

MEDIA IMPACT PROJECT

MEDIA IMPACT FUNDERS

UNIVERSITY OF SOUTHERN CALIFORNIA

Annenberg School for Communication and Journalism

The Norman Lear Center

Media Impact Project

March 5, 2014

USC ANNENBERG

The Norman Lear

CENTERTAINMENT

Studying and Shaping the Impact of Entertainment & Media on Society

HOLLYWOOD, HEALTH & SOCIETY

Entertainment Education for Television, Movies & New Media

THE LEAR CENTER
**MEDIA
IMPACT
PROJECT**



USC ANNENBERG

The Norman Lear
CENTER

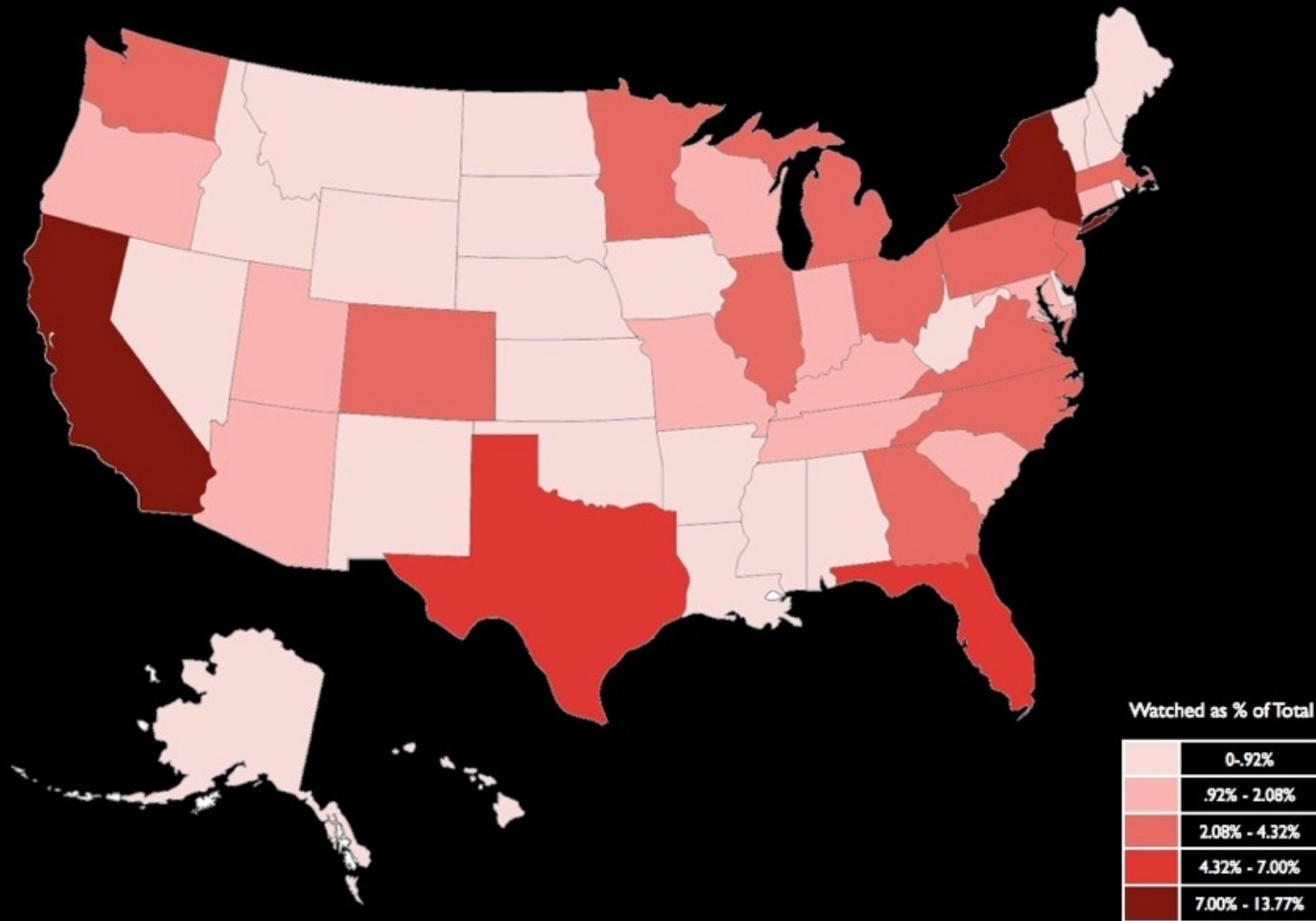
participant^o
MEDIA

Academy Award® Nominee
Best Documentary Feature



FOOD, INC.

FOOD, INC. VIEWERS



Propensity Score Matching (PSM)

Phase One:

- Find Factors that predict the likelihood of a subject being exposed to the intervention
- Create a model based on those predictors

Phase Two:

- Assign propensity scores
- Compare exposed to unexposed

sign up for

JOIN LOGIN CONNECT

Jeff Skoll honored at Tech Awards Gala

In Theaters: Contagion / The Help / Circumstance

NOTHING SPREADS
CONTAGION

HOT TOPICS Health | Water | Education | Green | Politics

TakePart

News + Opinion Arts + Entertainment Food Innovation Action + Impact Photos Video



home

news

Jeff Skoll honored at Tech Award
October 21, 2011 - [San Jose Mercury News]

Erin Brockovich's H2O Crusade
October 18, 2011 - [Parade]

At 125 Years Old, the Statue of Liberty Takes a Nap

FEATURES



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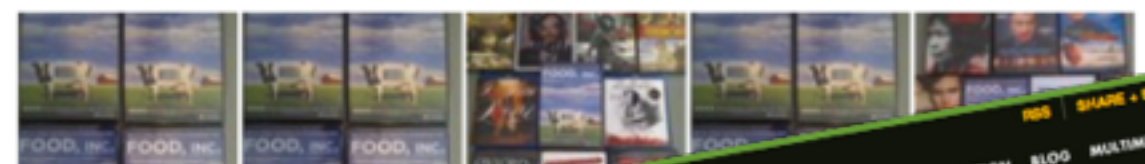
- Wall
- Info
- Friend Activity (1)
- Photos
- Notes
- Videos
- Events
- Questions
- Links

About
Buy now on DVD:
<http://www.foodincmovie.com/>

396,388 like this
9,790 talking about this

Food Inc

Movie



Wall

Share:

Write something...



