

# Advancing Communication Science/Informal Learning Research

# Child Trends News Service: Advancing Social Science Knowledge to Benefit Hispanic Families

Funded by NSF



# Making a Difference

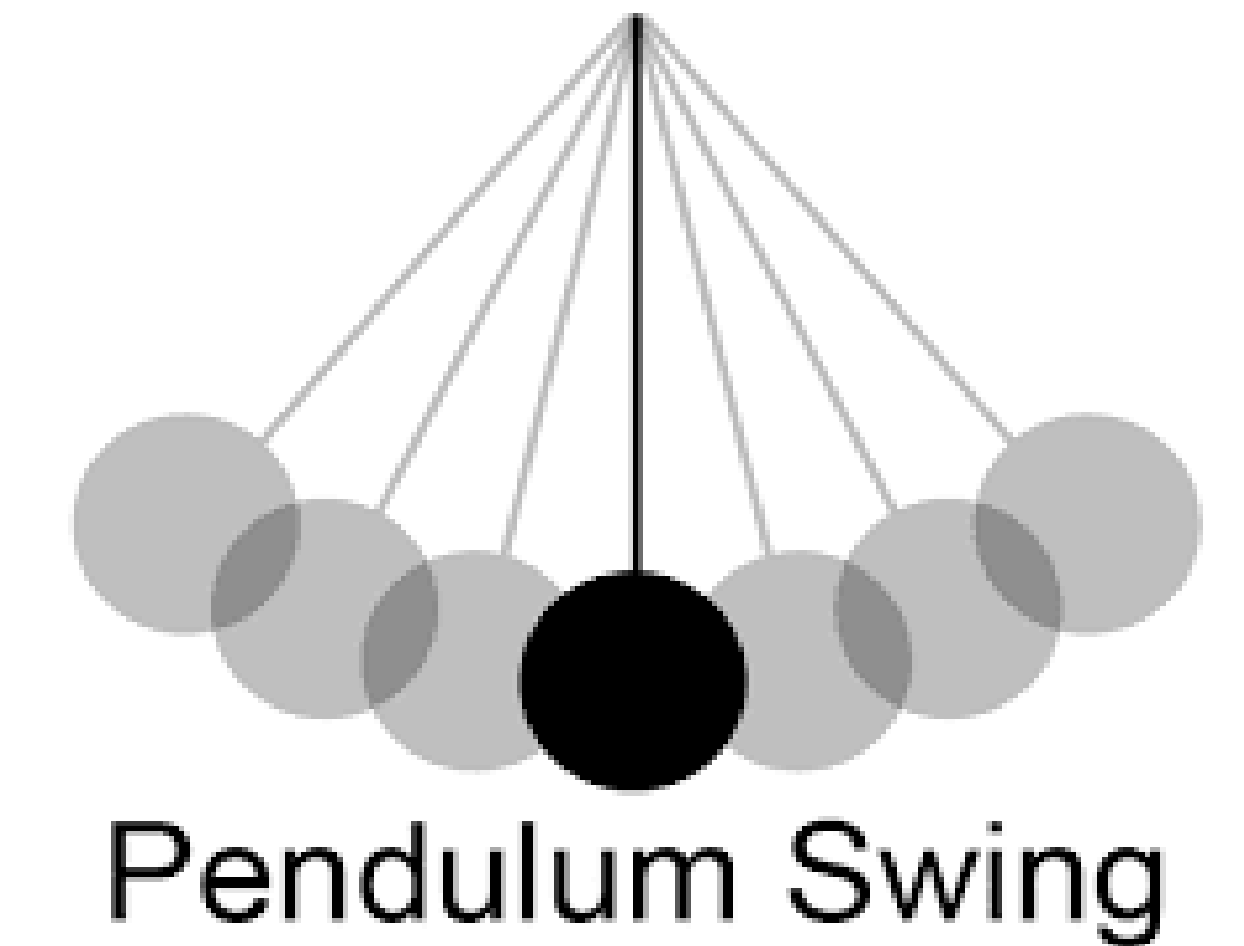


How do audiences interact with the news to inform their lives?

How can we leverage TV news as a vehicle for STEM learning?

