**WORKING WITH PRE/POST DATA: Analysis Summary Examples**

**SITE 1**

The Site 1 results show the most change (see Table 6d). All but two of the items were correctly answered by more than 50% of the respondents, and there were sizeable increases in the proportion correctly answering the items.

* More than 90% of the respondents knew at the end of the unit what Wikipedia is and that newspapers (as compared to blogs, Facebook, and Wikipedia) have the reputation for most carefully verifying information.
* More than two-thirds of the respondents also knew that freedom of information is ***not*** protected by the First Amendment, that an anonymous source would generally be considered the least reliable in a news report (as compared to an eyewitness, an independent source or an expert), that verification describes the process of supporting a statement in journalism, and they could properly identify a headline that demonstrates fairness in news reporting. **All four of those items had been correctly answered by many fewer respondents on the pre- survey.**
	+ - A total of 25% of respondents selected the right answer on the pre-survey while 72% of respondents selected the right answer on the post-survey to the question about freedom of information and the First Amendment.)
		- A total of 53% of respondents selected the right answer on the pre- survey while 69% of respondents selected the right answer on the post-survey to the question comparing anonymous sources to other sources.
		- Many more respondents could identify the correct definition of verification after the NLP unit (i.e., 38% got it right on the pre- survey and 63% got it right on the post-survey).
		- Many more respondents could also identify the correct headline that exemplified fairness in news reporting after the NLP unit (i.e., 53% got it right on the pre- survey and 63% got it right on the post-survey).
* Proportionally more respondents could recognize the definitions of news literacy and select the erroneous description from the list (i.e., 38% of respondents to the pre- survey and 56% of respondents to the post-survey knew that news literacy was ***not*** the ability to understand the news in multiple languages).
* Despite a substantial increase in the number of respondents who correctly answered (16% v. 41%), fewer than half of the respondents could pick the headline that reflected media bias.
* The item regarding the accuracy of online information was answered correctly by about 41% of the respondents (an increase from 34% on the pre- survey).

**Taken together, these results suggest that most elements of the curriculum helped to inform knowledge in Site 1 especially where respondents were unaware. They also clearly show that most of the curriculum was not known to many respondents before the units began. The proportion of respondents identifying correct answers to a few key questions may still be undesirably low.**

**Table 6d. Changes in News Literacy Knowledge, Site 1 Programs 2011-12**

|  |  |
| --- | --- |
|  | **Site 1****n=232** |
| Pre | Post | Change |
| F | Wikipedia is an online reference tool that is edited by the general public. | 59% | 94% | +35 |
| H | Newspapers have the reputation for most carefully verifying information. | 75% | 91% | +16 |
| G | Freedom of information is *not* protected by the First Amendment. | 25% | 72% | +47 |
| B | An anonymous source would generally be considered the least reliable in a news report. | 53% | 69% | +16 |
| A | Verification describes the process of supporting a statement in journalism. | 38% | 63% | +25 |
| E | “*Mayor accused of stealing city funds: he denies wrongdoing*,” is the example that best demonstrates fairness in news reporting. | 53% | 63% | +10 |
| D | The ability to understand the news in multiple languages does *not* describe news literacy. | 38% | 56% | +18 |
| C | “*Smith’s Campaign Shows He’s Ready to Serve as Governor*” is a headline that reflects media bias. | 16% | 41% | +25 |
| I | Online information is somewhat inaccurate – you need to check the source and nature of the information to know whether or not to believe it. | 34% | 41% | +7 |

-- indicates difference less than 5 percentage points

Note: Items where substantially more respondents selected the correct answer on the post-survey as compared to the pre- survey (i.e., change >=10 percentage points) are highlighted in light blue.

**EXAMPLE: DO NOT CIRCULATE**

**SITE 2**

In Site 2, a strong majority of respondents (70% or more) correctly answered most items. In addition there were sizeable increases in the proportion correctly answering certain items including three that were not well known as the unit started (see Table 6c).

* More than 80% of the respondents knew at the end of the unit what Wikipedia is, what verification is and that newspapers (as compared to blogs, Facebook, and Wikipedia) have the reputation for most carefully verifying information. More than 70% also knew that an anonymous source would generally be considered the least reliable in a news report (as compared to an eyewitness, an independent source or an expert), that freedom of information is ***not*** protected by the First Amendment, and they could properly identify a headline that demonstrates fairness in news reporting.
* Proportionally more respondents could recognize the definitions of news literacy and select the erroneous description from the list (i.e., 39% of respondents to the pre-survey and 61% of respondents to the post-survey knew that news literacy was not the ability to understand the news in multiple languages).
* Many more respondents could identify the correct definition of verification after the NLP unit (i.e., 57% got it right on the pre- survey and 85% got it right on the post-survey).
* Fewer than half of the respondents on either the pre- or post-survey could identify the headline that reflects media bias from the proffered list (i.e., 40% of respondents selected the right answer on the pre- survey while 45% of respondents selected the right answer on the post-survey).
* The item regarding the accuracy of online information was answered correctly by only about two-thirds of the respondents, on both the pre- and post-surveys.

**Taken together, these results suggest that elements of the curriculum clearly helped to inform knowledge where Site 2 respondents were unaware. Again, much of the curriculum was already known to the majority of respondents before the units began.**

**Table 6c. Changes in News Literacy Knowledge, Site 2 Programs 2011-12**

|  |  |
| --- | --- |
|  | **Site 2****n=267** |
| Pre | Post | Change |
| F | Wikipedia is an online reference tool that is edited by the general public. | 91% | 91% | -- |
| H | Newspapers have the reputation for most carefully verifying information. | 88% | 91% | -- |
| A | Verification describes the process of supporting a statement in journalism. | 57% | 85% | +28 |
| B | An anonymous source would generally be considered the least reliable in a news report. | 67% | 73% | +6 |
| E | “*Mayor accused of stealing city funds: he denies wrongdoing*,” is the example that best demonstrates fairness in news reporting. | 55% | 72% | +17 |
| G | Freedom of information is *not* protected by the First Amendment. | 61% | 70% | +9 |
| I | Online information is somewhat inaccurate – you need to check the source and nature of the information to know whether or not to believe it. | 63% | 64% | -- |
| D | The ability to understand the news in multiple languages does *not* describe news literacy. | 39% | 61% | +22 |
| C | “*Smith’s Campaign Shows He’s Ready to Serve as Governor*” is a headline that reflects media bias. | 40% | 45% | +5 |

-- indicates difference less than 5 percentage points

Note: Items where substantial more respondents selected the correct answer on the post-survey as compared to the pre- survey (i.e., change >=10 percentage points) are highlighted in light blue.

**EXAMPLE: DO NOT CIRCULATE**