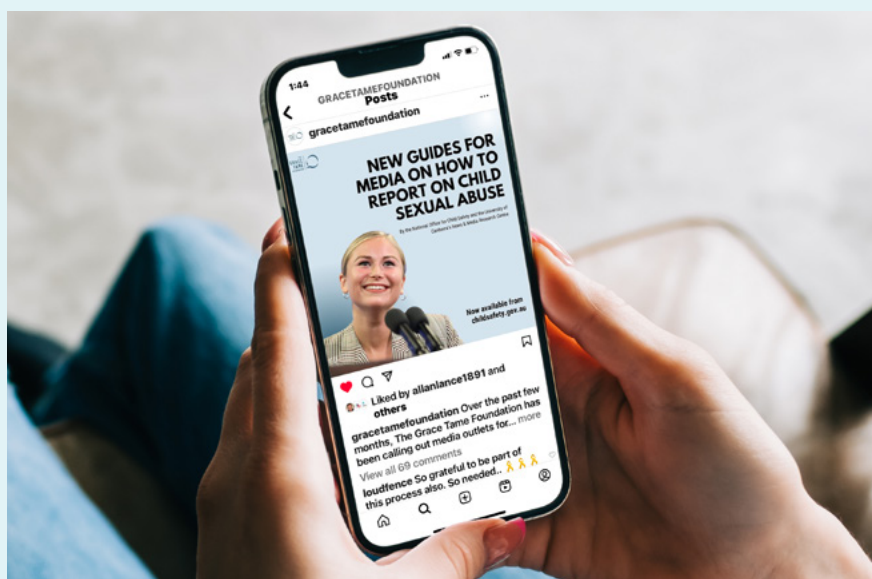
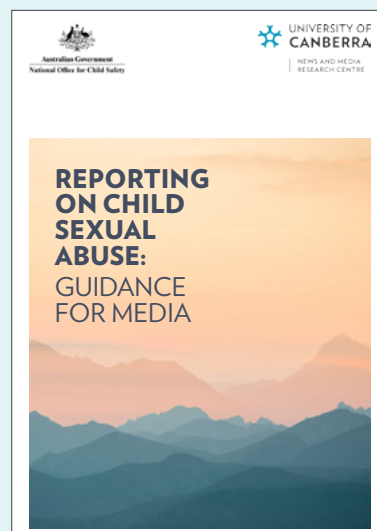
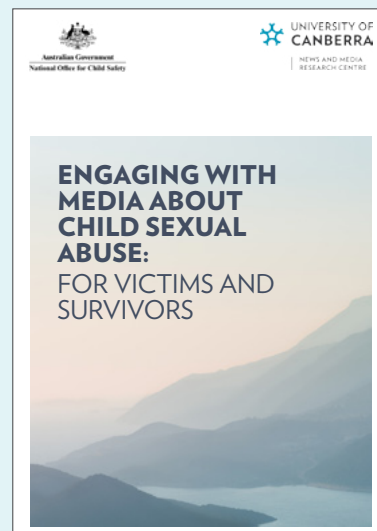
Kerry McCallum, Kate Holland, Barbara Walsh, Janet Fulton, Megan Deas, Debra Rickwood, Emma John

The National Office for Child Safety commissioned the N&MRC to develop evidence-based guides to encourage responsible reporting on child sexual abuse, and a companion guide for victims and survivors engaging with the media (the Guides). We assessed current guidelines and analysed the nature of media representation from 2020–22. The Guides are underpinned by the principle that news media should approach the reporting of child sexual abuse with trust, choice, collaboration, empowerment and respect for diversity. Consultation with a wide range of stakeholders ensured the Guides were informed by the voices and views of victims and survivors, advocates, and media professionals. Over 100 participants in 28 online and in-person workshops, small consultations and individual meetings contributed thoughtful, impassioned, and practical feedback. The production of the Guides was a collaborative effort, drawing on research evidence, consultation feedback, quotations from stakeholders and strong appropriate visual imagery. Key takeaways from the project were that: Journalists need information and guidance, rather than rules, to support the reporting of child sexual abuse; victims and survivors should be equipped and supported to liaise productively and safely with media, and ongoing training and promotion of the Guides is essential to their implementation.

The Guides were launched by the Attorney-General, Mark Dreyfus on 26 July 2023.

