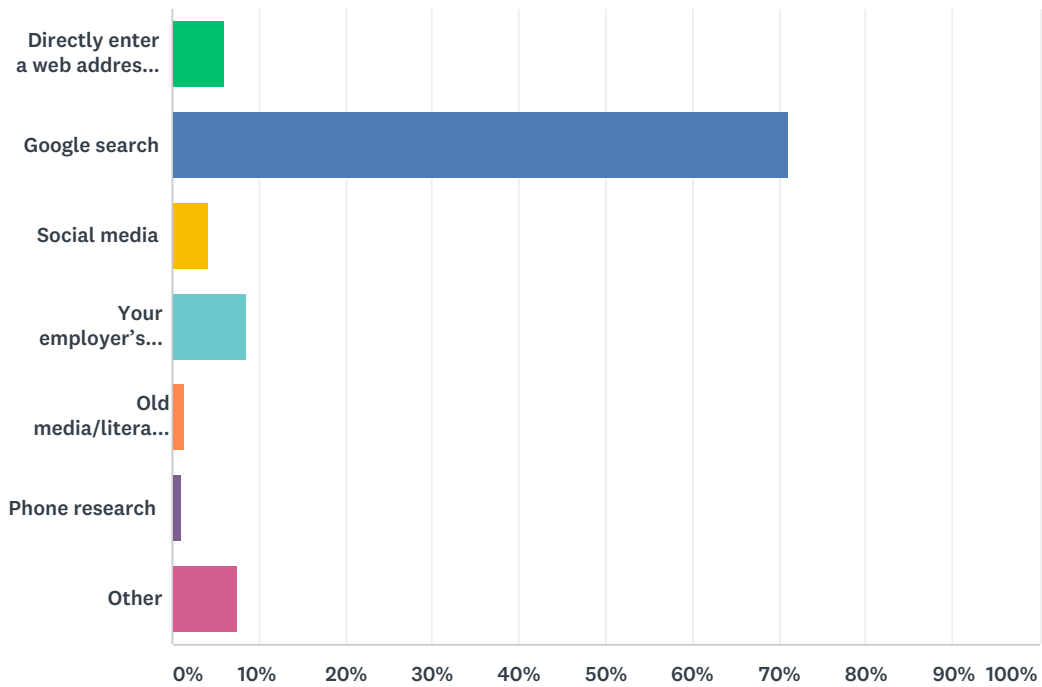


Q1 When considering a topic for a story or coverage, what is your first step in background research?

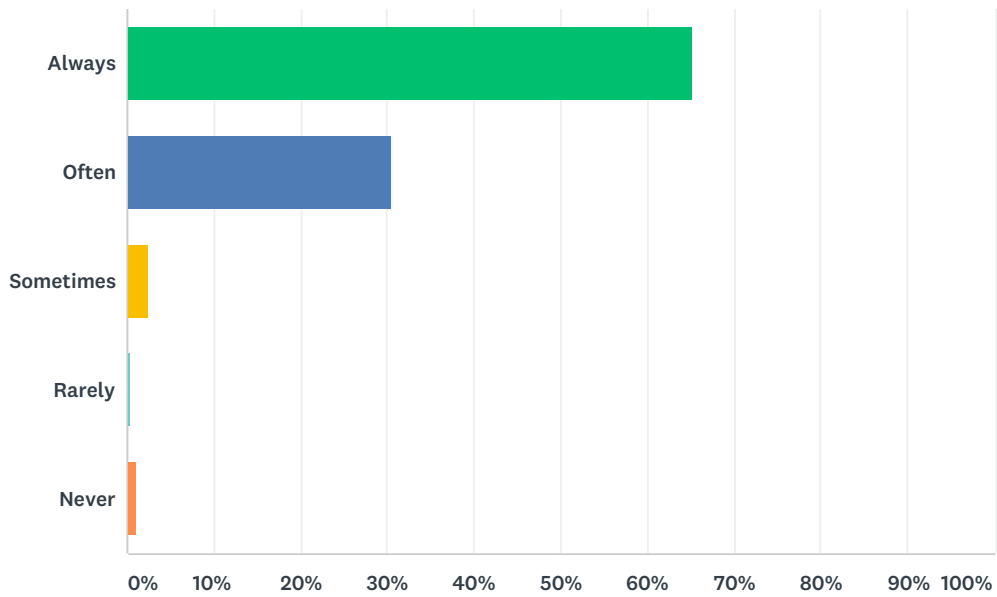
Answered: 211 Skipped: 2



ANSWER CHOICES	RESPONSES	
Directly enter a web address (URL)	6.16%	13
Google search	71.09%	150
Social media	4.27%	9
Your employer's archives	8.53%	18
Old media/literature	1.42%	3
Phone research	0.95%	2
Other	7.58%	16
TOTAL		211

Q2 How often do you perform an online search about a company, organization or person when researching a story?