Food Inc
Can
Like

Write something...

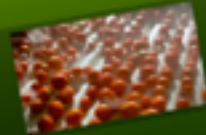


Food Inc
Brrrrrrrr...

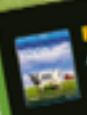
Like - 119
View all

Hungry For change

You'll never look at dinner the same way



WATCH THE TRAILER »



Food, Inc.
Available now on Blu-ray™ and DVD
BUY NOW »



Join the Movement
Keep the conversation going on Facebook.
"Like" Us »

For more ratings info, please visit: MPAA.org | Filmratings.com | Parentalguide.org

TakePart

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FOOD, INC. ABOUT THE ISSUES TAKE ACTION BLOG MULTIMEDIA ALLIANCES READING LIST

Academy Award® Nominee
Best Documentary Feature



FOOD, INC.

In the last year, do you recall seeing or hearing anything about food safety issues in any of the following . . .

- ☐ Conversations with friends, family or colleagues
- ☐ Newspapers/Magazines
- ☐ Radio
- ☐ TV
- ☐ The Internet

After watching Food, Inc., do you feel like you could be part of a social movement to reform agribusiness?

- ☐ Yes
- ☐ No
- ☐ Not sure

How would you classify your experience of Food, Inc. in terms of how educational it was?

- ☐ Very Uninstructive
- ☐ Uninstructive
- ☐ Average
- ☐ Educational
- ☐ Very educational

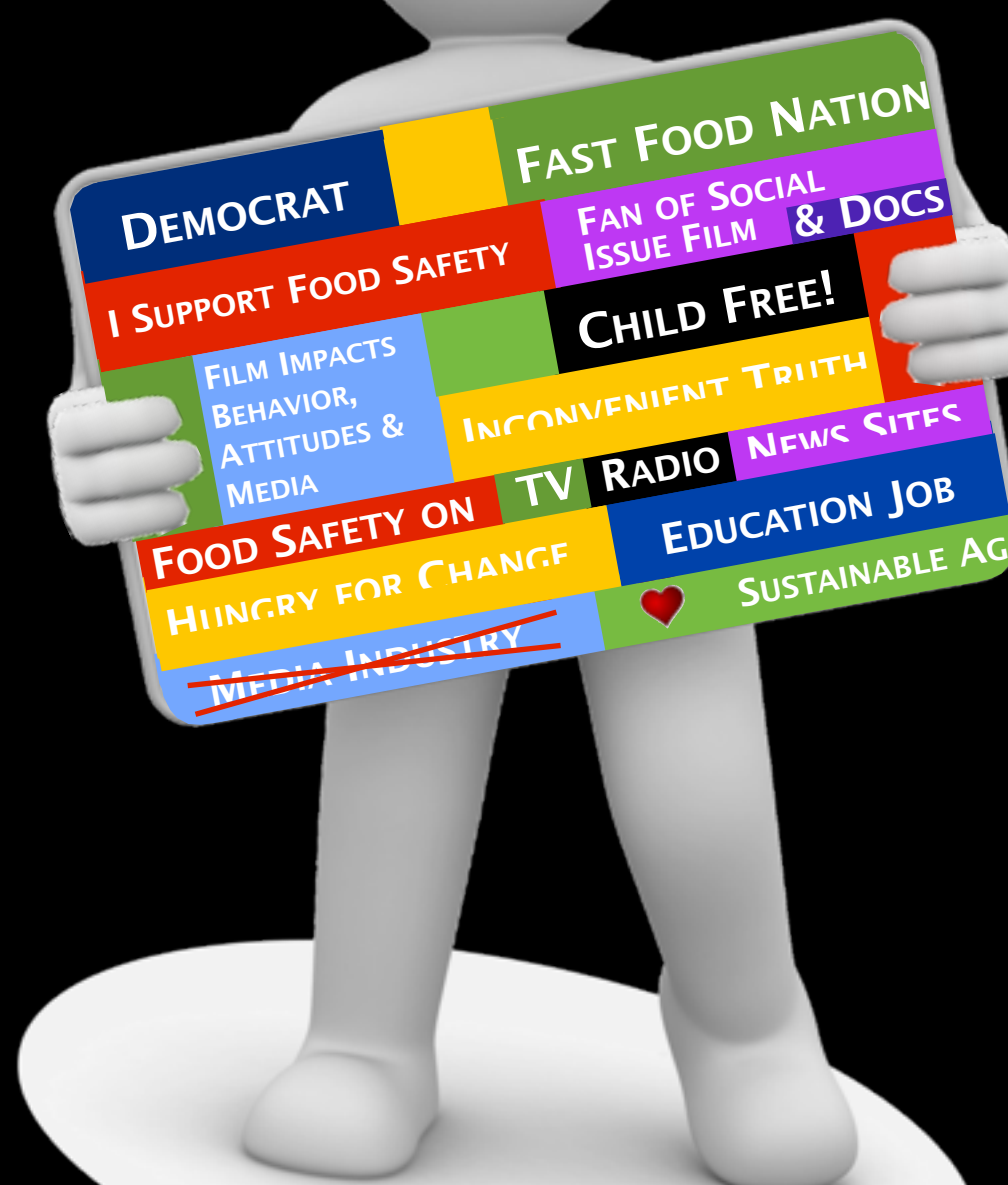
Please indicate to what degree the statements below describe your experience of Food, Inc.

