MEDIA IMPACT FUNDERS

UNIVERSITY OF SOUTHERN CALIFORNIA
Annenberg School for Communication and Journalism
The Norman Lear Center

Media Impact Project

March 5, 2014
The Norman Lear Center

Studying and Shaping the Impact of Entertainment & Media on Society
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
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.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither Agree or Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I found my mind wandering while watching.</td>
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<tr>
<td>The film affected me emotionally.</td>
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<tr>
<td>When the film ended, I found it easy to put out of my mind.</td>
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<tr>
<td>Events in the film are relevant to my everyday life.</td>
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<td></td>
<td></td>
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</tr>
<tr>
<td>I could picture myself in the scene of the events in the film.</td>
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</tr>
<tr>
<td>This film has changed my life.</td>
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<td></td>
<td></td>
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</tr>
</tbody>
</table>
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?
local involvement
in schools
advertising
media coverage
get word out
information
policy change
kids/youth
organic
agribusiness
government
college students
sustainable food
farmers markets
genetically engineered
labeling
sustainable
ergument
vegetarianism
refat labeling
sustainable
corporate
broadsheet
consumerism
nutrition
food policies
farmers markets
market economy
local
sustainable food
pesticides
Monsanto
animal cruelty
documentaries
illnesses
change
educate
parents
film
social media
petition
local farmers
collective action
global perspective
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Todd Cunningham, Director
Media Impact Project

March 5, 2014
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.
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

USC US-China Institute

USC ANNENBERG CENTER ON COMMUNICATION LEADERSHIP & POLICY

USC Dornsife
East Asian Studies Center

USC Center on Public Diplomacy at the Annenberg School

Knight Digital Media Center

CIVIC PATHS

Mobile News Incubator Fellowships

USC Institute for Creative Technologies

Keck School of Medicine of USC
Department of Preventive Medicine

USC Neuroscience

USC Institute of Politics

Sol Price School of Public Policy

Pacific Council
On International Policy
We will ground our efforts in traditional research techniques...
RESEARCH APPROACHES & INPUTS

…we will also deploy non-traditional techniques to explain media’s impact

crowd-built

(Dynamics of social impact)

DEPRIVATION STUDIES

(New articulations of value and impact)

LONGITUDINAL (Long-term impact, building audience relationships)
DATA ANALYTICS CENTER

OPEN DATASETS

SENSITIVE DATASETS

SAFE DATA HARBOR

DATA INGEST TOOL
DATA ANALYTICS CENTER

OPEN DATASETS

DATA INGEST TOOL

SAFE DATASETS

USER DASHBOARD & TOOLS

SENSITIVE DATASETS

ANALYTIC METHODS

PRIORITY CONTROL

AUDITING

ENCOREMENT

DATA REPOSITORY

ANALYTICS ENGINE

SAFE DATA HARBOR

OPEN DATASETS

SENSITIVE DATASETS
MIP CORE ELEMENTS

- CENTRAL RESOURCE
- BEST PRACTICES
- DATA ANALYTICS CENTER
- TECHNICAL ASSISTANCE
- SHARING FINDINGS
- INFO FOR DATA-DRIVEN DECISIONS
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

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

Data → THE VERBS classifier → cohorts

Verb Type & Frequency → Impact Model

Other Observations

IMPACT MEASURE
WHAT’S NEXT

TPI (The Participant Index)

Landscape analysis
WE’RE HIRING

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THANK YOU

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