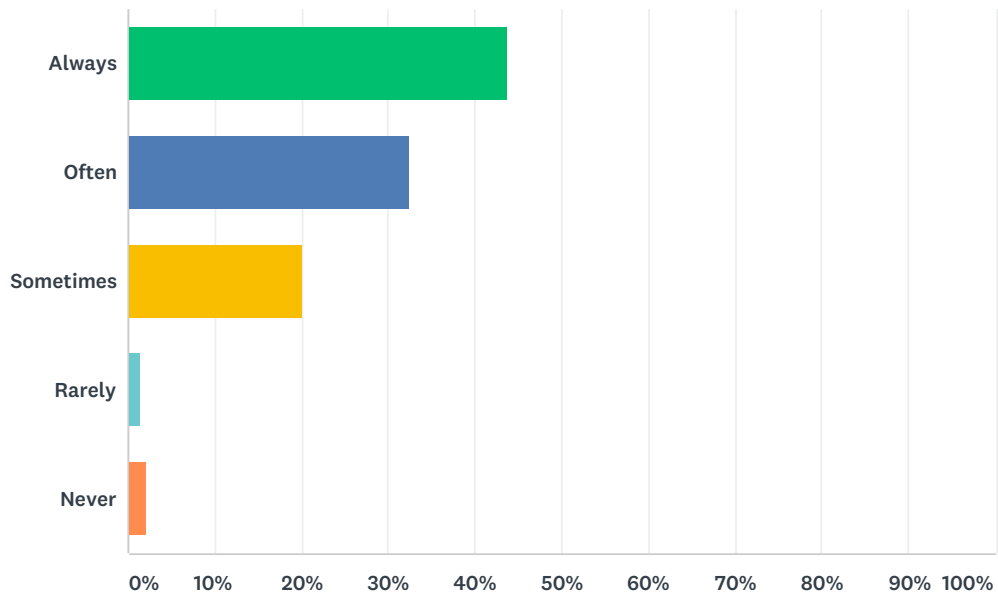
Answered: 193 Skipped: 20



ANSWER CHOICES	RESPONSES	
Always	65.28%	126
Often	30.57%	59
Sometimes	2.59%	5
Rarely	0.52%	1
Never	1.04%	2
TOTAL		193

Q3 Do you consider online search results when researching a subject for coverage?

