

Media Research 101

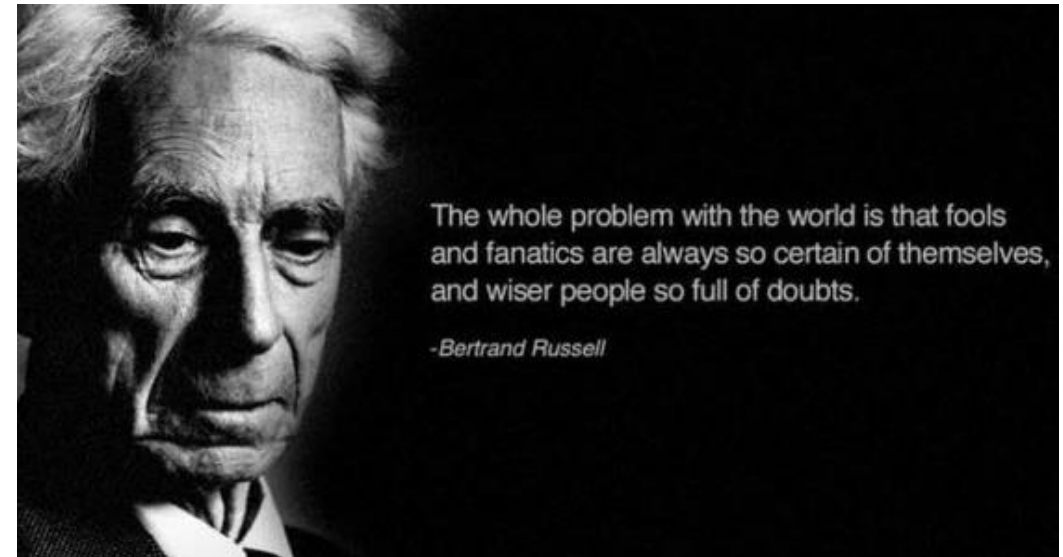
Research for the Topic Proposal



RESEARCH 101:

Big Picture Thinking and QUESTIONS Which have NOT yet been answered

- ▶ **START Generating IMPORTANT QUESTIONS WHICH HAVE NOT YET BEEN ANSWERED.**
- ▶ Convey a **GENUINE NON-JUDGMENTAL CURIOSITY** about the topic, issues, people and trends associated with your topic.
- ▶ **BIG PICTURE** perspectives
 - Across-Disciplines AND Across Cultures
 - Across “interpretive communities”
- ▶ **CATALOGUE: IMPORTANT TERMS/IDEAS, PEOPLE, STATS, & QUOTES**



RESEARCH 101:

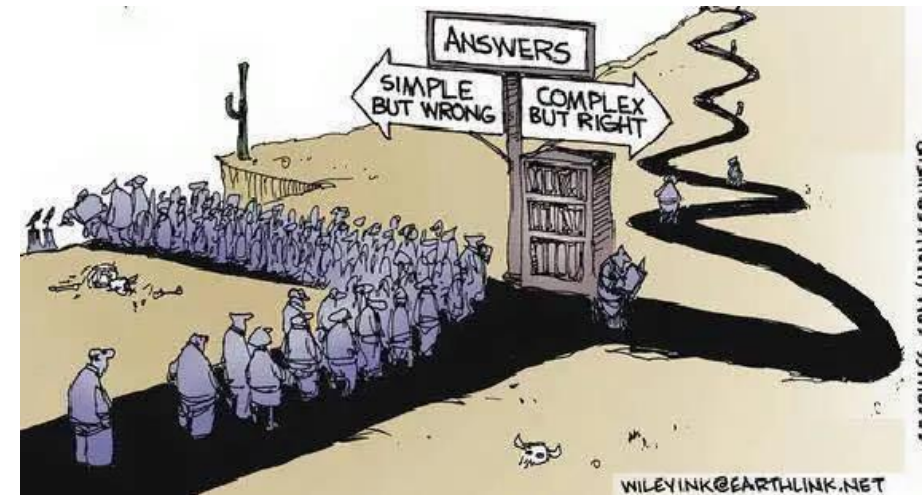
CRITICAL Crap Detection Research in a Digital Age

Things to AVOID and/or Be Aware of:

- ▶ Digital Tunnel Vision →
- ▶ *Information confirmation bias (filter bubbles).*
- ▶ Short-sighted **Single-Sided-Answers** to complex problems
- ▶ Bi-polar (or “polarized”) Thinking (**Either/Or Complex**)
- ▶ The bias of Busine\$\$ and Technological imperatives
- ▶ CRITICAL CRAP DETECTION Takes Work



There are never only
two opposing choices.



MEDIA IMMERSION:

IMMERSE YOURSELF in Different Forms of Media

FIND, READ, LISTEN TO, & SCREEN a WIDE range of different types of media:

- ▷ Books
- ▷ News articles
- ▷ Magazine articles/essays
- ▷ FILMS & Streaming TV shows
- ▷ Documentaries
- ▷ Podcasts
- ▷ YouTube-
- ▷ FB, Reddit, TikTok, etc.



Mainstream Media Representations

Dominant? Typical? Repeated? Who/What is Left out?

- ▶ How **frequently** is the topic examined or covered?
- ▶ **How** is your topic **TYPICALLY and REPEATEDLY** presented/conveyed by mainstream media? (Think about **visuals, STEREOTYPES, concepts, headlines, people, events, etc.**)
- ▶ What **PATTERNS** of representation appear to be utilized?
- ▶ **WHO** tends to get **privileged, profiled, quoted** or put on a pedestal?
- ▶ What aspects of your topic tend to get **LEFT OUT** and/or **MARGINALIZED?**



STORY FRAMES, AGENDAS, and STEREOTYPES?

- ✓ What are the typical **STORY FRAMES** or **ANGLES of APPROACH** in addressing your topic?
- ✓ **POLARIZATION?** What are the ways in which the topic is **POLARIZED** or presented as an **either/or** set of issues?
- ✓ Who makes up the **AGENDA?**
- ✓ **WHO** are the **knowledge monopolies** or **cultural power brokers** associated with this topic? (Particular types of people, types of organizations, media producers, companies, governments, etc.)
- ✓ What are the **TYPICAL** and **STEREOTYPICAL** images, icons, headlines, or graphics which illustrate and/or frequently accompany any story associated with your topic?
- ✓ What typical types of **QUOTES** or **STATISTICS** are used to simplify or issues related to the topic?

