

THE DAILY UNIVERSE

Going Digital

Comprehensive Research and Recommendations

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Executive Summary

Problem and Purpose

Since 2009, *The Daily Universe* has consistently operated on a loss in part due to a decline in readership of newspapers nationwide, as well as a downward trend in advertising revenue. Circulation of *The Daily Universe* is 18,500, with returns of 6,000. Online readership has been recorded between 7,000-8,000 unique visitors each day, and seems to be a profitable alternative to traditional newspaper printing. The purpose of this report is to analyze relevant data and provide recommendations on how to make the switch to digital effectively while increasing readership and providing for student needs.

Conclusions

Analysis of background research, along with primary research gathered through a focus group and survey, generated data leading to the conclusion that *The Daily Universe* is facing the following issues.

1. Competition for student attention from other online news sources combined with a negative image of the paper held by many students.
2. A lack of knowledge about the switch the paper is making to a digital format that might cause readership to decline.
3. A lack of innovation in formatting and an online format that is not easily navigated or accessible to tech-users, lending to an image of unprofessionalism.

Recommendations

After careful evaluation of the major problems facing *The Daily Universe*, five specific recommendations are given to help increase readership and better attend to student needs:

1. Develop software that makes the online paper easy to navigate and provides a way for students to interact with the paper.
2. Expand social media networks (i.e. Facebook and Twitter) to better connect with and facilitate student knowledge of and participation with the paper.
3. Rebrand the website in the image of popular online sources such as Yahoo! News.
4. Focus articles specifically on campus news and events and incorporate an increased amount and wider range of student opinions.
5. Incorporate links and articles from the paper to other frequently visited BYU website, such as Gradebook or BYU's homepage.

Introduction

The Daily Universe has always carried a tradition of excellence. The following report is a detailed analysis of research. Our research suggests ways to improve quality and increase readership while honoring the paper's unique legacy.

Client's Needs

Due to a dramatic decline in funding and readership, *The Daily Universe* is looking to convert to an online-based newspaper with a weekly printed edition. Producing the paper is largely a student-run operation aiming to serve the BYU community. Individuals involved in production of *The Daily Universe* seek to improve professional quality and overall readership among students. The staff looks for ways to make this online transition smoothly, and different ways to format the paper so that it is catchy and accessible.

Research Questions

The Daily Universe wants to conduct research to find out the answers to the following questions:

- How do people currently use *The Daily Universe*?
- What needs does the paper fulfill for them?
- How can the new paper better meet those uses and needs?

How Research Questions Will Be Answered

We conducted two different forms of primary research—a focus group and a survey. The results from the survey were analyzed using Qualtrics and SPSS statistical analysis software. Additionally, we conducted personal interviews with staff at *The Daily Universe* to better understand the paper's history.

Research Methods

Two forms of primary research were included: an on-campus focus group and an on-campus survey. The focus group consisted of ten BYU students, all non-communications majors. To find participants, a Facebook event was created which provided an explanation of the focus group and the benefits associated with participating. A \$20 VISA gift card was offered as an incentive to participate. Volunteers were recruited also through class announcements and by word of mouth. The survey was carefully constructed. The survey questions were tested for accuracy and accessibility to respondents. After editing the questions according to respondents' feedback, the best questions were combined into a final survey. The survey was put into Qualtrics, an online survey service. A \$100 BYU Bookstore gift card was used as an incentive for participation.

Background Research

Background of Organization

The background of this organization includes history, growth, profitability, and reputation. Strengths and weaknesses are included, along with public relations efforts, marketing, and promotions. This section also covers products and services provided, as well as resources and personnel.

History

The Daily Universe is an educational lab created for the purpose of teaching students effective journalism techniques. According to the website, the paper is in its 63rd year of printing. “The main objective of [*The Daily Universe*] is mentoring and training communications students . . . [the paper] is the successor to a line of student-operated campus news publications dating to 1981” (universe.byu.edu).

Previously *The Daily Universe* was operated and funded by the student body. It wasn't lab-based since the 1970's. Throughout the years the paper has continued to evolve along with experiencing periods where it has gone unpublished (Hafen, p. 365)

The paper originally began as *The Academic Review* in 1884 and lasted one year. *The BYA Student* then took the stage in 1891 for only five months. *The White and Blue* ran from 1897 to 1921. That version was succeeded by a more critical voice of the BYU environment, *The Y News*. In 1948, the name was changed to *Brigham Young Universe*. It wasn't called by its current name until 1956 (Hafen, p. 366).

In reaction to unprofitable finances, *The Daily Universe* implemented a new structure in 2001 in its advertising department. The paper turned profits every year until 2009, when the financial crisis interrupted its economic growth. The advertising

department switched from a lab-based environment to using full-time employees leading part-time student employees in advertising sales” (PowerR Girl Public Relations, p. 11, 2006).

Today *The Daily Universe* is working to keep a competitive advantage, both with changes in print technology, as well as facing the challenge of declining readership across the nation. The paper is hoping to focus on breaking news and in-depth stories (Rawlins, personal communication, 2012).

Size

The Daily Universe has a circulation of 18,500, with returns around 6,000. Online readership has been recorded between 7,000-8,000 unique visitors each day.

Demographics of readers span across all 50 states and 120 countries. Subsequent demographic figures below represent daytime students. The majority are single, LDS students from the United States. Pacific Islanders and Hispanics are the most common ethnicities other than Caucasian (yfacts.byu.edu).

| All Daytime Students | Fall 2011 |
|---------------------------------|------------------|
| Students from the United States | 93% |
| International Students | 6% |
| Unidentified | 1% |

| All Daytime Students | Fall 2011 |
|--|------------------|
| Male | 52% |
| Female | 48% |
| Single | 75% |
| Married | 25% |
| LDS | 98.5% |
| Non-LDS | 1.5% |
| (Non-LDS students represent more than 25 faiths) | |

| Student Ethnicity (according to CDS categories)* | |
|---|-------|
| As of Fall 2010, 14% of students are minorities | |
| Asian/Pacific Islander | 1,484 |
| Hispanic | 1,091 |
| Black | 176 |
| American Indian | 121 |
| Other/Multi-ethnicity | 1,590 |

Growth

The newspaper industry is shrinking. During the April-September reporting period, average daily newspaper circulation decreased 5 percent, while average Sunday circulation declined 4.5 percent year-over-year (www.adweek.com).

Only two of the top twenty-five newspapers nationwide showed year-to-year gains. *The Wall Street Journal* grew its combined print and electronic circulation by 1.8 percent, leveling off around 2.1 million. *The Dallas Morning News* showed growth of less than 1 percent. Weekly circulations of other prominent papers—such as *USA Today* and *The New York Times*—have shown continuous decline in readership around 4 percent.

Profitability

The Daily Universe took a loss for 14 years until 2001 when they broke even. The paper has continued to operate at a loss since 2009, partly due to a decline in readership of newspapers nationwide, as well as a downward trend in advertising revenue. The greatest losses sustained by *The Daily Universe* came in the form of its classified ads because people are going online. Other papers have experienced similar problems (Rawlins, personal communication, 2012).

Reputation

The Daily Universe has won national accolades, and has been ranked the third-best overall college newspaper in the nation. The paper recently received first place in general excellence in the college division (universe.byu.edu).

Despite its positive reputation nationwide, on BYU campus the paper is known for being conservative and prone to errors (Power Girl Public Relations, 2006). In a

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focus group administered by PowerR Girl Public Relations, some professors said they felt *The Daily Universe* “yielded to pressure to report only conservative viewpoints” (October 3, 2006). Many students felt *The Daily Universe* did not apply to them. In the same focus group cited above, participants said they felt the paper was unoriginal and embarrassing.

Despite these results, some professors and students enjoy the paper. Those who visit campus during Education Week and Women’s Conference report reading and enjoying the paper (Hwang, personal communication, 2012).

Strengths

The Daily Universe has a loyal readership base. Many of the paper’s readers have been reading the paper for a lifetime. With its expanding effort to reach a mobilized, tech-savvy world, the paper is reaching more students than ever before, through the use of mobile apps, a Facebook page, a Twitter account, and Pinterest.

The paper provides news about BYU for a BYU audience. It is a free subscription and reaches a large student, faculty, and alumni population. While it is not an official representation of the university, the paper’s national acclaim and association with the award-winning communications department brings recognition and prestige to the school. The paper continues to be an integral part of BYU’s culture and heritage.

Most of the paper’s readers are interested in reading about campus sports, especially stories featuring well-known players. Stories with an LDS theme or spin are also popular (Hollingshaus, personal communication, 2012).

Weaknesses

The Daily Universe competes with other publications, such as KSL, *The Student Review*, and other online sources, to be the “hub” of BYU (Hollingshaus, personal

communication, 2012). With a high staff turnover, and a learning student population, it is hard to have stability and consistency. The paper reports many errors, and some of the stories are perceived as being unprofessional and irrelevant (Power Girl Public Relations, 2006).

Promotions, Public Relations, and Marketing

One of the last major campaigns concerning *The Daily Universe* was in 2006. In research conducted by BYU students studying public relations it was shown that viewers considered *The Daily Universe* to be “unprofessional and irrelevant” (Power Girl Public Relations, 2006). In an effort to reverse that concept most campaigns have been centered on changing reader perception.

In the past several years there has been little marketing or promotion of *The Daily Universe*. The recent newsroom restructuring will lead to more promotions and marketing in an attempt to increase the paper’s viewership and make the BYU community aware of changes taking place. The concern is whether or not students will actually read the newly formatted paper. Now is an opportune time to provide information on the benefits that will come from switching to a weekly publication (Hernandez, personal communication, 2012).

The advertising and PR departments at *The Daily Universe* do not control increasing advertising sales, but the paper does utilize full and part-time employees to sell advertisement space. This allows the paper to remain a free product. The advertising department switched from a lab-based structure to having full and part-time employees around 2006 (Power Girl Public Relations, 2006).

Currently 100 percent of the paper's revenue comes from advertising. The costs associated with switching online will depend now on what computer software is needed. While online advertising will remain important, less than 2 percent of the paper's revenue will come from advertising. Research has shown that less than 25 percent of the student body visit or read online papers (Durrant, personal communication, 2012).

The most recent promotion for *The Daily Universe* has been to inform the BYU community of the paper's switch to weekly. "This development was largely a plan by journalism faculty, but [has] also been as a result of an extensive study made by a task force" (Walton, personal communication, 2012). The paper has used social media, a press release, online articles, and a digital broadcast to spread the news about its format switch (universe.byu.edu).

The paper, in an effort to stave off financial loss and provide an improved educational experience for its students, has already begun responding to suggestions for ways to better appeal to readers. "The digital website will include text, video, mobile and tablet formats, and will continue to explore emerging news applications" (Walton, personal media, 2012). *The Daily Universe* is turning to social media in the form of promotion, using it to increase viewership and recognition. The paper already boasts an official Facebook page, Twitter account, Pinterest page and YouTube network, along with several blogs and mobile apps.

Facebook

The Daily Universe has a Facebook page but it is more fan-based. Few stories are put on the Facebook page and not many followers have "liked" the page. It is not a reliable source for news (Hollingshaus, personal communication, 2012).

Twitter

The Daily Universe's Twitter account is the most promising of all promotional tools currently being used by the paper. Most students receive updates on stories via Twitter and will go online if an interest is sparked (Hollingshaus, personal communication, 2012).

Pinterest

Stories from *The Daily Universe* are “pinned” to a board and can be easily accessed by account holders. Most of this audience is female.

YouTube

The YouTube network currently posts stories and articles written by students. It is an advantageous way to add the element of video in order to enhance a reader's experience.

