**Studying Young People in the Australian News**

The purpose of this toolkit is to help students, citizens and researchers analyse how often young people appear in the news and to critique how they are represented in the news. We created this toolkit to study young Australians and the news, but it can be easily adapted for any country or region.

The toolkit contains 5 documents:

Document 1. This toolkit explainer

Document 2. Research guidelines (which explains how to select your new media)

Document 3. Coding questions (the questions you need to ask and explanations)

Document 4. Coding sheet (use this to complete your analysis)

Document 5: Alternative coding sheet (use this to complete your analysis if you have spreadsheet skills)

The methodology we have used is what is called a ‘snapshot’ media study. The aim with this approach is to choose an unremarkable ‘average’ day as an indicator of what happens overall. It is advised you do not choose a day where the news is focused on an unusual event (like a national day or the day of a natural disaster). You should also avoid the occasional days when the news is unusually focused on young people. For example, each year in Australia the press will cover the start of school exams or NAPLAN testing. These are not ordinary news days as young people appear in the news much more than usual.

You can use this same toolkit to examine news media over a longer period of time or to study the way young people are represented in one single news medium. You can also use it to look at how young people are included and represented in the news on one specific topic (for example, in political stories, or in news stories about the environment). However, to examine young people’s representation on one topic you will need to look at the news over a longer period of time in order to have a significant number of stories to analyse.

We carried out our national study (Notley, Dezuanni and Zhong 2019) by analysing Australian news coverage across newspapers and television only. We chose those two media formats for reasons explained [in our report](https://westernsydney.edu.au/medialiteracy/research/snapshot). This toolkit also supports the analysis of news coverage for radio and the internet.

To carry out our analysis, we examined how often young people appeared, generally, across television news broadcasts and newspapers and also how often they were cited or mentioned in news stories that are specifically relevant to their lives and futures. We also analysed news stories that include young people to critique *how* they are represented.

If you want your study to be a representative sample of the Australians news media, the number of news media and the number of stories we suggest that you analyse is listed below. These are based on the recommendations made in the 2015 WhoMakestheNews.org ‘snapshot’ methodology. This figure is based on media density analysis for different countries. This says that to do broadly representative sample of Australian news media, you should analyse:

**Newspapers:** 8-12 newspapers (12 to 14 stories for each)

**TV:** 8-12 stations (8 to 12 stories for each)

**Radio:** 3-5 stations (8 to 12 stories for each)

**Internet news**: 4 to 7 publications 12 to 14 stories for each)

The rationale for studying the top stories is explained in WhoMakestheNews.org as being to focus on ‘lead stories’. In our study, however, we were not only interested in lead stories and therefore, we elected to analyse all news stories in the newspapers we chose and all news stories in the TV broadcasts we selected. This meant that for each publication we studied between 12-41 news stories (276 in total). We sought to get a diverse mix of national, state and regional news media along with private and public broadcasters, and a mix in ownership. We analysed six newspapers from three different owners (newspapers are [highly concentrated in Australia](https://www.acma.gov.au/theACMA/media-interests-snapshot) with Nine Entertainment Co, formerly Fairfax, and NewsCorp owning most national and state newspapers). We analysed four news broadcasts from four different owners (3 commercial and one public broadcaster).

To understand how to use this toolkit, refer to sheet number 2 in this toolkit, ‘Young People in The News Research Guidelines’.

If you would like any further information about this toolkit please email Tanya Notley [t.notley@westernsydney.edu.au](mailto:t.notley@westernsydney.edu.au). If you use it, you can reference or cite the toolkit in the following way:

#### Notley, T and Dezuanni, M (2019), *Toolkit: Analysing the inclusion and Representation of young people in the news media*. Western Sydney University and Queensland University of Technology.

#### If you use this toolkit please email us and let us know.