FUNDED BY

National Office for Child Safety, Attorney General's Department



Media guides for the reporting of child sexual abuse

N&MRC/SBS Industry Fellow

Jee Young Lee

In 2023, I was selected as the Special Broadcasting Service (SBS) Industry Research Fellow of the SBS/FAD Research Discovery Program where I worked with the SBS Audience Data and Insights team for a month. This fellowship, established following a successful pilot program in 2022, aims to bolster UC's research-industry connections by placing a FAD academic staff member at SBS to collaboratively work on industry-focused research projects. During my secondment with the team, I had the opportunity to engage with a diverse group of internal stakeholders, providing valuable insights into their specific research needs. Notably, the SBS Audio Language Content (ALC) division identified emerging languages and sought to better understand its young audiences from diverse cultural and linguistic backgrounds.

As an SBS research fellow, a critical responsibility involves identifying and detailing the audience research needs of various departments and stakeholders within SBS. These insights directly influence the decision-making process for developing and selecting products and services. Furthermore, this role is crucial in developing N&MRC research projects with industry partners, offering opportunities to establish partnerships for long-term project development, including ARC grants.

I also enhanced learning by integrating collaborations with the SBS Audience Research team in my teaching of 'Social Research Methods PG' and 'Doing Social Research PG'. Guest lectures from the team provided practical insights into research and data analysis, highly valued by students and provided them with a glimpse into career opportunities at SBS and media industry. The partnership with the Audience Research team has been instrumental in developing initiatives for integrating the collaborations into academic teaching.

Senate Submission on Foreign Interference through Social Media

Mathieu O'Neil

N&MRC Professor Mathieu O'Neil led a submission to the Australian Senate Select Committee on Foreign Interference through Social Media with colleagues Robert Ackland from ANU and Rachel Cunneen from UC's Faculty of Education.

Submission 21: 'Building Resilience with Information Literacy and Information Health', argued that 'To counter foreign interference, the information resilience and skills of the Australian public must be increased in a manner that restores trust in public institutions'. The submission team defined three key resilience principles – non-partisanship, speed, and transparency. They presented the findings from an information literacy research program conducted in four Canberra schools in 2022 and outlined an ongoing research program to develop tools to map the health of online information environments. These research projects implement the team's three resilience principles with the aim of informing information literacy and information health campaigns and initiatives that will make the Australian public more resilient. Submission 21 was cited 15 times in the Committee's final report:

[aph.gov.au/Parliamentary_Business/Committees/
Senate/Foreign_Interference_through_Social_Media/
ForeignInterference47/Report](https://aph.gov.au/Parliamentary_Business/Committees/Senate/Foreign_Interference_through_Social_Media/ForeignInterference47/Report)

BUILDING RESILIENCE WITH INFORMATION LITERACY AND INFORMATION HEALTH.

NEWS AND MEDIA RESEARCH CENTRE SUBMISSION TO AUSTRALIAN SENATE SELECT COMMITTEE ON FOREIGN INTERFERENCE THROUGH SOCIAL MEDIA

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N&MRC

VOSON

Impacting Public Interest Journalism and media industry policy

Sora Park and Caroline Fisher

N&MRC continued to influence government policy in relation to challenges in the media industries and public interest journalism. In February, Sora Park was invited to private round table hosted by SBS with Communications Minister Michelle Rowland on the topic of media diversity. With Caroline Fisher she made a submission the Australian Communications and Media Authority to advise on its Media Diversity Measurement Framework.

In December, Sora Park and Kerry McCallum attended a round table organised by our collaboration with the Public Interest Journalism Initiative (PIJI), where Minister Michelle Rowland announced the government's commitment to ensuring the survival of public interest journalism in Australia. N&MRC continues to consult and advise on the shape of the government's News Media Assistance Program.

Park, S., Fisher, C. and McCallum, K. (2023). Submission to the Australian Communications and Media Authority: A new framework for measuring media diversity in Australia.



Sora Park Presents at Women in Media at the National Press Club

Industry-based Research

The creative economy in Australia: What Census 2021 tells us

Stuart Cunningham and Marion McCutcheon (N&MRC)

FUNDED BY

Creative Australia, City of
Sydney, South Australian
Government, Western
Australian Government

Response to consultation paper is
available at: [infrastructure.gov.
au/have-your-say/cultural-and-
creative-activity-satellite-accounts-
methodology-refresh](https://infrastructure.gov.au/have-your-say/cultural-and-creative-activity-satellite-accounts-methodology-refresh)

The project also resulted in two briefing
papers that can be found on the Creative
Australia web page: [creative.gov.au/
advocacy-and-research/the-creative-
economy-in-australia-what-census-
2021-tells-us](https://creative.gov.au/advocacy-and-research/the-creative-economy-in-australia-what-census-2021-tells-us)

Project Description

This industry-funded project explored changes in the intersecting domains of the creative economy, creative industries, creative employment and embedded creatives. 'The creative economy' includes creatives working in the creative industries, creatives working in non-creative industries, and non-creative workers employed in the creative industries. 'The creative industries' includes people working in both creative and non-creative occupations within the creative industries, while 'Creative employment' refers to employment within creative occupations, both within and beyond the creative sector. 'Embedded creatives' are people employed in creative occupations outside the creative industries. Greater in number than specialist creatives within the creative industries (see 'Creative employment' above), they exemplify the diverse pathways that often make up creative careers, and the crucial contributions made by creativity across the economy.