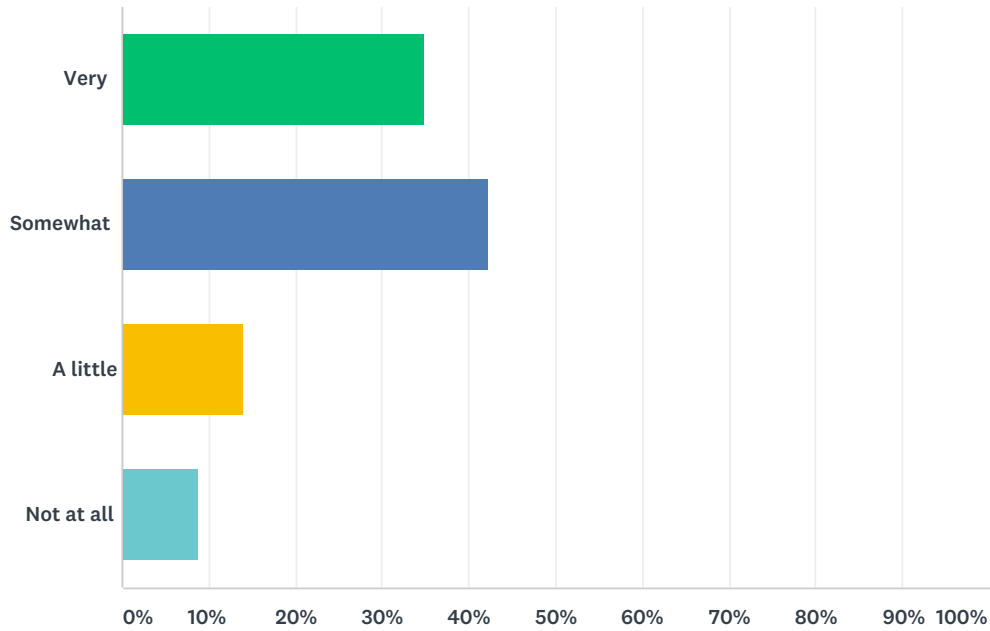
Answered: 194 Skipped: 19



ANSWER CHOICES	RESPONSES	
Always	43.81%	85
Often	32.47%	63
Sometimes	20.10%	39
Rarely	1.55%	3
Never	2.06%	4
TOTAL		194

Q4 How important is a person or organization’s digital reputation (e.g., search results) when you’re developing a story idea?

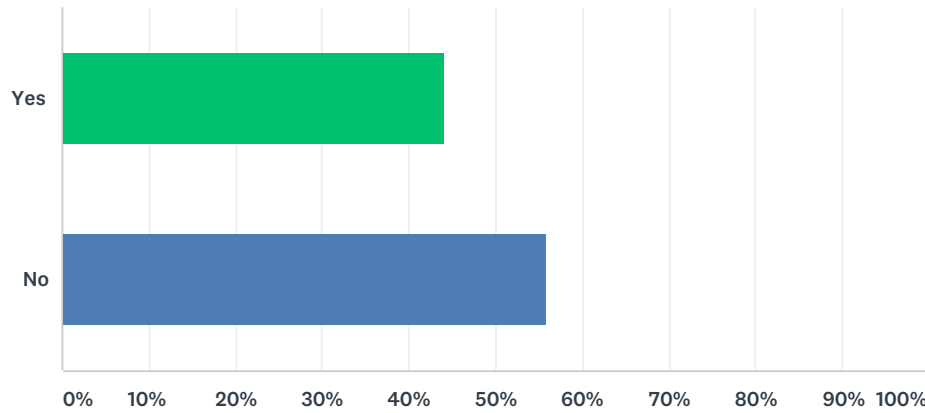
Answered: 192 Skipped: 21



ANSWER CHOICES	RESPONSES	
Very	34.90%	67
Somewhat	42.19%	81
A little	14.06%	27
Not at all	8.85%	17
TOTAL		192

Q5 Have you ever killed a story idea based on Google search results?

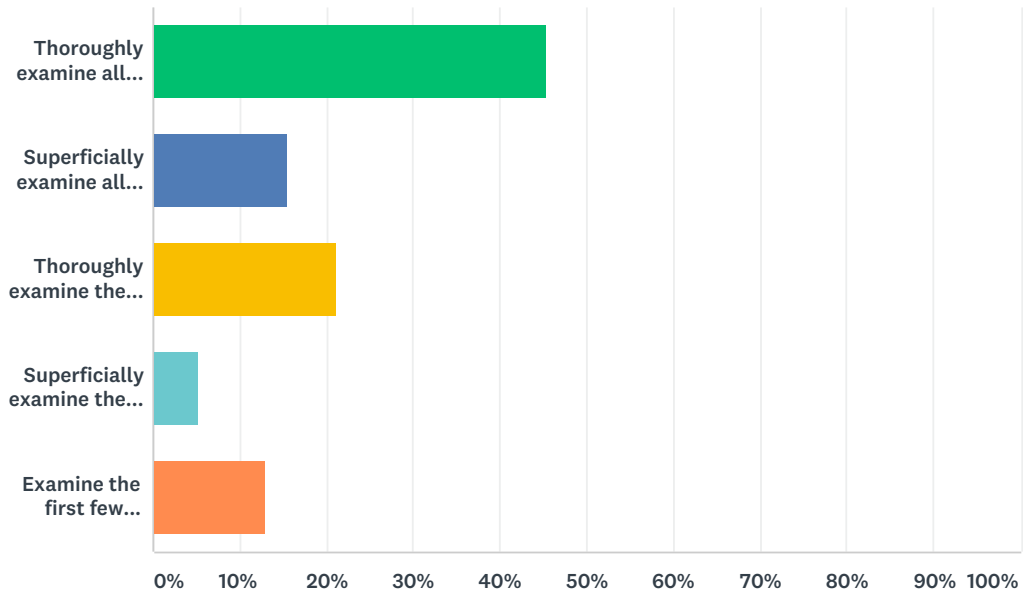
Answered: 193 Skipped: 20



ANSWER CHOICES	RESPONSES	
Yes	44.04%	85
No	55.96%	108
TOTAL		193

Q6 When processing Google search results, do you:

