i Minagåhet - Ellet:

Reporting the Truth in the Northern Mariana Islands

2020

Northern Marianas Humanities Council
Navigating the Human Experience

Insights from a survey on news media use and perceptions, news media literacy, civic engagement, and community values in the Northern Mariana Islands.

Table of Contents

i Minagåhet - Ellet:

Reporting the Truth in the Northern Mariana Islands

The report title, "iMinagåhet – Ellet: Reporting the Truth in the Northern Mariana Islands", is the name of a program conducted by the Northern Marianas College to raise awareness of the functions of the media that are important to the democratic process among residents of the Commonwealth of the Northern Mariana Islands.

"iMinagåhet" and "Ellet" means "truth" in the Chamorro and Carolinian languages, respectively.

2 I Minagåhet / Ellet: Reporting the Truth in the Northern Mariana Islands Survey Report
Northern Marianas Humanities Council, 2021

I Minagåhet / Ellet: Reporting the Truth in the Northern Mariana Islands Survey Report
Northern Marianas Humanities Council, 2021 **3**

Executive Summary

The Northern Marianas Humanities Council conducted a community survey in October to November 2020 to assess CNMI residents' levels along several key indicators of engagement in local news, news media literacy, and involvement in local civic and political processes. The study was funded by a grant from the Andrew W. Mellon Foundation's *2019 Democracy and the Informed Citizen Initiative* grant, administered through the Federation of State Humanities Councils, USA. The study was administered during the run up to the 2020 election in the CNMI and amidst the backdrop of the COVID-19 pandemic. This is a comprehensive quantitative research study on news media engagement and civic vibrancy that is the first of its kind to be conducted in the CNMI.

The survey specifically examined CNMI residents' use and perceived trustworthiness of local media as sources for local news, use and perceived trustworthiness of social media platforms as sources for local news, perceptions of journalistic functions served by local media, news media literacy, motivations for news consumption, news media skepticism, perceptions regarding online privacy, perceptions regarding misinformation, offline and online political participation, political interest and disaffection, and demographic characteristics. The survey also included items intended to measure community values in the Marianas. We were particularly interested in exploring whether these values are associated with indicators of news engagement and civic vibrancy.
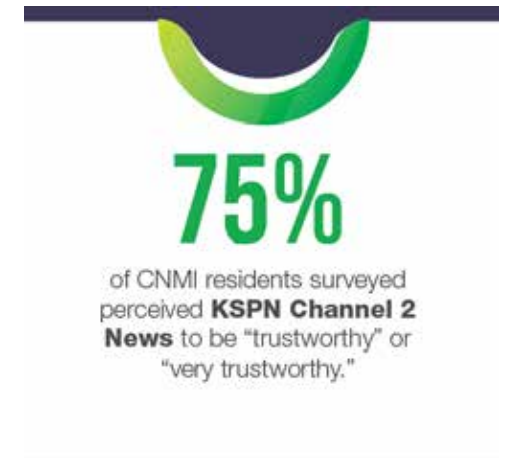
The present document constitutes a report on the outcomes of the 2020 survey, which was administered via the web, and included those living in Saipan, Rota, and Tinian, 18 years of age and older. A total of 481 respondents completed the survey. This report is intended to provide immediate feedback to the CNMI community. This report is not a definitive and exhaustive analysis of the survey's results. It provides summaries of descriptive statistics (i.e., means and standard deviations) for the items measured on the survey, and a brief analysis of the correlations between key variables. Details regarding the survey's method are also included on this report.

Use and Perceived Trustworthiness of Media as Sources for Local News

Our survey measured how often respondents used specific media sources to obtain news about the CNMI. The media sources we listed included local newspapers, radio, TV, and a regional online news site. Responses were measured on a scale of 1 to 5, where 1 = never and 5 = all the time. The findings indicate that the three most frequently used sources for local news are the Saipan Tribune (M = 3.90, SD = .95), the Marianas Variety (M = 3.90, SD= .95), and KSPN Channel 2 (M = 2.89, SD= 1.19). These were followed by Power 99 (97.9 FM) Radio (M= 2.83, SD = 1.15), KKMP CNMI 92.1 FM Radio (M = 2.67, SD = 1.19), Kandit News (M = 2.38, SD = 1.11), Magic 100 Radio (M = 2.18, SD = 1.14), 89.1 FM Saipan (NPR) (M = 1.97, SD = 1.17), and Joy FM (M = 1.76, SD = .99). The least used was Marianas Business Journal (M = 1.68, SD= .85).

75% of CNMI residents surveyed perceived **KSPN Channel 2 News** to be "trustworthy" or "very trustworthy."

We also assessed perceived trustworthiness of each of the news sources. Responses were measured along a 5-point scale (1 = very untrustworthy, 5 = very trustworthy). The three sources for local news perceived to be the most trustworthy were KSPN Channel 2 (M = 3.87, SD = .66), the Saipan Tribune (M = 3.82, SD = .73), and the Marianas Variety (M = 3.71, SD = .77). These were followed by Power 99 (97.9 FM) Radio (M = 3.56, SD = .66), KKMP CNMI 92.1 FM Radio (M = 3.54, SD = .70), 89.1 FM Saipan (NPR) (M = 3.42, SD = .68), Marianas Business Journal (M = 3.39, SD = .60), Magic 100 Radio (M = 3.37, SD = .60), and Joy FM 89.9 (M = 3.27, SD = .57). The source perceived to be the least trustworthy was Kandit News (M = 3.12, SD = .93). Results for use and perceived trustworthiness for each of the specific news sources are reported on page 14 below.

4 I Minagåhet / Ellet: Reporting the Truth in the Northern Mariana Islands Survey Report
Northern Marianas Humanities Council, 2021

I Minagåhet / Ellet: Reporting the Truth in the Northern Mariana Islands Survey Report **5**
Northern Marianas Humanities Council, 2021

Use and Perceived Trustworthiness of Social Media Platforms as Sources for Local News

According to our survey's results, the three social media platforms that respondents reported using most frequently for local news were Facebook (M = 3.88, SD = 1.15; where 1 = never and 5 = all the time), WhatsApp (M = 3.32, SD = 1.34) and YouTube (M = 2.80, SD = 1.32). The least used was Twitter (M = 1.85, SD = 1.23). The three social media platforms perceived to be the most trustworthy as sources for news about the CNMI were YouTube (M = 3.22, SD= .63), Facebook (M = 3.17, SD = .84), and WhatsApp (M = 3.11, SD = .76). Twitter (M = 2.95, SD = .64) was perceived to be the least trustworthy social media platform for news about the CNMI.

FREQUENTLY USED
Facebook
WhatsApp
YouTube

LEAST USED
Twitter

MOST TRUSTWORTHY
YouTube
Facebook
WhatsApp

LEAST TRUSTWORTHY
Twitter

Preference for Regional News

We asked respondents whether or not they would like local media in the CNMI to carry more regional news from the Micronesia region (i.e., news from Guam, FSM, Palau, Marshall Islands, Kirabati, Nauru, etc.). Roughly 84% of our sample reported "Yes," they would like local media to carry more regional news . In addition, we asked respondents how important it is for local media to carry news from the Micronesia region, and we measured responses along a 5-point scale (1 = totally unimportant, 5 = extremely important). The mean score for this item was 3.92 (SD = .78), and a majority of the respondents felt that it was "important" (roughly 57%) or "extremely important" (roughly 20%) that local media report on news from Micronesia.

6 I Minagåhet / Ellet: Reporting the Truth in the Northern Mariana Islands Survey Report
Northern Marianas Humanities Council, 2021

I Minagåhet / Ellet: Reporting the Truth in the Northern Mariana Islands Survey Report **7**
Northern Marianas Humanities Council, 2021

Perceived Journalistic Functions Served by Local News Media

Jeffres and Kumar (2014) identified three types of journalistic functions served by local news media. These functions include a) serving as a watchdog for the community, b) engaging / developing a sense of community, and c) coordinating / socializing the community. We adapted Jeffres and Kumar's measures to assess CNMI residents' perceptions of the journalistic functions served by local news media. Responses were measured on a scale of 1 to 5 (1 = totally unimportant, 5 = extremely important). We used three items to measure the watchdog function, two items to measure the engaging / developing a sense of community function, and three items to measure the coordinating/socializing function. The specific items and their means and standard deviations are reported on page 22.The items were combined and averaged to form each of the three respective functions that they were intended to measure. The mean scores of the three respective combined measures suggest that respondents highly endorsed all three of the aforementioned functions of local media. Respondents tended to agree that local news media in the CNMI should serve as a watchdog (M = 4.59, SD = .51), should engage the community/create a sense of community (M = 4.45, SD = .65), and should coordinate/socialize the community (M = 4.42 SD = .55).