The project outcomes included a series of accessible and interactive dashboards allow for customised searches of creative jobs, creative intensity, and growth at different geographical levels. They can be accessed at: [public.tableau.com/app/
profile/ml.mccutcheon/viz/CreativeTridentPOWEmploymentCountsStory/
Creativeemployment](https://public.tableau.com/app/profile/ml.mccutcheon/viz/CreativeTridentPOWEmploymentCountsStory/Creativeemployment)

The team made a submission to the Bureau of Communications, Arts and Regional Research consultation on refreshing the cultural and creative activity satellite accounts to the national accounts. We highlighted research findings that:

- Creative employment is growing at a rate more than 50% 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.
- There are more people in creative roles working in industries other than the creative industries (218,297) than within them (190,896).
- 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.

Heartbeat of Australia: Tracking, Understanding and Engaging News Audiences

Sora Park, Jee Young Lee, Kerry McCallum (N&MRC)

Media

Project Website

heartbeatofaustralia.co

Research

Partner investigators:

Robert Picard, Paul Tyrrell, Alex Mihalovich, Jarrah Petzold (Australian Community Media)

Research Associates:

Sonia Curll, Janet Fulton, Jing Su

Project description

In November 2023, Sora Park and her team were awarded an Australia Research Council Linkage Projects grant for *Heartbeat of Australia*. The project addresses the existential crisis of local news by developing a barometer of the health of local news ecosystems informed by longitudinal audience surveys, stakeholder in-depth interviews and case studies of marginalised audiences. By providing a robust evidence base to assess the value of local news to audiences and wider society and devising strategies to produce and deliver quality local news that is financially sustainable, the project aims to address the challenges the news industry faces in adapting to the digital environment.

This project situates audiences at the centre of the local news ecosystem and, importantly, investigate the links between audiences and all other stakeholders. Longitudinal local audience surveys are capturing the dynamic shifts in audience attitudes and behaviours, in-depth interviews with audiences and stakeholders provide insights into the current and future state of digital adaptation. The team is designing and testing a research framework that will serve as a barometer of the health of local news ecosystems in Australia.

This project extends and deepens the existing partnership between UC and ACM established in 2022, with a solid empirical foundation through the Heartbeat pilot study. The findings of the pilot study suggest a strong link between the provision of and engagement with local news, and an individual's wellbeing and sense of community.



Digital News Report: Australia 2023

Sora Park, Kieran McGuinness, Caroline Fisher, Jee Young Lee, Kerry McCallum, Xiaolan Cai, Mona Chatskin, F.X. Lilik Dwi Mardjianto, Shengnan (Pinker) Yao

Project Description

The 2023 *Digital News Report: Australia* was released on Wednesday 14 March in a studio-based online event. The report was launched by Deputy Vice-Chancellor, Research and Enterprise, Lucy Johnston, with key finding presented by the report's lead author, Professor Sora Park.

This year's data confirms Australians' desire for high quality and trustworthy news while they struggle with the overwhelming volume of information and misinformation. Recognition of the role that algorithms play in filtering the news appears to be high. Consumers are sceptical of news curation enabled by algorithms, but they are also unsure about journalists and editors selecting the news for them. Many are also worried about missing out on important information due to the personalisation of news in online environments.

Digital News Report: Australia provides insights into contemporary issues that are relevant to public communication including the declining trust in news, the proliferation of misinformation on digital platforms and the rapidly shifting news consumption habits.

The ninth *DNR: Australia* 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 and N&MRC is the Australian partner.

The 2023 report continued to have significant impact. With an advertising sales revenue equivalence of \$5.27 million, and private briefings to many government agencies and media organisations, the *DNR: Australia* is the leading reliable source of evidence about contemporary Australian news audiences.

