

THE ACADEMY AND THE INFORMATION INFRASTRUCTURE FOR MEDIA OWNERSHIP RESEARCH

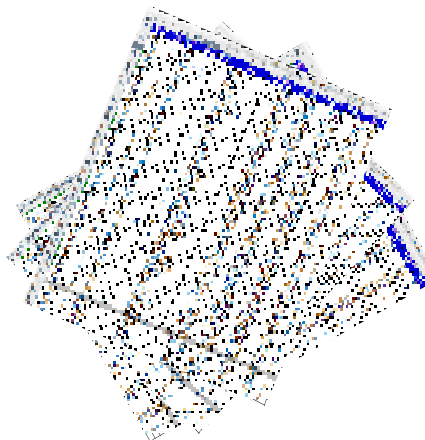
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RETHINKING THE ROLE OF THE ACADEMY

Research is easy.

Data are hard.



POSSIBLE ROLES

- To Develop and Maintain Rigorous, Longitudinal Databases
 - Widely accessible to academic, industry, public interest, and governmental policy researchers

POSSIBLE ROLES

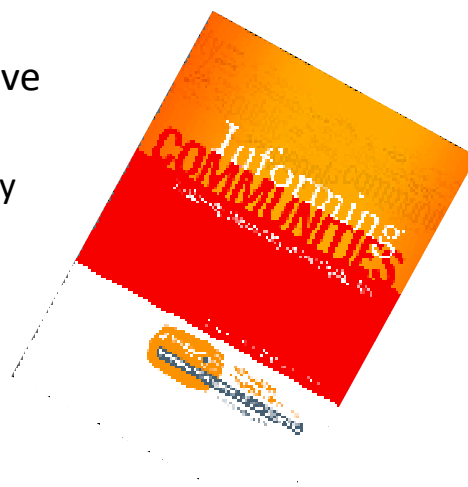
- To Work Collaboratively with Governmental and Non-Profit Institutions
 - Overcome cost and data access and fit limitations that often impede media ownership research

POSSIBLE ROLES

- To Integrate Media Ownership into Broader Information Ecology Research
 - Not Just “Who Owns What?” But “So What?”

NEW AMERICA FOUNDATION

- The Media Policy Initiative
 - Local Information Ecology Mapping Project
 - Outgrowth of Knight Commission Report



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- Key Recommendation:

5 Recommendation 5: Develop systematic quality measures of community information ecologies, and study how they affect social outcomes.

- Appendix I: [Taking Stock: Are You a Healthy Information Community?](#)

MAPPING LOCAL INFORMATION ECOLOGIES GOING FORWARD

- Include Media Ownership Information at the Local Level

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Media Performance
& Relevant Social Outcomes Data

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“So What?”

More Information at:

<http://mediapolicy.newamerica.net/home>

Thank You!