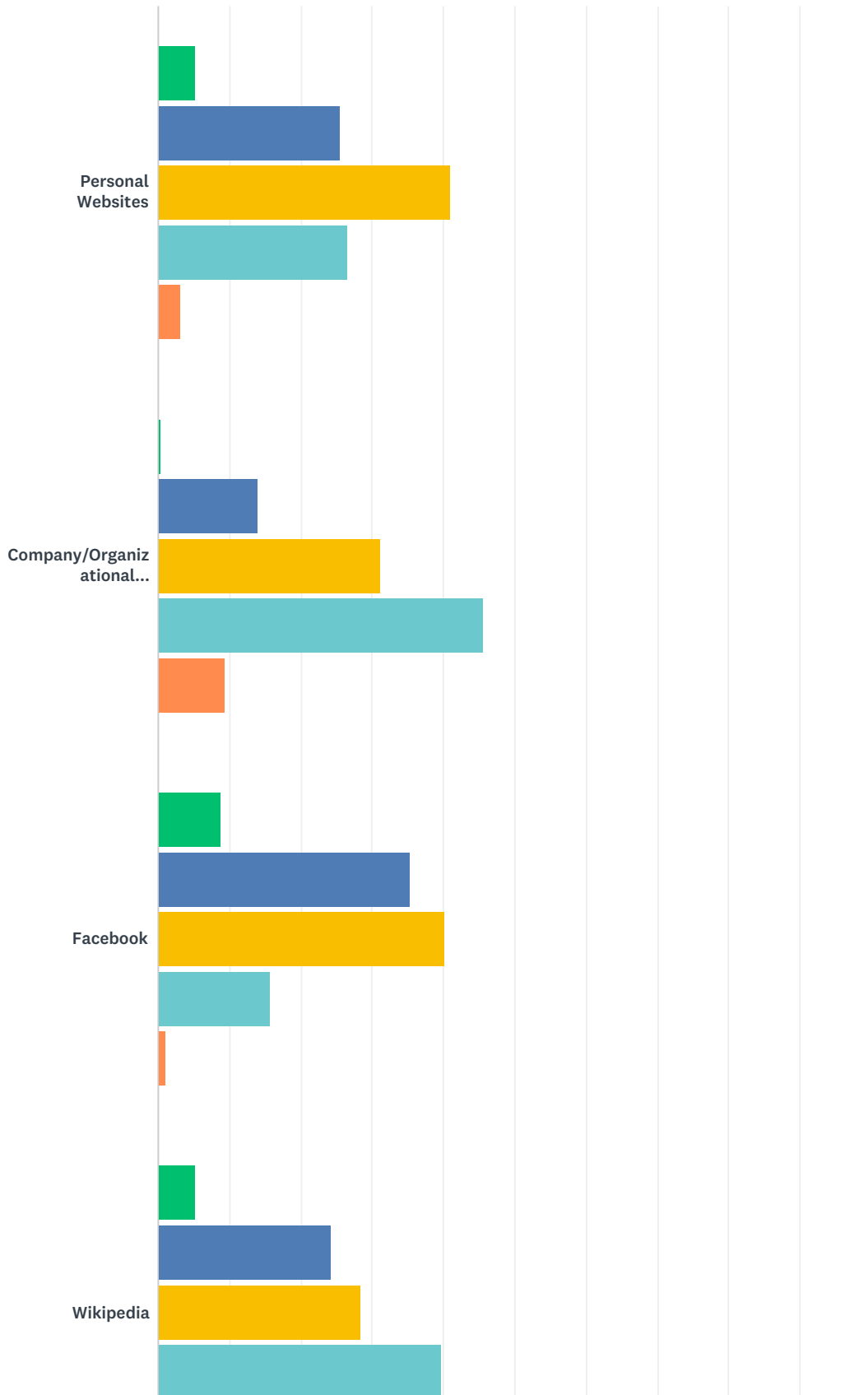
Answered: 194 Skipped: 19



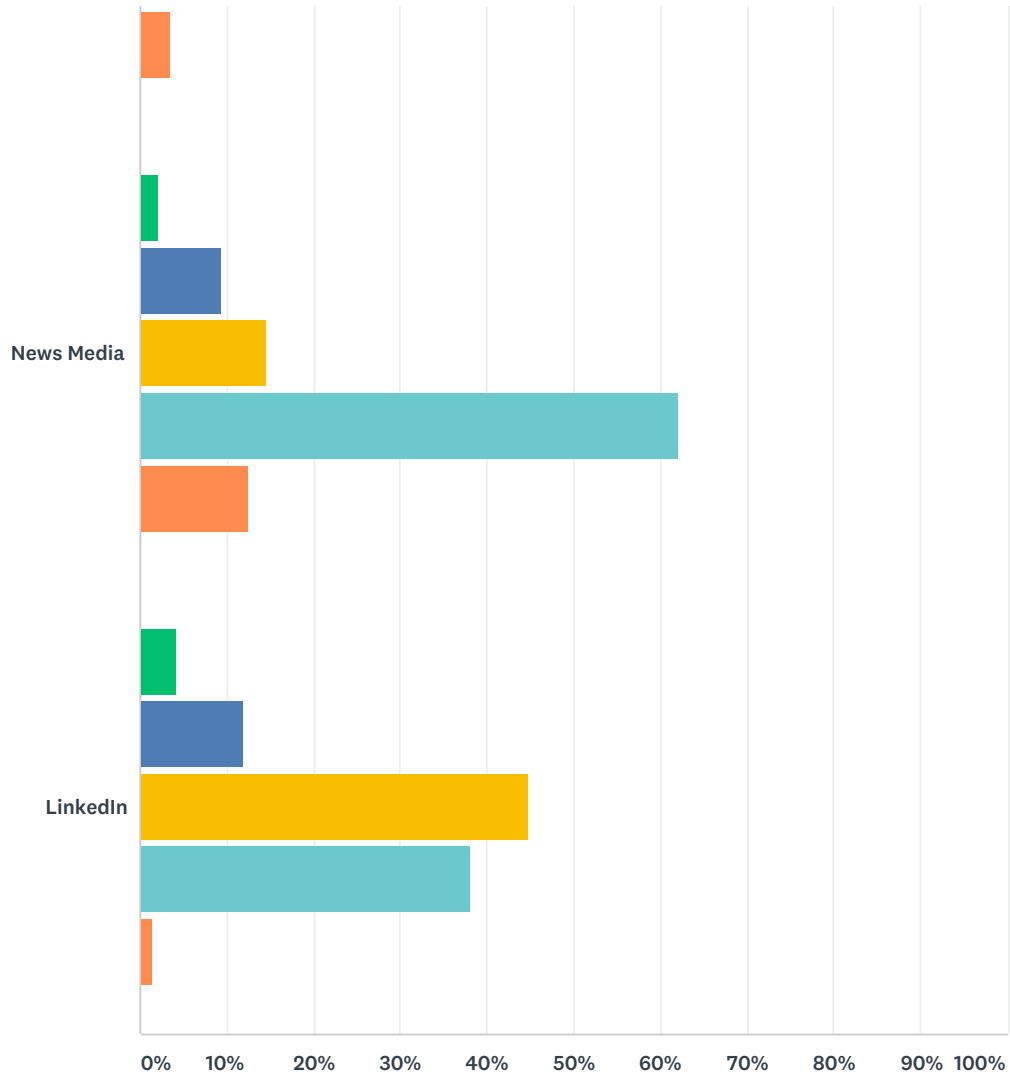
ANSWER CHOICES	RESPONSES	
Thoroughly examine all results that appear relevant	45.36%	88
Superficially examine all results that appear relevant	15.46%	30
Thoroughly examine the results that appear on the first page of results	21.13%	41
Superficially examine the results that appear on the first page of results	5.15%	10
Examine the first few results	12.89%	25
TOTAL		194

