



**Northern Marianas
Humanities Council**

Navigating the Human Experience

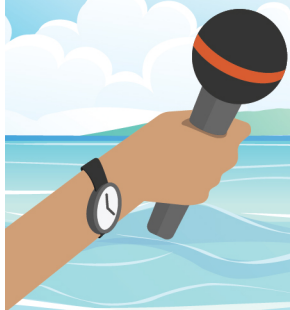
i Minagåhet - Ellet:

Reporting the Truth in the Northern Mariana Islands

A QUICK LOOK

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



i Minagåhet - Ellet News Media Survey: A Quick Look

NEWS USE AND PERCEPTIONS

Use and Perceived Trustworthiness of Media as Sources for Local News

Marianas Variety, Saipan Tribune, and KSPN Channel 2 News were the most frequently used and trusted local news sources among CNMI residents surveyed.

The **Marianas Business Journal** was the least used local news source, while **Kandit News** was perceived to be the least trustworthy.

01

63%

of CNMI residents surveyed reported using **Marianas Variety** "often" or "all the time" as a local news source.

02

66%

of CNMI residents surveyed reported using **Saipan Tribune** "often" or "all the time" as a local news source.

03

25%

of CNMI residents surveyed reported using **KSPN Channel 2 News** "often" or "all the time" as a local news source.

04

67%

67% of CNMI residents surveyed perceived **Marianas Variety** to be "trustworthy" or "very trustworthy."

05

72%

of CNMI residents surveyed perceived the **Saipan Tribune** to be "trustworthy" or "very trustworthy."

06

75%

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

07

2%

The **Marianas Business Journal** was the least used news source, with only 2% of CNMI residents surveyed reporting that they used it "often" or "all the time."

08

31%

of surveyed CNMI residents perceived **Kandit News** to be "trustworthy" or "very trustworthy."

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Use and Perceived Trustworthiness of Media as Sources for Local News



Facebook, WhatsApp,
and **YouTube** were
the most frequently used
and trusted social media
platforms for local news.

Twitter was the least used
and least trusted social
media source for local news.

Preference for Regional News

Over **80%**

of CNMI residents surveyed would like
local media to carry more regional news
and believe it is important that local media
report on news from Micronesia.



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Motivations for News Consumption and News Media Skepticism



75%

75% of CNMI residents surveyed reported enjoying following the news.



24%

24% of CNMI residents surveyed reported feeling obligated to follow the news.



25%

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



Perceptions of Journalistic Functions Served by Local Media

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.

90%

Over 90% of CNMI residents surveyed endorsed local media and journalists helping media consumers to engage in and develop a sense of the local community.

90%

Over 90% of CNMI residents surveyed reported valuing local media and journalists' role in connecting people with the community's history and heritage; providing a way for local businesses to reach consumers; and informing people about community events and activities, such as local arts and entertainment.

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NEWS LITERACY AND MEDIA LITERACY

News Media Literacy

CNMI residents surveyed achieved satisfactory levels of news media literacy, but perceived themselves to be more literate about news media than they actually were.

Perceptions of Online Privacy



70%

Over 70% of CNMI residents surveyed were aware of companies' online surveillance practices and were concerned about online privacy.

Susceptibility to Misinformation and Support For Preventing the Spread of Misinformation



90%

Over 90% of CNMI residents surveyed agree that consumers should be taught to recognize misinformation.

75%

Over 75% of CNMI residents surveyed agreed that internet companies and the government should create regulations that would help prevent the spread of false or inaccurate news information.

CNMI residents surveyed perceived themselves to be less susceptible to false or misleading information in the news than others.

COMMUNITY VALUES STATEMENTS

- Results indicate CNMI residents surveyed endorsed community values of reciprocity, humility, respect for elders, and sense of community cooperation/interdependence.
- Findings indicate these values are positively related with engagement in local news, trust of sources for local news, and other key civic indicators.

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KEY CIVIC ENGAGEMENT INDICATORS

Offline and Online Political Participation

75%

While 75% of CNMI residents surveyed reported voting or intending to vote in the CNMI's 2020 election, the majority reported that they had not engaged in offline or online political activities in the past 12 months.

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

70%

Nearly 70% of CNMI residents surveyed believed that politicians in the CNMI lose touch quickly with the public after they get elected. However, under 25% reported being distrustful of the CNMI's electoral process.

ABOUT THE SURVEY

The survey on news media use and perceptions, news media literacy, civic engagement, and community values represents the responses of 481 Northern Mariana Islands residents who had completed the survey between October to November 2020. 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 Commonwealth of the Northern Mariana Islands.

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 and association between these values and news engagement and civic vibrancy.

The survey was developed and analyzed by Francis Dalisay, Ph.D. in consultation with the staff of the Northern Marianas Humanities Council and an advisory board comprising of news and media professionals and community leaders from the Northern Mariana Islands. Elsiana Cruz served as research assistant for data collection and data entry. Arden "AJ" Sablan served as marketing consultant for implementing strategies to increase response and completion rates using social media platforms.

The enclosed pages present key findings from the survey in four parts:

- * News Use and Perceptions
- * News and Media Literacy
- * Civic Engagement Indicators
- * Community Values

Visit www.nmhcouncil.org/mediasurvey2022 for a detailed report on the survey findings, which includes summaries of descriptive statistics for the items on the survey, a brief analysis of the correlations between key variables, and a detailed description of the survey methodology.

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