	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
I found my mind wandering while watching.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The film affected me emotionally.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When the film ended, I found it easy to put out of my mind.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Events in the film are relevant to my everyday life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I could picture myself in the scene of the events in the film.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This film has changed my life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SAW FOOD, INC.



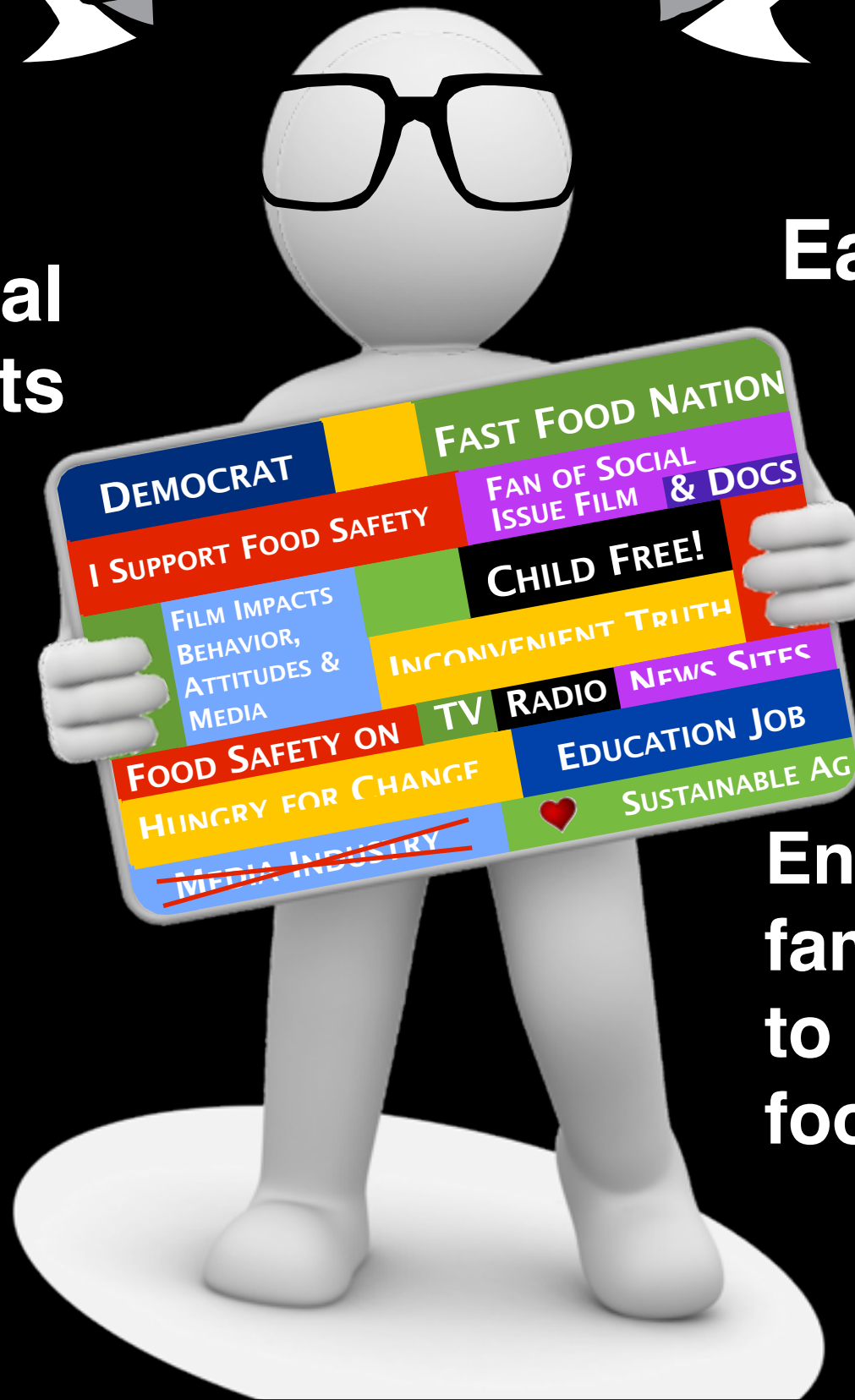
DIDN'T SEE FOOD, INC.





**Shop at their local
farmers markets**

Eat healthy food!



**Encourage friends,
family & colleagues
to learn more about
food safety**

Advantages of Propensity Score Matching

- Deals with bias in online survey populations
- Can be administered through existing digital channels
- It can be administered well after the media intervention was completed
- Much cheaper than a representative sample or a pre-post test
- Avoids priming of pre-post testing
- Provides actionable data about audiences

Disadvantages of Propensity Score Matching

- Relies on a relatively large sample size
- Requires that the exposed and unexposed groups mirror one another

Do you have any suggestions about what Participant Media or TakePart could do to help people get involved in efforts to reform agribusiness?



in schools

media coverage

get word out

organic

information

policy change

kids/youth

advertising

local involvement

farmers' markets

genetically engineered

legislature

college students

government

agribusiness

reform

film

documentaries

educate

change

illnesses

animal cruelty

sustainable food

local farmers

global perspective

social media

collective action

workers treated poorly

parents

food safety

community gardens

municipal

low income

buy local

petition

organize

affordability

home garden

celebrities

talk

fast food healthy

[illegible]

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Todd Cunningham, Director

Media Impact Project

March 5, 2014

MEDIA IMPACT

Role that media play in changing knowledge, attitudes and behavior among individuals and communities, large and small, around the world.

MISSION STATEMENT

Media Impact Project is a global hub for collecting, developing and distributing the smartest approaches and best tools for measuring the impact of media.

MIP TARGETS

Our research includes all media measurement communities--domestic and international, news and entertainment--across all platforms, spanning commercial, non-profit, academic, activist and governmental sectors.