Publications

Park, S., McGuinness, K., Fisher, C., Lee, J., McCallum, K., Cai, X., Chatskin, M., Mardjianto, L. and Yao, P. (2023). *Digital News Report: Australia 2023*. Canberra: News and Media Research Centre, University of Canberra



DNR: Australia 2023 YouTube explainer by UC Media



Digital News Report: Australia 2023

Women and news special report:

Gender gaps in news consumption and engagement

Jee Young Lee, Kieran McGuinness, Sora Park, Caroline Fisher, Shengnan (Pinker) Yao, Mona Chatskin, Kerry McCallum



Cover of the DNR Women and News special report

Project description

Dr Jee Young Lee led the production of a special issue of the *Digital News Report: Australia 2023* focusing on the role of gender in news consumption, perception and engagement. The report explores how gender impacts news engagement views on key news topics, such as climate change and reporting on gender issues. Data from nine previous issues of the *Digital News Report: Australia 2015–2023* consistently show a gap between women and men in news consumption and attitudes towards news. In this special issue we conducted a comprehensive analysis of these gender differences in a global context.

The findings suggest that Australian women are less interested and engaged with news than men. The gap between men and women in interest is also the widest in the world, and this reflects stark differences in preferences and attitudes towards news. Women are much less interested in politics and are more likely to say they don't know their political orientation. They are less trusting of mainstream news media and appear to be more likely to engage with social media as a source of information. It's possible this reflects that women feel poorly represented by news, or that news does not provide them with topics that are relevant to them.

DNR HDR Training Scheme 2023

This year, under the leadership of Sora Park, Kieran McGuinness and Jee Young Lee, the N&MRC trailed a structured statistical and data visualisation training program for HDR candidates. Through a competitive process, Lilik Marjianto, Mona Chatskin, Xiolan Cai and Pinker Yao were selected as the 2023 trainees. They worked with the Digital News Report team to analyse the raw DNR data, prepare data visualisations and edit copy. They were authors on the 2023 Digital News Report.

Lilik Mardjianto, a PhD candidate and lecturer from UMN in Indonesia, reflected:

“ I am grateful to be involved in the DNR project through the 2023 DNR HDR training scheme. On one hand, HDRs learned data analysis skills which are certainly useful for the dissertation they are working on. On the other hand, HDRs experienced supportive teamwork in a research project with annual publication as one of the final goals.

LILIK MARDIJANTO
PhD candidate

Professional Development

N&MRC/Campus Plus Professional Communicator Workshops 2023

Kieran McGuinness and Kerry McCallum

N&MRC's Professional Communicator Webinar Series exemplifies the Centre's commitment to industry engagement, education and communicating our research in innovative ways. The 2023 series gave Centre members the opportunity to engage with professional communicators working in the Australian Public Service (APS) and discuss their recent research as well as provide practical and evidence-based guidance on professional communication. Funding and in-kind support were provided by local industry partner Campus Plus, who marketed the project to government departments. Led by N&MRC Postdoctoral fellow Kieran McGuinness, the research team developed the curriculum based on feedback and insight from interviews with senior APS professionals and webinars were delivered by Centre members and associates.

On the themes of research, evidence-based practice, and practical guidance for communicators, seminars covered important topics as wide ranging as media literacy skills for public communicators, declining trust in public institutions, and the role of Royal Commissions in public discourse and government. Across the 10 seminars 480+ professional communicators attended from Department of Foreign Affairs and Trade, Services Australia, Department of Climate Change, Energy, the Environment and Water, and other APS departments. The most widely attended sessions boasted audiences of 177 and 187 individuals. All departments involved continued their participation throughout the 10-seminar series from April to November.

As well as attracting good attendance, the professional communicator workshops often provoked discussion and positive feedback from working professionals in APS communications roles. Some attendees even identified as former University of Canberra students. As such, the series can be seen as a successful exercise in engaging with a key segment of the Centre's audience for both research and education.

N&MRC Seminar Series

Kate Holland

The 2023 N&MRC Seminar Series included 13 seminars by local, national and international scholars with a mix of both online and in-person events. The series kicked off in February with a seminar by international visitor Professor An Nguyen (Bournemouth University) who shared his research on 'Rising to the challenge: journalism's responses to the chaos of Covid-19 data and statistics, and their implications'.

Other highlights included seminars on:

- 'What the Census tell us about the creative workforce and what it doesn't: New approaches at the 'margins of measurement' (Professor Stuart Cunningham, UC)
- 'Brand-consumer mimicry (BCM) in social media' (Dr Momoko Fujita, UC),
- 'Push notifications and news snacking: The impact of mobile news alert framing on reader engagement' (Dr Renee Barnes, University of the Sunshine Coast) and
- 'Supporting public interest journalism in a world of AI, algorithms and misinformation: from policy entrepreneurs to public interest incentives' (Dr Tael Harper, UC).