60-70%

60-70% of CNMI residents surveyed believed that local media and journalists should cover the government and government meetings, crime and law enforcement, and what's going on in CNMI schools.
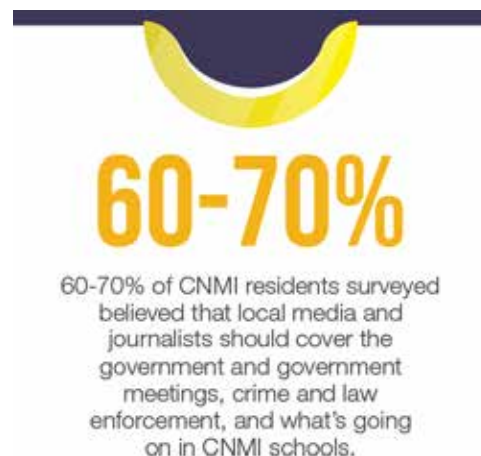
News Media Literacy

Our survey employed items from the News Media Literacy Scale, originally developed by Ashley, Maksl, and Craft (2013) and extended by Vraga, Tully, Kotcher, Smithson, and Broeckelman-Post (2015). We adapted 10 items from the extended version of the scale. These items represented the following 4 dimensions of the News Media Literacy scale (in parentheses, we provide examples of the items we used): news literacy regarding a) authors and audiences (e.g., individuals find news sources that reflect their own political values), b) messages and meanings (e.g., news is designed to attract an audience's attention), c) representations and realities (e.g., a news story about conflict is more likely to be featured prominently), and d) self-perceived media literacy (e.g., I have a good understanding of the concept of media literacy).Responses were measured along a 5-point scale (1 = strongly disagree, 5 strongly agree), where a higher score was indicative of higher levels of news media literacy. The individual items and their means and standard deviations are reported on page 25. On balance, the results suggest respondents have satisfactory levels of news media literacy and perceive themselves as news media-literate. As the results show, the mean scores for responses to all of the items measuring news media literacy were above the mid-point of 3. Respondents scored highest on the two following items, which represented the dimension of messages and meanings: people are influenced by news more than they realize (M = 4.19, SD = .77) and two people might see the same news story and get different information from it (M = 4.11, SD= .79). Respondents scored lowest on the following two items: individuals find news sources that reflect their own political values (M= 3.72, SD = .88), which represented the authors and audiences dimension,and news makes things more dramatic than they really are (M= 3.72, SD = .94), which represented the representations and realities dimension. Furthermore, we formed a measure of self-perceived news media literacy through combining and averaging responses of the items representing this dimension. We also formed a measure of actual media literacy through combining and averaging responses for the items measuring the other dimensions of the News Media Literacy Scale, namely, authors and audiences, messages and meanings, and representations and realities. Results indicate respondents scored higher in self-perceived news media literacy(M = 4.02, SD = .94)than actual perceived literacy (M = 3.95, SD= .57), t(480) = 3.13, p< .001.These findings imply that respondents perceived themselves to be more literate about news media than they are actually .

8 I Minagåhet / Ellet: Reporting the Truth in the Northern Mariana Islands Survey Report
Northern Marianas Humanities Council, 2021

I Minagåhet / Ellet: Reporting the Truth in the Northern Mariana Islands Survey Report **9**
Northern Marianas Humanities Council, 2021

Motivations for News Consumption and News Media Skepticism

Motivations for news consumption were examined with two items (e.g., I follow news because I am supposed to) and news media skepticism was measured with three items (e.g., I think news media are fair).These measures were adapted from Maksl, Ashley, and Craft (2015). Responses were assessed along a 5-point scale (1 = strongly disagree, 5 = strongly agree). The items used to measure each of the two aforementioned were combined and averaged to form their respective measures. Respondents scored slightly above the mid-point for motivations for news consumption (M = 3.39, SD = .70). However, respondents scored lower than the mid-point for news media skepticism (M = 2.79, SD = .70).These findings suggest that respondents are only slightly motivated to consume news, but they are not that skeptical about the news they are consuming. The results for the specific items measuring motivations for news consumption and news media skepticism are reported on page 27.

25%

Only 25% of CNMI residents believed that "news media are fair."
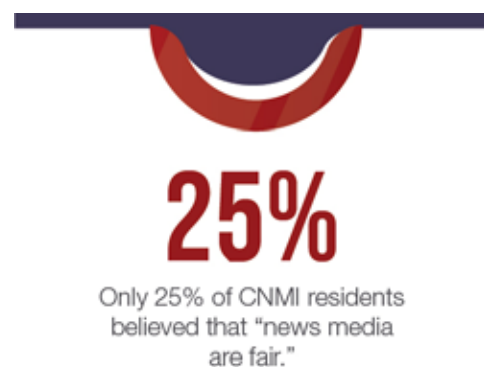
Perceptions of Online Privacy

We adapted items used by Park (2011) to measure perceptions of online privacy. Our results suggest that most respondents were aware of companies' online surveillance practices and were concerned about online privacy. We found that a majority of respondents either agreed (roughly 45%) or strongly agreed (roughly 29%) that most merchants monitor and record their browsing history in their sites (M = 3.98, SD = 0.86, where 1 = strongly disagree and 5 = strongly agree). A majority of respondents also either agreed (roughly 45%) or disagreed (roughly 45%) that companies today have the ability to place online advertisements that target users based on information collected from web-browsing behaviors (M = 4.27, SD = .80). Furthermore, more than 90% of the respondents either agreed (roughly 39%) or strongly agreed (roughly 51%) that the Internet could cause privacy risks (M = 4.40, SD = .74).

10 I Minagåhet / Ellet: Reporting the Truth in the Northern Mariana Islands Survey Report
Northern Marianas Humanities Council, 2021

I Minagåhet / Ellet: Reporting the Truth in the Northern Mariana Islands Survey Report 11
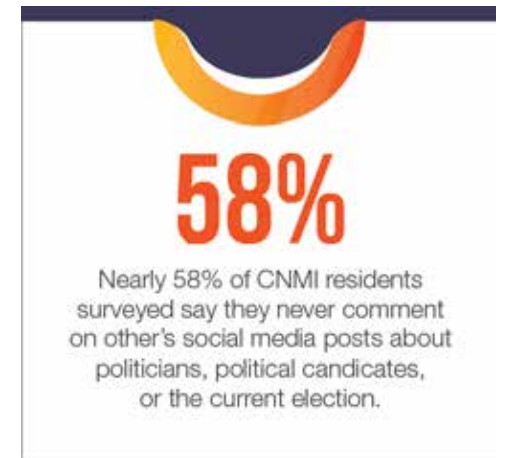Northern Marianas Humanities Council, 2021

Susceptibility to Misinformation and Support for Preventing the Spread of Misinformation

Our survey contained measures that were designed to indirectly gauge susceptibility to misinformation and support for regulating the spread of misinformation. We adapted items from Jang and Kim (2018).We asked participants to what extent they disagreed or agreed with four statements, and we measured responses along a 5-point scale, where a higher score indicated greater agreement (1 = strongly disagree, 5 = strongly agree).The four items and their mean scores and standard deviations are as follows: a) if I am exposed to false and inaccurate information in the news, I will be affected by it (M = 3.70, SD = 1.02), b) if the average person in the CNMI is exposed to false and inaccurate information in the news, they will be affected by it (M = 4.22, SD = .68), c) internet companies such as Google and Facebook should take measures to prevent the spread of false or inaccurate information(M = 4.33, SD = .85), d)the government should create regulations that would help to prevent the spread of false or inaccurate news information(M = 4.16, SD = .98), e) it is important that media users be taught how to recognize false or inaccurate information in the media (M = 4.51, SD = .66).Based on these results, respondents tended to perceive that they themselves would be less susceptible to false or misleading information in the news than others would be, t(478) = 12.22, p< .001. On average, respondents also tended to agree that Internet companies (M = 4.51, SD = .66) and the government (M = 4.16, SD = .98) should take measures or create regulations that would help prevent the spread of false or inaccurate news information, and that consumers should be taught to recognize misinformation (M = 4.51, SD = .66).