COLLABORATIONS & PARTNERSHIPS



USC Cinematic Arts

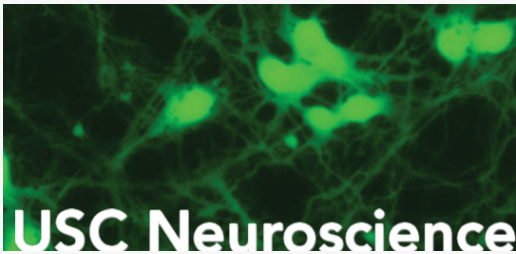


Sol Price School
of Public Policy



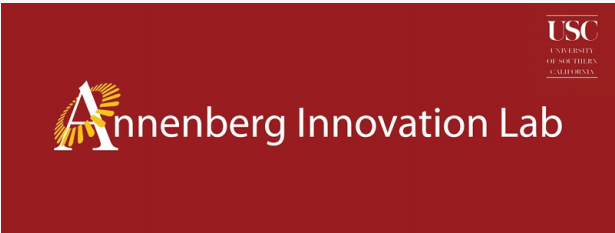
Mobile News Incubator Fellowships

Keck School of
Medicine of USC
Department of Preventive Medicine



USC
Annenberg

Jesse M. Unruh Institute of
Politics

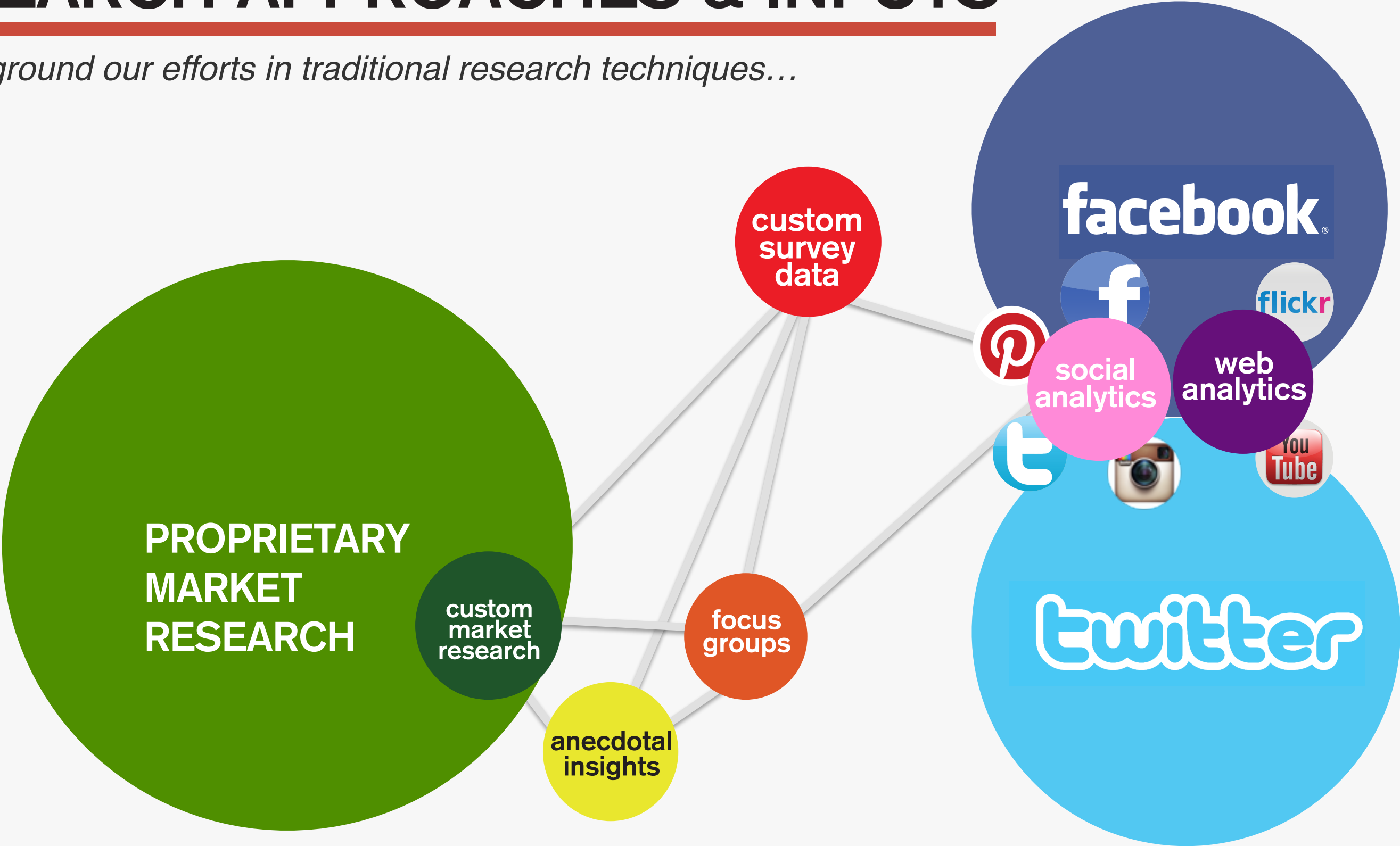


BEYOND USC

DIGITAL DATA ANALYSIS Kantar Media + **Berkman Center** + Possible
 Worldwide **ELECTORAL POLITICS & VOTING** **Annenberg Penn**
ENTERTAINMENT INDUSTRY RELATIONS Paley Center + **Tribeca Film**
Institute International **MEDIA & BIG DATA** Telefónica + **Fundação Getulio**
Vargas + Yahoo! Research Europe + **Open University of Catalonia** +
Barcelona Media Center **MEASUREMENT & EVALUATION** **Learning for**
Action + Center for Evaluation Innovation + **Aspen Institute** + InterMedia
JOURNALISM & NEWS MEDIA RELATIONS **Bloomberg** + Link TV,
 ProPublica + **Center for Investigative Reporting** + National Public Radio
 + **Huffington Post** **NEW MEDIA ANALYTICS** MIT Center for Civic Media +
MIT Media Lab + Media X at Stanford + **The New York Times** + The
 Financial Times + **The Guardian** + Wharton Customer Analytics Initiative
NEWS MEDIA RESEARCH **Pew Research Center** + Shorenstein Center +
Project on Excellence in Journalism + Reuters Institute for the Study of
 Journalism at Oxford **SOCIAL CHANGE & ENTERTAINMENT** **Fledgling**
Fund + **Harmony Institute** + Vulcan Productions + **Opportunity Agenda** +
 Sundance Institute + **ProSocial** + Active Voice + **BRITDOC** +
 Transformational Media Lab at UC Irvine + **BBC Media Action** **SOCIAL**
ENTREPRENEURSHIP & TECHNOLOGICAL INNOVATION Skoll Foundation
SOCIAL MEDIA & IMPACT **SocialFlow** + Sparkwise + **Center for Social**
Media **SOCIAL MEDIA & NETWORK BEHAVIOR** Hulu + **Twitter**