Q7 How much do you trust information you find on the following sources:

Answered: 194 Skipped: 19



Journalist Research Tools

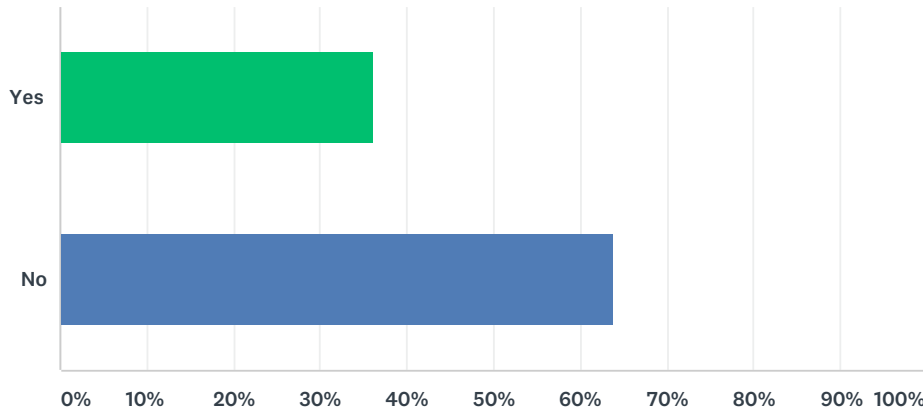


■ Completely Distrust
 ■ Somewhat Distrust
 ■ Neutral
 ■ Somewhat Trust
 ■ Completely Trust

	COMPLETELY DISTRUST	SOMEWHAT DISTRUST	NEUTRAL	SOMEWHAT TRUST	COMPLETELY TRUST	TOTAL RESPONDENTS
Personal Websites	5.32% 10	25.53% 48	40.96% 77	26.60% 50	3.19% 6	188
Company/Organizational Websites	0.52% 1	13.99% 27	31.09% 60	45.60% 88	9.33% 18	193
Facebook	8.85% 17	35.42% 68	40.10% 77	15.63% 30	1.04% 2	192
Wikipedia	5.15% 10	24.23% 47	28.35% 55	39.69% 77	3.61% 7	194
News Media	2.11% 4	9.47% 18	14.74% 28	62.11% 118	12.63% 24	190
LinkedIn	4.17% 8	11.98% 23	44.79% 86	38.02% 73	1.56% 3	192

Q8 If a potential story subject has little to no online footprint, are you less likely to move forward with coverage?

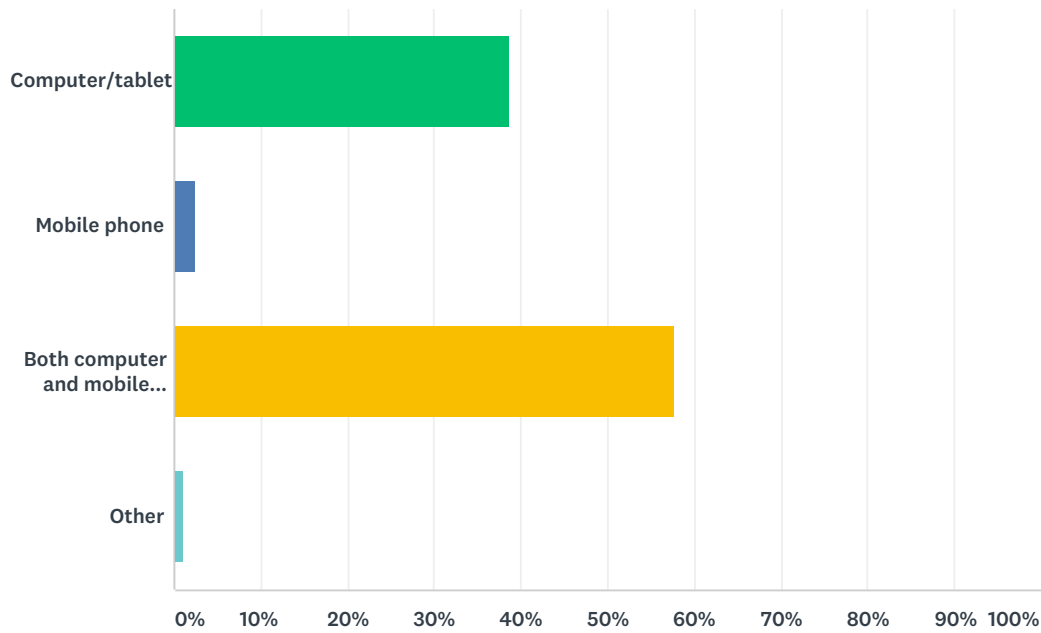
Answered: 193 Skipped: 20



ANSWER CHOICES	RESPONSES	
Yes	36.27%	70
No	63.73%	123
TOTAL		193

Q9 What hardware do you use when conducting online research for a story?