Offline and Online Political Participation

Roughly 76% of our respondents identified themselves as a registered CNMI voter, and 75% reported that they did vote or intended to vote in the CNMI's 2020 election. Yet in spite of it being an election year, our findings suggest respondents didn't engage as much in offline and online political activities. It should be emphasized that the survey was amidst the COVID-19 pandemic, which may have hindered certain forms of political participation, particularly those done offline. We specifically asked respondents how often they engaged in offline and online political activities within the past year. We measured responses on a scale of 1 to 5 (1 = never, 3 = sometimes, 5 = often). Responses to the following three items, which served as measures for offline participation,yielded mean scores below the mid-point of 3: attended a meeting related to local politics or the election (M = 1.82, SD = 1.13), sign a petition for a political candidate or CNMI issue, or circulate a petition around your neighborhood, community, or school (M = 2.19, SD = 1.18), persuade others around your neighborhood or community to vote for a political candidate or support a local political issue (M = 2.03, SD = 1.19). Similarly, the mean scores for the following items measuring online political participation were below the mid-point: write posts about politicians, political candidates, or the current election on online social networks (e.g., Facebook, WhatsApp, Instagram, Snapchat, Twitter, etc.) (M = 1.71, SD = 1.10), comment on others' posts about politicians, political candidates, or the current election on online social networks (e.g., Facebook, WhatsApp, Instagram, Snap Chat, Twitter, etc.) (M = 1.77, SD = 1.08), share local political news, video clips, photos, computer artwork (e.g., memes), or others' blog posts online (M = 2.23, SD = 1.23), use a smartphone, tablet computer, or other mobile device to take and post a picture or video of a political event, politician or candidate, or political item (e.g., campaign bumper stickers, campaign billboard signs, etc.) (M = 1.75, SD = 1.13). The results for each of the specific items measuring offline and online participation shown on page 31,indicate that most respondents reported that they have never or seldom participated in the aforementioned political activities in the past 12 months.

58%

Nearly 58% of CNMI residents surveyed say they never comment on other's social media posts about politicians, political candicates, or the current election.

12 I Minagåhet / Ellet: Reporting the Truth in the Northern Mariana Islands Survey Report
Northern Marianas Humanities Council, 2021

I Minagåhet / Ellet: Reporting the Truth in the Northern Mariana Islands Survey Report 13
Northern Marianas Humanities Council, 2021

Political Interest, Disaffection, and Trust in the Electoral Process

We measured political interest, political disaffection, and trust in CNMI's electoral process. First, our findings suggest that on average, respondents were neither interested nor uninterested in politics, as the mean score for political interest was 3.11(standard deviation = 1.21), based on a scale between 1 to 5 (where 1 = not interested at all, 3 = neither uninterested nor interested, 5 = very interested).Second, our survey analyzed three indicators of political disaffection, each assessed respectively with 3 items measured along a 5-point scale (1 = strongly disagree, 3 = neither disagree nor agree, 5 = strongly agree), which were combined and averaged to form single indicators of political disaffection. We focused on disaffection regarding local politics and the local political process. The 3 indicators of political disaffection that we examined (along with an example of an item we used to assess them) included political efficacy (e.g., I think I am as well-informed about local CNMI politics and government as most people), skepticism (e.g., I think about local political news stories before I accept them as believable), cynicism (e.g., politicians in the CNMI put their own interests ahead of the public's interest), and apathy (e.g., voting in local elections takes too much time). The mean score for political efficacy was 3.33 (SD = .91), which was slightly above the mid-point, implying that respondents neither disagreed nor agreed that they were confident about their ability to participate in local politics. The mean score for skepticism was 4.20 (SD = .69), and the mean score for cynicism was 3.79 (SD = .84). Additionally, respondents scored below the mid-point for apathy (M = 2.28, SD = .86). Third, we found that roughly 46% of respondents reported neither disagreeing nor agreeing with the statement, "I trust the CNMI's electoral process," although about 25% did report agreeing with this statement. Yet the mean score for this item was 3.03 (SD = .97), or around the mid-point. Taken together, these findings suggest the respondents were fairly skeptical about information they received regarding local politics and politicians, and although they tended to be slightly cynical, they were not at a point of giving up on or being apathetic toward the local political process .

Community Values

As mentioned, our survey also included items meant to assess community values that are salient in the Marianas. We again wanted to explore whether values are associated with indicators of news engagement and civic vibrancy. These community values, which include a sense of community cooperation and interdependence, reciprocity, humility, respect for elders, and a tendency toward conflict avoidance, have been documented by scholars(see Camacho, 2011; Dalisay, Yamamoto, Kushin, 2017; Na'puti & Bevacqua, 2015; Perez-Iyechad, (2019), adapted 9 items from existing scales intended to measure these values, and they are reported in the following parentheses after each value: a sense of community cooperation and interdependence (e.g., a spirit of cooperation and teamwork exists in the CNMI; disputes or conflicts are resolved fairly in the CNMI), reciprocity (e.g., to help others is the best policy to be certain that they will also help you in the future), humility (e.g., one should be humble and modest; one should consider the needs of others before considering one's own needs), respect for elders (e.g., I always listen carefully to elders and other authority figures in my family and community), and tendency toward conflict avoidance (e.g., I try to avoid discussing controversial or sensitive topics with others). Responses were measured along a 5-point scale (1 = strongly disagree, 5 = strongly agree). We then ran the items through an exploratory factor analysis (EFA).

The EFA resulted in the emergence of three factors. We interpreted the first factor as reciprocity/humility/respect for elders, the second factor as cooperation/interdependence, and the third factor as conflict avoidance. The mean score for the reciprocity/humility/respect for elders factor was 3.80 (SD = .61), the mean for sense of community cooperation/interdependence factor was 3.23 (SD = .61), and the mean for conflict avoidance was 3.82 (SD = .83).Among other implications, the results reinforce that assumption that there are various community values salient in the Marianas. While the items we used were not specifically developed for the Marianas, they provide a starting point that future researchers can use for the development of an actual scale to measure community values of the Marianas.

Summary of Correlational Analysis

The results of zero-order correlations between key variables for our study are shown on the table found on pages 39. With the exception of level of education and household income, all variables reported on the table represent those that were formed by combining and averaging the items we used as the variables'measures.3On this Executive Summary, we only report correlations that are statistically significant at p < .05 or less. Readers are encouraged to view the full results for correlations between all key variables. Below, we first report the correlations between the factors representing community values in the Marianas and key civic indicators. Then we briefly summarize how other certain key variables are related with each other.

Correlates of community values. We found that levels of education (r = .201, p< .001) and household income (r = .177, p< .001) were negatively associated with the reciprocity/humility/respect for elders factor. Similarly, levels of education (r = .256, p< .001) and household income (r = .326, p< .001) were negatively associated with the conflict avoidance factor.

We also found that reciprocity/humility/respect for elders was positively associated with trust of sources for local news (r = .157, p< .01), use of social media platforms for local news (r = .113, p< .05),and trust of social media platforms for local news (r = .195, p< .001). Sense of community cooperation/interdependence was positively associated with use of sources for local news (r = .126, p< .01), trust of sources for local news (r = .186, p< .001), and trust of social media platforms for local news (r = .168, p< .001).Conflict avoidance was positively associated with trust of sources for local news (r = .151, p< .01) and trust of social media platforms for local news (r = .154, p< .01).

---

[3] *We did not include Kandit News among the items that were combined and averaged to form the sources of local news and trust of local news media variables.*

Additionally, the reciprocity/humility/respect for elders factor was positively associated with the perception that local news media should serve the journalistic function of coordinating/socializing the community (r = .113, p< .05), motivations for news consumption (r = .129, p< .01), and news media skepticism (r = .159, p< .001). The sense of community cooperation/interdependence factor was negatively associated with the perception that local news media should serve as a watchdog for the local community (r = -.113, p< .05), but positively associated with news media skepticism (r = .325, p< .001).The conflict avoidance factor was negatively associated with both actual (r = -.122, p< .01) and self-perceived news media literacy (r = -.161, p< .001), but positively associated with news media skepticism (r = .223,p< .001).

The reciprocity/humility/respect for elders factor was positively associated with offline political participation (r = .127, p< .01). Interestingly, this factor of inafa'maolek was also positively associated with political apathy (r = .156, p< .01). The sense of community cooperation/interdependence factor was negatively associated with both skeptism (r = -.137, p< .01) and cynicism (r = -.307,p< .001). The conflict avoidance factor was positively associated with cynicism (r = .124, p< .001) and apathy (r = .269, p< .001).

On balance, the results above imply that there are cultural value system that could potentially enhance or be enhanced by engagement in local news, trust of sources for local news, and other key civic indicators. However — the conflict avoidant-potential — could potentially inhibit political participation and associate with political disaffection.

Summary of correlations between other key variables.

Unexpectedly, we found that both level of education and household income were negatively associated both use and trust of media and social media platforms as sources for local news. As expected, however, both level of education and household income were positively associated with actual and self-perceived news media literacy. Also, being more educated and having a higher household income were related with being less disaffected toward local politics.

Our findings also reveal that the uses of media and social media platforms as sources for local news are positively related to the trust of these same sources. Additionally, use of news media was positively associated with motivations for news consumption (r = .162, p< .001), news media skepticism (r = .209, p< .001), offline political participation (r = .197, p< .001),(r = .152, p< .01), online political participation (r = .152,p< .01),and political efficacy (r= .178, p< .001).Trust in sources for local news was positively associated with the following variables: the perception that local news media should serve the functions of creating a sense of community (r = .147, p< .01)and coordinating and socializing the community (r = .209, p< .05), motivations for news consumption (r = .238, p< .001), and news media skepticism (r = .401, p< .001). The results for correlations between use and trust of social media for local news are reported on the table on page 39.