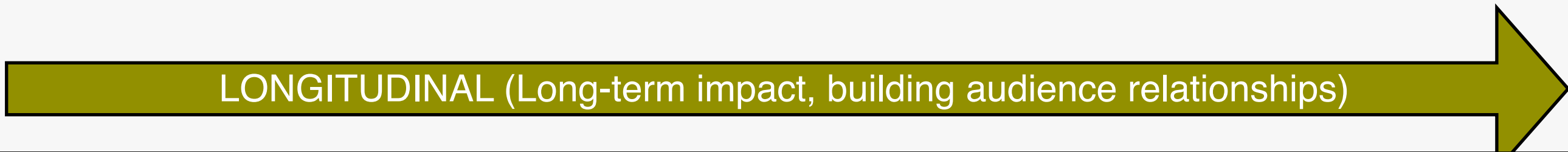
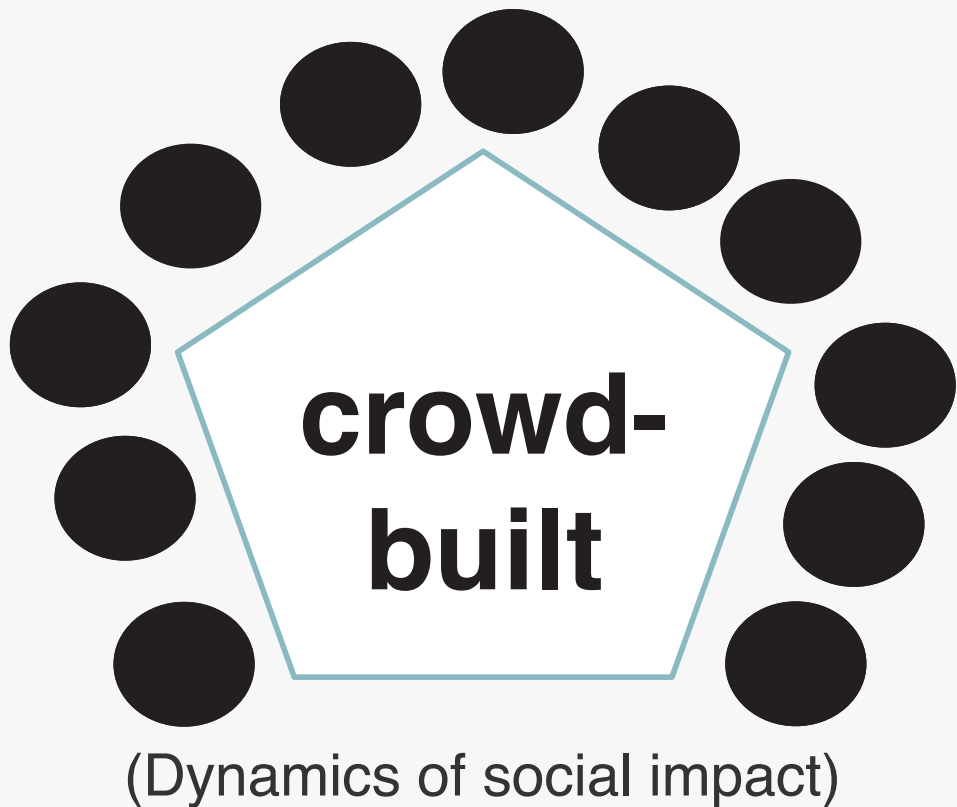
RESEARCH APPROACHES & INPUTS

We will ground our efforts in traditional research techniques...

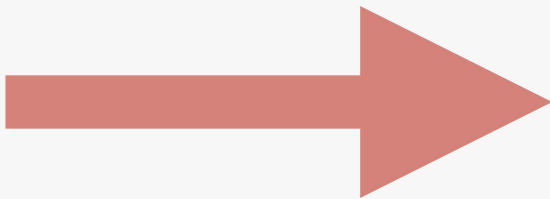
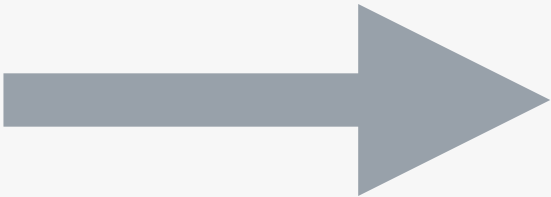
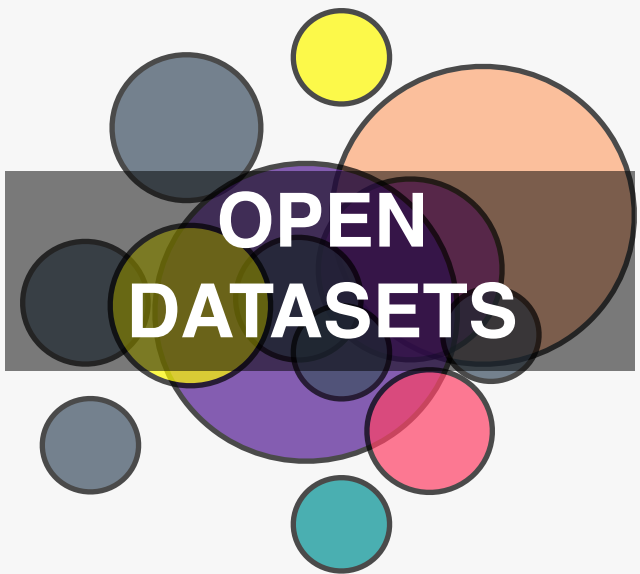