Blogs

Blogs produced by *The Daily Universe* are connected with the paper's homepage—universe.byu.edu. Most blogs feature articles and more in-depth stories.

Mobile Apps

The web apps are currently in the process of being completed. With the restructuring it has been difficult to continue development, but hopefully this will be a positive outlet for students to receive news (Hernandez, personal communication, 2012).

While the paper has undergone much adaptation, there is still much to be understood about the impact social media can have in promoting readership. Social media remains, however, a productive—and relatively inexpensive—outlet to communicate with audiences.

The Daily Universe Research Report

Product/Service Provided

The Daily Universe has a long history of training and mentoring students in reporting and writing. It is an educational lab tied to the curriculum objectives of communications majors—journalism and public relations—who are enrolled in the communications department. Currently *The Daily Universe* publishes a print edition five days per week throughout each semester—including spring and summer terms. The paper is committed to the mission of BYU and the university's sponsoring organization, The Church of Jesus Christ of Latter-day Saints (universe.byu.edu).

Resources and Personnel

Approximately 200 communications students each year work for *The Daily Universe* as paid student employees or as part of lab assignments. Professional staff and faculty are closely involved with mentoring the student reporters, editors, designers, photographers, advertising sales staff, and production managers. Current professional staff includes:

- Shane Durant, Ad Sales Manager
- Ellen Hernandez, Business Manager
- Warren Bingham, Designer
- Darryl Gibson, Information Technology
- Rich Evans, Editor
- Rich Johnson, Editor
- Brandon Judge, Editor
- Kay Nelson, Editor

Because Brigham Young University is a non-profit organization it has never been the goal of *The Daily Universe* to make a profit but only to generate enough revenue to pay staff, student editors and the costs to run the journalism lab. As a private institution, BYU's financial figures related to operating costs and total revenues are not made public.

Background on Issue

Background on the issue includes history and contributing factors. Past research and measurement is also included.

History

It's no surprise that the newspaper industry has had to evolve due to the arrival of the Internet and its online media platforms. "Traditional newspapers responded to this change by placing part of their content online even as they struggled with the evolving systems and debated cost recovery issues" (Qayyum, Williamson, Liu & Hider, 2010, p.178). Young Internet users have gained control of the web by using social media. They have used the web as their source for news. Teens that have grown into young adults have not had much experience with print-based subscriptions. They gain knowledge of news through the Web. Digital media usage is highest among ages 18-34. It drops below average among those ages 45-54, and falls further for 65+.

Brad Rawlins, Chair of the Department of Communications, says *The Daily Universe* is looking to a similar college-based newspaper, the University of Georgia's *Red & Black*, for tips on how to make the transition successfully. *Red & Black* went to a digital format in 2011 and has found great success publishing one weekly publication around forty pages. Previously the paper had a circulation of 12,000 and around 4,000 returns. Now the weekly publication has a circulation is 15,000 with around 2,000

returns. The paper has retained 98 percent of its advertising after making the switch from a daily to a weekly (Rawlins, personal communication, 2011). Publishers state that student moral and interest in journalism has increased.

Contributing Factors

The biggest factor contributing to newspaper decline is simply the media. In 2009 a study in the United Kingdom revealed that 46 percent of participants reported reading a physical newspaper. The issue was that a physical copy of the paper could no longer be found in print-form. Close to half of the respondents reported first looking to the Internet for information, while 27 percent reported relying on television. The same study showed only 23 percent of the population depended on traditional newspapers to stay informed. The increase in dependency on the Internet is especially apparent among men and women 34-years-old and younger. Younger generations use the Internet as their primary source of information. Only 18 percent of men and women 15-24 read a print newspaper.

Another issue for newspapers is the problem of desired content over available space. “National news is the top priority for newspaper readers, followed by international affairs . . . sports coverage, the TV guide and social and human-interest stories are [also] important” (UK National Newspapers, 2009). Newspapers are fighting over what to include with a limited print space in order to interest viewers and increase readership.

The interesting shift is finding a balance between national and local news. Research shows a decline in interest among readers for local news. Newspapers are finding a need to prioritize their stories according to reported interest as the cost of newsprint rises. Online websites are invaluable resources to extend space and provide more opportunity to agree with multiple viewers’ interests.

Past Research/Measurement

When conducting research for these studies, the organizations have been very thorough. Methods range from face-to-face interviews, as well as print and online surveys. People 18-34 are the most likely to report having changed their lifestyle, behavior, and media consumption due to the Internet (Media Usage and Online Behavior, 2011).

More than half of those surveyed say that the Internet has changed where they get information. It is “the first place they seek information, and has even increased their desire to learn or seek information” (Media Usage and Online Behavior, p. 3, 2011). Furthermore, younger consumers are the most likely to report that because of the Internet, they consume less traditional media.

Around 11.4 million students read a combined total of 1,800 college newspapers in the United States alone, and 95 percent report faithfully reading their university’s paper. Seventy-one percent of college students read at least one in five issues of the college paper (Bennet, Clark, Gurnsey, Hardman, Mendenhall & Snow, 2006). Nearly 85 percent of the BYU campus reads *The Daily Universe* at least once a week (universe.byu.edu).

Primary Research

The following is a description and analysis of data gathered from both qualitative and quantitative primary research. Also included is a copy of the focus group transcript as well as a copy of the survey.

Qualitative Research

Qualitative research includes a description of the focus groups, how they were conducted, how participants were selected, and an analysis of thematic elements. A written transcription of the focus group is also included.

Qualitative Methodology

To find participants, a Facebook event was created which provided an explanation of the focus group and the benefits associated with participating. As an incentive to participate, volunteers were provided refreshments during the focus group and a \$20 VISA gift card afterwards. On the Facebook event page it was stated that students who had worked for *The Daily Universe* were disqualified from participating. Volunteers were recruited also through class announcements and word of mouth.

The focus group was conducted on January 16, 2012, from 6:30 to 8:00 p.m. The group was moderated by two team members, Whitney Wilcox and Sara Anderson. Bri Slade and Madilyn Fitzpatrick acted as observers and took notes throughout the evening. The focus group was held in a classroom in the Brimhall building on BYU campus. Refreshments and water were provided, and a \$20 VISA gift card was also given to each student upon completion of the focus group. The focus group consisted of ten volunteers, all full-time BYU students who had no previous association with *The Daily Universe*.

The provided focus group transcript was transcribed from a video recording. Each team member was responsible for a 19-minute section. The transcript is a written record of the thoughts, ideas, and experiences shared by participants during the focus group. An analysis of main themes has also been included.

Focus Group Analysis

University students increasingly find themselves pressed for time trying to balance between the growing demands of school, work, and one's personal life. Many grow impatient reading news articles that they perceive as low-quality work or that have little practical significance. Based on information obtained in the focus group, it can be determined that one of the most preferred methods by students for gathering news is through sources such as Yahoo!. Many students today find it difficult to take the time to sit and read a newspaper. While they want to stay informed of current events, they tend to read articles that are shorter, well written, and better classified as informative highlights.

Based on research gathered from the focus group, it is proposed that one of the most effective changes *The Daily Universe* could make would be a change in format. Suggestions include following article models similar to those found on Yahoo!, including more video, podcasts, and images along with an article, and putting stories on the homepage of a well-visited BYU site, such as Gradebook or BYU's forthcoming website, Syllabus Builder. Having stories in an accessible and appealing format available on a high-traffic website, readership of *The Daily Universe* would greatly increase.

Thematic Analysis

Many students feel uninformed about the current events in the world. They feel BYU is a bubble, shielded from the outside world. Additionally, students put great trust

into what their friends say. Many like to use Yahoo! for their news because of the websites diverse and cultural features. Most students feel like there is not enough time to read the latest news on a regular basis. A majority of students use Facebook on a daily basis and place high value on the opinions of friends. Students enjoy accessing their news fast, and with on-the-go formats such as podcasts. Many students particularly enjoy culture and entertainment news.

When students think of *The Daily Universe*, what most often comes to mind are the words “opinions”, “free”, “Police Beat”, and “boring”. Many students feel the publication is not a credible source for the latest national or global news. One participant in the focus group commented that *The Daily Universe* was more for providing insight into Provo culture than actual news writing.

Students feel *The Daily Universe* is a public relations tool for the university and feel a limited connection to the paper, topics, and writers. Participants in the focus group expressed wanting to feel a greater connection to *The Daily Universe* through better-quality and opinionated writing. Several students felt that the 100-hour board is a useful and interesting site, which could help inspire the rebrand of *The Daily Universe*. Focus group participants said they felt the website needs to be updated and given a fresh look.

Findings

Throughout the focus group, particular subjects were often repeated and the group would refer back to them. Many participants in the group unanimously agreed upon some issues, while others voiced opinions that had not been heard before. Some viewpoints contradicted each other. For instance, some felt *The Daily Universe* tends to report too

narrow of topics, while others argued that as a school newspaper, it should only report on university happenings.

A common sentiment expressed was the frustration students feel having an abundance of news outlets. Many reported feeling overwhelmed, and that while online news is easier to access, sometimes there are many websites trying to compete for readership. Students agreed that by making *The Daily Universe* a central hub for news, bulletins, ride boards, and other student services would be a welcome addition. One participant suggested that *The Daily Universe* post pictures where students could “tag” themselves and increase interaction with other students and the paper. Many agreed that feeling connected to *The Daily Universe* was one of the best ways to increase readership.

Focus Group Transcript

M1= Whitney

M2=Sara

M1: Thank you for coming tonight. We appreciate your participation. Please tell us your name, where you are from, and what you are studying.

*Meredith, California, conservation biology

*JC, Oregon, physiology & developmental biology

*Allie, Utah, history

*Luke, Oregon, graphic design

*Ty, Nevada, political science

*Jason, Texas, Latin American Studies

*Kaylee, Utah, English

*Kelsie, California, exercise and wellness

*Sarah, Ohio, French

*Carly, Utah, English

*Christina, Florida, open major

M2: Get out your cell phone. Put it on the table. I need you to turn it off. Thank you so much. Sorry for the inconvenience. We ask that everyone participate. We value all of your feedback. Unless we call on you, please raise your hand and please don't speak when someone else is talking. This is a safe zone. There are no bad comments. Please be courteous of others. Your incentive will be given to you at the end.

M1: We first want to establish a bit of a background. How important are current events to you?

JC: Recently in my life it has become more important. I am very ignorant of the world around me. But I have been working on it and in the last four months I have become more aware. It's a big weakness. It's good to be aware.

Christina: This might sound cheesy but I took American Heritage last semester and that's what triggered it. It made me want to be more involved about knowing about the outside world not just Provo.

Jason: I was once a print journalism major so I have been a news junkie for a long time. I just find it interesting to know what's going on. I think it's really important if you want to have an intelligent conversation about things that affect you. You need to pay attention. Our world is more global. More and more of what happens around the world affects us right here in Provo.

Allie: I am a history major so I read about the past a lot but I also like to know what's going on right now. I am interested in international development so I like to keep up with what's going on. The world is changing all the time.

Kelsie: I feel like since we are in Provo we are kind of in a bubble, so a lot of us don't know what is going on. Especially me. I feel especially like that with the elections. It's really important for us to know what is going on.

M1: Going off of that, what sources do you use to obtain your news?

Ty: Yahoo! and *The New York Times*.

JC: Almost completely NPR. It's a fair mix of national and international. And probably from recommendations of others; of people that I trust. I have trust in NPR.

Luke: Being informed is totally relative right? The other day I was in the Kennedy Center and I couldn't handle it because the news was about the Kardashian's mom and what

people were tweeting. I thought, *this isn't news; this is ridiculous*. I definitely put more stock and trust in what my friends have to say. I really talk to friends I trust and have them aggregate for me. I talk to them more than I'll just listen to FOX because I don't really believe the news.

