APPENDIX 9-D

Knowledge Tests
2015–2020

REPORT OF 2015 KNOWLEDGE TEST

STUDENT LEARNING OUTCOMES

DIRECT MEASURE

OVERVIEW OF INSTRUMENT

In the last weeks of the Spring 2015 semester, graduating seniors were asked to complete a survey instrument that consisted of a series of questions designed to assess learning outcomes relevant to ACEJMC values and competencies.

All students, regardless of their major area of study, were asked a common set of **28** questions.

Students were then separated based on major area of study and were given additional questions that were most relevant to their track. The major areas included the following:

- News-editorial (5 questions)
- Advertising (5 questions)
- Public relations (and strategic communication) (6 questions)
- Broadcast and electronic journalism (6 questions)
- Business journalism (4 questions)
- Interactive media (3 questions)
- Graphic design and editing (4 questions)
- Photo and video journalism (2 questions)

We received a total of **34** responses to this senior knowledge test.

In the early weeks of Fall 2015, students enrolled in MEJO 101, a large introductory seminar offered to majors and non-majors, were asked to take this same knowledge test, answering every question in the test rather than only answering a common set plus a specialized set. These students were used as a means of comparing introductory students with graduating students.

We received a total of **253** responses to this entrance test.

This assessment addresses the following ACEJMC values and competencies:

ACEJMC Value/Competency	Assessed Here?
1. Principles and **laws of freedom of speech** and press in the U.S.	Yes
2. **History and role** of professionals and institutions in shaping communications	Yes
3. **Gender, race, ethnicity, sexual orientation** and/or other forms of diversity in relation to media and communications	Yes
4. **Diversity of peoples and cultures** and of the significance and impact of media and communications **in a global society**	No
5. Concepts and theories in the use and **presentation of images** and information	Yes

6. Professional **ethical principles** and work in pursuit of truth, accuracy, fairness and diversity	Yes
7. **Thinking critically,** creatively and independently	Yes
8. **Conducting research and evaluating information** by methods appropriate to major area	Yes
9. **Writing correctly and clearly** in forms and styles appropriate for my major area within MEJO	Yes
10. Ability to **critically evaluate my own work** and that of others for **accuracy and fairness, clarity, appropriate style and grammar**	No (NOT A PART OF THIS ASSESSMENT, ALL STUDENTS MUST PASS A WORD USAGE AND GRAMMAR TEST AS A REQUIREMENT FOR GRADUATION)
11. Application of **basic numerical and statistical concepts**	Yes
12. Application of **tools and technologies appropriate for major** area	Yes

RESULTS OF ENTRANCE VS. SENIOR TESTS

The following table shows the percentage of correct responses for each question out of the total number of respondents answering the question for the senior and entrance tests, sorted by the ACEJMC value/competency and the major area addressed. The average number of correct responses is also reported for each ACEJMC value/competency addressed.

QUESTION BASED ON ACEJMC VALUE/COMPETENCY (PERCENTAGE OF STUDENTS ANSWERING CORRECTLY TO THE RIGHT)	2015 Entrance Test		2015 Senior Test	
1. Principles and **laws of freedom of speech** and press in the U.S.	%	N	%	N
Question 3: All of the following are rights protected by the First Amendment of the U.S. Constitution except one. Which one? **Answer:** Right to keep and bear arms **Block:** General	76	251	94	34
Question 4: The caveat emptor ("let the buyer beware") philosophy of advertising puts the burden of determining if an advertisement is truthful on the _____. **Answer:** consumer **Block:** General	77	251	79	33
Question 27: The primary governing agency for broadcasting in the United States is **Answer:** Federal Communications Commission **Block:** General	78	249	94	33
Question 29: Of the following types of speech, which type is not protected under the First Amendment, according to the U.S. Supreme Court? **Answer:** Obscene sexual expression	48	249	82	33

Block: General				
Question 31: According to the "marketplace of ideas" metaphor for protecting free expression, what is the result of an uncensored marketplace? **Answer:** Discovery of the truth **Block:** General	61	250	52	33
Question 32: Assume that a trial judge enters an order against a publisher that prohibits the publication of specific secret government documents that have been leaked to the publisher by an unknown government insider. This court order would best be described as a **Answer:** Prior restraint that would be presumed unconstitutional on appeal **Block:** General	41	249	42	33
Question 33: The U.S. Supreme Court has ruled under the First Amendment that "public officials," like people elected to political office, who sue for libel must prove "actual malice" when the allegedly defamatory statement published about them relates to their official conduct, including their fitness to hold office. In this context, "actual malice" means **Answer:** Knowingly publishing falsity or publishing with reckless disregard for the truth **Block:** General	42	250	39	33
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	58		62	
2. **History and role** of professionals and institutions in shaping communications	%	N	%	N
Question 18: Newspapers in the nineteenth century that argued the political viewpoints of the parties or individuals subsidizing the newspapers are considered an example of: **Answer:** Partisan press **Block:** General	38	250	52	33
Question 19: Historians credit this technological milestone with initiating mass communication: **Answer:** Invention of the printing press **Block:** General	77	250	85	33
Question 20: An entry point for many women working in early newspapers was: **Answer:** Women's pages **Block:** General	23	250	31	32
Question 21: As part of their media strategy in the mid-20th century, some civil rights activists staged campaigns in racially tense cities, where their actions provoked Southern white violence and attracted widespread news coverage. What form did these mass protests take? **Answer:** All of the above **Block:** General	88	250	100	33

Question				
Question 22: Ethnic newspapers have traditionally served as _____ press in their respective communities. **Answer:** an advocacy **Block:** General	48	250	76	33
Question 24: In the _____ developmental phase of media instills fear in they way minorities are presented. **Answer:** threatening issue **Block:** General	10	249	12	33
Question 25: The _____ opened the doors for minority reporters in newsrooms across the country in the late 1960s. **Answer:** Kerner Commission Report **Block:** General	22	250	27	33
Question 26: This journalist who started an anti-lynching campaign was known as a muckraker. **Answer:** Ida B. Wells-Barnett **Block:** General	44	250	52	33
Question 30: The Pennsylvania Railroad sought the public relations counsel of Ivy Lee on how best to communicate in the aftermath of train accidents primarily because of **Answer:** government regulations passed in 1903 and 1906 **Block:** General	16	250	25	32
Question 32: Assume that a trial judge enters an order against a publisher that prohibits the publication of specific secret government documents that have been leaked to the publisher by an unknown government insider. This court order would best be described as a **Answer:** Prior restraint that would be presumed unconstitutional on appeal **Block:** General	41	249	42	33
Question 10: The standard style guide for journalists and other media practitioners is: **Answer:** The Associated Press Stylebook **Block:** News-editorial	60	251	100	32
Question 48: Media measurement companies have different specializations. For example, A.C. Nielsen **Answer:** is best known for its television ratings **Block:** Broadcast and electronic journalism	24	99	100	2
Question 54: President Franklin Roosevelt employed early public relations pioneers in the Office of War Information to help **Answer:** all of the above **Block:** Public relations (strategic communication)	72	129	60	10
Question 60: The main job of the _____ is to coordinate research to understand how consumers relate to the brand and product category. **Answer:** account planner **Block:** Advertising	14	107	25	4

Question 61: The first advertising agent, Volney Palmer, **Answer:** sold ad space for newspapers **Block:** Advertising	30	107	50	4
Question 62: All of the following are true statements concerning the creative brief except: **Answer:** the creative brief is written by the copywriter and art director **Block:** Advertising	26	107	75	4
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	**43**		**55**	
3. **Gender, race, ethnicity, sexual orientation** and/or other forms of diversity in relation to media and communications	%	N	%	N
Question 22: Ethnic newspapers have traditionally served as _____ press in their respective communities. **Answer:** an advocacy **Block:** General	48	250	76	33
Question 23: The growing racially and ethnically diverse population is _____ for media outlets. **Answer:** an opportunity **Block:** General	87	248	94	33
Question 24: In the _____ developmental phase of media instills fear in they way minorities are presented. **Answer:** threatening issue **Block:** General	10	249	12	33
Question 25: The _____ opened the doors for minority reporters in newsrooms across the country in the late 1960s. **Answer:** Kerner Commission Report **Block:** General	22	250	27	33
Question 26: This journalist who started an anti-lynching campaign was known as a muckraker. **Answer:** Ida B. Wells-Barnett **Block:** General	44	250	52	33
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	**42**		**52**	
4. **Diversity of peoples and cultures** and of the significance and impact of media and communications **in a global society**	%	N	%	N
N/A – NOT ASSESSED AT THIS TIME				
5. Concepts and theories in the use and **presentation of images** and information	%	N	%	N
Question 28: If you increase the shutter speed on a camera, the picture would **Answer:** get darker **Block:** General	37	143	33	33
Question 35: What is responsive design? **Answer:** Design that is liquid and resizes the width of elements relative to a changing window size	88	24	75	4

Block: Interactive media				
Question 38: Vector graphics are **Answer:** all of the above **Block:** Graphic design and editing	55	87	80	5
Question 39: When using Photoshop, **Answer:** none of the above **Block:** Graphic design and editing	57	87	100	5
Question 40: These design principles help create interesting and effective design and are also known as C.R.A.P. **Answer:** contrast, repetition, alignment, and proximity **Block:** Graphic design and editing	50	88	100	5
Question 42: In photojournalism, with which of the following types of photos is it ethically acceptable for the photographer to exert some control? **Answer:** portraits **Block:** Photo and video journalism	17	88	60	5
Question 43: A wide-angle lens _____ perspective, but a telephoto lends _____ perspective **Answer:** expands/ compresses **Block:** Photo and video journalism	72	88	100	5
Question 50: The old TV screen format of 4:30 has evolved into a high-definition format of 16:9. These numbers (e.g., 4:3) are called **Answer:** aspect ratios **Block:** Broadcast and electronic journalism	63	99	100	2
Question 52: Using a cutaway shot in television is a way to **Answer:** all of the above **Block:** Broadcast and electronic journalism	70	99	50	2
Question 53: When invisible lines are used to divide a frame vertically and horizontally into three equal sections and you place the center of interest at one of the line cross-points, you are following the **Answer:** rule of thirds **Block:** Broadcast and electronic journalism	66	99	100	2
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	**48**		**52**	
6. Professional **ethical principles** and work in pursuit of truth, accuracy, fairness and diversity	%	N	%	N
Question 1: According to the Public Relations Society of America ethics code, which of the following would be considered inappropriate: **Answer:** All of the above **Block:** General	10	251	94	34
Question 2: What is the major criticism and/or challenge of John Stuart Mill's utilitarianism philosophy and its focus on the outcome of an action? **Answer:** It is difficult to accurately anticipate all of the ramifications of a particular act. **Block:** General	37	249	38	34