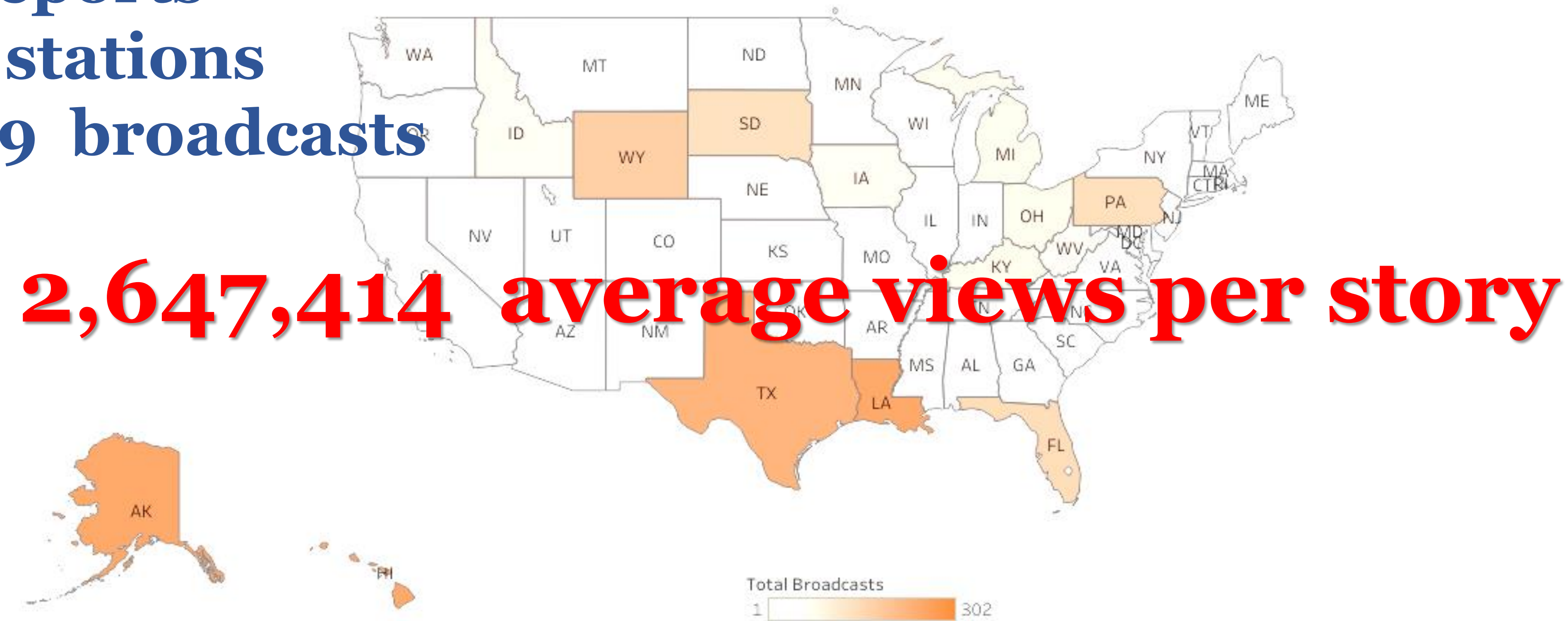
- What should parents know about social science?
- What does the media get wrong about STEM?
- How can we engage hard-to-reach populations?