Jason: There is a really cool app that I read called Fluent News. And it pulls from everything like *The Washington Post*, BBC, ABC, lots of news. I don't know what they use to determine the top headlines, but it is good.

Meredith: I would just say that I noticed when I came to college last semester I didn't really have many sources. I didn't watch TV. None of my friends are really into politics so I realized how much news I really do get. So this semester I tried really hard because I didn't know what was going on with all the debates and stuff. I noticed I didn't know anything. I felt like it was important that I know what was going on. So that when someone asked me about it I would be able to say what it was and how it affects me.

M1: Going off of that, how often would you say that you check the news and obtain news from some source that you like?

Jason: Multiple times a day.

M1: Does everyone check the news every day?

Meredith shakes head in agreement but most participants shake head in disagreement

Luke: So my major is design and most great designers end up doing very political causes. And so that affects me when we talk about it in class. You're designing a poster but what does that mean in terms of the paper industry and in terms of the environment. In terms of Whitney Houston's cause of death, I don't tune into that stuff because the media has to put news up there whether it is important or not. I don't really find interest in it all the

time. Also, there's a lot of negativity. There are a lot of bad things going on but I think it desensitizes people to tune in because it is just a constant barrage of someone getting kidnapped. I think some kind of filtering is important whether it is talking to friends or listening to a weekly podcast. I don't do it daily.

Allie: Going along with that, there are so many different sources where you can obtain your news from and all of them are reporting something different. I get really overwhelmed sometimes I can't keep up with all of this. That will turn me away because it is just too much.

Kelsie: I am not a big news follower and I should be. I feel like the reason I don't is because I don't know where to start or jump in. I only check up on it about once or twice a week. That's about it.

M1: What types of social media outlets would you say you use consistently?

Kaylee: Like Facebook? That's about all I use. I don't do Twitter or any of that or even Pinterest. And even that, I probably only go on once a week.

Sarah: I usually just use Facebook.

M1: Does most everyone use Facebook?

nods from most of the group

Christina: I started using Twitter last semester. We were using it in one of my classes and that's also when I started to follow the political debates and all the candidates. I am a fairly recent follower.

M1: Do you feel it has provided useful information?

Christina: I think it is more useful for me than Facebook because on Facebook everyone posts the same current event. Through Twitter, the people I follow are mainly politicians so I get a more well-rounded information even though it is just snip-its.

M1: Luke, I know you said you prefer electronic media. Is that true for the rest of you? Do you prefer electronic or print media?

Sarah: I like it better online because you can click on links which connect you with other links. I don't like flipping through a million pages.

Allie: I actually really like print because I can bring it with me and hold it in my hands. But I also think online is probably more practical because you can link to other sources.

Kaylee: I think what Kelsie was saying about feeling overwhelmed, that's how I feel. When I don't know things, I just don't know where to start. But when it is print, I don't feel overwhelmed because it's just there. On the Internet, when it links from article to article, I just stop following because it can be overwhelming.

JC: I pretty much just listen to news in the format of audio on my phone because of time. Meaning I listen to it either when I am riding my bike or eating breakfast in the morning.

Carly: I kind of do a mix. I like to grab a paper every morning and see what I am interested in. Sometimes I go on to websites and check out what they have there and go through different links to see what they have there. Or every once and a while I go onto NPR. I like to do podcasts. It's kind of varied. I like to have all my options open and check them all.

M2: What actual news interests you? Is it entertainment, hard news, celebrities?

Carly: I like the international things that are going on around the world. The political news right now is very interesting. I like when *The New York Times* has different inserts each day. I like the culture mix in there.

Jason: I follow tech stuff pretty closely. Apple, Google, etc.

Luke: Especially with SOPA and PIPA right now, it's not about candidates, it's about policy and technology information. So I think that is more interesting to me than the administration and politics.

M1: Ty, you mentioned basketball, are you interested in following sports?

Ty: I like to look at Yahoo! because it is more cultural. With sports, I always look for the highlights. Yahoo! is a good source for finding off-the-wall things that are going on right now.

Christina: My roommate right now is a communications major so she has been watching a lot of in-depth news and so I have been watching those with her. Those are intense but I can only watch a couple of those a week.

M2: Is anyone else interested in profiles? What is the first thing that grabs you? Is it the culture?

Sarah: I try to stay up-to-date with all news and politics. I like the entertainment industry.

I always look at people.com. I'm a celebrity follower. That's what interests me the most.

Kaylee: I feel like I'm not as interested in politics as I should be. It makes me feel guilty.

I don't pay attention to politics that much, and I am more interested in culture and entertainment. I always look at Yahoo! It's my constant source.

Jason: I like reading well thought-out opinions even more than hard news.

M1: Do you like reading blogs?

The Daily Universe Research Report

Jason: There's a wide range of quality so it depends.

M2: We want to go around in a circle and ask the first word that comes to mind when you think of *The Daily Universe*.

Christina: Cosmo.

Carly: School.

Sarah: The Police Beat.

Kelsie: Reading, sports, and opinions.

chuckles from the group

Kaylee: I think of Provo students trying to become a bigger deal.

Jason: First thing I thought of was the Police Beat and news around Provo. It's the only Provo news that I read.

Ty: It's good on school stuff but cheesy on Mormonism and Mormon culture.

Luke: Quick.

Allyson: Fluffy.

JC: Boring and free.

Meredith: Student opinions.

M2: How often do you read *The Daily Universe*?

Carly: Never.

Ty: Couple times a week.

Meredith: Once a week.

Sarah: I get it every other day. If the front page looks good, I'll get it.

M1: Do you know about *The Student Review* and have you read it?

nods from most the group

M2: What would you say your opinion is of *The Daily Universe*?

JC: I don't necessarily think it's boring, that word just came to my mind. I'm not very familiar with *The Daily Universe*. I read something from it like once a semester if someone texts me. Maybe it has something to do with it being so accessible and so tightly associated with BYU. I just dismiss it.

M1: Ty, can you explain a bit more on what you were saying earlier about Mormon culture?

Ty: I like what Sarah said about the front page. If it's something awesome about what the school just did, or if the cover looks so bad, I have to see what is inside so I pick it up. If there's a story about Mormon couples sharing sweaters, I have to read it. If it's in the middle and there's nothing awkward I don't want to read it. I become deterred.

Luke: I read it if someone says I should read it. The times that I have read it I have always been disappointed and discouraged from reading it. If it concerns local things, I'm not really concerned. If it concerns more global things, I'm going to go to another source that's more informed. I think it's great that kids get the opportunity to write. I think there's a lot of trying hard to be something we're not. So I'm going to go somewhere more legitimate. If it's about something not important, I'm probably not going to read it.

M1: In general, would you say it's more the content or the writing that cause people not to read?

Jason: People don't read it because it's a public relations tool for the university. No matter what the administration says, there is an implicit pressure for what goes into the paper. If you want to get anything substantial, writers can't take it on. A lot of articles are not very thoughtful.

The Daily Universe Research Report

M1: As far as substantial, what do you mean by that?

Jason: Having conversations about what people are thinking about at BYU, even if it is controversial. It feels like you can't have that conversation in *The Daily Universe*.

Carly: I like to pick up *The Student Review* because I like to see what students say on their own. *The Daily Universe* is filtered and super conservative. I like reading different opinions.

M1: Carly, when you read *The Daily Universe*, do you look at the editorials?

Carly: Yes and no. I'm not really a fan of the editorial section either.

Kaylee: I'm not big into world news so it doesn't bug me as much that it doesn't carry that type of news. I like the Police Beat and funny articles. I picked it up the other day because my friend told me that he was on the front page.

Sarah: If you pick up *The Daily Universe*, it's usually not to keep up on current events, but to keep up on Provo culture.

Kelsie: If I pick up *The Daily Universe* it's usually because I don't have anything to do and someone left it on a chair. I'm usually looking to be entertained. I'm not really looking to be informed, but to hear what's going on.

Allyson: I'm pretty much the same way. The only time I'll read it is if I'm standing in line at the Cougareat and I'm bored. If I have nothing else to do I'll go through it. I feel like a lot of the topics and writing are shallow. They just sweep the surface. They don't really go into detail.

M1: Why do you think that would be?

Allyson: Probably just because it's a class.

M2: How do you think most students feel about *The Daily Universe*? Do you think they

feel the same?

nods from everyone

M1: Why do you think that is? Is that what your friends are saying? Have you heard any other opinions other than what's been shared? Do you think most of campus feels the same way?

Christina: I don't really have that many friends from BYU that I know read *The Daily Universe*. I have family in Florida that read *The Daily Universe* and they like it.

M1: Is anyone aware of any other alumni that like to read it?

Kelsie: My mom likes to read it.

M1: What type of content would you like to see added in *The Daily Universe* that would make you read it more?

Meredith: I don't read it cover to cover. I would like to follow the major events that are going on and what both parties are saying, and how they're dealing with certain issues. I would like to see more in-depth articles. I think the student view is important, but I feel like *The Daily Universe* needs more sources, and not just how the student perceives that one thing.

M1: Jason, would you like to see more international and national news?

Jason: I think the biggest strength is to focus on what happens in Provo. I feel like they need a different perspective. They need to know how people are being affected by administrative decisions, etc.

M1: How could they go about doing this?

Jason: Interviewing people about things. Getting stories from KSL and *The Salt Lake Tribune*. It would be nice to see stories like that in *The Daily Universe*.

M1: Does anyone feel that *The Daily Universe* should focus on more national news, or Utah news, or be the hub of all news for BYU students?

Luke: I agree with Jason we need more student opinions because where are you going to go besides your own friends. More of an editorial section would be nice. Still, I don't know if I would read world news because I could get it from another source.

Carly: I was about to say the same thing. If I'm going to read world news I'll go somewhere else. It would be nice to have opinions from students on that news from students that know a lot about the subjects.

Kelsie: I agree but I feel that if you're going to get a wide variety of students to comment on news they have to be educated about the subject.

M1: What types of topics would they need to be aware of?

Kelsie: I guess whatever is happening in the world.

M2: Are you all aware of the recent changes with regards to *The Daily Universe* and its format?

a few nods

M2: It looks like Ty is. Ty, why don't you tell us what's going on.

Ty: Well, what I understand is that they are not going to do a print version of the paper anymore, they are going online. As far as I know.

M1: And Jason, I know that you were aware of a website.

Jason: Yeah. My understanding is that they will still have constantly updated news online and once a week they will have a print version. I think with longer articles.

M2: Was everyone aware of the changes? Sarah, you were not aware. Kylee you were not aware.

Kylee: I had no idea.

M1: I think Jason explained it pretty well. What we want to know is how you feel about this change. Any thoughts on how you feel it will impact readership? Jason, why don't you start us out?

Jason: I can see the transition to digital, especially for a student paper that doesn't bring in a lot of ad revenue, well I just don't know how many people will read it on a regular basis. A lot of times when I pick up *The Daily Universe* it's because I think, *oh, there's a paper. I'll read it.* I mean I'm sure it will save money, but as far as readership, I just don't know.

Sarah: I feel like a lot of times people will still read it because when you're bored in class and surfing the Internet people think about reading *The Daily Universe*.

M1: How would it affect you?

Sarah: I would read it more.

Ty: I have to agree with Jason. I think going online puts the paper in more of a competitive spot with hardcore serious news sites and I don't think people will go to it as often.

Luke: Yeah, that's a good point because other newspapers aren't just lying around and if *The Daily Universe* isn't here anymore, people might as well go somewhere else online. I mean, I'm all for saving paper, but as far as reading it, I don't think I would.

Christina: I have a question. What is the format like currently on the website?