Question 4: The caveat emptor ("let the buyer beware") philosophy of advertising puts the burden of determining if an advertisement is truthful on the _____. **Answer:** consumer **Block:** General	77	251	79	33
Question 5: The Society of Professional Journalists ethics code allows reporters to use undercover reporting methods when traditional open methods of reporting will not yield information vital to the public. What requirement does the SPJ have for reporters who do undercover reporting? **Answer:** Use of the undercover reporting methods should be explained in the story. **Block:** General	28	249	64	33
Question 6: The NPPA visual journalism ethics code allows visual journalists to pay sources for information/participation under what type of circumstances? **Answer:** The code states that visual journalists should not pay sources or reward them materially for information/participation. **Block:** General	24	250	58	33
Question 12: Assume you're a reporter covering city government. You're waiting for a meeting with the mayor and you spot some confidential papers on the secretary's desk about the topic you're going to discuss with the mayor. Would you copy the information down? Ross would say: **Answer:** No, because my duty proper is veracity **Block:** General	49	249	56	32
Question 13: Ethical relativism... **Answer:** Indicates that no universal principles exist **Block:** General	20	248	39	33
Question 14: Pragmatism argues that: **Answer:** Science does not take into account human fallibility **Block:** General	13	248	0	31
Question 15: An ethical dilemma will always result in a right or wrong decision **Answer:** False **Block:** General	72	249	97	33
Question 16: When media use framing, they are being unethical **Answer:** False **Block:** General	58	249	85	33

Question 17: Persuasion is the same as lying by omission **Answer:** False **Block:** General	73	250	97	33
Question 7: A headline for a news story or a press release should: **Answer:** All of the above **Block:** News-editorial	93	249	100	33
Question 11: Which of the following does not require a citation? **Answer:** Stating that the U.S. Constitution includes a Bill of Rights **Block:** News-editorial	83	251	97	33
Question 42: In photojournalism, with which of the following types of photos is it ethically acceptable for the photographer to exert some control? **Answer:** portraits **Block:** Photo and video journalism	17	88	60	5
Question 46: When can a business journalist buy stock in a company they cover? **Answer:** Never **Block:** Business journalism	N/A	N/A	N/A	N/A
Question 58: True or False: Press agentry is the most-ethical approach to public relations. **Answer:** False **Block:** Public relations (strategic communication)	N/A	N/A	N/A	N/A
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	38		48	
7. **Thinking critically,** creatively and independently	%	N	%	N
Question 41: When selecting music for a multimedia production, which of the following factors should you consider? **Answer:** all of the above **Block:** Graphic design and editing	87	87	100	5
Question 56: True or False: Latent publics know about an issue but they're not interested in doing anything about it. **Answer:** False **Block:** Public relations (strategic communication)	N/A	N/A	N/A	N/A
Question 63: The goals of an advertising campaign are best described as **Answer:** informing, persuading, and/or reminding **Block:** Advertising	47	107	50	4
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	63		78	
8. **Conducting research and evaluating information** by methods appropriate to my major area within MEJO	%	N	%	N
Question 36: When conducting a usability test, it is important to let test participants know **Answer:** all of the above **Block:** Interactive media	56	88	50	4

Question 37: What is API? **Answer:** A set of programming instructions and standards for accessing a Web-based software application **Block:** Interactive media	19	88	25	4
Question 41: When selecting music for a multimedia production, which of the following factors should you consider? **Answer:** all of the above **Block:** Graphic design and editing	87	87	100	5
Question 44: What Securities and Exchange Commission filing would a business reporter likely use to write a story about executive compensation? **Answer:** DEF 14A **Block:** Business journalism	N/A	N/A	N/A	N/A
Question 47: What Securities and Exchange Commission filing does a reporter use to write a story about an initial public offering? **Answer:** Form S-1 **Block:** Business journalism	N/A	N/A	N/A	N/A
Question 48: Media measurement companies have different specializations. For example, A.C. Nielsen **Answer:** is best known for its television ratings **Block:** Broadcast and electronic journalism	24	99	100	2
Question 49: A television rating represents **Answer:** households watching a program out of all households with television, on or off **Block:** Broadcast and electronic journalism	31	98	100	2
Question 55: A SWOT analysis **Answer:** Identifies an organization's internal and external issues from which a public relations plan can be created **Block:** Public relations (strategic communication)	N/A	N/A	N/A	N/A
Question 57: In public relations, the RACE model **Answer:** Provides a strategic approach to planning **Block:** Public relations (strategic communication)	N/A	N/A	N/A	N/A
Question 59: True or False: Qualitative research helps answer "how" and "why" questions. **Answer:** True **Block:** Public relations (strategic communication)	N/A	N/A	N/A	N/A
Question 64: The percentage of people in a target audience who will be exposed to a media vehicle or vehicles in a media plan is equivalent to **Answer:** reach **Block:** Advertising	55	107	100	4
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	44		83	
9. **Writing correctly and clearly** in forms and styles appropriate for my major area within MEJO	%	N	%	N

Question 7: A headline for a news story or a press release should: **Answer:** All of the above **Block:** News-editorial	93	249	100	33
Question 8: A lead of a news story or press release is **Answer:** The story's introduction, often the first sentence of the paragraph **Block:** News-editorial	39	250	97	33
Question 9: Many news stories and press releases are written in this format: **Answer:** The inverted pyramid **Block:** News-editorial	30	251	100	33
Question 10: The standard style guide for journalists and other media practitioners is: **Answer:** The Associated Press Stylebook **Block:** News-editorial	60	251	100	32
Question 11: Which of the following does not require a citation? **Answer:** Stating that the U.S. Constitution includes a Bill of Rights **Block:** News-editorial	83	251	97	33
Question 45: What are the two numbers that a reporter should focus on when writing about unemployment? **Answer:** The unemployment rate and the total number of people unemployed **Block:** Business journalism	N/A	N/A	N/A	N/A
Question 51: In writing in broadcast style, attribution should **Answer:** appear at the beginning of the sentence **Block:** Broadcast and electronic journalism	35	99	100	2
Question 62: All of the following are true statements concerning the creative brief except: **Answer:** the creative brief is written by the copywriter and art director **Block:** Advertising	26	107	75	4
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	57		98	
10. Ability to **critically evaluate my own work** and that of others for **accuracy and fairness, clarity, appropriate style and grammar**	%	N	%	N
Not assessed in this knowledge test				
NOT A PART OF THIS ASSESSMENT, ALL GRADUATING STUDENTS MUST HAVE PASSED A WORD USAGE AND GRAMMAR TEST AS A REQUIREMENT FOR GRADUATION				
11. Application of **basic numerical and statistical concepts**	%	N	%	N
Question 45: What are the two numbers that a reporter should focus on when writing about unemployment? **Answer:** The unemployment rate and the total number of people unemployed **Block:** Business journalism	N/A	N/A	N/A	N/A

Question 49: A television rating represents **Answer:** households watching a program out of all households with television, on or off **Block:** Broadcast and electronic journalism	31	98	100	2
Question 64: The percentage of people in a target audience who will be exposed to a media vehicle or vehicles in a media plan is equivalent to **Answer:** reach **Block:** Advertising	55	107	100	4
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	**43**		**86**	
12. Application of **tools and technologies appropriate for my major** area within MEJO*	%	N	%	N
Question 28: If you increase the shutter speed on a camera, the picture would **Answer:** get darker **Block:** General	37	143	33	33
Question 7: A headline for a news story or a press release should: **Answer:** All of the above **Block:** News-editorial	93	249	100	33
Question 35: What is responsive design? **Answer:** Design that is liquid and resizes the width of elements relative to a changing window size **Block:** Interactive media	24	88	75	4
Question 36: When conducting a usability test, it is important to let test participants know **Answer:** all of the above **Block:** Interactive media	56	88	50	4
Question 37: What is API? **Answer:** A set of programming instructions and standards for accessing a Web-based software application **Block:** Interactive media	19	88	25	4
Question 38: Vector graphics are **Answer:** all of the above **Block:** Graphic design and editing	55	87	80	5
Question 39: When using Photoshop, **Answer:** none of the above **Block:** Graphic design and editing	57	87	100	5
Question 40: These design principles help create interesting and effective design and are also known as C.R.A.P. **Answer:** contrast, repetition, alignment, and proximity **Block:** Graphic design and editing	50	88	100	5
Question 41: When selecting music for a multimedia production, which of the following factors should you consider? **Answer:** all of the above **Block:** Graphic design and editing	87	87	100	5
Question 43: A wide-angle lens _____ perspective, but a telephoto lends _____ perspective	72	88	100	5

Answer: expands/ compresses **Block:** Photo and video journalism				
Question 44: What Securities and Exchange Commission filing would a business reporter likely use to write a story about executive compensation? **Answer:** DEF 14A **Block:** Business journalism	N/A	N/A	N/A	N/A
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Question 49: A television rating represents **Answer:** households watching a program out of all households with television, on or off **Block:** Broadcast and electronic journalism	31	98	100	2
Question 50: The old TV screen format of 4:30 has evolved into a high-definition format of 16:9. These numbers (e.g., 4:3) are called **Answer:** aspect ratios **Block:** Broadcast and electronic journalism	63	99	100	2
Question 51: In writing in broadcast style, attribution should **Answer:** appear at the beginning of the sentence **Block:** Broadcast and electronic journalism	35	99	100	2
Question 52: Using a cutaway shot in television is a way to **Answer:** all of the above **Block:** Broadcast and electronic journalism	70	99	50	2
Question 53: When invisible lines are used to divide a frame vertically and horizontally into three equal sections and you place the center of interest at one of the line cross-points, you are following the **Answer:** rule of thirds **Block:** Broadcast and electronic journalism	66	99	100	2
Question 55: A SWOT analysis **Answer:** Identifies an organization's internal and external issues from which a public relations plan can be created **Block:** Public relations (strategic communication)	N/A	N/A	N/A	N/A
Question 57: In public relations, the RACE model **Answer:** Provides a strategic approach to planning **Block:** Public relations (strategic communication)	N/A	N/A	N/A	N/A
Question 62: All of the following are true statements concerning the creative brief except: **Answer:** the creative brief is written by the copywriter and art director **Block:** Advertising	26	107	75	4
Question 64: The percentage of people in a target audience who will be exposed to a media vehicle or vehicles in a media plan is equivalent to **Answer:** reach **Block:** Advertising	55	107	100	4

AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	60	70

SUMMARY OF FINDINGS

In all areas, seniors outperformed students taking the entrance test.