In addition to the variables previously mentioned,we found that offline political participation was also associated with the following variables: the perception that local news media should serve the journalistic functions of creating a sense of community (r= .120, p< .01) and coordinating/ socializing the community (r = .120, p< .01), actual news media literacy (r= .185, p< .001), self-perceived news media literacy (r = .205, p< .001),motivations for news consumption (r = .129, p< .004), online political participation (r = .572, p < .001), political efficacy (r = .367, p< .01),and political skepticism (r = .161, p< .01). On the other hand, offline political participation was negatively associated with cynicism (r = -.115, p< .05) and apathy (r = -.123, p< .01). We found that online political participation was positively associated with the following variables, in addition to those already mentioned above: self-perceived news media literacy (r= .197, p< .001), motivations for news consumption (r = .140, p< .01), offline political participation (r = .572, p< .001),political efficacy (r= .347, p< .001), and political skepticism (r = .161, p< .001).These patterns are similar to those found in extant research that have examined similar variables.

16 I Minagåhet / Ellet: Reporting the Truth in the Northern Mariana Islands Survey Report
Northern Marianas Humanities Council, 2021

I Minagåhet / Ellet: Reporting the Truth in the Northern Mariana Islands Survey Report **17**
Northern Marianas Humanities Council, 2021

Survey Administration and Sample

As mentioned above, the survey was funded through a grant from the Andrew W. Mellon Foundation's *2019 Democracy and the Informed Citizen Initiative* grant, overseen through the Federation of State Humanities Councils, USA.

The survey was self-administered online using Qualtrics and data were analyzed with SPSS Version 26. Question items for the survey were adapted from measures that have been either validated and/or previously used in similar research conducted in the Pacific region. An advisory board comprising of news and media professionals and community leaders from the CNMI, had pre-screened the survey questions and provided suggestions on how the survey could be improved. We also conducted cognitive interviewers with a select number of participants to ascertain whether any of the items needed improvement in clarity. The online survey included a cover letter prepared by the Northern Marianas Humanities. The cover letter contained instructions and a consent statement informing respondents the study had been approved by the regional Institutional Review Board for human subjects research, and about their rights as a voluntary participant in the study. The cover letter also thanked the respondents for their participation.

We used a hybrid of respondent-driven (RDS), quota, snowball, and convenience sampling to collect data. We first used seeds to recruit survey respondents who met specific criteria for our study. Each seed was given quotas of respondents whom they should recruit. In addition, opinion leaders in the CNMI community were encouraged to share the study on their online social networks. Yet since we did not employ probability-based sampling, our estimates are prone to sampling bias. We also used practical strategies to increase response and completion rates (e.g., an incentive of winning a free iPad was offered; providing seeds with gift certificates to a local store).

Six-hundred-fifty-nine attempts were made to complete the survey. However, after removing surveys that were left completely blank, and/or surveys that with more than half of the items left unfinished, this left a total of 481completed responses, resulting in a final completion rate of 72.9%.[4]As with similar community surveys previously conducted in the CNMI, the results reported above and on the tables below should be understood only to represent the responses of those *who completed the survey.*

---

[4] *We could not calculate or provide an accurate response rate because we could not determine the exact number of individuals who had been potentially recruited to complete the survey (e.g., individuals may have incidentally encountered our survey's announcement on their online social network feeds).*

Regarding the types of individuals who completed the survey, the breakdown of our respondents by sex/gender and location in the CNMI are reported on the table below. All respondents reported living in the CNMI. As expected, a majority of our respondents lived in Saipan (n = 436, 93%), while roughly 6% lived in both Rota and Tinian. The respondents' length of residence in the CNMI ranged between 1 to 72 years, with length of residence averaging 23 years. Our sample was also skewed with more females than males, as females made up 66%(n = 318) of our sample. The age range of respondents was between 18 to 81, and the median age was 35. The three ethnicities represented most in our sample were Chamorro (n = 207, 47.5%), Filipino (n = 142, 32.6%), Carolinian (n = 73, 16.7%), and Caucasian (n = 34, 7.8%). Twenty-three percent of respondents reported holding a four-year degree (BA, BS, etc.), roughly 12% had a master's degree (MA, MS, etc.), and about 4% report had a doctoral or professional degree (PhD, JD, MD). The median 2019 household income reported by respondents was between $20,000 to $39,999, and about 76% of the respondents reported a household income between $19,999 to $59,999.

Respondents by sex and island

Subpopulation	Sex[5]	Number completing the survey (%)
CNMI total	Male	163 (34%)
	Female	318 (66%)
	Left "sex" item blank	14
	CNMI total	467 (100%)
	Grand total	481
Saipan	Male	150 (34.4%)
	Female	286 (65.6%)
	Total from Saipan[6]	436 (100%)
	% total from Saipan	93%
Rota	Male	3 (20%)
	Female	12 (80%)
	Total from Rota	15 (100%)
	% total from Rota	3%
Tinian	Male	4 (25%)
	Female	12 (75%)
	Total from Tinian	16 (100%)
	% total from Tinian out of total sample	3%
Northern Islands	Male	0
	Female	0
	Total Northern Islands	0
	% total from Northern Islands out of total sample	0

---

[5] *We gave respondents the option to select one of the following option: Male, Female, Transgender, Transsexual, Nonbinary/gender queer/gender nonconforming, or Other.*
[6] *Excludes respondents who left the "sex/gender" item blank.*

18 I Minagåhet / Ellet: Reporting the Truth in the Northern Mariana Islands Survey Report
Northern Marianas Humanities Council, 2021

I Minagåhet / Ellet: Reporting the Truth in the Northern Mariana Islands Survey Report **19**
Northern Marianas Humanities Council, 2021

Results for Specific Questions

This section reports the results for individual question items.

A. Use and Perceived Trustworthiness of Local News Media

1. How often do you use the following media to obtain news about the CNMI?

a. Use Marianas Variety

	Frequency (n)	Valid Percent
Never	7	1.5
Rarely	38	7.9
Sometimes	130	27.1
Often	151	31.5
All the time	153	31.9
Total	N = 479	100
	M = 3.85, SD = 1.01	

b. Use Saipan Tribune

	Frequency (n)	Valid Percent
Never	2	.4
Rarely	33	6.9
Sometimes	129	26.8
Often	160	33.3
All the time	455	32.2
Total	N = 479	100
	M = 3.90, SD = .95	

c. Use Marianas Business Journal

	Frequency (n)	Valid Percent
Never	254	53.1
Rarely	139	29.1
Sometimes	74	15.5
Often	6	1.3
All the time	5	1.0
Total	478	100
	M = 1.68, SD = .85	

d. Use KSPN Channel 2 News

	Frequency (n)	Valid Percent
Never	49	10.2
Rarely	126	26.2
Sometimes	185	38.6
Often	68	14.2
All the time	51	10.6
Total	N = 479	100
	M = 2.89, SD = 1.11	

e. Use Joy FM 89.9

	Frequency (n)	Valid Percent
Never	259	54.4
Rarely	112	23.5
Sometimes	75	15.8
Often	22	4.6
All the time	8	1.7
Total	N = 476	100
	M = 1.76, SD = .99	

f. Use KKMP CNMI 92.1

	Frequency (n)	Valid Percent
Never	104	21.8
Rarely	102	21.3
Sometimes	153	32.0
Often	88	18.4
All the time	31	6.5
Total	N = 478	100
	M = 2.67, SD = 1.19	

g. Use Power 99 (97.9 FM Radio)

	Frequency (n)	Valid Percent
Never	73	15.3
Rarely	104	21.8
Sometimes	169	35.5
Often	90	18.9
All the time	40	8.4
Total	N = 476	100
	M = 2.83, SD = 1.15	

20 I Minagåhet / Ellet: Reporting the Truth in the Northern Mariana Islands Survey Report
Northern Marianas Humanities Council, 2021

I Minagåhet / Ellet: Reporting the Truth in the Northern Mariana Islands Survey Report 21
Northern Marianas Humanities Council, 2021

h. Use Magic 100 Radio

	Frequency (n)	Valid Percent
Never	174	36.5
Rarely	125	26.2
Sometimes	116	24.3
Often	44	9.2
All the time	18	3.8
Total	N = 477	100
	M = 2.18, SD = 1.14	

i. Use 89.1 FM Saipan (NPR)

	Frequency (n)	Valid Percent
Never	227	47.7
Rarely	120	25.2
Sometimes	67	14.1
Often	41	8.6
All the time	21	4.4
Total	N = 481	100
	M = 1.97, SD = 1.17	

j. Use Kandit News

	Frequency (n)	Valid Percent
Never	128	26.8
Rarely	130	27.2
Sometimes	153	32.0
Often	45	9.4
All the time	22	4.6
Total	N = 478	100
	M = 2.38, SD = 1.11	