M1: Jason, you've been on the website. Would you mind explaining what the website is like currently?

Jason: It's pretty basic. White background.

Christina: I've been on it before, but you know how the BYU website is different this year.

M1: Why do you feel this change is being made? JC?

JC: Is it currently online?

M1: That's what we want to see if you know. Or is anyone aware of other ways to access *The Daily Universe* other than the website.

Jason: I use the app. It's okay.

JC: Does anyone know how your mom gets it in Florida?

Sarah: Yeah, they send it to her.

JC: Well I remember looking at an article four or five years ago and I think it was online. Was it online?

M2: It could have been.

M1: How, if *The Daily Universe* was more of a hub for BYU, would that affect you? You know, like *The 411* or the Wilkinson Student Board. Would that be positive for you?

Meredith: I think if all the information was easily accessible on one website, I think it would be beneficial because students wouldn't have to go through so many avenues to get information.

M1: Do most people feel like it's hard to know what's going on around BYU?

JC: I think the BYU calendar is pretty good. The ride board, and that other board in the Wilk that tries to sell stuff. The transition would be hard, but it makes more sense to have it on the website. It would make it not just a newspaper, but more of a networking site.

M2: So grouping all those things together on one website.

M1: How often do you think you would use it?

JC: Probably, maybe not anymore, unless I needed something.

M1: if it were more interactive, do you think you'd use it more?

Christina: I don't know if this is a fair comparison, but I use the 100-hour board. I read it pretty often. It's a forum where people ask questions and writers respond to them. It could be about anything, there are a lot of questions about BYU or doctrine. It covers a wide variety of options. I'm surprised I visit it as much as I do. But incorporating something like that, or the ride board, would be popular among students and would encourage student to visit *The Daily Universe* website.

M1: What is it about the 100-hour board that makes you visit it?

Christina: I don't know. Does anyone else read it? It's really interesting.

Jason: I do.

Christina: I don't know if I'd call it more liberal, but I think they had to separate from BYU because discussions were more liberal than a lot of people liked.

M1: So does it talk about stories, or opinions?

Christina: People talk about relationships, a song that they want to know the lyrics to, to current events, to some type of technology. Anything you want to ask a question about you ask or can search the archives.

Jason: It's a little like an LDS, BYU cha-cha.

M1: If that [the 100-hour board or ride board] were incorporated in *The Daily Universe* website, would you use it?

several nods

Carly: Well, like KSL, I never use it for news, but if I need a new bike, I'd go there for that. And if there was something like that in Provo, I would use that.

Jason: If you could get like apartment listings, or textbook exchange. I don't know how technically difficult that would be, but that would increase traffic.

M2: So offering more services.

general agreement

Sarah: I think all those ideas are really cool. I think making it a hub would increase popularity, but I think everyone kind of has their opinion of *The Daily Universe* and it would be hard to change.

M1: What are some ways, and I know this is a pretty broad question to ask you, that you feel we could change that opinion? It's open to anyone. But if we gave you this assignment, what would you do?

Christina: I personally feel like a new look is really refreshing. I love the switch of the BYU website, and I like how it is uniform. It looks nice. Even with like Google and YouTube and a bunch of other websites updated their look and made it more modern. A little more color. Design is pretty, there are a lot of variables that go into it. How aesthetically pleasing it is to the eye.

Kelsey: Well we were talking about how to ease transitions. If you're trying to go straight from print to online, prizes are always good. Like, the first 100 people to use this site will get this. It's a way to help people stay informed of what's going on.

Luke: Is it moving online because of failing readership?

Jason: Well, according to press release in *The Daily Universe* it was a loss of ad revenue. And the article says that they're trying to prepare students for more real world.

JC: So we're still trying to establish if the paper is online. I feel like the main thing would be saving money. I don't get how it would increase readership if it's already online?

Kaylee: I think the only way it would increase readership is if they made changes to the site so it was more accessible.

M2: The paper is online. And we are making the switch to digital because of a loss in ad revenue. Who has ever signed up for a push email from *The Daily Universe*? Luke, why did you do that?

Luke: Does music count? I signed up because I wanted to when music would be released.

M2: If *The Daily Universe* did a push email, who would sign up for it?

Jason: Is that like, send you a link every Friday with what is in the new paper?

M2: Yes.

M1: How would you respond to that email?

JC: If it were linked to the BYU website, I would click on emails.

M1: How could we use Facebook to interest you in visiting the website?

Carly: A lot of times when other people post an article I'll read it and get interested and click on it. And I also think ads are good.

M2: Who has "liked" *The Daily Universe* on Facebook?

Christina raises her hand

Christina: I used to write for the paper in high school, so when I came to BYU I went on Facebook and liked them.

M1: Has it helped?

Christina: Yeah, actually that's how I get most of my news. I read it mostly online and a hard copy. So I like it.

M1: How could we interest students in liking a Facebook page? How could we translate that into readership?

Ty: I think surveys are a good thing to have online and knowing what people think.

Actually post what people respond. I feel like a lot of times an article that could have a negative side they just shun it. An article that could get real criticism and compliments that would be something I'd be interested in.

Luke: Obviously a rebrand has already been mentioned. Maybe it wouldn't be student work. Outsource to others. I think our generation is not so forgiving. If we don't like the first type of exposure we have, we don't have much tolerance. If something is lower class, we discard it. I want thoughtful rebranding. There is another thing online. Maybe seeing *The Daily Universe* as separate.

Allison: And it'll ask for the negative opinions on it, but if there was a survey or a Blog where a lot of people could say what they were thinking, and give real criticism and compliments, that would be something I'd be interested in.

M1: What are some suggestions you'd have as far as a rebrand goes?

Luke: Maybe some intense aesthetic branding.

M1: Allison?

Alison: I think if that was coupled with some really good articles, that would really help. If the paper was actually writing about good things that I have an interest in and are deeper issues.

M1: Articles?

Allison: Yeah, if the writing stays the same, but if they have this great image maybe I'll check it out.

M2: And on what subjects?

Allison: Just the ones we talked about earlier, ones that are just kind of deeper.

JC: For subjects I am drawn to picking up *The Student Review*, and I think someone mentioned earlier about more controversial subjects. Not even controversial, but interesting. Yeah, the one example that I can think of right now from *The Student Review* was talking about BYU students that have been divorced, something like that.

M1 What interested you about that article?

JC: I guess that it's looking at an aspect of student life that isn't as open. You don't hear people talking about as openly. I guess yeah that's what I'm drawn to is that. Or more things that people are thinking about but maybe don't really say.

M2: So, something a little taboo almost.

JC: Yeah.

M1: OK, Jason?

Jason: And it doesn't even have to be taboo, it just needs to be interesting and thoughtful and I think that if there was more of that then that would be the best way to increase readership. You wouldn't even have to have a nice looking website; if you do quality content, people will read it on a regular basis.

M1: What type of writing style?

Jason: Sourcing, information, interviews, the writing itself.

M1: Kelsey, do you agree?

Kelsey: I agree. The best way to get people to read things is if it's interesting because I'm not going to read an article if it doesn't interest me.

Ty: I think one thing that would be cool about online is that with print you are limited to how much you can fit in an area, but with online you can have pictures. You can have an available option to

go look at it and tag your friends. Images are tagged from *The Daily Universe*, especially if you know you are in it. I know I would if I am in it. Print is just so much more restrictive than the Internet.

M2: Allie, do you want to share more?

Allie: Yeah, I agree; I think any way you can get more communication, the better the deal.

M2: So if you were in *The Daily Universe* you would read it or if you had a picture in it you would read it? Is that what you are saying?

Allie: Yeah.

M2: Okay, so to connect. I like this.

Ty: Here's an interesting idea I was thinking about. I mean there are obviously only certain individuals writing the paper, but knowing who that person is in relation to me is a nice connection. The reason people use some forms of media is because they connect with it. So it brings an open discussion on something we are interested in. The people contributing are people we identify with. Already that is relevant. So that's important. Contribution is welcome, but also the people who are contributing, if they have different views or something.

M2: So if you could give your own opinion on the website, that would be your motivation to be a part of it?

Ty: I'm not sure the solution is that, but who is contributing is really important. Not just how much, but who they are.

M1: Does anyone have any additional comments on how you could get people to read things or why you would listen to things?

M2: I thought of one more thing. I want us to all go around and say what is your favorite type of media. It can be a magazine or a blog or whatever. And state why. Meredith, do you mind starting us out?

Meredith: Does it have to be news?

M2: News or entertainment.

Meredith: My dad and I used to watch FOX every morning on the way to seminary and I'm not saying that it needs to be like FOX or anything, but I think connecting. Everyone connects to something.

M1: What would you connect with?

Meredith: I'm not sure.

M1 We can come back to you. JC?

JC: I said NPR just because it's trusted and it has a reputation, which is a way hard thing to change, but I feel like that's my favorite and I was just kind of going off of what Luke was saying about personal connection. Maybe Facebook applies to this because of that personal connection. Like having articles with a running conversation.

M1: Thank you. Alyssa?

Alyssa: I would also say NPR. I trust it, it is really well-rounded, and it has information that is easy to access, and hard news.

M2: Luke?

Luke: Probably Yahoo!. It places tons and tons of articles but what I do like about it is that it provokes thought and offers things that are not seen anywhere else—it's very unique and has a catering-type style.

M1: Thank you.

Ty: I like the idea of coming out with something new or revamping something. I expect when *The Daily Universe* goes all the way online it will offer new things. You know, new features and interactions, and if it doesn't do that, no one will really care.

M1: Jason?

Jason: It's tough to pick one. Not *The New York Times*, although it's good. I like short snippets of stuff with options to dive into other topics in ways I haven't thought of before.

M2: Thank you. Kaylee?

Kaylee: I'm the same way. I like Yahoo! and how there are sixty different things a day you can flip through, even if the article is "Five Super Foods to Boost Your Health." I like learning things I didn't know before.

M1: Sarah?

Sarah: I guess *People* and IMDB, but I don't want *The Daily Universe* to reflect celebrities. I like the ways those are set up, and how everything is organized. You can search things easily.

Carly: *The New York Times* is good, but I like *This American Life* because it covers politics all across the board. It also includes really personal stories written in a new way.

Christina: I'm going to say the 100-hour board again. The website is really boring looking and rarely has pictures, but it is so interesting; it grabs me. There is always something to read.

M2: Have you asked questions or do you just like reading it?

Christina: I read more than I ask, but I read a ton. Most of my questions have already been asked.

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M1: Does anyone else have anything that they would like to add?

everyone shakes their head

M2: Thank you so much for coming!

Survey Analysis

The survey was carefully constructed. Each group formulated questions by writing down pertinent information. The survey questions were tested for accuracy and accessibility to respondents. After editing the questions according to respondents' feedback, the best questions were combined into a final survey. The survey was put into Qualtrics, an online survey service. Students encouraged fellow BYU colleagues to take the survey via Facebook by including a link to the survey. Also, a professor in the McKay School of Education handed out hard copies of the survey to his classes. A \$100 BYU Bookstore gift card was used as an incentive to participate.

While it was reported that there were 336 total survey participants, only 308 students were allowed to complete the survey. Others were ineligible because they were not full-time BYU students. As of fall 2011, the total BYU daytime student population totaled 30,539. The population is 52 percent male and 48 percent female and our sample size was 51 percent male and 49 percent female. The ratio of single students as compared to married is 78 percent to 22 percent. Average student age at the university is 22.2 years. Our largest group of respondents ranged in ages 19-23, totaling 79 percent of survey participants. The sample size was fairly consistent with the total student body. There was a low margin of error.

Survey Results

The results of the survey provided statistically significant data that will offer answers to our main research questions: How do people use *The Daily Universe*? What needs does it fulfill for them? How can the new Universe better meet those uses and needs?