In our final seminar of the year, as part of Global Media Literacy Week, Associate Professor Tanya Notley (Western Sydney University) presented on 'Young Australians, news engagement and news literacy', which reported on findings from a national survey of Australians aged 8–16 years old about their news practices and news literacy. The presentation was followed by a response from Annabel Astbury (Head of Education at the ABC and Chair of the Australian Media Literacy Alliance (AMLA)).

Cross-centre collaboration with UC's Centre for Deliberative Democracy and Global Governance

Throughout the year, the N&MRC co-hosted seminars with UC's Centre for Deliberative Democracy and Global Governance (CDDGG). In February, N&MRC, CDDGG and the ANU's School of Politics and International Relations co-hosted a public conversation and networking event with Professor Jennifer Stromer-Galley (Syracuse University) on the topic of 'The Big Lie: How rhetoric and tactics of disinformation delegitimize democracy'. The N&MRC's Professor Mathieu O'Neil joined Associate Professor Andrea Carson (La Trobe) in conversation and took questions from an engaged and diverse audience. In May, the *Digital Media and the Public Sphere Seminar Series* involved two of the world's most eminent scholars on digital media and deliberative democracy presenting their latest work: 'The Filter in Our (?) Heads: Digital Media and Polarisation' (Professor Axel Bruns, QUT); 'Deliberative Democracy for Diabolical Times' (Professor John Dryzek, University of Canberra); and 'Future-Proofing the Public Sphere: Axel Bruns in conversation with John Dryzek'.

N&MRC also co-hosted the *Paths of Digital Democracy Seminar Series* with the CDDGG. This included presentations on 'Civic Algorithms: A digital intermediation challenge' (Dr Jonathon Hutchinson, University of Sydney); 'A framework for digital resilience: Lessons learned from the Russia trolling case' (Associate Professor Asta Zelenkauskaitė, Drexler University); and "Alternative' right wing media and strategic action fields: Political contestations of journalistic norms' (Professor Karoline Ihlebaek and Professor Tine Ustad Figenschou, Oslo Metropolitan University).



Senior Research Fellow Kate Holland, convenor of the N&MRC seminar series



David Nolan and Kieran McGuinness at 'The Big Lie' public event



Mathieu O'Neil speaks at N&MRC/DDGG 'The Big Lie' public event

Launches, Reports and Symposia

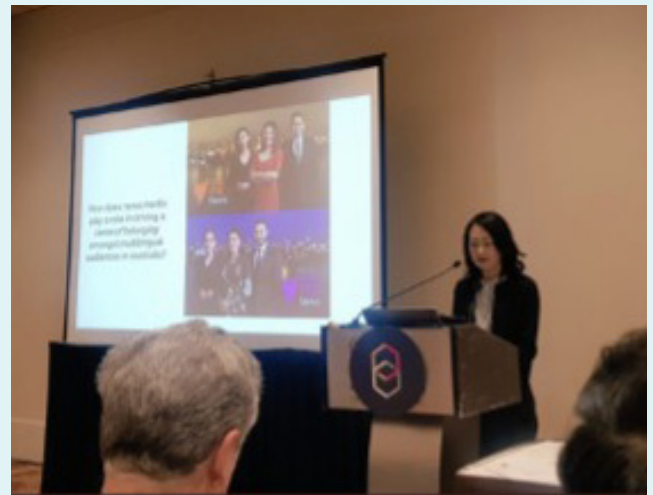
Sense of Belonging Among Multilingual Audiences in Australia – Report Launch

Sora Park, Kieran McGuinness,
Jee Young Lee (N&MRC),
Rebecca Griffiths, Thu Nguyen (SBS)

The N&MRC partnered with SBS audience insights team to research and produce the *Sense of Belonging Among Multilingual Audiences in Australia* report. The report revealed that multilingual audiences who feel represented in the news are more likely to feel a sense of belonging; and that those who feel they belong, in turn, are more willing to participate and engage in Australian society. Lead author of the report, Professor Sora Park from the University's News and Media Research Centre (N&MRC) said that the more audiences feel represented in the news, the more likely they are to trust it.

“This is because trust and representation in the news can help people be informed and gain confidence in their ability to participate in discussions about issues facing Australia,” Professor Park said. “As migrants from different cultural backgrounds adapt to Australian society, the efficacy to participate in social or political issues plays important roles in building a sense of belonging.”