1. How trustworthy would you say are the following media as sources for news about the CNMI?

a. Use Marianas Variety

	Frequency (n)	Valid Percent
Very untrustworthy	7	1.5
Untrustworthy	20	4.2
Neither untrustworthy nor trustworthy	129	26.9
Trustworthy	273	57.0
Very trustworthy	50	10.4
Total	N = 479	100
	M =3.71 , SD = 0.77	

b. Use Saipan Tribune

	Frequency (n)	Valid Percent
Very untrustworthy	4	0.8
Untrustworthy	12	2.5
Neither untrustworthy nor trustworthy	119	24.8
Trustworthy	277	57.8
Very trustworthy	67	14.0
Total	N = 479100	
	M = 3.82, SD = 0.73	

c. Marianas Business Journal

	Frequency (n)	Valid Percent
Very untrustworthy	2	0.5
Untrustworthy	3	0.7
Neither untrustworthy nor trustworthy	277	62.7
Trustworthy	142	32.1
Very trustworthy	18	4.1
Total	N = 442100	
	M = 3.39, SD = 0.60	

22 I Minagåhet / Ellet: Reporting the Truth in the Northern Mariana Islands Survey Report
Northern Marianas Humanities Council, 2021

I Minagåhet / Ellet: Reporting the Truth in the Northern Mariana Islands Survey Report
Northern Marianas Humanities Council, 2021 **23**

d. KSPN Channel 2 News

	Frequency (n)	Valid Percent
Very untrustworthy	2	0.4
Untrustworthy	4	0.9
Neither untrustworthy nor trustworthy	113	24.1
Trustworthy	284	60.7
Very trustworthy	65	13.9
Total	N = 468	100
	M = 3.87, SD = 0.66	

e. Joy FM 89.9

	Frequency (n)	Valid Percent
Very untrustworthy	2	0.4
Untrustworthy	7	1.6
Neither untrustworthy nor trustworthy	318	71.5
Trustworthy	104	23.4
Very trustworthy	14	3.1
Total	N = 445100	
	M = 3.27, SD = 0.57	

f. KKMP CNMI 92.1

	Frequency (n)	Valid Percent
Very untrustworthy	1	0.2
Untrustworthy	16	3.5
Neither untrustworthy nor trustworthy	213	46.4
Trustworthy	193	42.0
Very trustworthy	36	7.8
Total	N = 459	100
	M = 3.54, SD = 0.70	

g. Power 99 (97.9 FM Radio)

	Frequency (n)	Valid Percent
Very untrustworthy	0	0
Untrustworthy	5	1.1
Neither untrustworthy nor trustworthy	225	49.5
Trustworthy	188	41.3
Very trustworthy	37	8.1
Total	N = 455	100
	M = 3.56, SD = 0.66	

h. Magic 100 Radio

	Frequency (n)	Valid Percent
Very untrustworthy	1	0.2
Untrustworthy	7	1.6
Neither untrustworthy nor trustworthy	277	62.2
Trustworthy	123	27.6
Very trustworthy	37	8.3
Total	N = 445	100
	M = 3.42, SD = 0.68	

i. 89.1 FM Saipan (NPR)

	Frequency (n)	Valid Percent
Very untrustworthy	1	0.2
Untrustworthy	16	3.5
Neither untrustworthy nor trustworthy	213	46.4
Trustworthy	193	42.0
Very trustworthy	36	7.8
Total	N = 459	100
	M = 3.54, SD = 0.70	

j. Kandit News

	Frequency (n)	Valid Percent
Very untrustworthy	27	5.8
Untrustworthy	63	13.6
Neither untrustworthy nor trustworthy	230	49.8
Trustworthy	112	24.2
Very trustworthy	30	6.5
Total	N = 462	100
	M = 3.12, SD = 0.93	

24 I Minagåhet / Ellet: Reporting the Truth in the Northern Mariana Islands Survey Report
Northern Marianas Humanities Council, 2021

I Minagåhet / Ellet: Reporting the Truth in the Northern Mariana Islands Survey Report
Northern Marianas Humanities Council, 2021 **25**

B. Use and Perceived Trustworthiness of Social Media Platforms

1. How often do you use the following media to obtain news about the CNMI?

a. Use Facebook

	Frequency (n)	Valid Percent
Never	27	5.6
Rarely	31	6.4
Sometimes	94	19.5
Often	149	31.0
All the time	180	37.4
Total	N = 481	100
	M = 3.88, SD = 1.15	

b. Use WhatsApp

	Frequency (n)	Valid Percent
Never	69	14.4
Rarely	56	11.7
Sometimes	117	24.4
Often	126	26.3
All the time	111	23.2
Total	N = 479	100
	M = 3.32, SD = 1.34	

c. Use Twitter

	Frequency (n)	Valid Percent
Never	282	59.4
Rarely	71	14.9
Sometimes	60	12.6
Often	34	7.2
All the time	28	5.9
Total	N = 475	100
	M = 1.85, SD = 1.23	

a. Use Instagram

	Frequency (n)	Valid Percent
Never	178	37.3
Rarely	99	20.8
Sometimes	97	20.3
Often	61	12.8
All the time	42	8.8
Total	N = 477	100
	M =2.35, SD = 1.33	

b. Use YouTube

	Frequency (n)	Valid Percent
Never	94	19.6
Rarely	116	24.2
Sometimes	133	27.8
Often	63	13.2
All the time	73	15.2
Total	N = 479	100
	M = 2.80, SD = 1.32	

26 I Minagåhet / Ellet: Reporting the Truth in the Northern Mariana Islands Survey Report
Northern Marianas Humanities Council, 2021

I Minagåhet / Ellet: Reporting the Truth in the Northern Mariana Islands Survey Report **27**
Northern Marianas Humanities Council, 2021

2. How trustworthy are the following social media platforms for news about the CNMI?

a. Facebook

	Frequency (n)	Valid Percent
Very untrustworthy	19	4.0
Untrustworthy	59	12.4
Neither untrustworthy nor trustworthy	238	50.1
Trustworthy	142	29.9
Very trustworthy	17	3.6
Total	N = 475	100
	M =3.17, SD = 0.84	

b. WhatsApp

	Frequency (n)	Valid Percent
Very untrustworthy	16	3.4
Untrustworthy	52	11.2
Neither untrustworthy nor trustworthy	273	58.6
Trustworthy	115	24.7
Very trustworthy	10	2.1
Total	N = 466	100
	M = 3.11, SD = 0.76	

c. Twitter

	Frequency (n)	Valid Percent
Very untrustworthy	19	4.3
Untrustworthy	42	9.5
Neither untrustworthy nor trustworthy	329	74.3
Trustworthy	49	11.1
Very trustworthy	4	0.90
Total	N = 443	100
	M = 2.95, SD = 0.64	

d. Instagram

	Frequency (n)	Valid Percent
Very untrustworthy	11	2.4
Untrustworthy	32	7.1
Neither untrustworthy nor trustworthy	323	71.8
Trustworthy	78	17.3
Very trustworthy	6	1.3
Total	N = 450	100
	M = 3.08, SD = 0.63	

e. YouTube

	Frequency (n)	Valid Percent
Very untrustworthy	7	1.5
Untrustworthy	18	3.9
Neither untrustworthy nor trustworthy	316	68.8
Trustworthy	105	22.9
Very trustworthy	13	2.8
Total	N = 459	100
	M = 3.22, SD = 0.63	

28 I Minagåhet / Ellet: Reporting the Truth in the Northern Mariana Islands Survey Report
Northern Marianas Humanities Council, 2021

I Minagåhet / Ellet: Reporting the Truth in the Northern Mariana Islands Survey Report **29**
Northern Marianas Humanities Council, 2021

C. Preference for Regional News

1. Would you like local media in the CNMI to carry more regional news from the Micronesia region (i.e., news from Guam, FSM, Palau, Marshall Islands, Kiribati, Nauru, etc.)?

	Frequency (n)	Valid Percent
Yes	401	83.7
No	78	16.3
Total	N = 479	100
	M = 1.84, SD = 0.37	

2. How important is it for local media in the CNMI to also carry regional news from the Micronesia region (i.e., news from Guam, FSM, Palau, Marshall Islands, Kiribati, Nauru, etc.)?

	Frequency (n)	Valid Percent
Totally Unimportant	4	0.8
Unimportant	18	3.7
Neither unimportant nor important	89	18.5
Important	273	56.8
Extremely Important	97	20.2
Total	N = 481	100
	M = 6.78, SD = 1.26	

D. Perceptions of Journalistic Functions Served by Local Media

1. When thinking about CNMI's journalists and news media, how important is it to you that they serve the following roles?

a. Covering CNMI government and government meetings so the public can evaluate government officials.

	Frequency (n)	Valid Percent
Totally Unimportant	3	0.6
Unimportant	3	0.6
Neither unimportant nor important	13	2.7
Important	173	36.0
Extremely Important	289	60.1
Total	N = 481	100
	M = 4.54 , SD = 0.64	

b. Covering crime and law enforcement in the CNMI for the public to monitor.