- 40 percent of participants go to *The Daily Universe* first for campus news and events
- 57 percent of females use *The Daily Universe* for campus events and campus news
- 50 percent of males use *The Daily Universe* for campus events and campus news
- 38 percent of participants feel positive about their relationship with *The Daily Universe*
- 41 percent of participants feel neutral about their relationship with *The Daily Universe*
- 43 percent of participants read *The Daily Universe* at least one to two times a week
- 18 percent of participants read *The Daily Universe* three to four times a week
- 73 percent of participants read *The Daily Universe* for the Police Beat section
- 61 percent of participants read *The Daily Universe* for campus news
- 39 percent of participants wished *The Daily Universe* included more campus news
- 50 percent of participants have accessed *The Daily Universe* website before
- 14 percent of participants know about and have accessed *The Daily Universe App*
- 34 percent of participants would be motivated to visit *The Daily Universe* website through Facebook reminders
- 56 percent of participants feel that *The Daily Universe* could improve on newsworthiness of articles
- 46 percent of participants feel that *The Daily Universe* could improve on the relevancy of topics to students
- 36 percent of participants feel their readership will decrease when *The Daily Universe* switches to online with only one printing per week

**Statistically Significant Findings:
The Daily Universe Interests vs. Gender**

| | | Please indicate your gender. | | |
|--|------------------------|------------------------------|---------------|----------------|
| | | Male | Female | Total |
| What parts of The Daily Universe interest you most? (check all that apply) | campus news | 78 38.61% | 124 61.39% | 202 100.00% |
| | local news | 40 34.48% | 76 65.52% | 116 100.00% |
| | church news | 42 35.59% | 76 64.41% | 118 100.00% |
| | national news | 52 40.94% | 75 59.06% | 127 100.00% |
| | world news | 48 42.11% | 66 57.89% | 114 100.00% |
| | sports | 44 51.76% | 41 48.24% | 85 100.00% |
| | arts and entertainment | 29 26.36% | 81 73.64% | 110 100.00% |
| | police beat | 84 34.57% | 159 65.43% | 243 100.00% |
| | games | 16 23.19% | 53 76.81% | 69 100.00% |
| | classifieds | 6 16.67% | 30 83.33% | 36 100.00% |
| | comics | 36 34.62% | 68 65.38% | 104 100.00% |
| | Total | | 109 37.07% | 185 62.93% |

| | | Please indicate your gender. |
|--|--------------------|--|
| | | What parts of The Daily Universe interest you most? (check all that apply) |
| | Degrees of Freedom | 10 |
| | p-value | 0.00 |

Males: Males primarily read *The Daily Universe* for Police Beat, campus news, and national news.

Females: Females primarily read *The Daily Universe* for Police Beat, campus news, and arts and entertainment.

The majority: Regardless of gender, the most read sections are Police Beat and campus news.

**Statistically Significant Findings:
The Daily Universe Interests vs. Accurate Representation of Student Body**

| | | Do you feel that The Daily Universe accurately represents the perspective of BYU students? | | Total |
|--|------------------------|--|----------------|----------------|
| | | Yes | No | |
| What parts of The Daily Universe interest you most? (check all that apply) | campus news | 127 76.97% | 73 57.94% | 200 68.73% |
| | local news | 76 46.06% | 40 31.75% | 116 39.86% |
| | church news | 87 52.73% | 30 23.81% | 117 40.21% |
| | national news | 79 47.88% | 47 37.30% | 126 43.30% |
| | world news | 74 44.85% | 39 30.95% | 113 38.83% |
| | sports | 54 32.73% | 29 23.02% | 83 28.52% |
| | arts and entertainment | 65 39.39% | 44 34.92% | 109 37.46% |
| | police beat | 140 84.85% | 101 80.16% | 241 82.82% |
| | games | 44 26.67% | 23 18.25% | 67 23.02% |
| | classifieds | 19 11.52% | 16 12.70% | 35 12.03% |
| | comics | 66 40.00% | 37 29.37% | 103 35.40% |
| | Total | | 165 100.00% | 126 100.00% |

| | | Do you feel that The Daily Universe accurately represents the perspective of BYU students? |
|--|--------------------|--|
| What parts of The Daily Universe interest you most? (check all that apply) | Chi Square | 35.19 |
| | Degrees of Freedom | 10 |
| | p-value | 0.00 |

Students who felt the paper does not accurately represent the perspectives of BYU students: These students are interested in Police Beat, campus news, national news, and arts and entertainment.

Students who felt the paper accurately represents the perspectives of BYU students: These students are interested in Police Beat, campus news, church news, and national news.

The majority: The majority of participants are interested in police, campus news, national news and church news.

**Statistically Significant Findings:
Feelings Towards *The Daily Universe* vs. Year in School**

| | | How many years have you been a student at BYU? | | | | | Total |
|---|----------|--|---------|---------|---------|----------|-------|
| | | 1 year | 2 years | 3 years | 4 years | 5+ years | |
| When considering The Daily Universe, how would you describe your feelings about this news source? | Positive | 19 | 27 | 41 | 29 | 11 | 127 |
| | Negative | 2 | 5 | 11 | 11 | 12 | 41 |
| | Neutral | 24 | 24 | 55 | 29 | 5 | 137 |
| | Total | 45 | 56 | 107 | 69 | 28 | 305 |

| | | How many years have you been a student at BYU? |
|---|--------------------|--|
| When considering The Daily Universe, how would you describe your feelings about this news source? | Chi Square | 30.06* |
| | Degrees of Freedom | 8 |
| | p-value | 0.00 |

Freshmen: The majority of freshmen feel neutral towards the paper.

Sophomores: The majority of sophomores feel positive towards the paper.

Juniors: The majority of juniors feel neutral towards the paper.

Seniors: The majority of seniors feel equally positive and neutral about the paper.

Graduate students: The majority of graduate students feel negative about the paper.

The majority: The majority of students, regardless of age, feel neutral about the paper. The most positive students regarding the paper were sophomores, and the most negative about the paper were students who have been at BYU for five or more years. The most neutral about the paper were freshmen.

SPSS Charts: Feelings Towards *The Daily Universe* vs. Year in School

Case Processing Summary

| | Cases | | | | | |
|--|-------|---------|---------|---------|-------|---------|
| | Valid | | Missing | | Total | |
| | N | Percent | N | Percent | N | Percent |
| When considering The Daily Universe, how would you describe your feelings about this news source? * How many years have you been a student at BYU? | 303 | 89.4% | 36 | 10.6% | 339 | 100.0% |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 30.064 ^a | 8 | .000 |
| Likelihood Ratio | 25.952 | 8 | .001 |
| Linear-by-Linear Association | .818 | 1 | .366 |
| N of Valid Cases | 303 | | |

a. 1 cells (6.7%) have expected count less than 5. The minimum expected count is 3.79.

When considering The Daily Universe, how would you describe your feelings about this news source? * How many years have you been a student at BYU? Crosstabulation

| | | | How many years have you been a student at BYU? | | | | | Total |
|---|--|--|--|---------|---------|---------|----------|--------|
| | | | 1 year | 2 years | 3 years | 4 years | 5+ years | |
| When considering The Daily Universe, how would you describe your feelings about this news source? | Positive | Count | 19 | 27 | 40 | 28 | 11 | 125 |
| | | Expected Count | 18.6 | 23.1 | 43.7 | 28.1 | 11.6 | 125.0 |
| | | % within When considering The Daily Universe, how would you describe your feelings about this news source? | 15.2% | 21.6% | 32.0% | 22.4% | 8.8% | 100.0% |
| | | % within How many years have you been a student at BYU? | 42.2% | 48.2% | 37.7% | 41.2% | 39.3% | 41.3% |
| | | % of Total | 6.3% | 8.9% | 13.2% | 9.2% | 3.6% | 41.3% |
| | | Std. Residual | .1 | .8 | -.6 | .0 | -.2 | |
| | Negative | Count | 2 | 5 | 11 | 11 | 12 | 41 |
| | | Expected Count | 6.1 | 7.6 | 14.3 | 9.2 | 3.8 | 41.0 |
| | | % within When considering The Daily Universe, how would you describe your feelings about this news source? | 4.9% | 12.2% | 26.8% | 26.8% | 29.3% | 100.0% |
| | | % within How many years have you been a student at BYU? | 4.4% | 8.9% | 10.4% | 16.2% | 42.9% | 13.5% |
| | | % of Total | .7% | 1.7% | 3.6% | 3.6% | 4.0% | 13.5% |
| | | Std. Residual | -1.7 | -.9 | -.9 | .6 | 4.2 | |
| | Neutral | Count | 24 | 24 | 55 | 29 | 5 | 137 |
| | | Expected Count | 20.3 | 25.3 | 47.9 | 30.7 | 12.7 | 137.0 |
| | | % within When considering The Daily Universe, how would you describe your feelings about this news source? | 17.5% | 17.5% | 40.1% | 21.2% | 3.6% | 100.0% |
| % within How many years have you been a student at BYU? | | 53.3% | 42.9% | 51.9% | 42.6% | 17.9% | 45.2% | |
| % of Total | | 7.9% | 7.9% | 18.2% | 9.6% | 1.7% | 45.2% | |
| Std. Residual | | .8 | -.3 | 1.0 | -.3 | -2.2 | | |
| Total | Count | 45 | 56 | 106 | 68 | 28 | 303 | |
| | Expected Count | 45.0 | 56.0 | 106.0 | 68.0 | 28.0 | 303.0 | |
| | % within When considering The Daily Universe, how would you describe your feelings about this news source? | 14.9% | 18.5% | 35.0% | 22.4% | 9.2% | 100.0% | |
| | % within How many years have you been a student at BYU? | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | |
| | % of Total | 14.9% | 18.5% | 35.0% | 22.4% | 9.2% | 100.0% | |

**Statistically Significant Findings:
Gender vs. Social Media Use**

| | | Please indicate your gender. | | |
|--|-----------|------------------------------|----------------|----------------|
| | | Male | Female | Total |
| What social media sources do you regularly use? (check all that apply) | Facebook | 108 98.18% | 188 97.92% | 296 98.01% |
| | Google+ | 21 19.09% | 27 14.06% | 48 15.89% |
| | MySpace | 1 0.91% | 1 0.52% | 2 0.66% |
| | LinkedIn | 19 17.27% | 28 14.58% | 47 15.56% |
| | Twitter | 37 33.64% | 52 27.08% | 89 29.47% |
| | Pinterest | 5 4.55% | 117 60.94% | 122 40.40% |
| | Total | 110 100.00% | 192 100.00% | 302 100.00% |

| | | Please indicate your gender. |
|--|--------------------|--|
| | | What social media sources do you regularly use? (check all that apply) |
| | Degrees of Freedom | 5 |
| | p-value | 0.00 |

Males: The majority of males use Facebook, Twitter, and Google+.

Females: The majority of females use Facebook, Pinterest, and Twitter.

The majority: The majority of participants use Facebook, Pinterest, and Twitter. Pinterest is mainly used by females.