Seniors on average answered less than 70% of the items correct for the following areas, suggesting a need for improvement:
- #1 Principles and laws of freedom of speech and press
- #2 History and role of professionals and institutions in shaping communications
- #3 Gender, race, ethnicity, sexual orientation, and/or other forms of diversity
- #5 Concepts and theories in the use and presentation of images and information
- #6 Professional ethical principles and work in pursuit of truth, accuracy, fairness and diversity

Seniors on average provided the fewest correct answers in the area of #6 Professional ethical principles. Closer inspection of their responses suggests this average score was lowered most by the item regarding the definition of Pragmatism. Given the goal of this student learning outcome, this and other questions that might not clearly reflect the goals of these outcomes will be monitored over the next administrations of this instrument to evaluate trends in responses, possibly leading to an eventual revision of the instrument itself.

Seniors showed a strong performance in the following areas, answering at least 70% of items correct on average:
- #7 Thinking critically, creatively and independently
- #8 Conducting research and evaluating information
- #9 Writing correctly and clearly in forms and styles appropriate for area
- #11 Application of basic numerical and statistical concepts
- #12 Application of tools and technologies appropriate for area

The strongest performance by seniors was in the area of #9 Writing correctly and clearly.

It is important to note that the number of seniors taking this test is very low and likely not an adequate representation of all graduating seniors. The number of students answering questions specific to major areas of study is even smaller. Therefore, these results should be interpreted with caution.

REPORT OF 2016 KNOWLEDGE TEST

STUDENT LEARNING OUTCOMES

DIRECT MEASURE

OVERVIEW OF INSTRUMENT

In the last weeks of the Spring 2016 semester, graduating seniors were asked to complete a survey instrument that consisted of a series of questions designed to assess learning outcomes relevant to ACEJMC values and competencies.

All students, regardless of their major area of study, were asked a common set of **28** questions.

Students were then separated based on major area of study and were given additional questions that were most relevant to their track. The major areas included the following:

- News-editorial (5 questions)
- Advertising (5 questions)
- Public relations (and strategic communication) (6 questions)
- Broadcast and electronic journalism (6 questions)
- Business journalism (4 questions)
- Interactive media (3 questions)
- Graphic design and editing (4 questions)
- Photo and video journalism (2 questions)

We received a total of **58** responses to this senior knowledge test.

In the early weeks of Fall 2016, students enrolled in MEJO 101, a large introductory seminar offered to majors and non-majors, were asked to take this same knowledge test, answering every question in the test rather than only answering a common set plus a specialized set. These students were used as a means of comparing introductory students with graduating students.

We received a total of **257** responses to this entrance test.

This assessment addresses the following ACEJMC values and competencies:

ACEJMC Value/Competency	Assessed Here?
1. Principles and **laws of freedom of speech** and press in the U.S.	Yes
2. **History and role** of professionals and institutions in shaping communications	Yes
3. **Gender, race, ethnicity, sexual orientation** and/or other forms of diversity in relation to media and communications	Yes
4. **Diversity of peoples and cultures** and of the significance and impact of media and communications **in a global society**	No
5. Concepts and theories in the use and **presentation of images** and information	Yes

6. Professional **ethical principles** and work in pursuit of truth, accuracy, fairness and diversity	Yes
7. **Thinking critically,** creatively and independently	Yes
8. **Conducting research and evaluating information** by methods appropriate to major area	Yes
9. **Writing correctly and clearly** in forms and styles appropriate for my major area within MEJO	Yes
10. Ability to **critically evaluate my own work** and that of others for **accuracy and fairness, clarity, appropriate style and grammar**	No (NOT A PART OF THIS ASSESSMENT, ALL STUDENTS MUST PASS A WORD USAGE AND GRAMMAR TEST AS A REQUIREMENT FOR GRADUATION)
11. Application of **basic numerical and statistical concepts**	Yes
12. Application of **tools and technologies appropriate for major** area	Yes

RESULTS OF ENTRANCE VS. SENIOR TESTS

The following table shows the percentage of correct responses for each question out of the total number of respondents answering the question for the senior and entrance surveys, sorted by the ACEJMC value/competency and the major area addressed. The average number of correct responses is also reported for each ACEJMC value/competency addressed.

QUESTION BASED ON ACEJMC VALUE/COMPETENCY (PERCENTAGE OF STUDENTS ANSWERING CORRECTLY TO THE RIGHT)	2016 Entrance Test		2016 Senior Test	
1. Principles and **laws of freedom of speech** and press in the U.S.	%	N	%	N
Question 3: All of the following are rights protected by the First Amendment of the U.S. Constitution except one. Which one? **Answer:** Right to keep and bear arms **Block:** General	78	256	91	58
Question 4: The caveat emptor ("let the buyer beware") philosophy of advertising puts the burden of determining if an advertisement is truthful on the _____. **Answer:** consumer **Block:** General	77	257	79	58
Question 27: The primary governing agency for broadcasting in the United States is **Answer:** Federal Communications Commission **Block:** General	77	257	93	58
Question 29: Of the following types of speech, which type is not protected under the First Amendment, according to the U.S. Supreme Court? **Answer:** Obscene sexual expression	52	257	88	57

Block: General				
Question 31: According to the "marketplace of ideas" metaphor for protecting free expression, what is the result of an uncensored marketplace? **Answer:** Discovery of the truth **Block:** General	63	257	93	58
Question 32: Assume that a trial judge enters an order against a publisher that prohibits the publication of specific secret government documents that have been leaked to the publisher by an unknown government insider. This court order would best be described as a **Answer:** Prior restraint that would be presumed unconstitutional on appeal **Block:** General	44	255	72	57
Question 33: The U.S. Supreme Court has ruled under the First Amendment that "public officials," like people elected to political office, who sue for libel must prove "actual malice" when the allegedly defamatory statement published about them relates to their official conduct, including their fitness to hold office. In this context, "actual malice" means **Answer:** Knowingly publishing falsity or publishing with reckless disregard for the truth **Block:** General	40	257	77	57
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	62		85	
2. **History and role** of professionals and institutions in shaping communications	%	N	%	N
Question 18: Newspapers in the nineteenth century that argued the political viewpoints of the parties or individuals subsidizing the newspapers are considered an example of: **Answer:** Partisan press **Block:** General	39	256	59	58
Question 19: Historians credit this technological milestone with initiating mass communication: **Answer:** Invention of the printing press **Block:** General	82	256	91	58
Question 20: An entry point for many women working in early newspapers was: **Answer:** Women's pages **Block:** General	21	256	24	58
Question 21: As part of their media strategy in the mid-20th century, some civil rights activists staged campaigns in racially tense cities, where their actions provoked Southern white violence and attracted widespread news coverage. What form did these mass protests take? **Answer:** All of the above **Block:** General	87	257	95	58

Question 22: Ethnic newspapers have traditionally served as _____ press in their respective communities. **Answer:** an advocacy **Block:** General	56	257	66	58
Question 24: In the _____ developmental phase of media instills fear in they way minorities are presented. **Answer:** threatening issue **Block:** General	8	257	21	57
Question 25: The _____ opened the doors for minority reporters in newsrooms across the country in the late 1960s. **Answer:** Kerner Commission Report **Block:** General	23	257	19	58
Question 26: This journalist who started an anti-lynching campaign was known as a muckraker. **Answer:** Ida B. Wells-Barnett **Block:** General	47	257	58	57
Question 30: The Pennsylvania Railroad sought the public relations counsel of Ivy Lee on how best to communicate in the aftermath of train accidents primarily because of **Answer:** government regulations passed in 1903 and 1906 **Block:** General	14	256	2	58
Question 32: Assume that a trial judge enters an order against a publisher that prohibits the publication of specific secret government documents that have been leaked to the publisher by an unknown government insider. This court order would best be described as a **Answer:** Prior restraint that would be presumed unconstitutional on appeal **Block:** General	44	255	72	57
Question 10: The standard style guide for journalists and other media practitioners is: **Answer:** The Associated Press Stylebook **Block:** News-editorial	60	253	100	58
Question 48: Media measurement companies have different specializations. For example, A.C. Nielsen **Answer:** is best known for its television ratings **Block:** Broadcast and electronic journalism	20	255	67	12
Question 54: President Franklin Roosevelt employed early public relations pioneers in the Office of War Information to help **Answer:** all of the above **Block:** Public relations (strategic communication)	65	256	81	26
Question 60: The main job of the _____ is to coordinate research to understand how consumers relate to the brand and product category. **Answer:** account planner **Block:** Advertising	12	255	63	24

