

Media Impact Bibliography

Resources curated by Jessica Clark, MIF and Lindsay Green-Barber, CIR
 Find these and others: <http://mediainpactfunders.org/assessing-impact-of-media>

Film/Entertainment

BAVC Impact Playbook: *Best Practices for Understanding the Impact of Media*.

Blakely, Johanna “Research study finds that a film can have a measurable impact on audience behavior,” Norman Lear Center, February 22, 2012

BRITDOC Impact Reports, 2013.

Campolo, Alex, et al. “Sharing Influence: Understanding the influence of entertainment in online social networks,” Harmony Institute, July 22, 2013.

Clark, Jessica and Abrash, Barbara, *Social Justice Documentary: Designing for Impact*, Center for Social Media, September 2011.

Mertes, Cara (Interview), “Cara Mertes, Head of Ford Foundation’s JustFilms, Explains Why Thinking About Impact Will Make Your Doc Better. Yes, Really!,” Indiewire, December 13, 2013.

Journalism/Community Information Needs

Abelson, Brian. “Creating a Metric for News Apps,” briableson.com.

Bornstein, David, “Why we need solutions journalism,” Skoll World Forum, 2012.

Colonel, Sheila. “What Kind of Reporting Makes an Impact? Some Answers from Pakistan,” WatchDog Watcher, February 16, 2014

Castillo, Michelle. “Facebook Algorithm Tweaks Hurt Viral Sites More Than Other Publishers,” *Adweek*, March 27, 2014.

Chinn, Dana, et al., *Measuring the Online Impact of Your Information Project*, The John S. and James L. Knight Foundation/FSG Social Impact Advisors, May 31, 2011.

Edmonds, Rick. “Why it’s time to stop romanticizing & begin measuring investigative journalism’s impact,” Poynter, Aug. 20, 2013.

Edmonds, Rick. “Time to ditch uniques and page views for engagement in measuring digital audiences,” Poynter, March 17, 2014.

Fox, Steve. “Why are we spending so much time ‘Measuring the Impact of Journalism?’,” UMass Journalism Professor’s Blog, March 30, 2012.

Green-Barber, Lindsay. “How can journalists measure the impact of their work? Notes toward a model of measurement,” Nieman Journalism Lab, March 19, 2014.

Hu, Elise. "Tomorrow's Metric for News is Action," Nieman Journalism Lab, 19, 2014.

Lewis, Charles and Hilary Niles. "The art, science, and mystery of nonprofit news assessment," Investigative Reporting Workshop at American University's School of Communication, July 10, 2013.

Linch, Greg. "Quantifying impact: A better metric for measuring journalism," The Linchpen, Jan. 14, 2012.

Newitz, Annalee. *Viral Journalism and the Valley of Ambiguity*, *i09*, November 13, 2013.

Patel, Mayur. "Eye on results: Publishers rethink how to measure impact," Knight Blog, December 19 2013.

Pilhofer, Aron. "Finding the right metric for news," Aronpilhofer.com, July 25, 2012.

Schaffer, Jan and Erin Polgreen. *Engaging Audiences: Measuring Interactions, Engagement and Conversations*, J-Lab, May 26, 2012

Stray, Jonathan. "Metrics, metrics everywhere: How do we measure the impact of journalism?" Nieman Journalism Lab, Aug. 17, 2012.

Tofel, Richard J. *Non-Profit Journalism: Issues Around Impact*, ProPublica, February 2013.

Public Media

AIR, *What's Outside? Public Media 2014*, Localore.net, March 2014.

Athas, Eric. "What Can Make Audio Go Viral? NPR Experiments With Building Earworms for Social Media," Nieman Journalism Lab, February 5, 2014.

Clark, Jessica and Tracy Van Slyke. "5 needs and 5 tools for measuring media impact," PBS MediaShift, May 11, 2010.

Fisch, Shaolm M. and Truglio, Rosemarie T., "G is for growing: Thirty years of research on children and Sesame Street," Children's Television Workshop, 2000.

Green, Daniel, "Eyeballs and Impact: Are we measuring the right things if we care about social progress?" Skoll World Forum, 2012.

Kritchels, Ted. "Public Media Models of the Future," PBS, February 2014.

Measuring Public Media's Impact: Challenges and Opportunities, National Center for Media Engagement, March 2013

Richardson, Breeze. "Measuring Community Engagement: Case Study From Chicago Public Media," RJOnline.org, December 1, 2011.

Stifter, Catherine. "Community Engagement Supports and Strengthens First Person Storytelling," Reporting on Health, 2013.

Working, Russell. "*Downton Abbey* Rules for Social Media Measurement," Ragan.com, March 26, 2014.