**Statically Significant Findings:
Sources of *The Daily Universe* Accessed vs. Smart Phones**

| | | If you use a smart phone to obtain your news, which device do you use? (select only one) | | | | | | Total |
|--|----------------------------------|--|---------|------------|---------------|-------|-------------------------------------|-------|
| | | iPhone | Android | BlackBerry | Windows Phone | Other | I don't currently use a smart phone | |
| What sources/versions of The Daily Universe have you accessed before? (check all that apply) | The Daily Universe App | 27 | 11 | 0 | 0 | 1 | 7 | 46 |
| | The Daily Universe web site | 51 | 28 | 4 | 0 | 4 | 76 | 163 |
| | The Daily Universe on Twitter | 18 | 6 | 0 | 0 | 1 | 11 | 36 |
| | The Daily Universe Facebook page | 17 | 11 | 1 | 0 | 4 | 26 | 59 |
| | Total | 64 | 31 | 4 | 0 | 5 | 92 | 196 |

| | | If you use a smart phone to obtain your news, which device do you use? (select only one) |
|--|--------------------|--|
| What sources/versions of The Daily Universe have you accessed before? (check all that apply) | Chi Square | 33.69* |
| | Degrees of Freedom | 15 |
| | p-value | 0.00 |

The Daily Universe App: The majority of smart phone App users own iPhones and Androids.

The Daily Universe website: The majority of smart phone users who access the website on their phone own iPhones and Androids.

The Daily Universe on Twitter: The majority of smart phone Twitter users own iPhones and Androids.

The Daily Universe Facebook page: The majority of smart phone owners access Facebook page with iPhones and Androids.

The majority: While the majority of phone owners do not own a smart phone, iPhones and Androids are the most popular smart phones. The majority of sources accessed via a smart phone are the website and the App.

**Statistically Significant Findings:
Accurate Representation of Student Body vs. How *The Daily Universe* Could Improve**

| | | Do you feel that The Daily Universe accurately represents the perspective of BYU students? | | Total |
|---|---------------------------------|--|----------------|----------------|
| | | Yes | No | |
| What do you think The Daily Universe could improve on? (check all that apply) | relevancy of topics to students | 62 39.49% | 91 69.47% | 153 53.13% |
| | urgency of topics to students | 61 38.65% | 62 47.33% | 123 42.71% |
| | professionalism | 31 19.75% | 61 46.56% | 92 31.94% |
| | user friendliness | 22 14.01% | 11 8.40% | 33 11.46% |
| | format | 13 8.28% | 16 12.21% | 29 10.07% |
| | design | 24 15.29% | 27 20.61% | 51 17.71% |
| | newsworthiness | 90 57.32% | 98 74.81% | 188 65.28% |
| | writing style | 24 15.29% | 40 30.53% | 64 22.22% |
| | quality of writing | 44 28.03% | 75 57.25% | 119 41.32% |
| | Total | 157 100.00% | 131 100.00% | 288 100.00% |

| | | Do you feel that The Daily Universe accurately represents the perspective of BYU students? |
|---|--------------------|--|
| What do you think The Daily Universe could improve on? (check all that apply) | Chi Square | 59.14 |
| | Degrees of Freedom | 8 |
| | p-value | 0.00 |

Students who felt the paper does not accurately represent the perspectives of BYU students: The majority of these students feel that newsworthiness, relevancy of topics to students, and quality of writing could be improved.

Students who felt the paper accurately represents the perspectives of BYU students: The majority of these students feel that newsworthiness, relevancy of topics to students, and urgency of topics to students could be improved.

The majority: The majority of students feel that newsworthiness, relevancy of topics to students, urgency of topics to students, and quality of writing could be improved.

**Statistically Significant Findings:
Years in School vs. How the New Format Will Affect Readership**

| | | How many years have you been a student at BYU? | | | | | Total |
|---|---------------|--|---------------|----------------|---------------|---------------|----------------|
| | | 1 year | 2 years | 3 years | 4 years | 5+ years | |
| Starting in April, The Daily Universe will move to a digital-first format. The majority of informati... | increase | 15 33.33% | 16 28.57% | 26 24.30% | 14 20.29% | 3 10.71% | 74 24.26% |
| | decrease | 14 31.11% | 21 37.50% | 36 33.64% | 39 56.52% | 11 39.29% | 121 39.67% |
| | stay the same | 16 35.56% | 19 33.93% | 45 42.06% | 16 23.19% | 14 50.00% | 110 36.07% |
| Total | | 45 100.00% | 56 100.00% | 107 100.00% | 69 100.00% | 28 100.00% | 305 100.00% |

| | | How many years have you been a student at BYU? |
|---|--------------------|--|
| Starting in April, The Daily Universe will move to a digital-first format. The majority of informati... | Chi Square | 17.16 |
| | Degrees of Freedom | 8 |
| | p-value | 0.03 |

Freshmen: The majority of freshmen feel their readership will either stay the same or increase.

Sophomores: The majority of sophomores feel that their readership will decrease or stay the same.

Juniors: The majority of juniors feel that their readership will stay the same or decrease.

Seniors: The majority of seniors feel that their readership will decrease or stay the same.

Graduate Students: The majority of graduate students feel their readership will stay the same or decrease.

The majority: The majority of students feel that their readership will decrease or stay the same. The majority of students that feel their readership will increase are freshmen. The majority of students that feel their readership will stay the same are students that have been at BYU for five or more years. The majority of students that feel their readership will decrease are seniors.

SPSS charts: Years in School vs. How the New Format will Affect Readership

Case Processing Summary

| | Cases | | | | | |
|---|-------|---------|---------|---------|-------|---------|
| | Valid | | Missing | | Total | |
| | N | Percent | N | Percent | N | Percent |
| Starting in April, The Daily Universe will move to a digital-first format. The majority of informati... * How many years have you been a student at BYU? | 303 | 89.4% | 36 | 10.6% | 339 | 100.0% |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 16.764 ^a | 8 | .033 |
| Likelihood Ratio | 16.985 | 8 | .030 |
| Linear-by-Linear Association | 1.894 | 1 | .169 |
| N of Valid Cases | 303 | | |

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.84.

Starting in April, The Daily Universe will move to a digital-first format. The majority of informati... * How many years have you been a s
BYU? Crosstabulation

| | | | How many years have you been a student at BYU? | | | | |
|---|--|--|--|---------|---------|---------|----------|
| | | | 1 year | 2 years | 3 years | 4 years | 5+ years |
| Starting in April, The Daily Universe will move to a digital-first format. The majority of informati... | increase | Count | 15 | 16 | 26 | 14 | 3 |
| | | Expected Count | 11.0 | 13.7 | 25.9 | 16.6 | 6.8 |
| | | % within Starting in April, The Daily Universe will move to a digital-first format. The majority of informati... | 20.3% | 21.6% | 35.1% | 18.9% | 4.1% |
| | | % within How many years have you been a student at BYU? | 33.3% | 28.6% | 24.5% | 20.6% | 10.7% |
| | | % of Total | 5.0% | 5.3% | 8.6% | 4.6% | 1.0% |
| | | Std. Residual | 1.2 | .6 | .0 | -.6 | -1.5 |
| | decrease | Count | 14 | 21 | 35 | 38 | 11 |
| | | Expected Count | 17.7 | 22.0 | 41.6 | 26.7 | 11.0 |
| | | % within Starting in April, The Daily Universe will move to a digital-first format. The majority of informati... | 11.8% | 17.6% | 29.4% | 31.9% | 9.2% |
| | | % within How many years have you been a student at BYU? | 31.1% | 37.5% | 33.0% | 55.9% | 39.3% |
| | | % of Total | 4.6% | 6.9% | 11.6% | 12.5% | 3.6% |
| | | Std. Residual | -.9 | -.2 | -1.0 | 2.2 | .0 |
| | stay the same | Count | 16 | 19 | 45 | 16 | 14 |
| | | Expected Count | 16.3 | 20.3 | 38.5 | 24.7 | 10.2 |
| | | % within Starting in April, The Daily Universe will move to a digital-first format. The majority of informati... | 14.5% | 17.3% | 40.9% | 14.5% | 12.7% |
| | | % within How many years have you been a student at BYU? | 35.6% | 33.9% | 42.5% | 23.5% | 50.0% |
| | | % of Total | 5.3% | 6.3% | 14.9% | 5.3% | 4.6% |
| | | Std. Residual | -.1 | -.3 | 1.1 | -1.7 | 1.2 |
| Total | Count | 45 | 56 | 106 | 68 | 28 | |
| | Expected Count | 45.0 | 56.0 | 106.0 | 68.0 | 28.0 | |
| | % within Starting in April, The Daily Universe will move to a digital-first format. The majority of informati... | 14.9% | 18.5% | 35.0% | 22.4% | 9.2% | |
| | % within How many years have you been a student at BYU? | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | |
| | % of Total | 14.9% | 18.5% | 35.0% | 22.4% | 9.2% | |

1. Are you a full-time BYU student?

| # | Answer | Response | % |
|---|---------------------|----------|------|
| 1 | Yes | 317 | 92% |
| 2 | No | 28 | 8% |
| | Total | 345 | 100% |

| Statistic | Value |
|--------------------|-------|
| Min Value | 1 |
| Max Value | 2 |
| Mean | 1.08 |
| Variance | 0.07 |
| Standard Deviation | 0.27 |
| Total Responses | 345 |

2. Please indicate your gender.

| # | Answer | Response | % |
|---|------------------------|----------|------|
| 1 | Male | 112 | 37% |
| 2 | Female | 194 | 63% |
| | Total | 306 | 100% |

| Statistic | Value |
|--------------------|-------|
| Min Value | 1 |
| Max Value | 2 |
| Mean | 1.63 |
| Variance | 0.23 |
| Standard Deviation | 0.48 |
| Total Responses | 306 |

3. What is your marital status?

| # | Answer | Response | % |
|---|-------------------------|----------|------|
| 1 | Single | 245 | 80% |
| 2 | Married | 61 | 20% |
| | Total | 306 | 100% |

| Statistic | Value |
|--------------------|-------|
| Min Value | 1 |
| Max Value | 2 |
| Mean | 1.20 |
| Variance | 0.16 |
| Standard Deviation | 0.40 |
| Total Responses | 306 |

4. Which age group do you fall into?

| # | Answer | Response | % |
|---|-------------------------------|----------|------|
| 1 | 18 or younger | 21 | 7% |
| 2 | 19 - 23 | 240 | 78% |
| 3 | 24+ | 45 | 15% |
| | Total | 306 | 100% |

| Statistic | Value |
|--------------------|-------|
| Min Value | 1 |
| Max Value | 3 |
| Mean | 2.08 |
| Variance | 0.21 |
| Standard Deviation | 0.46 |
| Total Responses | 306 |

5. How many years have you been a student at BYU?

| # | Answer | Response | % |
|---|--------------------------|------------|-------------|
| 1 | 1 year | 45 | 15% |
| 2 | 2 years | 56 | 18% |
| 3 | 3 years | 108 | 35% |
| 4 | 4 years | 69 | 23% |
| 5 | 5+ years | 28 | 9% |
| | Total | 306 | 100% |

| Statistic | Value |
|--------------------|-------|
| Min Value | 1 |
| Max Value | 5 |
| Mean | 2.93 |
| Variance | 1.36 |
| Standard Deviation | 1.17 |
| Total Responses | 306 |

6. What course of study or college are you in?

| # | Answer | Response | % |
|----|---|----------|-----|
| 1 | Accountancy, School of | 3 | 1% |
| 2 | Air Force ROTC | 1 | 0% |
| 3 | Ancient Scripture | 1 | 0% |
| 4 | Anthropology | 3 | 1% |
| 5 | Army ROTC | 0 | 0% |
| 6 | Asian and Near Eastern Languages | 3 | 1% |
| 7 | Biology | 4 | 1% |
| 8 | Business Management | 4 | 1% |
| 9 | Business (Marriott School of Management) | 8 | 3% |
| 10 | Center for the Improvement of Teacher Education and Schooling (CITES) | 0 | 0% |
| 11 | Chemical Engineering | 4 | 1% |
| 12 | Chemistry and Biochemistry | 2 | 1% |
| 13 | Church History and Doctrine | 0 | 0% |
| 14 | Civil and Environmental Engineering | 1 | 0% |
| 15 | Communication Disorders | 12 | 4% |
| 16 | Communications | 42 | 14% |
| 17 | Computer Science | 4 | 1% |
| 18 | Continuing Education | 0 | 0% |
| 19 | Counseling Psychology and Special Education | 0 | 0% |
| 20 | Dance | 0 | 0% |
| 21 | Economics | 3 | 1% |
| 22 | Education, David O. McKay School of | 14 | 5% |
| 23 | Educational Leadership and Foundations | 0 | 0% |
| 24 | Electrical and Computer Engineering | 2 | 1% |
| 25 | Engineering and Technology, Ira A. Fulton College of | 8 | 3% |