Question 61: The first advertising agent, Volney Palmer, **Answer:** sold ad space for newspapers **Block:** Advertising	35	254	38	24
Question 62: All of the following are true statements concerning the creative brief except: **Answer:** the creative brief is written by the copywriter and art director **Block:** Advertising	22	253	67	24
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	**40**		**56**	
3. **Gender, race, ethnicity, sexual orientation** and/or other forms of diversity in relation to media and communications	%	N	%	N
Question 22: Ethnic newspapers have traditionally served as _____ press in their respective communities. **Answer:** an advocacy **Block:** General	56	257	66	58
Question 23: The growing racially and ethnically diverse population is _____ for media outlets. **Answer:** an opportunity **Block:** General	86	257	98	58
Question 24: In the _____ developmental phase of media instills fear in they way minorities are presented. **Answer:** threatening issue **Block:** General	8	257	21	57
Question 25: The _____ opened the doors for minority reporters in newsrooms across the country in the late 1960s. **Answer:** Kerner Commission Report **Block:** General	23	257	19	58
Question 26: This journalist who started an anti-lynching campaign was known as a muckraker. **Answer:** Ida B. Wells-Barnett **Block:** General	47	257	58	57
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	**44**		**53**	
4. **Diversity of peoples and cultures** and of the significance and impact of media and communications **in a global society**	%	N	%	N
N/A – NOT ASSESSED AT THIS TIME				
5. Concepts and theories in the use and **presentation of images** and information	%	N	%	N
Question 28: If you increase the shutter speed on a camera, the picture would **Answer:** get darker **Block:** General	31	149	65	40
Question 35: What is responsive design? **Answer:** Design that is liquid and resizes the width of elements relative to a changing window size	19	253	67	15

Block: Interactive media				
Question 38: Vector graphics are **Answer:** all of the above **Block:** Graphic design and editing	63	255	80	15
Question 39: When using Photoshop, **Answer:** none of the above **Block:** Graphic design and editing	58	255	67	15
Question 40: These design principles help create interesting and effective design and are also known as C.R.A.P. **Answer:** contrast, repetition, alignment, and proximity **Block:** Graphic design and editing	46	254	47	15
Question 42: In photojournalism, with which of the following types of photos is it ethically acceptable for the photographer to exert some control? **Answer:** portraits **Block:** Photo and video journalism	17	256	53	15
Question 43: A wide-angle lens _____ perspective, but a telephoto lends _____ perspective **Answer:** expands/ compresses **Block:** Photo and video journalism	76	255	100	15
Question 50: The old TV screen format of 4:30 has evolved into a high-definition format of 16:9. These numbers (e.g., 4:3) are called **Answer:** aspect ratios **Block:** Broadcast and electronic journalism	53	256	100	12
Question 52: Using a cutaway shot in television is a way to **Answer:** all of the above **Block:** Broadcast and electronic journalism	57	256	100	12
Question 53: When invisible lines are used to divide a frame vertically and horizontally into three equal sections and you place the center of interest at one of the line cross-points, you are following the **Answer:** rule of thirds **Block:** Broadcast and electronic journalism	63	256	100	12
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	49		67	
6. Professional **ethical principles** and work in pursuit of truth, accuracy, fairness and diversity	%	N	%	N
Question 1: According to the Public Relations Society of America ethics code, which of the following would be considered inappropriate: **Answer:** All of the above **Block:** General	81	257	97	58
Question 2: What is the major criticism and/or challenge of John Stuart Mill's utilitarianism philosophy and its focus on the outcome of an action? **Answer:** It is difficult to accurately anticipate all of the ramifications of a particular act. **Block:** General	33	253	56	57

Question 4: The caveat emptor ("let the buyer beware") philosophy of advertising puts the burden of determining if an advertisement is truthful on the _____. **Answer:** consumer **Block:** General	77	257	79	58
Question 5: The Society of Professional Journalists ethics code allows reporters to use undercover reporting methods when traditional open methods of reporting will not yield information vital to the public. What requirement does the SPJ have for reporters who do undercover reporting? **Answer:** Use of the undercover reporting methods should be explained in the story. **Block:** General	28	257	60	58
Question 6: The NPPA visual journalism ethics code allows visual journalists to pay sources for information/participation under what type of circumstances? **Answer:** The code states that visual journalists should not pay sources or reward them materially for information/participation. **Block:** General	35	255	65	57
Question 12: Assume you're a reporter covering city government. You're waiting for a meeting with the mayor and you spot some confidential papers on the secretary's desk about the topic you're going to discuss with the mayor. Would you copy the information down? Ross would say: **Answer:** No, because my duty proper is veracity **Block:** General	49	257	74	57
Question 13: Ethical relativism... **Answer:** Indicates that no universal principles exist **Block:** General	24	255	40	57
Question 14: Pragmatism argues that: **Answer:** Science does not take into account human fallibility **Block:** General	13	254	16	57
Question 15: An ethical dilemma will always result in a right or wrong decision **Answer:** False **Block:** General	82	257	91	58
Question 16: When media use framing, they are being unethical **Answer:** False **Block:** General	53	257	76	58

Question 17: Persuasion is the same as lying by omission **Answer:** False **Block:** General	73	256	86	57
Question 7: A headline for a news story or a press release should: **Answer:** All of the above **Block:** News-editorial	88	256	97	58
Question 11: Which of the following does not require a citation? **Answer:** Stating that the U.S. Constitution includes a Bill of Rights **Block:** News-editorial	82	256	97	58
Question 42: In photojournalism, with which of the following types of photos is it ethically acceptable for the photographer to exert some control? **Answer:** portraits **Block:** Photo and video journalism	17	256	53	15
Question 46: When can a business journalist buy stock in a company they cover? **Answer:** Never **Block:** Business journalism	61	233	N/A	N/A
Question 58: True or False: Press agentry is the most-ethical approach to public relations. **Answer:** False **Block:** Public relations (strategic communication)	60	255	N/A	N/A
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	**53**		**72**	
7. **Thinking critically,** creatively and independently	%	N	%	N
Question 41: When selecting music for a multimedia production, which of the following factors should you consider? **Answer:** all of the above **Block:** Graphic design and editing	86	254	100	15
Question 56: True or False: Latent publics know about an issue but they're not interested in doing anything about it. **Answer:** False **Block:** Public relations (strategic communication)	39	256	N/A	N/A
Question 63: The goals of an advertising campaign are best described as **Answer:** informing, persuading, and/or reminding **Block:** Advertising	43	255	67	24
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	**56**		**76**	
8. **Conducting research and evaluating information** by methods appropriate to my major area within MEJO	%	N	%	N
Question 36: When conducting a usability test, it is important to let test participants know **Answer:** all of the above **Block:** Interactive media	46	255	67	15

Question 37: What is API? **Answer:** A set of programming instructions and standards for accessing a Web-based software application **Block:** Interactive media	20	253	67	15
Question 41: When selecting music for a multimedia production, which of the following factors should you consider? **Answer:** all of the above **Block:** Graphic design and editing	86	254	100	15
Question 44: What Securities and Exchange Commission filing would a business reporter likely use to write a story about executive compensation? **Answer:** DEF 14A **Block:** Business journalism	20	217	N/A	N/A
Question 47: What Securities and Exchange Commission filing does a reporter use to write a story about an initial public offering? **Answer:** Form S-1 **Block:** Business journalism	19	228	N/A	N/A
Question 48: Media measurement companies have different specializations. For example, A.C. Nielsen **Answer:** is best known for its television ratings **Block:** Broadcast and electronic journalism	20	255	67	12
Question 49: A television rating represents **Answer:** households watching a program out of all households with television, on or off **Block:** Broadcast and electronic journalism	30	256	25	12
Question 55: A SWOT analysis **Answer:** Identifies an organization's internal and external issues from which a public relations plan can be created **Block:** Public relations (strategic communication)	48	224	N/A	N/A
Question 57: In public relations, the RACE model **Answer:** Provides a strategic approach to planning **Block:** Public relations (strategic communication)	53	230	N/A	N/A
Question 59: True or False: Qualitative research helps answer "how" and "why" questions. **Answer:** True **Block:** Public relations (strategic communication)	86	256	N/A	N/A
Question 64: The percentage of people in a target audience who will be exposed to a media vehicle or vehicles in a media plan is equivalent to **Answer:** reach **Block:** Advertising	54	255	71	24
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	45		70	
9. **Writing correctly and clearly** in forms and styles appropriate for my major area within MEJO	%	N	%	N

Question 7: A headline for a news story or a press release should: **Answer:** All of the above **Block:** News-editorial	88	256	97	58
Question 8: A lead of a news story or press release is **Answer:** The story's introduction, often the first sentence of the paragraph **Block:** News-editorial	37	253	97	58
Question 9: Many news stories and press releases are written in this format: **Answer:** The inverted pyramid **Block:** News-editorial	39	255	98	58
Question 10: The standard style guide for journalists and other media practitioners is: **Answer:** The Associated Press Stylebook **Block:** News-editorial	60	253	100	58
Question 11: Which of the following does not require a citation? **Answer:** Stating that the U.S. Constitution includes a Bill of Rights **Block:** News-editorial	82	256	97	58
Question 45: What are the two numbers that a reporter should focus on when writing about unemployment? **Answer:** The unemployment rate and the total number of people unemployed **Block:** Business journalism	22	244	N/A	N/A
Question 51: In writing in broadcast style, attribution should **Answer:** appear at the beginning of the sentence **Block:** Broadcast and electronic journalism	36	255	75	12
Question 62: All of the following are true statements concerning the creative brief except: **Answer:** the creative brief is written by the copywriter and art director **Block:** Advertising			67	24
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	**48**		**95**	
10. Ability to **critically evaluate my own work** and that of others for **accuracy and fairness, clarity, appropriate style and grammar**	%	N	%	N
Not assessed in this knowledge test				
NOT A PART OF THIS ASSESSMENT, ALL GRADUATING STUDENTS MUST HAVE PASSED A WORD USAGE AND GRAMMAR TEST AS A REQUIREMENT FOR GRADUATION				
11. Application of **basic numerical and statistical concepts**	%	N	%	N
Question 45: What are the two numbers that a reporter should focus on when writing about unemployment? **Answer:** The unemployment rate and the total number of people unemployed **Block:** Business journalism	22	244	N/A	N/A

