

# DIVERSITY SOURCING TOOL: INTENTIONS, SELF-OBSERVATION & LEARNING

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## ABSTRACT

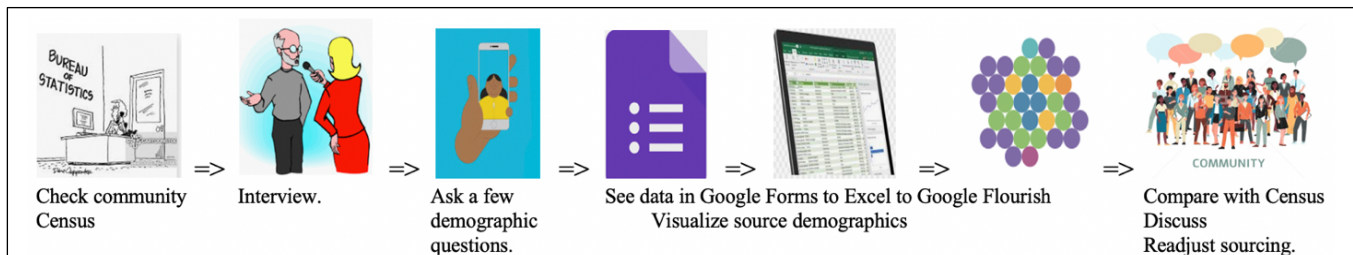
Implicit bias is unintentional; however, fair and total community coverage requires intentional action on the part of reporters individually and newsrooms collectively. This research was to learn if a free new sourcing tool developed by faculty & students helps students to intentionally include diverse sources in their coverage in real time. (Yes.)

## INTRODUCTION

By intentionally engaging the diverse groups that comprise a community, journalists can build trust that all people are being represented and informed and that stories are more accurate and comprehensive. As news stories pay more attention to inclusiveness, then diverse groups may pay more attention to news stories, which may result in more news consumption.

## DIVERSITY SOURCING TOOL & PROCESS

By linking several freeware technologies together in a new alignment, faculty and students created a sourcing tool to help students, reporters and newsrooms evaluate and adjust the diversity of their sources in real-time.



## OBJECTIVE – DOES IT WORK?

- H1:** Students will improve in their intentional inclusion of diverse sources over time.
- H2:** Students will become more comfortable interviewing sources different from themselves over time.
- H3:** Students' awareness for accurate and comprehensive coverage will improve over time.

## METHOD

*Subjects:*  
Students in required second-level reporting course at a R1 Midwest large public university.  
*Quasi-Experimental Design:*  
Quantitative pretests/posttests with Likert 5-item scale.  
Qualitative open-ended survey comments.  
*Timetable:*  
Two semesters for two separate waves of administration

## RESULTS

Hypotheses supported.  
*Wave 1* (pre- and during pandemic) showed greater learning interval from pretest to posttest.  
*Wave 2* (during pandemic) showed small intervals of learning from pretest to posttest.  
*Qualitative comments* supported each hypothesis.



## CONCLUSIONS

By using the sourcing tool to check types of sources and discussing the inclusion of diverse voices in news stories throughout the semester, students' intention to include diverse voices in their news stories improved over time, they became more comfortable in interviewing diverse sources over time and their awareness that diversity in news stories provides accurate and comprehensive coverage improved over time.

Limitations to the study correlated with changing restrictions and situations during the pandemic affecting exact replication.