

*Read all about it!*  
*What do the papers REALLY*  
*say about research?*

Terry Freedman  
@terryfreedman

“The things that you’re liable

To read in the ~~Bible~~ *papers*

Ain’t necessarily so”

*Gershwin, “Porgy and Bess”*

*How research is reported.*

*From various  
papers*

Government tells schools  
to scrap timetable and  
teach 5 minute lessons

Schools to introduce 5  
minute lessons

5 minute lessons may  
help pupils

A round-up of examples of how  
research has been reported in the  
press  
*(Paraphrased)*

“Schools’ wi-fi not fit for purpose”

*...we recommend minimum provisioning of 2Mbps per concurrent user per school with a minimum of 100Mbps ... for all schools regardless of size to allow for growth in demand.*

*ICT in Education Excellence Group, 2013, ICT in Education Excellence Group Final Report,*

<http://www.scotland.gov.uk/Resource/0041/00412968.pdf>



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“Schools wasting £450m a year on rubbish technology”

Schools spent £487 million on ICT equipment and services in 2009-2010. But this investment has not yet resulted in radical improvements to ... attainment.

[But] impact depends on how it is used.

*<http://www.nesta.org.uk/publications/decoding-learning#sthash.gvl6vFJy.dpuf>*



“Ban kids’ phones for best results”

... we find that mobile phone bans have very different effects on different types of students.

Banning mobile phones **improves outcomes for the low-achieving students** the most and has **no significant impact on high achievers.**

*Communication: Technology, Distraction & Student Performance*  
<http://cep.lse.ac.uk/pubs/download/dp1350.pdf>



Does it matter?

# Does it matter?

According to the OECD Teaching and Learning International Survey (TALIS) – 2013, the average age of heads in England is 49.

According to the Media Briefing 2017, the average age of newspaper readership is between 43 and 61.

# Does it matter?

“We estimate that legacy news brands are responsible for around 50% of all original news journalism in the UK, bigger than broadcasting and online put together.”

*DCMS: Overview of recent dynamics in the UK press market, April 2018*



Why is research  
so poorly  
reported?

# In my opinion...

- Economic factors
- How education research gets into the news
- The shape of a typical news story

Newspaper circulation and revenue in 2017 were around 50% of their 2007 values.

*DCMS: Overview of recent dynamics in the UK press market, April 2018*



*Consequently...*

Full-time positions down  
from 23,000 in 2007 to  
17,000 today.

*DCMS: Overview of recent dynamics in the UK press  
market, April 2018*

*Also...*

How many journalists  
identified themselves as  
education specialists in  
2015?

*Answer:*

None.

Possibly included in the 2%  
'social affairs' category.

# Consequences

Reduction in number of  
journalists → more stories per  
journalist → less time for fact-  
checking + greater reliance on  
press releases