	Frequency (n)	Valid Percent
Totally Unimportant	3	0.6
Unimportant	3	0.6
Neither unimportant nor important	7	1.5
Important	171	35.6
Extremely Important	297	61.7
Total	N = 481	100
	M = 4.57, SD = 0.62	

c. Letting the public know what's going on in its schools.

	Frequency (n)	Valid Percent
Totally Unimportant	2	0.4
Unimportant	1	0.2
Neither unimportant nor important	5	1.0
Important	137	28.5
Extremely Important	336	69.9
Total	N = 481	100
	M = 4.67, SD = 0.55	

30 I Minagåhet / Ellet: Reporting the Truth in the Northern Mariana Islands Survey Report
Northern Marianas Humanities Council, 2021

I Minagåhet / Ellet: Reporting the Truth in the Northern Mariana Islands Survey Report **31**
Northern Marianas Humanities Council, 2021

d. Getting people engaged in their community.

	Frequency (n)	Valid Percent
Totally Unimportant	4	0.8
Unimportant	2	0.4
Neither unimportant nor important	20	4.2
Important	197	41.0
Extremely Important	258	53.6
Total	N = 481	100
	M = 4.46, SD = 0.68	

e. Helping to sustain a sense of community among residents.

	Frequency (n)	Valid Percent
Totally Unimportant	5	1.0
Unimportant	3	0.6
Neither unimportant nor important	22	4.6
Important	199	41.5
Extremely Important	251	52.3
Total	N = 480	100
	M = 4.43, SD = 0.71	

f. Connecting people with the community's history and heritage.

	Frequency (n)	Valid Percent
Totally Unimportant	3	0.6
Unimportant	8	1.7
Neither unimportant nor important	24	5.0
Important	198	41.3
Extremely Important	247	51.5
Total	N = 480	100
	M = 4.41, SD = 0.72	

g. Providing a way for local businesses to reach consumers.

	Frequency (n)	Valid Percent
Totally Unimportant	2	0.4
Unimportant	2	0.4
Neither unimportant nor important	24	5.0
Important	236	49.2
Extremely Important	216	45.0
Total	N = 480	100
	M = 4.38, SD = 0.64	

h. Informing people about community events and activities, such as local arts and entertainment.

	Frequency (n)	Valid Percent
Totally Unimportant	2	0.4
Unimportant	2	0.4
Neither unimportant nor important	15	3.1
Important	219	45.5
Extremely Important	243	50.5
Total	N = 481	100
	M = 4.45, SD = 0.62	

32 I Minagåhet / Ellet: Reporting the Truth in the Northern Mariana Islands Survey Report
Northern Marianas Humanities Council, 2021

I Minagåhet / Ellet: Reporting the Truth in the Northern Mariana Islands Survey Report 33
Northern Marianas Humanities Council, 2021

E. News Media Literacy

a. News companies choose stories based on what will attract the biggest audience.

	Frequency (n)	Valid Percent
Strongly disagree	13	2.7
Disagree	36	7.5
Neither disagree or agree	64	13.3
Agree	224	46.6
Strongly Agree	144	29.9
Total	N = 481	100
	M = 3.94, SD = 0.99	

b. Individuals find news sources that reflect their own political values

	Frequency (n)	Valid Percent
Strongly disagree	9	1.9
Disagree	31	6.4
Neither disagree or agree	125	26.0
Agree	238	49.5
Strongly Agree	78	16.2
Total	N = 481	100
	M = 3.72, SD = 0.88	

c. Two people might see the same news story and get different information from it.

	Frequency (n)	Valid Percent
Strongly disagree	2	0.4
Disagree	20	4.2
Neither disagree or agree	53	11.0
Agree	255	53.0
Strongly Agree	151	31.4
Total	N = 481	100
	M = 4.11, SD = 0.79	

d. People are influenced by news more than they realize

	Frequency (n)	Valid Percent
Strongly disagree	4	0.8
Disagree	11	2.3
Neither disagree or agree	47	9.8
Agree	247	51.4
Strongly Agree	172	35.8
Total	N = 481	100
	M = 4.19, SD = 0.77	

e. News is designed to attract an audience's attention.

	Frequency (n)	Valid Percent
Strongly disagree	7	1.5
Disagree	24	5.0
Neither disagree or agree	76	15.9
Agree	244	51.0
Strongly Agree	127	26.6
Total	N = 478	100
	M = 3.96, SD = 0.87	

f. News makes things more dramatic than they really are.

	Frequency (n)	Valid Percent
Strongly disagree	9	1.9
Disagree	35	7.3
Neither disagree or agree	138	28.7
Agree	199	41.4
Strongly Agree	100	20.8
Total	N = 481	100
	M = 3.72, SD = 0.94	

g. A news story about conflict is more likely to be featured prominently.

	Frequency (n)	Valid Percent
Strongly disagree	4	0.8
Disagree	14	2.9
Neither disagree or agree	86	17.9
Agree	235	48.9
Strongly Agree	142	29.5
Total	N = 481	100
	M = 4.03, SD = 0.82	

h. I have a good understanding of the concept of media literacy.

	Frequency (n)	Valid Percent
Strongly disagree	2	0.4
Disagree	7	1.5
Neither disagree or agree	74	15.4
Agree	286	59.5
Strongly Agree	112	23.3
Total	N = 481	100
	M = 4.04, SD = 0.69	

34 I Minagåhet / Ellet: Reporting the Truth in the Northern Mariana Islands Survey Report
Northern Marianas Humanities Council, 2021

I Minagåhet / Ellet: Reporting the Truth in the Northern Mariana Islands Survey Report **35**
Northern Marianas Humanities Council, 2021

i. I have the skills to interpret news messages.

	Frequency (n)	Valid Percent
Strongly disagree	0	0
Disagree	11	2.3
Neither disagree or agree	79	16.4
Agree	286	55.7
Strongly Agree	123	25.6
Total	N = 481	100
	M = 4.05, SD = 0.71	

j. I am confident in my ability to judge the quality of news.

	Frequency (n)	Valid Percent
Strongly disagree	2	0.4
Disagree	9	1.9
Neither disagree or agree	81	16.8
Agree	244	50.7
Strongly Agree	145	30.1
Total	N = 481	100
	M = 4.08, SD = 0.76	

F. Motivations for News Consumption and News Media Skepticism

a. I follow the news because I'm supposed to.

	Frequency (n)	Valid Percent
Strongly disagree	48	10.0
Disagree	127	26.4
Neither disagree or agree	192	39.9
Agree	85	17.7
Strongly Agree	29	6.0
Total	N = 481	100
	M = 2.83, SD = 1.03	

b. I follow the news because I like to

	Frequency (n)	Valid Percent
Strongly disagree	5	1.0
Disagree	18	3.7
Neither disagree or agree	97	20.2
Agree	235	48.9
Strongly Agree	126	26.2
Total	N = 481	100
	M = 3.95, SD = 0.84	

c. I think news media are fair.

	Frequency (n)	Valid Percent
Strongly disagree	20	4.2
Disagree	86	17.9
Neither disagree or agree	255	53.0
Agree	107	22.2
Strongly Agree	13	2.7
Total	N = 481	100
	M = 3.01, SD = 0.82	

d. I think news media tell the whole story.

	Frequency (n)	Valid Percent
Strongly disagree	61	12.7
Disagree	187	38.9
Neither disagree or agree	181	37.6
Agree	45	9.4
Strongly Agree	7	1.5
Total	N = 481	100
	M = 2.48, SD = 0.88	

36 | I Minagåhet / Ellet: Reporting the Truth in the Northern Mariana Islands Survey Report
Northern Marianas Humanities Council, 2021

I Minagåhet / Ellet: Reporting the Truth in the Northern Mariana Islands Survey Report | 37
Northern Marianas Humanities Council, 2021

e. I think news media are accurate.

	Frequency (n)	Valid Percent
Strongly disagree	28	5.8
Disagree	94	19.5
Neither disagree or agree	285	59.3
Agree	62	12.9
Strongly Agree	12	2.5
Total	N = 481	100
	M = 2.87, SD = 0.80	

a. Most online merchants monitor and record your browsing in their sites.

	Frequency (n)	Valid Percent
Strongly disagree	7	1.5
Disagree	12	2.5
Neither disagree or agree	107	22.2
Agree	215	44.7
Strongly Agree	140	29.1
Total	N = 481	100
	M = 3.98, SD = 0.86	

b. Companies today have the ability to place an online advertisement that targets you based on information collected on your web-browsing behavior.

	Frequency (n)	Valid Percent
Strongly disagree	8	1.7
Disagree	5	1.0
Neither disagree or agree	42	8.7
Agree	220	45.7
Strongly Agree	206	42.8
Total	N = 481	100
	M = 4.27, SD = 0.80	

c. All things considered, the Internet could cause serious privacy risks.