The report was launched at the SBS studios in February and can be found at: canberra.edu.au/research/centres/nmrc/nmrc-news/sense-of-belonging



Sense of Belonging launch at SBS studios, Sydney

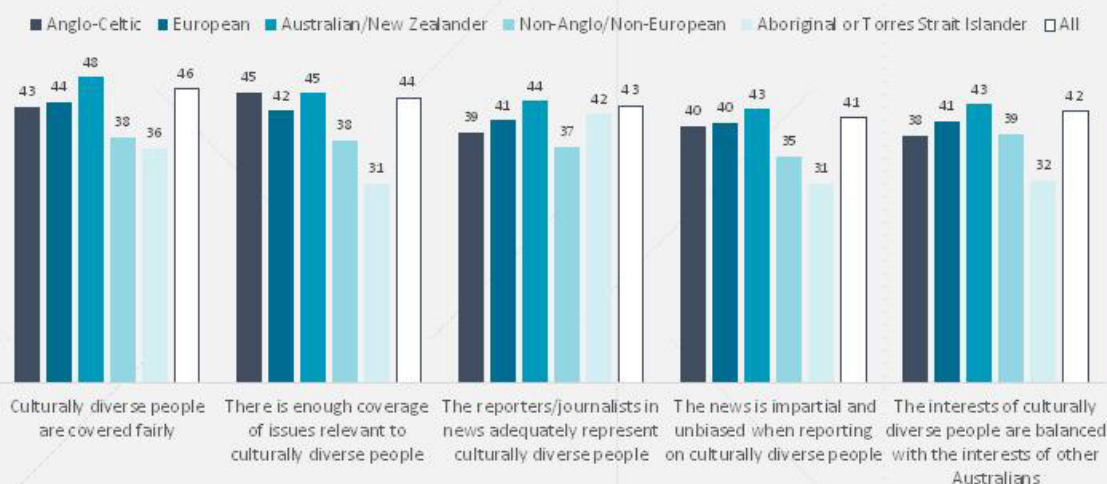
Valuing Diversity in News and Newsroom Report Launch and symposium

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

In March the Centre launched Valuing Diversity in News and Newsrooms led by Kieran McGuinness, where working journalists reflected the report's findings on gender and ethnic diversity in today's media. While news organisations are beginning to implement diversity and inclusion policies on a wide scale, journalists we surveyed and interviewed expressed dissatisfaction with the way these policies were being implemented. 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 consensus that change was necessary for the future success of the industry.



News media coverage of culturally diverse people (%)



[Q6a] How well do you think Australian news in general covers people with ethnically or culturally diverse backgrounds? [Base: N=2,266]

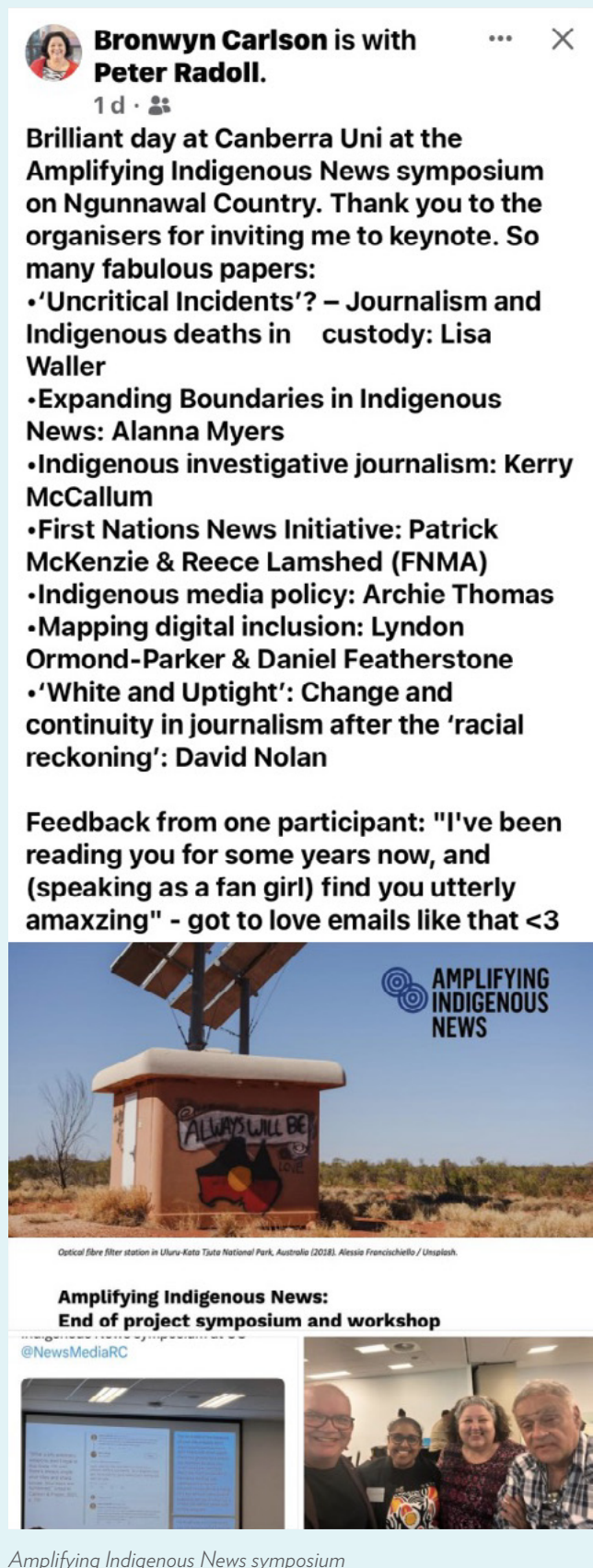
Amplifying Indigenous News – Final Symposium