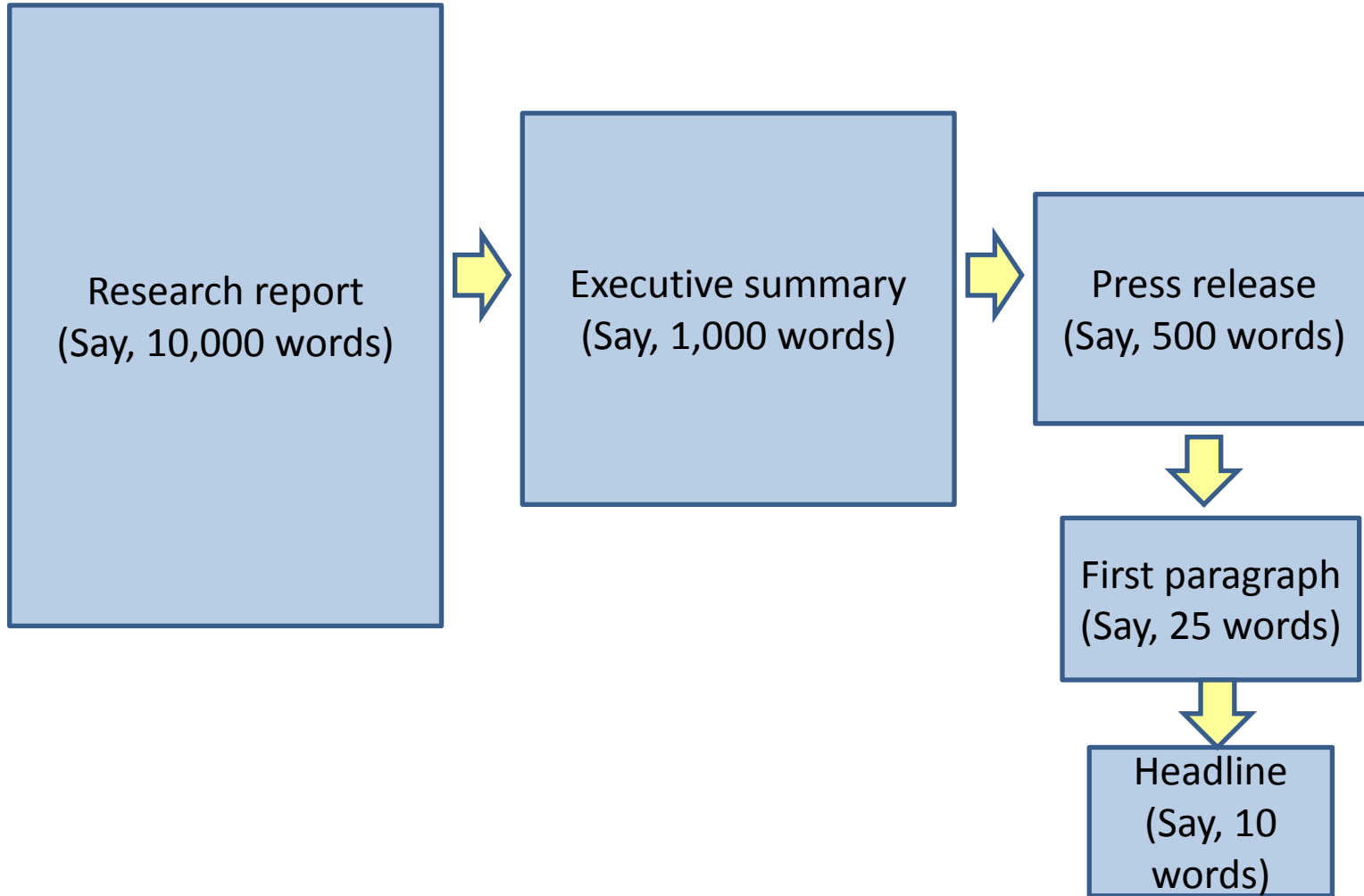
# Consequences

Some journalists are working on 50 to 75 stories per week –500 if editors are included.

“...there are genuine concerns about whether standards of verification...can be maintained.”

*From “Journalists in the UK”, 2016*

# The progress of a news story



# How many press releases do journalists receive every day?

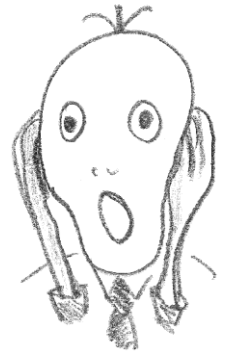


“1000s and 1000s from everybody” -- *a freelance journalist*

“I would say around 500 press releases a day into a national would not be unusual. It can be more and some days are obviously busier than others.”