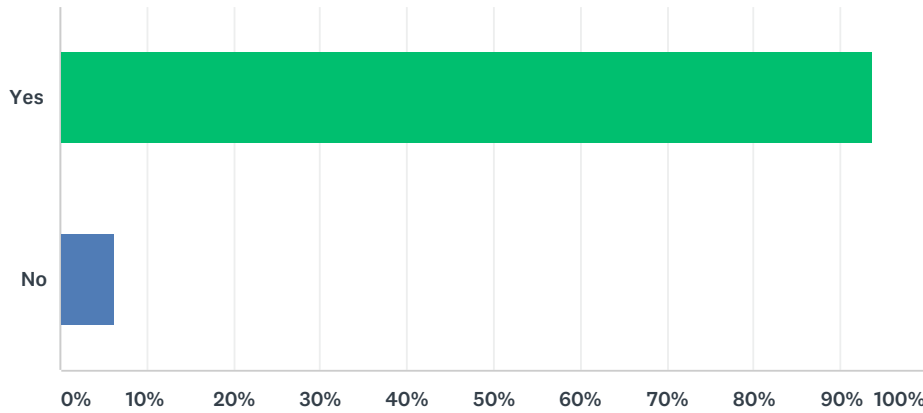
Answered: 194 Skipped: 19



ANSWER CHOICES	RESPONSES	
Computer/tablet	38.66%	75
Mobile phone	2.58%	5
Both computer and mobile phone	57.73%	112
Other	1.03%	2
TOTAL		194

Q10 When using other news outlets as sources for your own research, do you consider potential biases in coverage?

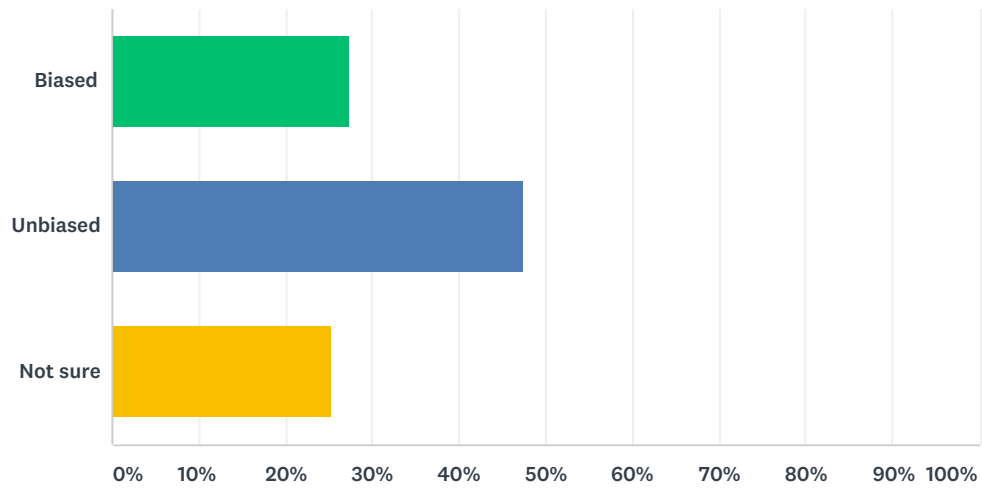
Answered: 193 Skipped: 20



ANSWER CHOICES	RESPONSES	
Yes	93.78%	181
No	6.22%	12
TOTAL		193

Q11 Do you believe that most well-established news outlets are biased or unbiased?

Answered: 194 Skipped: 19



ANSWER CHOICES	RESPONSES	
Biased	27.32%	53
Unbiased	47.42%	92
Not sure	25.26%	49
TOTAL		194