David Nolan, Kerry McCallum, Lisa Waller (RMIT University), Alanna Myers (U. Melbourne)

This symposium reflected on the findings and outcomes of the ARC Linkage Project 'Amplifying Indigenous News: A Digital Intervention'. This project, conducted in partnership with IndigenousX and The Guardian Australia, has sought to better understand the changing space of Indigenous news production and representation, and actively contribute to amplifying a greater range of First Nations voices in news. Attendees at the symposium reflected on findings and outcomes from the project; how First Nations news evolved as it was conducted, and opportunities for action-oriented research to support further progressive change.

The symposium featured research produced by members of the core research team and associated collaborators, addressing how Indigenous news representations have persisted and transformed; Investigative journalism; the potential for change in light of revised Closing the Gap targets, information and communication needs of First Nations peoples; and the experiences of First Nations journalists in mainstream news institutions. A presentation from our First Nations Media Australia partners highlighted the value of media training supported by the project. The day also featured a keynote by Professor Bronwyn Carlson (Macquarie University), as well as presentations from invited researchers such as Dr Lyndon Ormond-Parker and Dr Daniel Featherstone. The symposium concluded with a yarning circle, led by Dr Wayne Applebee and Dr Paul Collis, that reflected on the day and aimed to contribute to a future research agenda.

Discussions highlighted a dynamic field that is subject to substantial forces of change, but which still demonstrates persistent features that constitute barriers to just and fair representation for Indigenous people, as well as supporting new forms of problematic targeting that are a feature of digital and online environments.



Amplifying Indigenous News symposium

Digital media literacy for building resilience in Indonesia's unprecedented pandemic crisis

Jee Young Lee, with Didin Hidayat (UMN), Maya Defianty (UMN), Umami Kultsum (UMN)

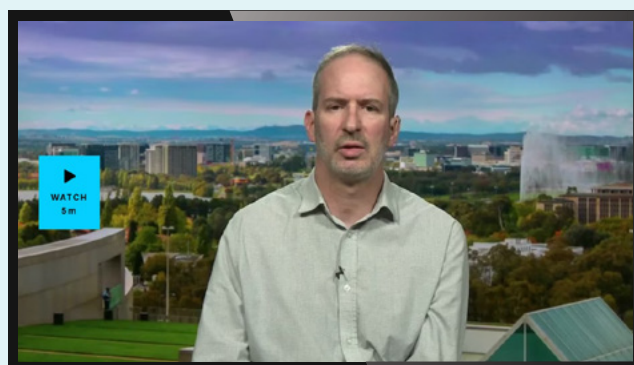
Given the rapidly evolving landscape of online learning, fostering digital literacy has become essential in educational settings. This Australian and Indonesian collaborative study addressed key teaching and learning challenges from the pandemic in Indonesia, focusing on digital literacy as essential for educational resilience. Funded by the Indonesia Ministry of Religious Affairs, this project specifically explored teachers' use of digital technology in teaching as vital measures of digital literacy. Our findings emphasise the need to address teachers' attitudes and knowledge regarding digital tools to improve technology use in teaching. Tailored professional development, especially for less tech-confident teachers, is crucial for better digital integration in education. This international collaboration: solidified Jee's collaboration with Indonesian researchers; enhanced her team's track record for future grant applications and raises public attention to the challenges of educators' adoption of digital technology in Indonesia.

In the Media

N&MRC researchers were active participants in the news media in 2023.