Question 49: A television rating represents **Answer:** households watching a program out of all households with television, on or off **Block:** Broadcast and electronic journalism	30	256	25	12
Question 64: The percentage of people in a target audience who will be exposed to a media vehicle or vehicles in a media plan is equivalent to **Answer:** reach **Block:** Advertising	54	255	71	24
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	**36**		**57**	
12. Application of **tools and technologies appropriate for my major** area within MEJO*	%	N	%	N
Question 28: If you increase the shutter speed on a camera, the picture would **Answer:** get darker **Block:** General	31	149	65	40
Question 7: A headline for a news story or a press release should: **Answer:** All of the above **Block:** News-editorial	88	256	97	58
Question 35: What is responsive design? **Answer:** Design that is liquid and resizes the width of elements relative to a changing window size **Block:** Interactive media	19	253	67	15
Question 36: When conducting a usability test, it is important to let test participants know **Answer:** all of the above **Block:** Interactive media	46	255	67	15
Question 37: What is API? **Answer:** A set of programming instructions and standards for accessing a Web-based software application **Block:** Interactive media	20	253	67	15
Question 38: Vector graphics are **Answer:** all of the above **Block:** Graphic design and editing	63	255	80	15
Question 39: When using Photoshop, **Answer:** none of the above **Block:** Graphic design and editing	58	255	67	15
Question 40: These design principles help create interesting and effective design and are also known as C.R.A.P. **Answer:** contrast, repetition, alignment, and proximity **Block:** Graphic design and editing	46	254	47	15
Question 41: When selecting music for a multimedia production, which of the following factors should you consider? **Answer:** all of the above **Block:** Graphic design and editing	86	254	100	15
Question 43: A wide-angle lens _____ perspective, but a telephoto lends _____ perspective	75	255	100	15

Answer: expands/ compresses **Block:** Photo and video journalism				
Question 44: What Securities and Exchange Commission filing would a business reporter likely use to write a story about executive compensation? **Answer:** DEF 14A **Block:** Business journalism	20	217	N/A	N/A
Question 47: What Securities and Exchange Commission filing does a reporter use to write a story about an initial public offering? **Answer:** Form S-1 **Block:** Business journalism	19	228	N/A	N/A
Question 49: A television rating represents **Answer:** households watching a program out of all households with television, on or off **Block:** Broadcast and electronic journalism	30	256	25	12
Question 50: The old TV screen format of 4:30 has evolved into a high-definition format of 16:9. These numbers (e.g., 4:3) are called **Answer:** aspect ratios **Block:** Broadcast and electronic journalism	53	256	100	12
Question 51: In writing in broadcast style, attribution should **Answer:** appear at the beginning of the sentence **Block:** Broadcast and electronic journalism	36	255	75	12
Question 52: Using a cutaway shot in television is a way to **Answer:** all of the above **Block:** Broadcast and electronic journalism	57	256	100	12
Question 53: When invisible lines are used to divide a frame vertically and horizontally into three equal sections and you place the center of interest at one of the line cross-points, you are following the **Answer:** rule of thirds **Block:** Broadcast and electronic journalism	63	256	100	12
Question 55: A SWOT analysis **Answer:** Identifies an organization's internal and external issues from which a public relations plan can be created **Block:** Public relations (strategic communication)	48	224	N/A	N/A
Question 57: In public relations, the RACE model **Answer:** Provides a strategic approach to planning **Block:** Public relations (strategic communication)	53	230	N/A	N/A
Question 62: All of the following are true statements concerning the creative brief except: **Answer:** the creative brief is written by the copywriter and art director **Block:** Advertising	22	253	67	24
Question 64: The percentage of people in a target audience who will be exposed to a media vehicle or vehicles in a media plan is equivalent to **Answer:** reach **Block:** Advertising	54	255	71	24

AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	48	79

SUMMARY OF FINDINGS

In all areas, seniors outperformed students taking the entrance test.

Seniors on average answered less than 70% of the items correct for the following areas, suggesting a need for improvement:
- #2 History and role of professionals and institutions in shaping communications
- #3 Gender, race, ethnicity, sexual orientation, and/or other forms of diversity
- #5 Concepts and theories in the use and presentation of images and information
- #11 Application of basic numerical and statistical concepts

Seniors on average provided the fewest correct answers in the area of #3 Gender, race, ethnicity, sexual orientation, and/or other forms of diversity. Attention to diversity in the curriculum will need to be monitored to address this potential issue.

Seniors showed a strong performance in the following areas, answering at least 70% of items correct on average:
- #1 Principles and laws of freedom of speech and press
- #6 Professional ethical principles and work in pursuit of truth, accuracy, fairness and diversity
- #7 Thinking critically, creatively and independently
- #8 Conducting research and evaluating information
- #9 Writing correctly and clearly in forms and styles appropriate for area
- #12 Application of tools and technologies appropriate to area

The strongest performance by seniors was in the area of #9 Writing correctly and clearly. This was also the observation in the previous year (2015).

Changes from the previous year

From the previous year, seniors **improved** in their correct responses in the following areas, based on answering less than 70% correct on average in 2015 and answering at least 70% of items correctly in 2016:
- #1 Principles and laws of freedom of speech and press
- #6 Professional ethical principles and work in pursuit of truth, accuracy, fairness and diversity

Seniors showed **similarly strong performance** as the previous year (2015) in the following areas, answering at least 70% of items correct on average in both years:
- #7 Thinking critically, creatively and independently
- #8 Conducting research and evaluating information
- #9 Writing correctly and clearly in forms and styles appropriate for area
- #12 Application of tools and technologies appropriate to area

Seniors had **similar performance of answering less than 70% correct** as the previous year (2015) in the following areas:

- #2 History and role of professionals and institutions in shaping communications
- #3 Gender, race, ethnicity, sexual orientation, and/or other forms of diversity
- #5 Concepts and theories in the use and presentation of images and information

From the previous year, seniors on average **_declined in performance_** (answering less than 70% correct) compared to seniors in the previous year (answering at least 70% correct) in the following areas:
- #11 Application of basic numerical and statistical concepts

It is important to note that the number of seniors taking this test is very low and likely not an adequate representation of all graduating seniors. The number of students answering questions specific to major areas of study is even smaller. Therefore, these results should be interpreted with caution.

REPORT OF 2017 KNOWLEDGE TEST

STUDENT LEARNING OUTCOMES

DIRECT MEASURE

OVERVIEW OF INSTRUMENT

In the last weeks of the Spring 2017 semester, graduating seniors were asked to complete a survey instrument that consisted of a series of questions designed to assess learning outcomes relevant to ACEJMC values and competencies.

All students, regardless of their major area of study, were asked a common set of **28** questions.

Students were then separated based on major area of study and were given additional questions that were most relevant to their track. The major areas included the following:

- News-editorial (5 questions)
- Advertising (5 questions)
- Public relations (and strategic communication) (6 questions)
- Broadcast and electronic journalism (6 questions)
- Business journalism (4 questions)
- Interactive media (3 questions)
- Graphic design and editing (4 questions)
- Photo and video journalism (2 questions)

We received a total of **35** responses to this senior knowledge test.

A change to this assessment procedure, new conversations have been underway with regard to best practices for assessment. Among the topics of discussion are the need to capture ample representation of students within the MEJO majors and a comparison of students who are graduating seniors at the end of their studies with MEJO with students who are at the beginning of their major. The practice of drawing from students enrolled in MEJO 101—a large introductory seminar offered to majors and non-majors—to serve as a comparison point against graduating seniors is being reviewed and reconsidered, due to the fact that not all MEJO 101 students become MEJO majors and not all MEJO 101 students are in the first years of their college education (there are MEJO 101 students who are seniors at UNC, for example). In anticipation of a change to this assessment procedure, students in MEJO 101 were not surveyed in Fall 2017, as the existing procedure would dictate. For this 2017 evaluation, graduating seniors from Spring 2017 are being compared with the prior year's entrance exam of MEJO 101 students gathered in Fall 2016. These are the same data reported in the Report of 2016 Knowledge Survey: Student Learning Outcomes document.

In the early weeks of Fall 2016, students enrolled in MEJO 101 were asked to take this same knowledge test, answering every question in the test rather than only answering a common set plus a specialized set. These students were used as a means of comparing introductory students with graduating students.

We received a total of **257** responses to this entrance test.

This assessment addresses the following ACEJMC values and competencies:

ACEJMC Value/Competency	Assessed Here?
1. Principles and **laws of freedom of speech** and press in the U.S.	Yes
2. **History and role** of professionals and institutions in shaping communications	Yes
3. **Gender, race, ethnicity, sexual orientation** and/or other forms of diversity in relation to media and communications	Yes
4. **Diversity of peoples and cultures** and of the significance and impact of media and communications **in a global society**	No
5. Concepts and theories in the use and **presentation of images** and information	Yes
6. Professional **ethical principles** and work in pursuit of truth, accuracy, fairness and diversity	Yes
7. **Thinking critically,** creatively and independently	Yes
8. **Conducting research and evaluating information** by methods appropriate to major area	Yes
9. **Writing correctly and clearly** in forms and styles appropriate for my major area within MEJO	Yes
10. Ability to **critically evaluate my own work** and that of others for **accuracy and fairness, clarity, appropriate style and grammar**	No (NOT A PART OF THIS ASSESSMENT, ALL STUDENTS MUST PASS A WORD USAGE AND GRAMMAR TEST AS A REQUIREMENT FOR GRADUATION)
11. Application of **basic numerical and statistical concepts**	Yes
12. Application of **tools and technologies appropriate for major** area	Yes

RESULTS OF ENTRANCE VS. SENIOR TESTS

The following table shows the percentage of correct responses for each question out of the total number of respondents answering the question for the senior and entrance tests, sorted by the ACEJMC value/competency and the major area addressed. The average number of correct responses is also reported for each ACEJMC value/competency addressed.