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| | | | |
|----|--|------------|-------------|
| 26 | English | 8 | 3% |
| 27 | Exercise Sciences | 14 | 5% |
| 28 | Family, Home and Social Sciences, College of | 7 | 2% |
| 29 | Family Life, School of | 11 | 4% |
| 30 | Fine Arts and Communications, College of | 7 | 2% |
| 31 | French and Italian | 2 | 1% |
| 32 | Geography | 2 | 1% |
| 33 | Geological Sciences | 2 | 1% |
| 34 | Germanic and Slavic Languages | 1 | 0% |
| 35 | Graduate Studies | 0 | 0% |
| 36 | Health Science | 2 | 1% |
| 37 | History | 3 | 1% |
| 38 | Honors Program | 0 | 0% |
| 39 | Humanities, Classics, and Comparative Literature | 2 | 1% |
| 40 | Humanities, College of | 8 | 3% |
| 41 | Instructional Psychology and Technology | 0 | 0% |
| 42 | International Studies, David M. Kennedy Center for | 5 | 2% |
| 43 | Law School, J. Reuben Clark | 4 | 1% |
| 44 | Life Sciences, College of | 6 | 2% |
| 45 | Linguistics and English Language | 8 | 3% |
| 46 | Mathematics | 0 | 0% |
| 47 | Mathematics Education | 1 | 0% |
| 48 | Mechanical Engineering | 3 | 1% |
| 49 | Microbiology and Molecular Biology | 1 | 0% |
| 50 | Music, School of | 7 | 2% |
| 51 | Nursing, College of | 3 | 1% |
| 52 | Nutrition, Dietetics, and Food Science | 4 | 1% |
| 53 | Organizational Leadership and Strategy | 0 | 0% |
| 54 | Philosophy | 2 | 1% |
| 55 | Physical and Mathematical Sciences, College of | 2 | 1% |
| 56 | Physics and Astronomy | 2 | 1% |
| 57 | Physiology and Developmental Biology | 3 | 1% |
| 58 | Plant and Wildlife Sciences | 2 | 1% |
| 59 | Political Science | 5 | 2% |
| 60 | Psychology | 10 | 3% |
| 61 | Public Administration | 0 | 0% |
| 62 | Recreation Management and Youth Leadership | 5 | 2% |
| 63 | Religious Education | 0 | 0% |
| 64 | Social Work, School of | 0 | 0% |
| 65 | Sociology | 8 | 3% |
| 66 | Spanish and Portuguese | 2 | 1% |
| 67 | Statistics | 4 | 1% |
| 68 | Teacher Education | 1 | 0% |
| 69 | Technology, School of | 3 | 1% |
| 70 | Theatre and Media Arts | 4 | 1% |
| 71 | Undergraduate Education | 1 | 0% |
| 72 | Visual Arts | 6 | 2% |
| 73 | N/A, Undeclared or Undecided | 17 | 6% |
| | Total | 307 | 100% |

| Statistic | Value |
|--------------------|--------|
| Min Value | 1 |
| Max Value | 73 |
| Mean | 35.53 |
| Variance | 440.32 |
| Standard Deviation | 20.98 |
| Total Responses | 307 |

7. What medium do you use to get your news? (check all that apply)

| # | Answer | Response | % |
|---|-------------|----------|-----|
| 1 | Smart Phone | 134 | 44% |
| 2 | Tablet | 22 | 7% |
| 3 | Computer | 286 | 94% |
| 4 | Television | 112 | 37% |
| 5 | Radio | 50 | 16% |
| 6 | Magazine | 38 | 12% |
| 7 | Newspaper | 157 | 51% |

| Statistic | Value |
|-----------------|-------|
| Min Value | 1 |
| Max Value | 7 |
| Total Responses | 305 |

8. If you use a smart phone to obtain your news, which device do you use? (select only one)

| # | Answer | Response | % |
|---|-------------------------------------|----------|------|
| 1 | iPhone | 86 | 29% |
| 2 | Android | 52 | 18% |
| 3 | BlackBerry | 5 | 2% |
| 4 | Windows Phone | 0 | 0% |
| 5 | Other | 5 | 2% |
| 6 | I don't currently use a smart phone | 147 | 50% |
| | Total | 295 | 100% |

| Statistic | Value |
|--------------------|-------|
| Min Value | 1 |
| Max Value | 6 |
| Mean | 3.77 |
| Variance | 5.32 |
| Standard Deviation | 2.31 |
| Total Responses | 295 |

9. How do you keep informed of events on BYU campus? (check all that apply)

| # | Answer | Response | % |
|---|-------------------------------------|----------|-----|
| 1 | friends | 256 | 84% |
| 2 | BYU web site | 164 | 54% |
| 3 | Wilkinson Center | 101 | 33% |
| 4 | email notifications | 167 | 55% |
| 5 | social media | 172 | 57% |
| 6 | The Daily Universe | 134 | 44% |

| Statistic | Value |
|-----------------|-------|
| Min Value | 1 |
| Max Value | 6 |
| Total Responses | 303 |

10. When considering The Daily Universe, how would you describe your feelings about this news source?

| # | Answer | Response | % |
|---|--------------------------|----------|------|
| 1 | Positive | 128 | 42% |
| 2 | Negative | 41 | 13% |
| 3 | Neutral | 137 | 45% |
| | Total | 306 | 100% |

| Statistic | Value |
|--------------------|-------|
| Min Value | 1 |
| Max Value | 3 |
| Mean | 2.03 |
| Variance | 0.87 |
| Standard Deviation | 0.93 |
| Total Responses | 306 |

11. On average, how often do you read The Daily Universe in a week?

| # | Answer | Response | % |
|---|-----------|----------|------|
| 1 | 0 times | 83 | 27% |
| 2 | 1-2 times | 145 | 47% |
| 3 | 3-4 times | 59 | 19% |
| 4 | 5+ times | 19 | 6% |
| | Total | 306 | 100% |

| Statistic | Value |
|--------------------|-------|
| Min Value | 1 |
| Max Value | 4 |
| Mean | 2.05 |
| Variance | 0.71 |
| Standard Deviation | 0.84 |
| Total Responses | 306 |

12. What parts of The Daily Universe interest you most? (check all that apply)

| # | Answer | Response | % |
|----|------------------------|----------|-----|
| 1 | campus news | 203 | 69% |
| 2 | local news | 116 | 39% |
| 3 | church news | 118 | 40% |
| 4 | national news | 128 | 43% |
| 5 | world news | 114 | 39% |
| 6 | sports | 85 | 29% |
| 7 | arts and entertainment | 110 | 37% |
| 8 | police beat | 244 | 83% |
| 9 | games | 69 | 23% |
| 10 | classifieds | 36 | 12% |
| 11 | comics | 104 | 35% |

| Statistic | Value |
|-----------------|-------|
| Min Value | 1 |
| Max Value | 11 |
| Total Responses | 295 |

13. What would you like to see more of in The Daily Universe? (check all that apply)

| # | Answer | Response | % |
|----|--|----------|-----|
| 1 | campus news | 130 | 45% |
| 2 | local news | 91 | 32% |
| 3 | church news | 60 | 21% |
| 4 | national news | 106 | 37% |
| 5 | world news | 104 | 36% |
| 6 | sports | 27 | 9% |
| 7 | arts and entertainment | 74 | 26% |
| 8 | games | 29 | 10% |
| 9 | letters to the editor | 87 | 30% |
| 10 | comics | 29 | 10% |

| Statistic | Value |
|-----------------|-------|
| Min Value | 1 |
| Max Value | 10 |
| Total Responses | 286 |

14. What sources/versions of The Daily Universe have you accessed before? (check all that apply)

| # | Answer | Response | % |
|---|--|----------|-----|
| 1 | The Daily Universe App | 48 | 24% |
| 2 | The Daily Universe web site | 169 | 83% |
| 3 | The Daily Universe on Twitter | 39 | 19% |
| 4 | The Daily Universe Facebook page | 63 | 31% |

| Statistic | Value |
|-----------------|-------|
| Min Value | 1 |
| Max Value | 4 |
| Total Responses | 204 |

15. Which of these options would you be most interested in using? (select only one)

| # | Answer | Response | % |
|-------|--|----------|------|
| 1 | The Daily Universe App | 92 | 32% |
| 2 | The Daily Universe web site | 114 | 39% |
| 3 | The Daily Universe on Twitter | 29 | 10% |
| 4 | The Daily Universe Facebook page | 57 | 20% |
| Total | | 292 | 100% |

| Statistic | Value |
|--------------------|-------|
| Min Value | 1 |
| Max Value | 4 |
| Mean | 2.17 |
| Variance | 1.17 |
| Standard Deviation | 1.08 |
| Total Responses | 292 |

16. What would motivate you to visit The Daily Universe web site? (check all that apply)

| # | Answer | Response | % |
|-------|------------------------------------|----------|------|
| 1 | text reminders | 9 | 3% |
| 2 | Facebook reminders | 114 | 44% |
| 3 | email reminders | 73 | 28% |
| 4 | tweets | 64 | 25% |
| Total | | 260 | 100% |

| Statistic | Value |
|--------------------|-------|
| Min Value | 1 |
| Max Value | 4 |
| Mean | 2.74 |
| Variance | 0.76 |
| Standard Deviation | 0.87 |
| Total Responses | 260 |

17. Do you feel that The Daily Universe accurately represents the perspective of BYU students?

| # | Answer | Response | % |
|---|--------|----------|------|
| 1 | Yes | 170 | 56% |
| 2 | No | 131 | 44% |
| | Total | 301 | 100% |

| Statistic | Value |
|--------------------|-------|
| Min Value | 1 |
| Max Value | 2 |
| Mean | 1.44 |
| Variance | 0.25 |
| Standard Deviation | 0.50 |
| Total Responses | 301 |

18. What do you think The Daily Universe could improve on? (check all that apply)

| # | Answer | Response | % |
|---|---------------------------------|----------|-----|
| 1 | relevancy of topics to students | 155 | 53% |
| 2 | urgency of topics to students | 124 | 43% |
| 3 | professionalism | 93 | 32% |
| 4 | user friendliness | 34 | 12% |
| 5 | format | 30 | 10% |
| 6 | design | 53 | 18% |
| 7 | newsworthiness | 189 | 65% |
| 8 | writing style | 65 | 22% |
| 9 | quality of writing | 120 | 41% |

| Statistic | Value |
|-----------------|-------|
| Min Value | 1 |
| Max Value | 9 |
| Total Responses | 291 |

19. What social media sources do you regularly use? (check all that apply)

| # | Answer | Response | % |
|---|-----------|----------|-----|
| 1 | Facebook | 297 | 98% |
| 2 | Google+ | 49 | 16% |
| 3 | MySpace | 2 | 1% |
| 4 | LinkedIn | 47 | 16% |
| 5 | Twitter | 90 | 30% |
| 6 | Pinterest | 123 | 41% |

| Statistic | Value |
|-----------------|-------|
| Min Value | 1 |
| Max Value | 6 |
| Total Responses | 303 |