The N&MRC featured in 294 media items. The Digital News Report: Australia 2023 was featured in 192 items.

The top article was an interview on ABC TV with Professor Mathieu O'Neil discussing misinformation on social media.



Video: Growing concerns of online misinformation amid Israel Gaza war. Professor of Communication Mathieu O'Neil says it's difficult to verify information as there is no gatekeeping on social media platforms.

*Posted Mon 23 Oct 2023 at 1:50pm,
updated Mon 23 Oct 2023 at 1:51pm*



English Education and Master of English Education Department
Present

**DIGITAL MEDIA LITERACY FOR BUILDING
RESILIENCE IN INDONESIA'S UNPREDICTED
PANDEMIC CRISIS**

For Madrasah and General High School Teachers



Maya Defianty, Ph.D. Umami Kultsum, Ph.D. Kania Mayastika, Ph.D. (C) Dr. Lee Jee Young Prof Didin Hidayat, Ph. D.

Saturday, December 2, 2023 (09.00 AM-15.00 PM)
at Mahmud Yunus Theater's Room, Faculty of Tarbiya
UIN Syarif Hidayatullah Jakarta

Registration Link:
<https://bit.ly/Registrationform2Dec>

Sponsored by: 



New and Ongoing projects

New projects 2023

New approaches measuring Australia's creative workforce: Beyond the Census, Australian Research Council Linkage grant, Cunningham, S., Lee, J. Y., Brooks, S with Creative Australia, City of Sydney, SA Government, WA Government, \$396,174.00.

Heartbeat of Australia: Tracking, understanding and engaging news audiences, Australian Research Council Linkage grant LP220100121, Park, S., Lee J. Y., McCallum, K., with Australian Community Media, \$443,055.00.

Addressing Misinformation with Media Literacy through Cultural Institutions, Australian Research Council Linkage grant LP220100208, (Led by WSU). Notley, T., Dezuanni, M., Park, S., Thompson, T.J., Ford, H. (led by WSU), The Museum of Australian Democracy (MoAD), the National Film and Sound Archive of Australia (NFSA) and the Australian Library and Information Association (ALIA). \$80,960.

The creative economy in Australia: What Census 2021 tells us, Department of Local Government, Sport and Cultural Industries WA, McCutcheon, M. and Cunningham, S., \$10,000.

Australia Council for the Arts Quantitative Research Support, Creative Australia, Park, S., Lee, J. Y., \$59,809.

Campus Plus Professional Communicator Webinar Series, Campus Plus, McGuinness, K., McCallum, K. \$30,000.

Ongoing projects 2023

Trident and qualifications analysis of Census 2021 - Australia Council report, McCutcheon, M. and Cunningham, S., Lee, J. Y and Park, S. \$10,000.

Trident and qualifications analysis of Census 2021 - South Australian Report, McCutcheon, M. and Cunningham, S., \$10,000.

Understanding gambling harms in the digital age, ACT Gambling and Racing Commission (Holland, K., McCallum, K., and Fisher, C., Johns, R., Dale, N., Ordway, C., Brown, T., Roche, M. and Davey, R.), \$363,060.00.

Evidence-based media guidelines for the responsible reporting of child sexual abuse, Department of the Prime Minister and Cabinet (Category 2). McCallum, K., Holland, K., Rickwood, D., John, E., A\$225,347.29.

Digital media literacy for building resilience in Indonesia's unprecedented pandemic crisis. N/A

Valuing Diversity in News and Newsrooms, Google News Initiative, McGuinness, K, Park, S. and Young Lee \$80,500.00

Operational and pilot research support for the Digital Commons Policy Council, \$85,408.00

Heartbeat of Australia 2.0, Australian Community Media, Park, S. \$10,000

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). \$53,541.00

Breaking Silences: Media and the Child Abuse Royal Commission, Australian Research Council Discovery grant (McCallum, K., Dreher, T., Hess, K., Skogerbo, E., Waller, L.). \$225,000.

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.). \$398,000.

Valuing News: Aligning Individual, Institutional and Social Perspectives, Australian Research Council Discover grant, (Park S., Fisher, C., Flew, T., Wilding, D., Dwyer, T and Schapals, A.), \$127,269.00 to UC.

Publications and Outputs

Journal Articles

Abid, A., Harrigan, P., Wang, S., Roy, S. K., and Harper, T. (2023). Social media in politics: how to drive engagement and strengthen relationships. *Journal of Marketing Management*, 39(3–4), 298–337. doi.org/10.1080/0267257X.2022.2117235

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