QUESTION BASED ON ACEJMC VALUE/COMPETENCY (PERCENTAGE OF STUDENTS ANSWERING CORRECTLY TO THE RIGHT)	2016 Entrance Test		2017 Senior Test	
1. Principles and **laws of freedom of speech** and press in the U.S.	%	N	%	N
Question 3: All of the following are rights protected by the First Amendment of the U.S. Constitution except one. Which one? **Answer:** Right to keep and bear arms **Block:** General	78	256	94	35

Question	%	N	%	N
Question 4: The caveat emptor ("let the buyer beware") philosophy of advertising puts the burden of determining if an advertisement is truthful on the _____. **Answer:** consumer **Block:** General	77	257	94	34
Question 27: The primary governing agency for broadcasting in the United States is **Answer:** Federal Communications Commission **Block:** General	77	257	94	34
Question 29: Of the following types of speech, which type is not protected under the First Amendment, according to the U.S. Supreme Court? **Answer:** Obscene sexual expression **Block:** General	52	257	79	34
Question 31: According to the "marketplace of ideas" metaphor for protecting free expression, what is the result of an uncensored marketplace? **Answer:** Discovery of the truth **Block:** General	63	257	97	33
Question 32: Assume that a trial judge enters an order against a publisher that prohibits the publication of specific secret government documents that have been leaked to the publisher by an unknown government insider. This court order would best be described as a **Answer:** Prior restraint that would be presumed unconstitutional on appeal **Block:** General	44	255	81	32
Question 33: The U.S. Supreme Court has ruled under the First Amendment that "public officials," like people elected to political office, who sue for libel must prove "actual malice" when the allegedly defamatory statement published about them relates to their official conduct, including their fitness to hold office. In this context, "actual malice" means **Answer:** Knowingly publishing falsity or publishing with reckless disregard for the truth **Block:** General	40	257	58	33
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	62		86	
2. **History and role** of professionals and institutions in shaping communications	%	N	%	N
Question 18: Newspapers in the nineteenth century that argued the political viewpoints of the parties or individuals subsidizing the newspapers are considered an example of: **Answer:** Partisan press **Block:** General	39	256	45	33
Question 19: Historians credit this technological milestone with initiating mass communication:	82	256	88	34

Answer: Invention of the printing press **Block:** General				
Question 20: An entry point for many women working in early newspapers was: **Answer:** Women's pages **Block:** General	21	256	29	34
Question 21: As part of their media strategy in the mid-20th century, some civil rights activists staged campaigns in racially tense cities, where their actions provoked Southern white violence and attracted widespread news coverage. What form did these mass protests take? **Answer:** All of the above **Block:** General	87	257	97	33
Question 22: Ethnic newspapers have traditionally served as _____ press in their respective communities. **Answer:** an advocacy **Block:** General	56	257	76	33
Question 24: In the _____ developmental phase of media instills fear in they way minorities are presented. **Answer:** threatening issue **Block:** General	8	257	6	32
Question 25: The _____ opened the doors for minority reporters in newsrooms across the country in the late 1960s. **Answer:** Kerner Commission Report **Block:** General	23	257	15	33
Question 26: This journalist who started an anti-lynching campaign was known as a muckraker. **Answer:** Ida B. Wells-Barnett **Block:** General	47	257	59	32
Question 30: The Pennsylvania Railroad sought the public relations counsel of Ivy Lee on how best to communicate in the aftermath of train accidents primarily because of **Answer:** government regulations passed in 1903 and 1906 **Block:** General	14	256	16	31
Question 32: Assume that a trial judge enters an order against a publisher that prohibits the publication of specific secret government documents that have been leaked to the publisher by an unknown government insider. This court order would best be described as a **Answer:** Prior restraint that would be presumed unconstitutional on appeal **Block:** General	44	255	81	32

Question	%	N	%	N
Question 10: The standard style guide for journalists and other media practitioners is: **Answer:** The Associated Press Stylebook **Block:** News-editorial	60	253	100	2
Question 48: Media measurement companies have different specializations. For example, A.C. Nielsen **Answer:** is best known for its television ratings **Block:** Broadcast and electronic journalism	20	255	100	2
Question 54: President Franklin Roosevelt employed early public relations pioneers in the Office of War Information to help **Answer:** all of the above **Block:** Public relations (strategic communication)	65	256	N/A	N/A
Question 60: The main job of the _____ is to coordinate research to understand how consumers relate to the brand and product category. **Answer:** account planner **Block:** Advertising	12	255	83	6
Question 61: The first advertising agent, Volney Palmer, **Answer:** sold ad space for newspapers **Block:** Advertising	35	254	50	6
Question 62: All of the following are true statements concerning the creative brief except: **Answer:** the creative brief is written by the copywriter and art director **Block:** Advertising	22	253	83	6
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	40		54	
3. **Gender, race, ethnicity, sexual orientation** and/or other forms of diversity in relation to media and communications	%	N	%	N
Question 22: Ethnic newspapers have traditionally served as _____ press in their respective communities. **Answer:** an advocacy **Block:** General	56	257	76	33
Question 23: The growing racially and ethnically diverse population is _____ for media outlets. **Answer:** an opportunity **Block:** General	86	257	100	33
Question 24: In the _____ developmental phase of media instills fear in they way minorities are presented. **Answer:** threatening issue **Block:** General	8	257	6	32
Question 25: The _____ opened the doors for minority reporters in newsrooms across the country in the late 1960s. **Answer:** Kerner Commission Report **Block:** General	23	257	15	33

Question 26: This journalist who started an anti-lynching campaign was known as a muckraker. **Answer:** Ida B. Wells-Barnett **Block:** General	47	257	59	32
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	44		52	
4. **Diversity of peoples and cultures** and of the significance and impact of media and communications **in a global society**	%	N	%	N
N/A – NOT ASSESSED AT THIS TIME				
5. Concepts and theories in the use and **presentation of images** and information	%	N	%	N
Question 28: If you increase the shutter speed on a camera, the picture would **Answer:** get darker **Block:** General	31	149	31	36
Question 35: What is responsive design? **Answer:** Design that is liquid and resizes the width of elements relative to a changing window size **Block:** Interactive media	19	253	52	21
Question 38: Vector graphics are **Answer:** all of the above **Block:** Graphic design and editing	63	255	100	3
Question 39: When using Photoshop, **Answer:** none of the above **Block:** Graphic design and editing	58	255	67	3
Question 40: These design principles help create interesting and effective design and are also known as C.R.A.P. **Answer:** contrast, repetition, alignment, and proximity **Block:** Graphic design and editing	46	254	100	3
Question 42: In photojournalism, with which of the following types of photos is it ethically acceptable for the photographer to exert some control? **Answer:** portraits **Block:** Photo and video journalism	17	256	N/A	N/A
Question 43: A wide-angle lens _____ perspective, but a telephoto lends _____ perspective **Answer:** expands/ compresses **Block:** Photo and video journalism	76	255	N/A	N/A
Question 51: The old TV screen format of 4:30 has evolved into a high-definition format of 16:9. These numbers (e.g., 4:3) are called **Answer:** aspect ratios **Block:** Broadcast and electronic journalism	53	256	100	2
Question 53: Using a cutaway shot in television is a way to **Answer:** all of the above **Block:** Broadcast and electronic journalism	57	256	100	2
Question 54: When invisible lines are used to divide a frame vertically and horizontally into three equal sections and you	63	256	100	2

	%	N	%	N
place the center of interest at one of the line cross-points, you are following the **Answer:** rule of thirds **Block:** Broadcast and electronic journalism				
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	**49**		**63**	
6. Professional **ethical principles** and work in pursuit of truth, accuracy, fairness and diversity	%	N	%	N
Question 1: According to the Public Relations Society of America ethics code, which of the following would be considered inappropriate: **Answer:** All of the above **Block:** General	81	257	97	34
Question 2: What is the major criticism and/or challenge of John Stuart Mill's utilitarianism philosophy and its focus on the outcome of an action? **Answer:** It is difficult to accurately anticipate all of the ramifications of a particular act. **Block:** General	33	253	53	34
Question 4: The caveat emptor ("let the buyer beware") philosophy of advertising puts the burden of determining if an advertisement is truthful on the _____. **Answer:** consumer **Block:** General	77	257	94	34
Question 5: The Society of Professional Journalists ethics code allows reporters to use undercover reporting methods when traditional open methods of reporting will not yield information vital to the public. What requirement does the SPJ have for reporters who do undercover reporting? **Answer:** Use of the undercover reporting methods should be explained in the story. **Block:** General	28	257	57	35
Question 6: The NPPA visual journalism ethics code allows visual journalists to pay sources for information/participation under what type of circumstances? **Answer:** The code states that visual journalists should not pay sources or reward them materially for information/participation. **Block:** General	35	255	71	34
Question 12: Assume you're a reporter covering city government. You're waiting for a meeting with the mayor and you spot some confidential papers on the secretary's desk about the topic you're going to discuss with the mayor. Would you copy the information down? Ross would say: **Answer:** No, because my duty proper is veracity **Block:** General	49	257	82	34
Question 13: Ethical relativism... **Answer:** Indicates that no universal principles exist	24	255	36	33