RESEARCH APPROACHES & INPUTS

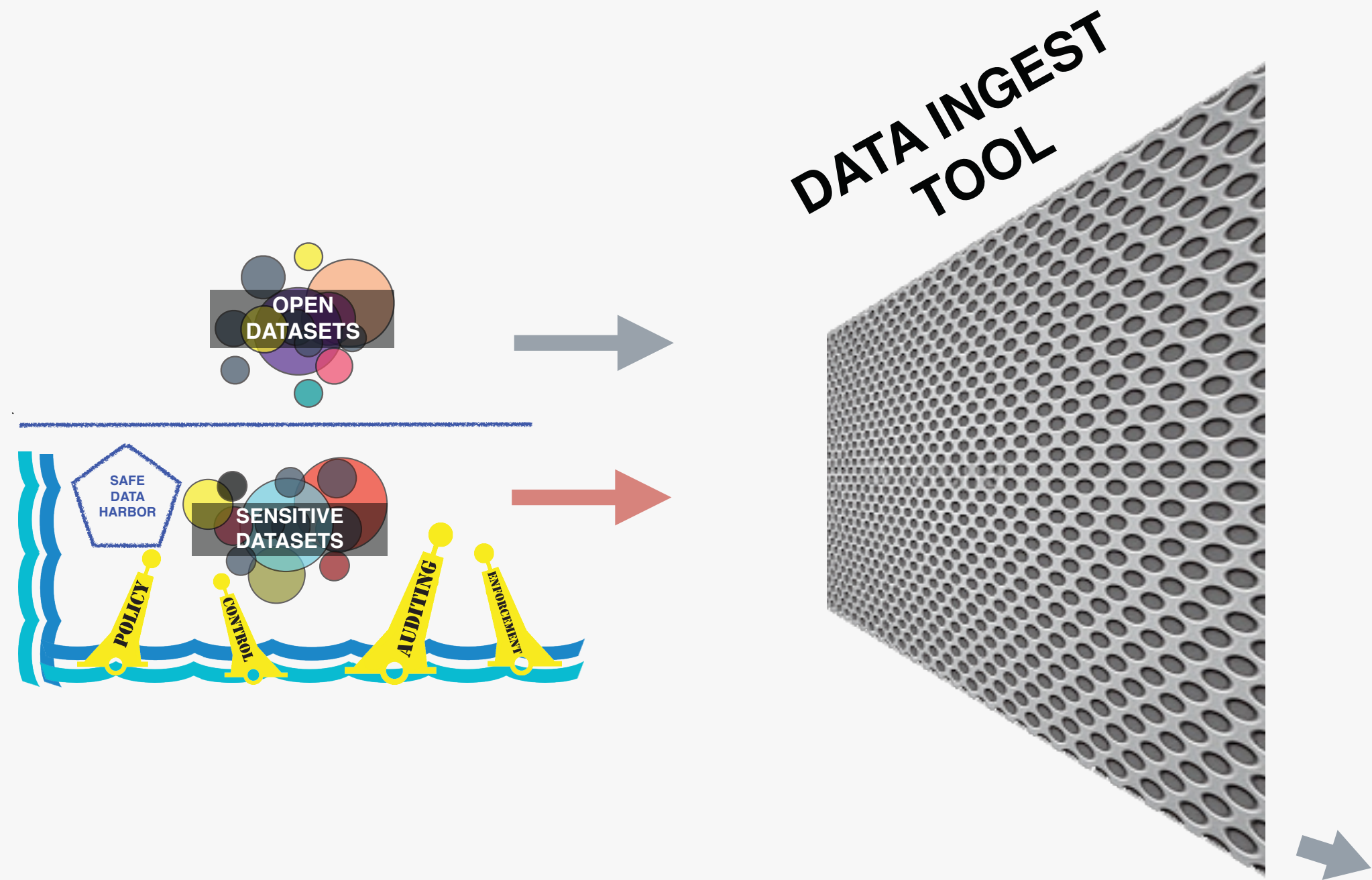
...we will also deploy non-traditional techniques to explain media's impact