*An industry insider*

# Schools wi-fi not fit for purpose!



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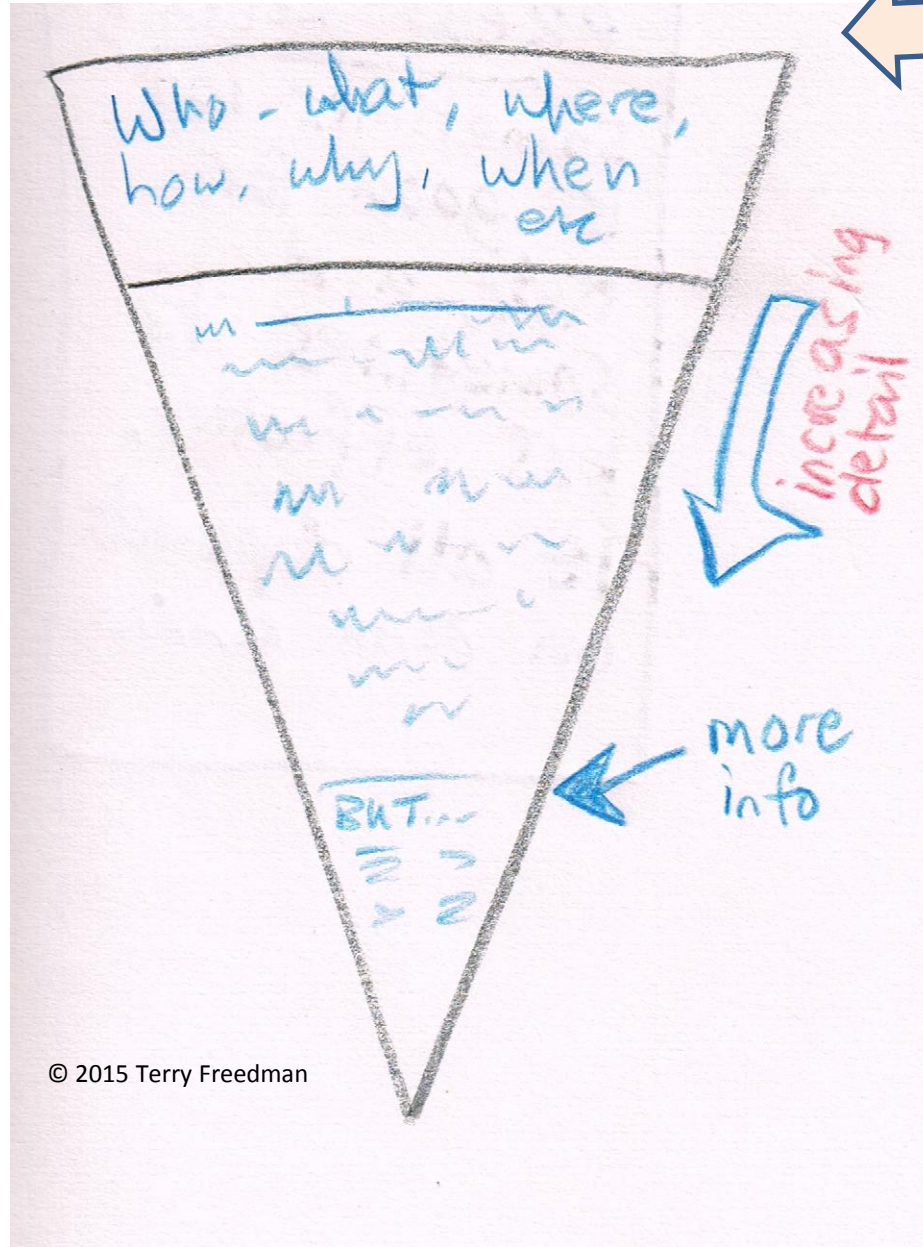


## Notes to editor

Whilst our national figures show the trend and problems as highlighted, the number of schools responding in each listed authority is too small to provide a quantifiable assessment of the problem at the county level; however, once all areas are combined there is an indication of a common outcome to those regions with below average access to superfast broadband.

*<http://www.besa.org.uk/news/besa-press-release-digital-divide-emerges-new-research-finds-poor-pupil-access-computers-half>*

# The shape of a news story



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Headline  
missing

The shape of  
a news story  
summarised

“Who the hell ever  
reads the second  
paragraph?”

*The Front Page, by Hecht  
and MacArthur*

“The first paragraph  
has to contain the  
essence of the story in  
perhaps 25 words.”

*On Newspaper Style, by Keith  
Waterhouse*

Example of a  
headline

NHS guidelines  
are heartless,  
says top  
cardiologist

# Does the headline matter?

Yes! The headline frames how we approach the article and what we remember from it.

*Terry Freedman, in Enhancing Learning and Teaching with Technology: What the research says, by Rose Luckin (ed)*

# How to get the **real** story

**Ideal:** read original report

**Next best:** read Executive  
Summary

**At a pinch:** read the press  
release (again), including  
the Notes to Editors

# Next steps

Download free tips and resources sheet,  
and this presentation, from here:

<http://bit.ly/tfRED18>

*Thank you!*

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[www.ictineducation.org](http://www.ictineducation.org)

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