IFLA News Media Section: 2016 Conference, Hamburg, Germany
Increasing Student Awareness of International News and Events

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University of Illinois Student Demographic

• 62% Illinois residents
• Only 24% from outside the USA
• 46% white
• 55% male
• 45% female
How do we change the singular perspective that our students share?
International News Lounge
(established in January 2012)

- Provides news from 11 (non-US) regions, via eight 52 inch flat screen TVs
- Each TV broadcasts audio via FM radio station
- Library patrons may listen to the news via I-Pod, Cell phone with FM radio, or loanable FM transistor
- News content may be uploaded to a flash drive for classroom use
Goals of News Lounge

• Provide students with access to a non-US perspective that will contribute to a multi-cultural world view
• Enable students to consume news in an environment more conducive to how they study and interact
• Provide users with a choice in news sources
• Provide international students with access to a more familiar news source
• Provide instructors with the ability to integrate international news in the classroom
Research Questions:

• How do library patrons use the News Lounge?
• Does the environment of the News Lounge encourage international news consumption?
• Does the current selection of news channels meet user needs?
• What value does the News Lounge provide library patrons?
News Lounge Survey

• 187 library users surveyed (20% of College enrollment)
• 9.6% graduate students
• 88.8% undergraduate students
• 1.6% faculty
• Questions addressed: usage, design, value
Survey Results: Usage

How do you use the International News Lounge?

- 65% Only watch news
- 26% Listen and watch news
- 6% Don't use News Lounge
- 3% Only listen to news
Please rank your favorite news channel:

- NDTV (India): 34.8%
- RT (Russia): 17.6%
- TVN24 (Poland) or France24: 18.7%
- ETTV (Taiwan) or KBS (Korea): 13.4%
- Teleformula (Mexico): 0.5%
- CCTV or BON (China): 5.0%
- Al-Jazeera or Al-Arabiya (Middle East): 10.0%
- EuroNews (Europe) or RAI (Italy): 4.3%
- Others: 4.3%

*Note: The percentages add up to more than 100% due to rounding.

[Bar chart showing the rankings of favorite news channels]
Survey Results: Design

• Please comment on the number of news channels available

- Perfect number: 79%
- Not enough: 15.10%
- Too many: 5.90%
Survey Results: Design

- Please rank which of the following are more important (check all that apply)

  - Variety/selection/number of news channels: 36.4%
  - Environment for viewing (seating options/atmosphere): 28.9%
  - Ability to download news content: 13.4%
  - Large 52 inch monitors: 11.2%
  - Ability to listen from anywhere in the Communications Library: 9.6%
Survey Results: Value

- What function does the News Lounge serve you (check all that apply)

<table>
<thead>
<tr>
<th>Function</th>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assistance with learning a foreign language</td>
<td>9.1%</td>
<td>17</td>
</tr>
<tr>
<td>Ability to download news content</td>
<td>18.7%</td>
<td>35</td>
</tr>
<tr>
<td>Ability to catch up on news from a particular...</td>
<td>33.7%</td>
<td>63</td>
</tr>
<tr>
<td>Ability to watch/listen to news while studying</td>
<td>47.6%</td>
<td>89</td>
</tr>
<tr>
<td>Learn how events are covered by different...</td>
<td>50.8%</td>
<td>95</td>
</tr>
<tr>
<td>Exposure to non U.S. news</td>
<td>74.9%</td>
<td>140</td>
</tr>
</tbody>
</table>
Survey Results: Value

• How could the News Lounge be improved?

- Improved space: 40%
- It’s ok as is: 20%
- Need to promote it more: 10%
- More news channels: 7%
- More TVs: 5%
- Information on how to listen: 5%
- Access to U.S. news: 4%
- Provide FM radios: 4%
- Provide headphones: 4%
Survey Results: Value

How would you respond if someone recommended that the News Lounge be removed and the space be used for additional collections or seating?

- Negatively, 95%
- Indifferent, 4%
- Happy, 1%
Conclusions

An International News Lounge gives Libraries an opportunity to:

• Provide users with innovative access to international media
• Improve students’ facility with international media.
• Engage students with international news
• Stimulate open collaboration
• Integrate broadcast media into the classroom
Thank You!