Accurate STEM content TV Standards

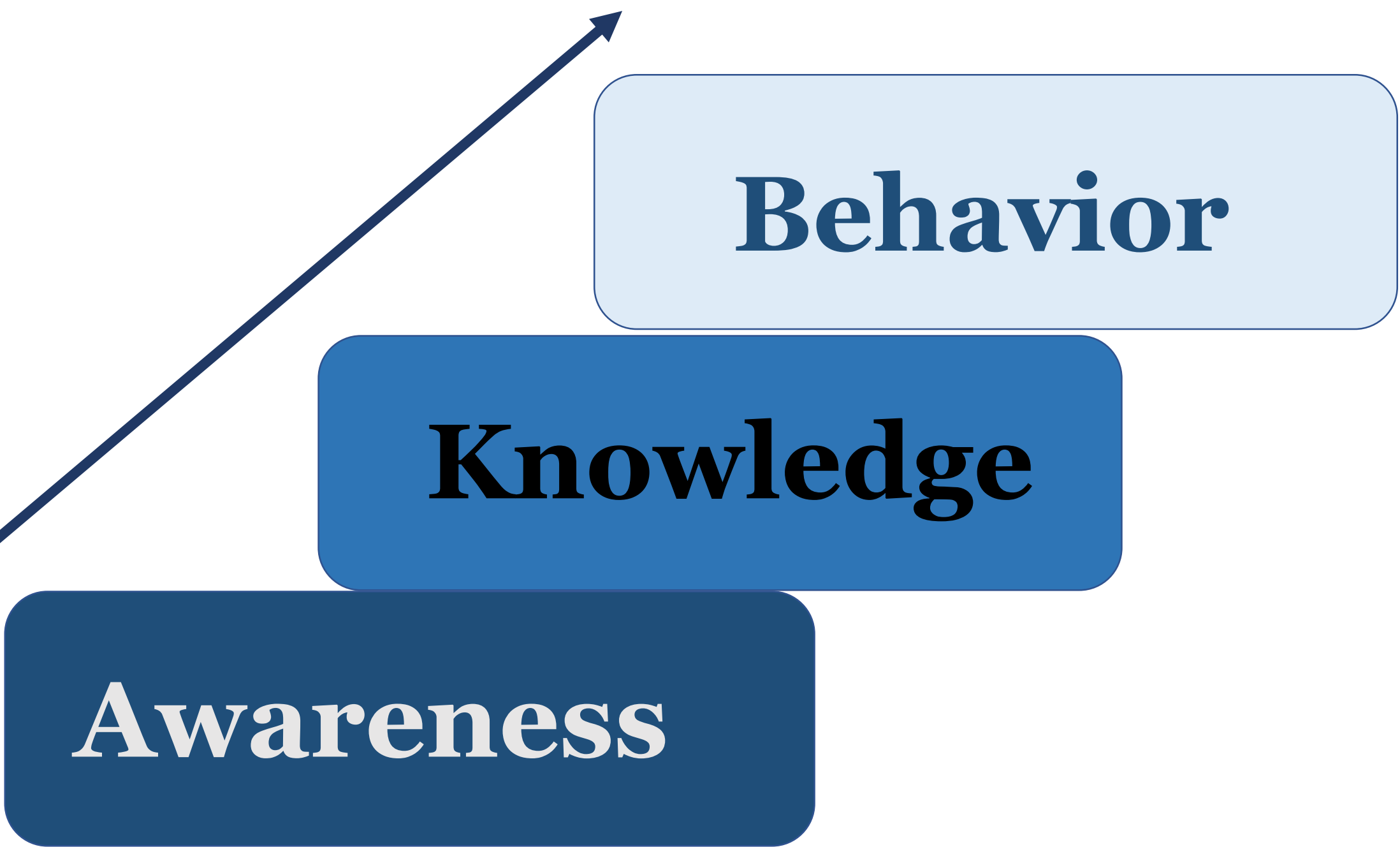


Total Broadcasts Aired, by State (July 2017 - April 2018)

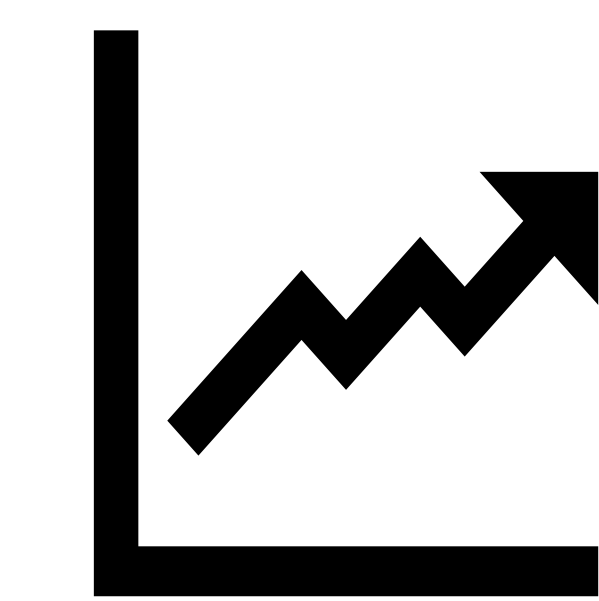
- 88 reports
- 300 stations
- 2,559 broadcasts



- ✓ Expanding access to & value of social science
- ✓ Promoting positive parenting behaviors
- ✓ Striking content balance
- ✓ Ensuring accuracy



Our ability to effectively communicate is linked to whether our audiences **understand, trust and accept** the research information we relay.



**U.S. Latinos**

- ✓ Fastest-growing child group
- ✓ Disproportionately poor.

**Local TV remains the U.S. #1 news source**

Source: Knight Foundation.(2018). "Local TV News and the New Media Landscape."



**8 monthly English & Spanish news reports focus on reaching Latino markets.**

Source: Murphey, D., Guzman, L., & Torres, A. (2014). "America's Hispanic Children: Gaining Ground, Looking Forward."