Block: General				
Question 14: Pragmatism argues that: **Answer:** Science does not take into account human fallibility **Block:** General	13	254	16	32
Question 15: An ethical dilemma will always result in a right or wrong decision **Answer:** False **Block:** General	82	257	88	34
Question 16: When media use framing, they are being unethical **Answer:** False **Block:** General	53	257	74	34
Question 17: Persuasion is the same as lying by omission **Answer:** False **Block:** General	73	256	82	33
Question 7: A headline for a news story or a press release should: **Answer:** All of the above **Block:** News-editorial	88	256	100	2
Question 11: Which of the following does not require a citation? **Answer:** Stating that the U.S. Constitution includes a Bill of Rights **Block:** News-editorial	82	256	100	2
Question 42: In photojournalism, with which of the following types of photos is it ethically acceptable for the photographer to exert some control? **Answer:** portraits **Block:** Photo and video journalism	17	256	N/A	N/A
Question 46: When can a business journalist buy stock in a company they cover? **Answer:** Never **Block:** Business journalism	61	233	50	2
Question 58: True or False: Press agentry is the most-ethical approach to public relations. **Answer:** False **Block:** Public relations (strategic communication)	60	255	87	15
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	53		70	
7. **Thinking critically,** creatively and independently	%	N	%	N
Question 41: When selecting music for a multimedia production, which of the following factors should you consider? **Answer:** all of the above **Block:** Graphic design and editing	86	254	N/A	N/A
Question 56: True or False: Latent publics know about an issue but they're not interested in doing anything about it. **Answer:** False **Block:** Public relations (strategic communication)	39	256	13	15

Question 63: The goals of an advertising campaign are best described as **Answer:** informing, persuading, and/or reminding **Block:** Advertising	43	255	17	6
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	**56**		**14**	
8. **Conducting research and evaluating information** by methods appropriate to my major area within MEJO	%	N	%	N
Question 36: When conducting a usability test, it is important to let test participants know **Answer:** all of the above **Block:** Interactive media	46	255	67	**3**
Question 37: What is API? **Answer:** A set of programming instructions and standards for accessing a Web-based software application **Block:** Interactive media	20	253	67	**3**
Question 41: When selecting music for a multimedia production, which of the following factors should you consider? **Answer:** all of the above **Block:** Graphic design and editing	86	254	N/A	N/A
Question 44: What Securities and Exchange Commission filing would a business reporter likely use to write a story about executive compensation? **Answer:** DEF 14A **Block:** Business journalism	20	217	100	2
Question 47: What Securities and Exchange Commission filing does a reporter use to write a story about an initial public offering? **Answer:** Form S-1 **Block:** Business journalism	19	228	100	2
Question 48: Media measurement companies have different specializations. For example, A.C. Nielsen **Answer:** is best known for its television ratings **Block:** Broadcast and electronic journalism	20	255	100	2
Question 49: A television rating represents **Answer:** households watching a program out of all households with television, on or off **Block:** Broadcast and electronic journalism	30	256	100	2
Question 55: A SWOT analysis **Answer:** Identifies an organization's internal and external issues from which a public relations plan can be created **Block:** Public relations (strategic communication)	48	224	100	13
Question 57: In public relations, the RACE model **Answer:** Provides a strategic approach to planning **Block:** Public relations (strategic communication)	53	230	93	15
Question 59: True or False: Qualitative research helps answer "how" and "why" questions. **Answer:** True **Block:** Public relations (strategic communication)	86	256	100	15

Question 64: The percentage of people in a target audience who will be exposed to a media vehicle or vehicles in a media plan is equivalent to **Answer:** reach **Block:** Advertising	54	255	100	6
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	45		95	
9. **Writing correctly and clearly** in forms and styles appropriate for my major area within MEJO	%	N	%	N
Question 7: A headline for a news story or a press release should: **Answer:** All of the above **Block:** News-editorial	88	256	100	2
Question 8: A lead of a news story or press release is **Answer:** The story's introduction, often the first sentence of the paragraph **Block:** News-editorial	37	253	100	2
Question 9: Many news stories and press releases are written in this format: **Answer:** The inverted pyramid **Block:** News-editorial	39	255	100	2
Question 10: The standard style guide for journalists and other media practitioners is: **Answer:** The Associated Press Stylebook **Block:** News-editorial	60	253	100	2
Question 11: Which of the following does not require a citation? **Answer:** Stating that the U.S. Constitution includes a Bill of Rights **Block:** News-editorial	82	256	100	2
Question 45: What are the two numbers that a reporter should focus on when writing about unemployment? **Answer:** The unemployment rate and the total number of people unemployed **Block:** Business journalism	22	244	50	2
Question 51: In writing in broadcast style, attribution should **Answer:** appear at the beginning of the sentence **Block:** Broadcast and electronic journalism	36	255	50	2
Question 62: All of the following are true statements concerning the creative brief except: **Answer:** the creative brief is written by the copywriter and art director **Block:** Advertising			83	6
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	48		75	
10. Ability to **critically evaluate my own work** and that of others for **accuracy and fairness, clarity, appropriate style and grammar**	%	N	%	N
Not assessed in this knowledge test				

NOT A PART OF THIS ASSESSMENT, ALL GRADUATING STUDENTS MUST HAVE PASSED A WORD USAGE AND GRAMMAR TEST AS A REQUIREMENT FOR GRADUATION				
11. Application of basic numerical and statistical concepts	%	N	%	N
Question 45: What are the two numbers that a reporter should focus on when writing about unemployment? **Answer:** The unemployment rate and the total number of people unemployed **Block:** Business journalism	22	244	50	2
Question 49: A television rating represents **Answer:** households watching a program out of all households with television, on or off **Block:** Broadcast and electronic journalism	30	256	100	2
Question 64: The percentage of people in a target audience who will be exposed to a media vehicle or vehicles in a media plan is equivalent to **Answer:** reach **Block:** Advertising	54	255	100	6
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	36		90	
12. Application of tools and technologies appropriate for my major area within MEJO*	%	N	%	N
Question 28: If you increase the shutter speed on a camera, the picture would **Answer:** get darker **Block:** General	31	149	31	36
Question 7: A headline for a news story or a press release should: **Answer:** All of the above **Block:** News-editorial	88	256	52	21
Question 35: What is responsive design? **Answer:** Design that is liquid and resizes the width of elements relative to a changing window size **Block:** Interactive media	19	253	100	3
Question 36: When conducting a usability test, it is important to let test participants know **Answer:** all of the above **Block:** Interactive media	46	255	67	3
Question 37: What is API? **Answer:** A set of programming instructions and standards for accessing a Web-based software application **Block:** Interactive media	20	253	67	3
Question 38: Vector graphics are **Answer:** all of the above **Block:** Graphic design and editing	63	255	100	3
Question 39: When using Photoshop, **Answer:** none of the above **Block:** Graphic design and editing	58	255	67	3

Question 40: These design principles help create interesting and effective design and are also known as C.R.A.P. **Answer:** contrast, repetition, alignment, and proximity **Block:** Graphic design and editing	46	254	100	3
Question 41: When selecting music for a multimedia production, which of the following factors should you consider? **Answer:** all of the above **Block:** Graphic design and editing	86	254	N/A	N/A
Question 43: A wide-angle lens _____ perspective, but a telephoto lends _____ perspective **Answer:** expands/ compresses **Block:** Photo and video journalism	75	255	N/A	N/A
Question 44: What Securities and Exchange Commission filing would a business reporter likely use to write a story about executive compensation? **Answer:** DEF 14A **Block:** Business journalism	20	217	100	2
Question 47: What Securities and Exchange Commission filing does a reporter use to write a story about an initial public offering? **Answer:** Form S-1 **Block:** Business journalism	19	228	100	2
Question 49: A television rating represents **Answer:** households watching a program out of all households with television, on or off **Block:** Broadcast and electronic journalism	30	256	100	2
Question 50: The old TV screen format of 4:30 has evolved into a high-definition format of 16:9. These numbers (e.g., 4:3) are called **Answer:** aspect ratios **Block:** Broadcast and electronic journalism	53	256	100	2
Question 51: In writing in broadcast style, attribution should **Answer:** appear at the beginning of the sentence **Block:** Broadcast and electronic journalism	36	255	50	2
Question 52: Using a cutaway shot in television is a way to **Answer:** all of the above **Block:** Broadcast and electronic journalism	57	256	100	2
Question 53: When invisible lines are used to divide a frame vertically and horizontally into three equal sections and you place the center of interest at one of the line cross-points, you are following the **Answer:** rule of thirds **Block:** Broadcast and electronic journalism	63	256	100	2
Question 55: A SWOT analysis **Answer:** Identifies an organization's internal and external issues from which a public relations plan can be created **Block:** Public relations (strategic communication)	48	224	100	13
Question 57: In public relations, the RACE model **Answer:** Provides a strategic approach to planning **Block:** Public relations (strategic communication)	53	230	93	15

Question 62: All of the following are true statements concerning the creative brief except: **Answer:** the creative brief is written by the copywriter and art director **Block:** Advertising	22	253	83	6
Question 64: The percentage of people in a target audience who will be exposed to a media vehicle or vehicles in a media plan is equivalent to **Answer:** reach **Block:** Advertising	54	255	100	6
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	48		85	

SUMMARY OF FINDINGS

In all but one area, seniors outperformed students taking the entrance test.

The one area where seniors did not outperform the entrance test takers was for #7 Thinking critically, creatively and independently. The low percentage of correct responses in this area (14%) suggests one of three conclusions: (1) a major shift in teaching has made these questions insufficient for examining critical thinking, (2) a revisitation of curricular instruction is needed to ensure students are in fact learning to think critically, creatively, and independently, and/or (3) the low number of seniors represented in this data set is not representative of the graduating seniors and therefore this finding should be questioned.

Seniors on average answered less than 70% of the items correct for the following areas, suggesting a need for improvement:
- #2 History and role of professionals and institutions in shaping communications
- #3 Gender, race, ethnicity, sexual orientation, and/or other forms of diversity
- #5 Concepts and theories in the use and presentation of images and information
- #7 Thinking critically, creatively, and independently

Seniors on average provided the fewest correct answers in the area of #7 Thinking critically, creatively and independently. This was addressed above.

Also low (although seniors on average answered over half these questions correctly) was #3 Gender, race, ethnicity, sexual orientation, and/or other forms of diversity. This finding is consistent with 2015 and 2016 findings. Attention to diversity in the curriculum is still needed to address this issue.

Seniors showed a strong performance in the following areas, answering at least 70% of items correct on average:
- #1 Principles and laws of freedom of speech and press
- #6 Professional ethical principles and work in pursuit of truth, accuracy, fairness and diversity
- #8 Conducting research and evaluating information
- #9 Writing correctly and clearly in forms and styles appropriate for area
- #11 Application of basic numerical and statistical concepts
- #12 Application of tools and technologies appropriate to area

The strongest performance by seniors was in the area of #8 Conducting research and evaluating information.