	Frequency (n)	Valid Percent
Strongly disagree	4	0.8
Disagree	4	0.8
Neither disagree or agree	37	7.7
Agree	189	39.3
Strongly Agree	247	51.4
Total	N = 481	100
	M = 4.40, SD = 0.74	

H. Susceptibility to Misinformation and Support for Preventing the Spread of Misinformation

a. If I am exposed to false or inaccurate information in the news, I will be affected by it.

	Frequency (n)	Valid Percent
Strongly disagree	19	4.0
Disagree	39	8.1
Neither disagree or agree	109	22.8
Agree	210	43.8
Strongly Agree	102	21.3
Total	N = 479 100	
	M = 3.70, SD = 1.02	

b. If the average person living in the CNMI is exposed to false or inaccurate information in the news, they will be affected by it.

	Frequency (n)	Valid Percent
Strongly disagree	0	0
Disagree	6	1.3
Neither disagree or agree	52	10.9
Agree	252	52.6
Strongly Agree	169	35.3
Total	N = 479	100
	M = 4.22, SD = 0.68	

c. Internet companies such as Google and Facebook should take measures to prevent the spread of false or inaccurate news information.

	Frequency (n)	Valid Percent
Strongly disagree	4	0.8
Disagree	15	3.1
Neither disagree or agree	49	10.2
Agree	163	33.9
Strongly Agree	250	52.0
Total	N = 481	100
	M = 4.33, SD = 0.85	

d. The government should create regulations that would help to prevent the spread of false or inaccurate news information.

	Frequency (n)	Valid Percent
Strongly disagree	9	1.9
Disagree	21	4.4
Neither disagree or agree	79	16.4
Agree	145	30.1
Strongly Agree	227	47.2
Total	N = 481	100
	M = 4.16, SD = 0.98	

e. It is important that media users be taught how to recognize false or inaccurate information in the media.

	Frequency (n)	Valid Percent
Strongly disagree	2	0.4
Disagree	1	0.2
Neither disagree or agree	28	6.1
Agree	158	34.2
Strongly Agree	273	59.1
Total	N = 462	100
	M = 4.51, SD = 0.66	

40 I Minagåhet / Ellet: Reporting the Truth in the Northern Mariana Islands Survey Report
Northern Marianas Humanities Council, 2021

I Minagåhet / Ellet: Reporting the Truth in the Northern Mariana Islands Survey Report **41**
Northern Marianas Humanities Council, 2021

I. Offline and Online Political Participation

1. During the past 12 months, how often did you engage in the following political activities?

a. Attend a meeting related to local politics or the election in the CNMI.

	Frequency (n)	Valid Percent
Never	267	55.5
Seldom	102	21.2
Sometimes	65	13.5
Often	25	5.2
Very Often	22	4.6
Total	N = 481	100
	M = 1.82, SD = 1.13	

b. Sign a petition for a political candidate or CNMI issue, or circulate a petition around your neighborhood, community, or school.

	Frequency (n)	Valid Percent
Never	183	38.0
Seldom	113	23.5
Sometimes	119	24.7
Often	42	8.7
Very Often	24	5.0
Total	N = 481	100
	M = 2.19, SD = 1.18	

c. Persuade others around your neighborhood or community to vote for a political candidate or support a local political issue.

	Frequency (n)	Valid Percent
Never	231	48.0
Seldom	89	18.5
Sometimes	99	20.6
Often	41	8.5
Very Often	21	4.4
Total	N = 481	100
	M = 2.03, SD = 1.19	

2. How often did you engage in the following online political activities in the past 12 months?

a. Write posts about politicians, political candidates, or the current election on online social networks (e.g., Facebook, WhatsApp, Instagram, Snapchat, Twitter, etc.).

	Frequency (n)	Valid Percent
Never	298	62.1
Seldom	83	17.3
Sometimes	55	11.5
Often	26	5.4
Very Often	18	3.8
Total	N = 480	100
	M = 1.71, SD = 1.10	

b. Comment on others' posts about politicians, political candidates, or the current election on online social networks (e.g., Facebook, WhatsApp, Instagram, Snap Chat, Twitter, etc.).

	Frequency (n)	Valid Percent
Never	277	57.8
Seldom	89	18.6
Sometimes	74	15.4
Often	24	5.0
Very Often	15	3.1
Total	N = 481	100
	M = 1.77, SD = 1.08	

c. Share local political news, video clips, photos, computer artwork (e.g., memes), or others' blog posts online

	Frequency (n)	Valid Percent
Never	190	39.5
Seldom	91	18.9
Sometimes	128	26.6
Often	43	8.9
Very Often	29	6.0
Total	N = 481	100
	M = 2.23, SD = 1.23	

d. Use a smartphone, tablet computer, or other mobile device to take and post a picture or video of a political event, politician or candidate, or political item (e.g., campaign bumper stickers, campaign billboard signs, etc.)

	Frequency (n)	Valid Percent
Never	296	61.5
Seldom	73	15.2
Sometimes	69	14.3
Often	22	4.6
Very Often	21	4.4
Total	N = 481	100
	M = 1.75, SD = 1.13	

42 I Minagåhet / Ellet: Reporting the Truth in the Northern Mariana Islands Survey Report
Northern Marianas Humanities Council, 2021

I Minagåhet / Ellet: Reporting the Truth in the Northern Mariana Islands Survey Report
Northern Marianas Humanities Council, 2021 **43**

J. Motivations for News Consumption

a. I think about the things elected officials in the CNMI say before I accept them as believable.

	Frequency (n)	Valid Percent
Never	8	1.7
Seldom	15	3.1
Sometimes	63	13.2
Often	212	44.3
Very Often	181	37.8
Total	N = 479	100
	M = 4.13, SD = 0.88	

b. It's important to critically evaluate what is said in local political news stories.

	Frequency (n)	Valid Percent
Never	3	0.6
Seldom	3	0.6
Sometimes	55	11.5
Often	203	42.4
Very Often	215	44.9
Total	N = 479	100
	M = 4.30, SD = 0.75	

K. News Media Skepticism

a. I think about local political news stories before I accept them as believable.

	Frequency (n)	Valid Percent
Never	2	0.4
Seldom	8	1.7
Sometimes	71	14.8
Often	221	46.0
Very Often	178	37.1
Total	N = 480	100
	M = 4.18, SD = 0.77	

L. Political Interest, Disaffection, and Trust in the Electoral Process

a. I consider myself to be well-qualified to participate in local CNMI politics

	Frequency (n)	Valid Percent
Strongly disagree	38	7.9
Disagree	77	16.0
Neither disagree or agree	194	40.3
Agree	102	21.2
Strongly Agree	70	14.6
Total	N = 481	100
	M = 3.19, SD = 1.11	

b. I think I am as well-informed about local CNMI politics and government as most people.

	Frequency (n)	Valid Percent
Strongly disagree	28	5.8
Disagree	66	13.7
Neither disagree or agree	163	33.9
Agree	155	32.2
Strongly Agree	69	14.3
Total	N = 481	100
	M = 3.36, SD = 1.07	

c. I feel I have a pretty good understanding of the important political issues facing the CNMI.

	Frequency (n)	Valid Percent
Strongly disagree	16	3.3
Disagree	29	6.0
Neither disagree or agree	106	22.0
Agree	229	47.6
Strongly Agree	101	21.0
Total	N = 481	100
	M = 3.77, SD = 0.96	

d. Voting in local elections takes too much time.

	Frequency (n)	Valid Percent
Strongly disagree	107	22.2
Disagree	164	34.1
Neither disagree or agree	153	31.8
Agree	45	9.4
Strongly Agree	11	2.3
Total	N = 480	100
	M = 2.35, SD = 1.00	

e. Participating in elections in the CNMI is more trouble than it's worth.

	Frequency (n)	Valid Percent
Strongly disagree	125	26.0
Disagree	143	29.8
Neither disagree or agree	142	29.6
Agree	52	10.8
Strongly Agree	18	3.8
Total	N = 480	100
	M = 2.36, SD = 1.09	

f. Staying informed about local government is too much trouble.

	Frequency (n)	Valid Percent
Strongly disagree	135	28.1
Disagree	191	39.8
Neither disagree or agree	110	22.9
Agree	38	7.9
Strongly Agree	6	1.3
Total	N = 480	100
	M = 2.14, SD = 0.96	

g. Politicians in the CNMI put their own interests ahead of the public's interest.

	Frequency (n)	Valid Percent
Strongly disagree	10	2.1
Disagree	20	4.2
Neither disagree or agree	168	35.0
Agree	171	35.6
Strongly Agree	111	23.1
Total	N = 480	100
	M = 3.74, SD = 0.93	

h. Politicians in the CNMI lose touch quickly with the public after they get elected.

