

NEWS MEDIA LITERACY AND SOCIAL MEDIA USAGE

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ABSTRACT

This study measured levels of news media literacy and social media usage among 370 undergraduate journalism students at three institutions in two states. The research posited that high levels of social media usage would reflect high levels of news media literacy among the participants. No significant correlations were found between levels of social media usage and levels of news media literacy. Among the findings, participants with high Twitter participation exhibited lower emphasis on professional news sources and higher tendencies to seek news daily. Additional refinements are recommended for tools measuring news media literacy, social media usage, and news source preferences and usage.

Keywords: news media literacy, social media, online, television, radio, newspaper, Twitter, Facebook