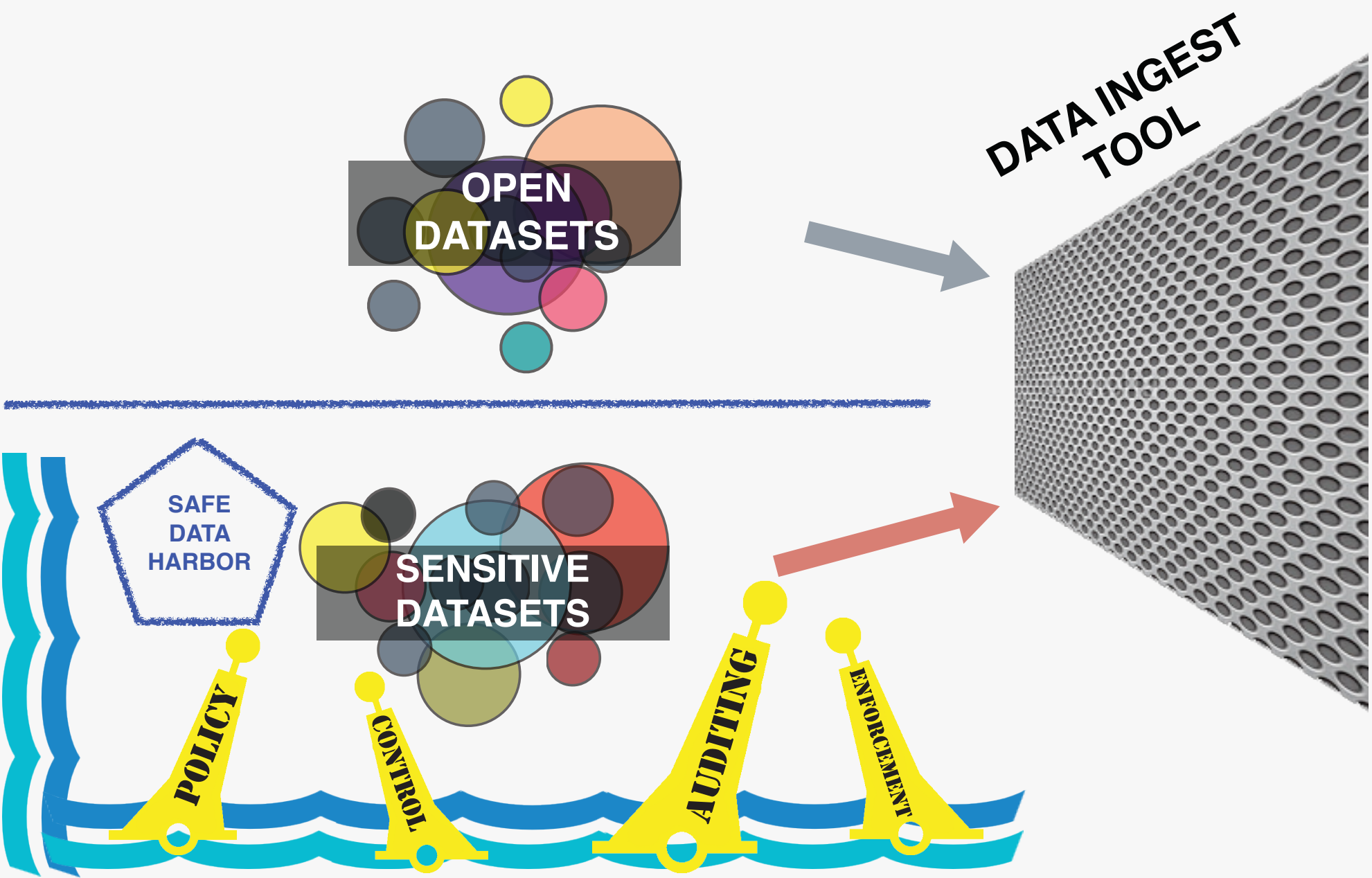
DATA ANALYTICS CENTER



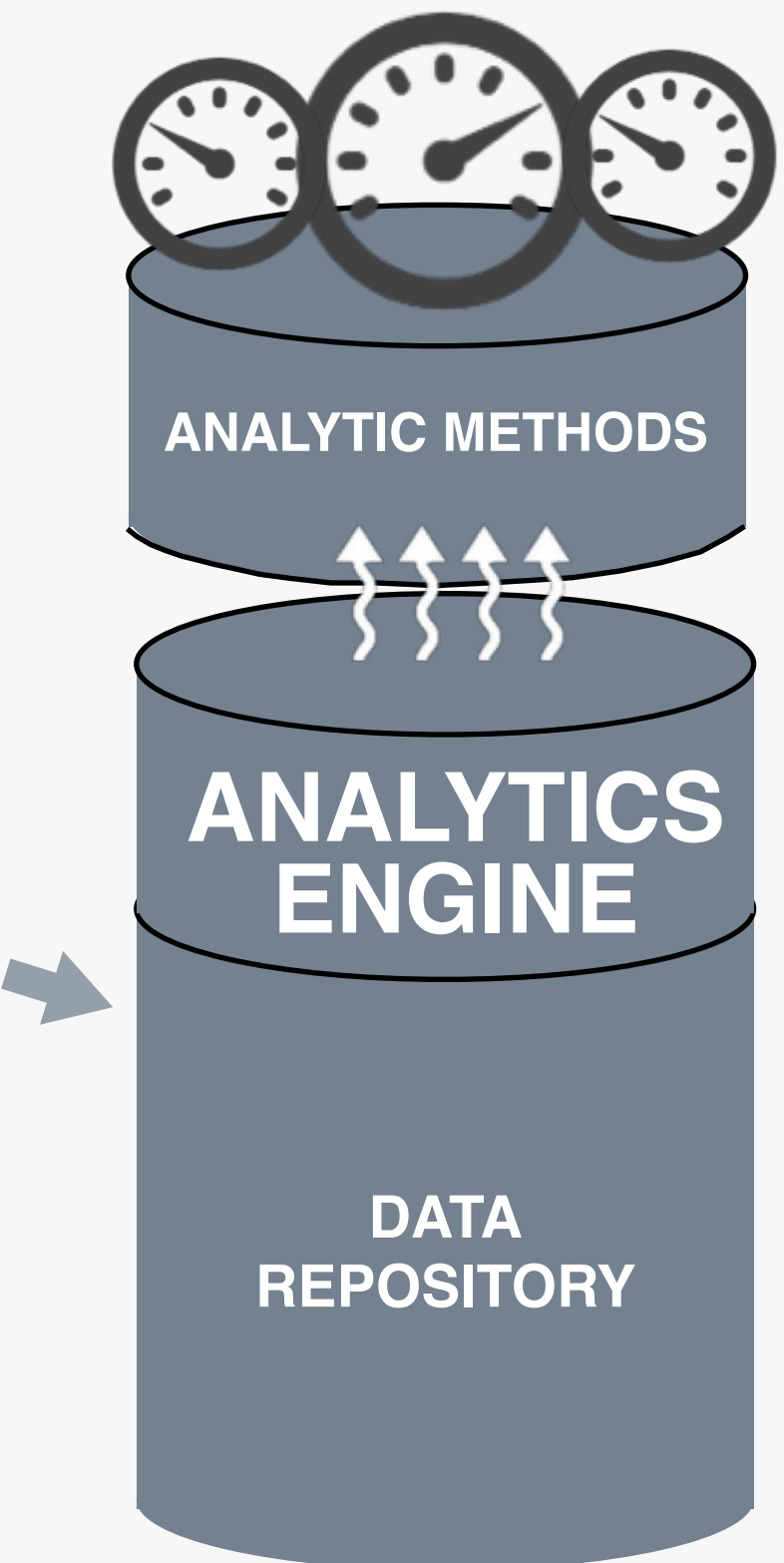
DATA ANALYTICS CENTER



DATA ANALYTICS CENTER



USER DASHBOARD & TOOLS



MIP CORE ELEMENTS



CENTRAL RESOURCE



BEST PRACTICES



DATA ANALYTICS CENTER



TECHNICAL ASSISTANCE



SHARING FINDINGS



INFO FOR DATA-DRIVEN DECISIONS

IMPORTANCE OF OFFLINE MEASUREMENT

Conversations in-person/on the
phone eclipse online social media
activity

Not all content is 'social'

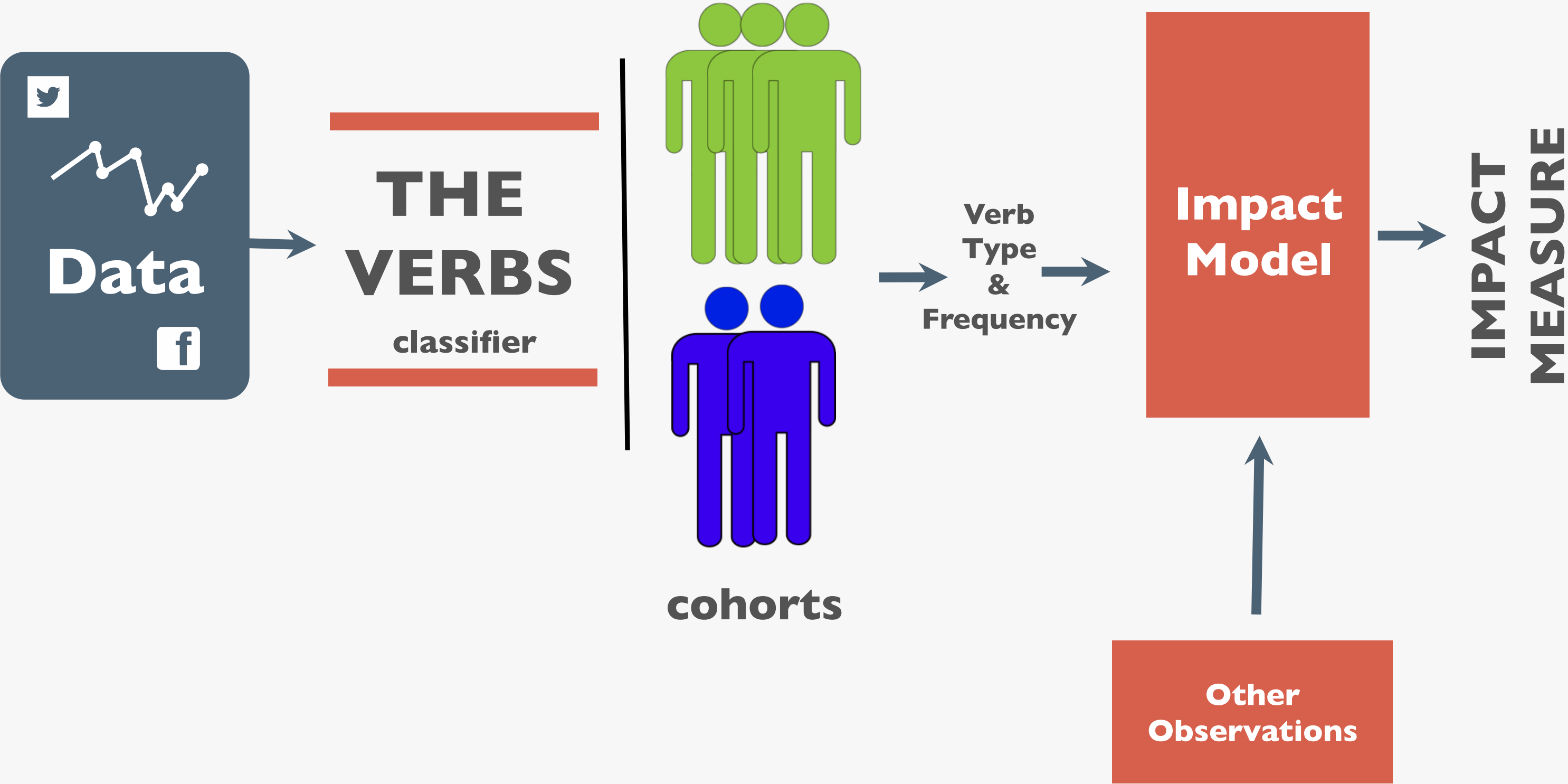
SOCIAL ACTIONS ARE VAST AND MEASUREABLE

THE VERBS OF ONLINE ACTIONS



	consuming	amplifying	contributing	subscribing	transacting	catalyzing
descriptions	Users are exposed to the content	Users share content with other people in their online and offline networks	Users contribute and/or augment to content	User sign up to receive content	User trades money or info for goods or services	----
actions	Reading text, watching video, viewing photos, listening to audio	E-mailing, liking on Facebook, sharing, tweeting/retweeting	Rating/reviewing, posting a photo, participating in a chat, filling out a poll, commenting, writing a story	Subscribing to an e-mail newsletter, registering, liking a Facebook page, downloading a mobile app	Donating, registering for an event, buying	----

MAPPING ACTION & IMPACT



WHAT'S NEXT

TPI (The Participant Index)

Landscape analysis

WE'RE HIRING

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Beverly Hills, CA 90211

Todd Cunningham

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 @ToddMIP

MEDIA IMPACT PROJECT

THANK YOU

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