	Frequency (n)	Valid Percent
Strongly disagree	7	1.5
Disagree	19	4.0
Neither disagree or agree	134	27.9
Agree	188	39.1
Strongly Agree	132	27.4
Total	N = 480	99.8
	M = 3.87, SD = 0.91	

i. Politicians in the CNMI are interested only in people's vote, not in people's opinions

	Frequency (n)	Valid Percent
Strongly disagree	8	1.7
Disagree	26	5.4
Neither disagree or agree	162	33.7
Agree	157	32.6
Strongly Agree	127	26.4
Total	N = 480	99.8
	M = 3.87, SD = 0.91	

j. I trust the CNMI's electoral process.

	Frequency (n)	Valid Percent
Strongly disagree	39	8.1
Disagree	77	16.0
Neither disagree or agree	220	45.8
Agree	119	24.8
Strongly Agree	25	5.2
Total	N = 480	100
	M = 3.03, SD = 0.97	

46 I Minagåhet / Ellet: Reporting the Truth in the Northern Mariana Islands Survey Report
Northern Marianas Humanities Council, 2021

I Minagåhet / Ellet: Reporting the Truth in the Northern Mariana Islands Survey Report 47
Northern Marianas Humanities Council, 2021

M. Community Values

a. I always listen carefully to elders and other authority figures in my family and community.

	Frequency (n)	Valid Percent
Strongly disagree	12	2.5
Disagree	28	5.8
Neither disagree or agree	127	26.4
Agree	218	45.3
Strongly Agree	96	20.0
Total	N = 481	100
	M = 3.74, SD = 0.93	

b. One should be humble and modest.

	Frequency (n)	Valid Percent
Never	1	0.2
Seldom	3	0.6
Sometimes	29	6.1
Often	185	38.6
Very Often	261	54.5
Total	N = 479	100
	M = 4.47, SD = 0.66	

c. One should consider the needs of others before considering one's own needs.

	Frequency (n)	Valid Percent
Never	8	1.7
Seldom	26	5.4
Sometimes	138	28.7
Often	172	35.8
Very Often	137	28.5
Total	N = 481	100
	M = 3.84, SD = 0.96	

d. I generally try to avoid conflict situations with others.

	Frequency (n)	Valid Percent
Never	4	0.8
Seldom	18	3.8
Sometimes	64	13.3
Often	214	44.6
Very Often	180	37.5
Total	N = 480	100
	M = 4.14, SD = 0.85	

e. I try to avoid discussing controversial or sensitive topics with others.

	Frequency (n)	Valid Percent
Strongly disagree	17	3.5
Disagree	81	16.8
Neither disagree or agree	119	24.7
Agree	170	35.3
Strongly Agree	94	19.5
Total	N = 481	100
	M = 3.51, SD = 1.09	

f. In the CNMI, people treat each other with respect.

	Frequency (n)	Valid Percent
Never	11	2.3
Seldom	45	9.4
Sometimes	192	39.9
Often	190	39.5
Very Often	43	8.9
Total	N = 481	100
	M = 3.43, SD = 0.87	

g. A spirit of cooperation and teamwork exists in the CNMI.

	Frequency (n)	Valid Percent
Never	17	3.5
Seldom	44	9.1
Sometimes	176	36.6
Often	198	41.2
Very Often	46	9.6
Total	N = 481	100
	M = 3.44, SD = 0.91	

h. Disputes or conflicts are resolved fairly in the CNMI.

	Frequency (n)	Valid Percent
Never	40	8.3
Seldom	106	22.0
Sometimes	242	50.3
Often	83	17.3
Very Often	10	2.1
Total	N = 481	100
	M = 2.83, SD = 0.88	

48 I Minagåhet / Ellet: Reporting the Truth in the Northern Mariana Islands Survey Report
Northern Marianas Humanities Council, 2021

I Minagåhet / Ellet: Reporting the Truth in the Northern Mariana Islands Survey Report 49
Northern Marianas Humanities Council, 2021

N. Summary of Correlations

Variables	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
1. Education	—																					
2. Income	.435**	—																				
3. Use of local media for local news	-.063	-.016	—																			
4. Trustworthiness of local media for local news	-.105*	-.115*	.423**	—																		
5. Use of social media platforms for local news	-.178**	-.120*	.231**	.138*	—																	
6. Trustworthiness of social media platforms for local news	-.138*	-.163**	.161**	.368**	.267**	—																
7. Watchdog	-.094*	-.120*	-.021	.088	.107	.052	—															
8. Sense of Community	-.133*	-.077	.031	.147**	.142**	.093*	.549**	—														
9. Coordinating socializing function	-.137**	-.062	.068	.094*	.192**	.082	.558**	.698**	—													
10. Self-perceived News Media Literacy	.183**	.186*	-.023	-.076	.085	-.125**	.074	.088	.124**	—												
11. Actual news media literacy	.209**	.215**	.074	.064	.036	-.046	.093*	.133*	.105*	.254**	—											
12. Motivations for news consumption	.028	-.013	-.162**	.238**	.195**	.121**	.049	.108*	.099*	.154**	.236**	—										
13. News media skepticism	-.150**	-.195**	.209**	.401**	.107	.383**	.004	.002	.035	-.204**	-.042	.323**	—									
14. Offline Political participation	-.015	.131**	.197**	.061	.042	-.010	.050	.120*	.120*	.185**	.205**	.129**	.067	—								
15. Online political participation	-.001	.097*	.152**	.048	.113*	.045	.027	.025	.025	.082	.197**	.140**	.083	.572**	—							
16. Political efficacy	.206**	.282**	.178**	.019	-.045	-.006	.052	.025	.059	.150**	.478**	.153**	-.011	.367**	.347***	—						
17. Political skepticism	.161**	.180*	-.056	-.015	-.030	-.083	.253**	.134**	.160**	.226**	.311**	.041	-.113*	.161**	.147**	.340**	—					
18. Political cynicism	-.068	-.084	-.023	-.069	-.133**	-.069	.093	.014	.023	.100*	.058	.020	-.134**	-.115*	-.043	.053	.152**	—				
19. Political apathy	-.295**	-.310**	.036	-.030	.066	.096*	-.102*	-.077	-.105*	-.163**	-.223**	-.108*	.081	-.123**	-.089	-.149**	-.324**	.147*	—			
20. Reciprocity/Humility	-.201**	-.177**	.079	.157**	.113*	.195**	.055	.083	.113*	.028	.035	.129**	.159**	.127**	.052	.076	.042	.073	.156**	—		
21. Cooperation/Interdependence	-.058	-.056	.126**	.186**	-.007	.168**	-.113*	-.002	.018	-.067	-.009	.032	.325**	.068	.017	-.010	-.137**	-.307**	.028	.144**	—	
22. Conflict avoidance	-.256**	-.326**	.071	.151**	.034	.154**	.022	-.020	.026	-.122**	-.161**	-.056	-.223**	-.105*	-.182**	-.127**	-.084	.124**	-.269**	.383**	.133**	—

Note.
* $p < .05$; ** $p < .01$; *** $p < .001$ (2-tailed)

References

Ashley, S., Maksl, A., & Craft, S. (2013). Developing a news media literacy scale. *Journalism & Mass Communication Educator*, 68, 7-21.

Bevacqua, M. L. (2020, November 19). Bevacqua: There are certain limits to inafa'maolek. Pacific Daily News. Retrieved from https://www.guampdn.com/story/opinion/columnists/2020/11/19/bevacqua-there-certain-limits-inafamaolek/3773967001/.

Camacho, K.L. (2011). *Cultures of commemoration: The politics of war, memory, and history of the Mariana Islands* (Pacific Islands Monograph Series). University of Hawaii Press: Honolulu.

Dalisay, F., Yamamoto, M., Kushin, M. (2017). The politically demobilizing potential of interpersonal conflict in the Pacific: The case of Guam. *Journal of Asian Pacific Communication*, 27, 22-42.

Jeffres, L. W., & Kumar, A. (2014). Community editors look beyond the watchdog role. *Newspaper Research Journal*, 35, 81-93.

Jang, S. M., & Kim, J. K. (2015). Third person effects of fake news: Fake news regulation and media literacy interventions. *Computers in Human Behavior,* 80, 295-302.

Maksl, A., Ashley, S., & Craft, S. (2015). Measuring news media literacy. *Journal of Media Literacy*, 6, 29-45.

Na'puti, T., & Bevacqua, M. L. (2015). Militarization and resistance from Guahan: Protecting and defending Pagat. *American Quarterly*, 67, 837-858.

Park, Y. J. (2011). Digital literacy and privacy behavior online. *Communication Research*, 40, 215-236.

Perez-Iyechad, L. (2019). Inafa'maolek: Striving for harmony, Interpretive essay: Striving for harmony is the foundation to CHamoru culture. Retrieved from https://www.guampedia.com/inafamaolek/.

Northern Marianas
Humanities Council

Navigating the Human Experience