20. How likely are you to share a news story that interests you with friends? (select one)

| # | Answer | Response | % |
|---|---------------|----------|------|
| 1 | Very Likely | 85 | 28% |
| 2 | Likely | 147 | 48% |
| 3 | Undecided | 30 | 10% |
| 4 | Unlikely | 39 | 13% |
| 5 | Very Unlikely | 4 | 1% |
| | Total | 305 | 100% |

| Statistic | Value |
|--------------------|-------|
| Min Value | 1 |
| Max Value | 5 |
| Mean | 2.11 |
| Variance | 1.00 |
| Standard Deviation | 1.00 |
| Total Responses | 305 |

21. Starting in April, The Daily Universe will move to a digital-first format. The majority of informati...

| # | Answer | Response | % |
|---|---------------|----------|------|
| 1 | increase | 74 | 24% |
| 2 | decrease | 122 | 40% |
| 3 | stay the same | 110 | 36% |
| | Total | 306 | 100% |

| Statistic | Value |
|--------------------|-------|
| Min Value | 1 |
| Max Value | 3 |
| Mean | 2.12 |
| Variance | 0.59 |
| Standard Deviation | 0.77 |
| Total Responses | 306 |

The Daily Universe Survey

1. Are you a full-time BYU student?

Yes No

2. Please indicate your gender:

Male Female

3. What is your marital status?

Single Married

4. How old are you?

18 or younger 19-23 24+

5. Number of years at BYU:

1 2 3 4 5+

6. What college are you in?

(drop down menu of the list of colleges at BYU)

7. What medium do you use to get your news? (circle all that apply)

Phone Tablet Computer Television

Radio Magazine Newspaper

8. Which smart phone do you use?

iPhone Android Blackberry Windows phone

Other Don't use a smart phone

9. How do you keep informed of events on BYU campus? (circle all that apply)

Friends BYU website Wilkinson Center

Email notifications Social Media The Daily Universe

10. What are your feelings about *The Daily Universe*?

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Positive Negative Neutral

11. How often do you read *The Daily Universe* a week?

0 times 1-2 times 3-4 times 5+ times

12. What parts of *The Daily Universe* do you read?

World news Campus news Arts and Entertainment

Police beat Classifieds Sports

Games Comics

13. What would you like to see more of in *The Daily Universe*?

Letters to the Editor Sports Games Campus News

Arts and Entertainment Local News Church News

International News National News

14. What versions of *The Daily Universe* have you accessed previously?

The Daily Universe App *The Daily Universe* Facebook page

The Daily Universe Twitter *The Daily Universe* Website

15. Which of these options would you be **most** interested in using? (choose one)

The Daily Universe App *The Daily Universe* Facebook page

The Daily Universe Twitter *The Daily Universe* Website

The Daily Universe newspaper (weekly printing)

16. What would motivate you to visit *The Daily Universe* Website? (circle all that apply)

Text reminders Facebook reminders

Email reminders Tweets

17. Do you feel that *The Daily Universe* accurately represents the perspective of BYU students?

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Yes No

18. What do you think *The Daily Universe* could improve on? (circle all that apply)

| | | |
|-----------------------|-------------------|--------------------|
| Relevancy of topics | Urgency of topics | Professionalism |
| Technologically-sound | User-friendliness | Format/design |
| Newsworthiness | More entertaining | More international |

19. What outlets of social media do you use? (circle all that apply)

| | | |
|----------|-----------|-----------|
| Facebook | Twitter | Pinterest |
| Google + | Linked In | |

20. How likely are you to share a news story that interests you with friends?

| | | |
|---------------|-------------|-------|
| Very Unlikely | Unlikely | Maybe |
| Likely | Very Likely | |

Starting in April, *The Daily Universe* will move to a digital-first format. The majority of information will be found online with a larger printed paper available once a week on Wednesdays.

21. How do you think this new format will affect your readership?

| | | |
|----------|----------|---------------|
| Increase | Decrease | Stay the same |
|----------|----------|---------------|

Strategic Recommendations

The primary and secondary research illuminates perceived strengths, weaknesses, opportunities, and threats to *The Daily Universe*. We created a SWOT analysis, a situation analysis, and a core problem. This helped us to create strategic recommendations.

SWOT Analysis

Strengths

- *The Daily Universe* has a tradition of excellence and a loyal fan base
- *The Daily Universe* is well-known among the BYU community
- The paper has won numerous journalism awards
- Students use *The Daily Universe* as a source for campus news and events
- *The Daily Universe* is easily accessible and free to students

Weaknesses

- *The Daily Universe* is viewed as unprofessional and irrelevant
- *The Daily Universe* has a negative perception in the minds of many students
- The paper is used more for entertainment than hard news
- Some students feel the paper lacks sufficient and relevant news pertaining to them
- There is a lack of digital innovation and accessibility
- Apps are not smart phone or tablet friendly

Opportunities

- *The Daily Universe* has an opportunity to rebrand its image and connect with students through social media
- The paper has the opportunity to appeal to and involve more students

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- *The Daily Universe* has the opportunity to cover more campus news, including news from all BYU colleges and departments
- The paper has the opportunity to increase revenue through advertisements
- Through proper innovation, the paper has the ability to rebrand and increase readership
- The group that felt the most positive about the paper's switch to digital were freshmen

Threats

- The switch to digital may cause a decline in readership and reputation
- The paper is competing for student attention with many different online sources
- A lack of innovation and incompatible formatting could limit opportunities for expansion
- With less tangible copies on campus, students may discontinue readership
- Students may not understand, like, or know about the changed paper format
- If *The Daily Universe* does not cater more to students regarding campus news, they may find the paper irrelevant

Situation Analysis

Almost 50 percent of BYU students surveyed read *The Daily Universe* at least one to two times per week. *The Daily Universe* is well known on BYU campus. It has won numerous awards in the journalism field. *The Daily Universe* is currently working to keep a competitive advantage, both with changes in print technology, as well as declining readership. *The Daily Universe* is viewed as unprofessional and irrelevant in the minds of many students. Some students look to the paper more for entertainment than for hard

news. Furthermore, several students expressed frustration at a lack of digital innovation and accessibility.

The paper is hoping to focus more on breaking news and in-depth stories. This transition will be most effective if the paper interacts with students using social media and provides more BYU services and campus news. If *The Daily Universe* does not cater to more students regarding campus news, readership could decline drastically. With less tangible copies on campus, student awareness of the paper could decrease. Also, a lack of innovation and incompatible formatting of the website might prevent students from visiting the online version of the paper.

Core Problem

Because readership has declined and many students have negative attitudes toward *The Daily Universe*, the paper needs to interact and appeal more to students through an online format by focusing on campus news; without these changes the paper risks further decline in revenue and readership.

Strategies and Tactics

After careful evaluation of the major problems facing *The Daily Universe*, specific strategies and tactics are recommended to help the paper increase readership and implement effective changes.

Strategy One:

To increase student awareness about *The Daily Universe* through advertisements

Tactics:

- Promote *The Daily Universe* and the paper's new format through banners, posters, and fliers around campus

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- Have advertisements for events and issues features in *The Daily Universe* posted in the BYU testing center
- Place standing banners for *The Daily Universe* throughout walkways on campus
- Place advertisements to read *The Daily Universe* in the library and the Wilkinson center

Strategy Two:

To increase readership and interaction through Internet communications

Tactics:

- Post student polls linked to social media sites
- Ask questions on Facebook
- Allow students to post opinions and photos on *The Daily Universe* Twitter, Facebook, and website feeds
- Provide incentives and prizes for likes and posts on Facebook
- Give away prizes for the most creative content or the funniest picture taken on campus and shared through the paper
- Allow students to tag themselves in stories and pictures on the website and Facebook page
- Incorporate the paper with the university's website
- Send an email to all students through the university with featured articles and reminders, encouraging them to visit the website
- Include relevant links, including videos and podcasts on the website
- Format *The Daily Universe* App to be more compatible for smart phones and tablets.
- Provide services on the website including classifieds for housing, transportation, and textbooks

Strategy Three:

To create passion and excitement about *The Daily Universe* through events held on campus

Tactics:

- Host an event on campus with student bands and artists to mark the beginning of the new paper
- Have reporters for *The Daily Universe* wear special uniforms to signify them as affiliates of the paper

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- Send reporters to classes the week before the new paper debuts to briefly explain the new paper's format and features
- Have reporters remind students to share stories and ideas with them throughout the semester

Conclusion

In an attempt to understand why BYU students use *The Daily Universe* and how the new paper can better meet those uses and needs, primary research was conducted to provide significant data. Such results and recommendations can be implemented that will allow the paper to maintain readership, and also better serve the BYU community and continue its tradition of excellence.

Results

An analysis of survey results shows that 40 percent of all BYU students surveyed use the current paper consistently, and they look to the paper for campus news and events. Similarly, 38 percent of participants feel positive about their relationship with *The Daily Universe*. Most readers—around 73 percent—report that they mainly use *The Daily Universe* to read comics and the Police Beat. Additionally, 61 percent of surveyed students reported reading *The Daily Universe* for campus news, and 39 percent said they wished there was more.

The content could be improved because 56 percent of participants feel that *The Daily Universe* could improve on newsworthiness of articles, and 46 percent of participants feel that *The Daily Universe* could improve on the relevance to students. Caution should be used when making the transition, because 36 percent of participants feel their readership will decrease when *The Daily Universe* switches to online with one print copy per week.

Fifty percent of participants surveyed have accessed *The Daily Universe* website before, while only 14 percent have used *The Daily Universe* App. Facebook reminders

would be useful, as 34 percent of participants said they would use and access the website via Facebook.

In the focus group a common sentiment from participants was that students would appreciate more campus-related news, and less state and national news coverage. The survey reiterated this idea. Students expressed a desire for more opinion articles, especially ones that are different or unique. Participants in the focus group also expressed a desire to be more connected to the paper through increased social media interaction. Participants agreed that if the online paper had the capability to allow other students to tag pictures, upload videos, and post comments, their participation with the paper would increase.

The following is a list of common themes and suggestions from the focus group:

- Many students feel uninformed about current world events
- Students feel it is important to know about current events
- Students value the opinions of their friends
- Yahoo! is a popular news source because of its diversity of news and cultural features
- Most students do not check the news on a daily basis and feel overwhelmed with news
- Most students use Facebook on a daily basis
- Students like to access their news fast, with on-the-go formats such as podcasts
- Many students particularly enjoy culture and entertainment news
- Students view *The Daily Universe* as a public relations tool for the university

- Most students would like to see more BYU student opinions and more in-depth articles
- Participants would like to see a website rebrand

Recommendations

After careful evaluation of the major problems facing *The Daily Universe*, recommendations are provided to help increase readership and better attend to student needs:

1. Develop software that makes the online paper easier to navigate and provides a way for students to interact with the paper.
2. Expand social media networks (i.e. Facebook and Twitter) to better connect with and facilitate student participation with the paper.
3. Rebrand the website in the image of popular online sources such as Yahoo! News.
4. Focus articles specifically on campus news and events and incorporate an increased amount and wider range of student opinions.
5. Incorporate links and articles from the paper to other frequently visited BYU websites, such as Gradebook or BYU's homepage.

Strengths and Limitations of the Research

No member of the focus group had a connection to the communications department. Answers were sincere and genuine. The discussion brought insight and understanding to research questions and results. The survey sample size of over 300 produced statistically significant results. However, both the survey and focus group sampled a minority of BYU students, and results may not fully express the opinions of all

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BYU students. The survey was taken online by volunteers recruited through Facebook. While none of the participants were in the class or involved with *The Daily Universe*, there was a large portion of communications students surveyed.

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