Changes from the previous year

From the previous year, seniors ***improved*** in their correct responses in the following areas, based on answering less than 70% correct on average last year and answering at least 70% of items correctly this year:
- #11 Application of basic numerical and statistical concepts

Seniors showed ***similarly strong performance*** as the previous year in the following areas, answering at least 70% of items correct on average in both years:
- #1 Principles and laws of freedom of speech and press
- #6 Professional ethical principles and work in pursuit of truth, accuracy, fairness and diversity
- #8 Conducting research and evaluating information
- #9 Writing correctly and clearly in forms and styles appropriate for area
- #12 Application of tools and technologies appropriate to area

Seniors had ***similar performance of answering less than 70% correct*** as the previous year in the following areas:
- #2 History and role of professionals and institutions in shaping communications
- #3 Gender, race, ethnicity, sexual orientation, and/or other forms of diversity
- #5 Concepts and theories in the use and presentation of images and information

From the previous year, seniors on average ***declined in performance*** (answering less than 70% correct) compared to seniors in the previous year (answering at least 70% correct) in the following areas:
- #7 Thinking critically, creatively, and independently

It is important to note that the number of seniors taking this test is very low and likely not an adequate representation of all graduating seniors. The number of students answering questions specific to major areas of study is even smaller. Therefore, these results should be interpreted with caution.

REPORT OF 2018 KNOWLEDGE TEST

STUDENT LEARNING OUTCOMES

DIRECT MEASURE

OVERVIEW OF INSTRUMENT

In 2017, the assessment team reviewed past assessment activities for effectiveness in evaluating student learning outcomes based on the nature of the evaluations, the evaluators, and the existing data quality. Based on this analysis, the team decided to alter the assessment plan to improve both data quality and effectiveness by merging the existing student knowledge test with the existing student experience survey to improve the response rate for both, as well as administer a knowledge test to students new to our major, in order to compare outgoing students' knowledge with incoming students' knowledge of ACEJMC values and competencies. In favor of increasing the survey response rate for seniors and facilitating administration of the knowledge test to incoming students within entry-level course periods, the team reviewed and reduced the number of questions initially included in prior knowledge test and experience surveys.

In a different report, the team also launched an assessment of senior student work by high-ranking professionals in the journalism and strategic communication industries to provide another direct measure of student learning outcomes.

Also in a different report, we asked 38 questions about students' experiences in the School of Media & Journalism, covering their course of study, their ease of access to required courses, academic and career advising, diversity, career preparation, support from other MJ-school offices, and MJ-school information sources. In this experience survey, we included indirect measures of student perceptions of course coverage of student learning outcomes, perceptions of diversity within the school, and perceptions and use of global programs within the school.

This report covers the knowledge "quiz" of 20 questions which serves as a direct measure of student learning on ACEJMC values and competencies.

We received 184 responses to our combined student knowledge survey and student experience survey in April 2018, or 57% of the 320 May graduating seniors. This was a 40% increase in the student experience survey response rate from prior years and a 300% increase in student knowledge survey over prior years.

This assessment addresses the following ACEJMC values and competencies:

ACEJMC Value/Competency	Assessed Here?
1. Principles and **laws of freedom of speech** and press in the U.S.	Yes
2. **History and role** of professionals and institutions in shaping communications	Yes
3. **Gender, race, ethnicity, sexual orientation** and/or other forms of diversity in relation to media and communications	Yes
4. **Diversity of peoples and cultures** and of the significance and impact of media and communications **in a global society**	No

5. Concepts and theories in the use and **presentation of images** and information	Yes
6. Professional **ethical principles** and work in pursuit of truth, accuracy, fairness and diversity	Yes
7. **Thinking critically,** creatively and independently	Yes
8. **Conducting research and evaluating information** by methods appropriate to major area	Yes
9. **Writing correctly and clearly** in forms and styles appropriate for my major area within MEJO	Yes
10. Ability to **critically evaluate my own work** and that of others for **accuracy and fairness, clarity, appropriate style and grammar**	Yes
11. Application of **basic numerical and statistical concepts**	Yes
12. Application of **tools and technologies appropriate for major** area	Yes

RESULTS OF ENTRANCE VS. SENIOR TESTS

Graduating seniors compared with incoming MEJO 153 students

A total of 198 incoming students and 184 graduating seniors took this quiz in early September and late April, respectively.

Senior Demographics

Course of Study: Two thirds of eligible survey respondents indicated they were in a strategic communication major (advertising, public relations, sports marketing, strategic communication), and one-third indicated a journalism major (reporting, business journalism, broadcasting, photojournalism, graphics or multimedia for news/documentary storytelling).

Age: Respondents' median age was 21.6: the median age of the strategic communication respondents was 22, and the median age of the journalism respondents was 21.

Gender Identity: Of the 184 respondents who answered this question, 79.9% identified as a woman: 81.7% of the strategic communication respondents and 76.4% of the journalism respondents identified as women. The other respondents to this question identified as a man (other choices included trans*, gender fluid, and not listed).

Race/Ethnicity: As shown in the table below, 72.1% of all respondents identified as being White, of Europe descent. Values in the table below are percentages.

	All Respondents	Strat. Comm.	Journalism
Am. Indian/Alaskan Native	1.7	0.0	4.0
Asian	5.8	4.6	10.0
Black/African descent	8.1	7.3	12.0
Native Hawaiian/Pacific Islander	1.2	0.0	0.0
White/European descent	72.1	78.0	66.0

Latinx	8.7	4.6	8.0
Multiple races/ethnicities	2.3	5.5	1.7

UNC GPA: Most of the respondents had overall grade-point-averages at or above a 3.0, as can be seen in the following table. Values in the table below are percentages.

GPA range	All Respondents	Strat. Comm.	Journalism
Below 2.49	0.0	0.0	0.0
2.5 to 2.99	1.7	1.8	1.7
3.0 to 3.49	52.3	52.6	51.7
3.5 or above	40.7	41.2	39.7
Left blank	5.2	4.4	6.9

Incoming Student Demographics

The 198 incoming students were recruited from the introductory MEJO 153 news writing a reporting course and took the knowledge quiz at the beginning of the Fall 2018 semester to minimize the amount of formal instruction they would have received in a MEJO course.

Course of Study: About 16% of the incoming students said they did not plan to major in the School, 19% said they were not currently a major but planned to major in the School, and the remaining 65% were MEJO majors. Of those students currently or planning to major in MEJO, about 46% indicated interest in majoring in advertising or public relations, 30% indicated an interest in majoring in journalism, and the remaining 24% were undecided.

Gender Identity: About 70% of these incoming students identified as women, 30% as men, 1 person identified as trans* and 1 person preferred not to answer the question about gender identity.

Race/Ethnicity: About 76% identified as White of European descent, 13% as Black of African descent, 9% as Asian, 9% as Latinx, and 4% as American Indian or Alaskan Native (respondents could choose all that apply; these categories are not mutually exclusive).

UNC GPA: About 88% of the respondents reported an overall GPA of at least 3.0 or over, 9% reported an overall GPA of 2.5 to 2.99, and 3% reported GPAs at 2.49 or below.

Results

The table below shows the percentage of students from the Fall 2018 (early September) MEJO 153 courses and the percentage of the graduating seniors from the Spring (late April) 2018 senior survey who provided the correct responses to each question on the 20-question knowledge quiz. The last column of the table indicates whether there was a statistically significant difference between the percentages for incoming students and graduating seniors for each question, based on a Fisher exact test.

QUESTION BASED ON ACEJMC VALUE/COMPETENCY (PERCENTAGE OF STUDENTS ANSWERING CORRECTLY TO THE RIGHT)	Incoming Majors Fall18 (N=198)	Grad. Seniors May18 (N = 184)	Sig. Diff.?
1. Principles and **laws of freedom of speech** and press in the U.S.			
Question 16: According to the "marketplace of ideas" metaphor for protecting free expression, what is the result of an uncensored marketplace? **Answer:** discovery of the truth	60.1%	78.8%	**Yes**
Question 17: All of the following are rights protected by the First Amendment of the U.S. Constitution except... **Answer:** freedom to keep and bear arms	57.1%	75.5%	**Yes**
Question 18: Assume that a trial judge enters an order against a publisher that prohibits the publication of specific secret government documents that have been leaked to the publisher by an unknown government insider. This court order would best be described as a... **Answer:** prior restraint that would be presumed unconstitutional	18.7%	45.7%	**Yes**
Question 19: Of the following types of speech, which type is **not** protected under the First Amendment, according to the U.S. Supreme Court? **Answer:** obscene sexual expression	54.6%	65.2%	**Yes**
Question 20: If you create a song, story or slogan, at what point is it protected by copyright law? **Answer:** the moment you write it down	8.1%	40.2%	**Yes**
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	39.7%	61.1%	**Yes**
2. **History and role** of professionals and institutions in shaping communications			
Question 11: How do public relations and advertising differ? **Answer:** advertising controls the message and public relations influences the message	63.1%	65.8%	No
Question 15: The standard style guide for journalists and other media practitioners is: **Answer:** The Associated Press Stylebook	80.8%	85.3%	No
Question 18: Assume that a trial judge enters an order against a publisher that prohibits the publication of specific secret government documents that have been leaked to the publisher by an unknown government insider. This court order would best be described as a... **Answer:** prior restraint that would be presumed unconstitutional	18.7%	45.7%	**Yes**
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	54.2%	65.6%	**Yes**

3. Gender, race, ethnicity, sexual orientation and/or other forms of diversity in relation to media and communications			
Question 3: In a news release issued by a local neighborhood association, a reporter reads the following facts: "In the awards ceremony, four association members will be recognized for their contributions to improving recreational services in the neighborhood: Gina Gesualdi, a young and attractive mechanical engineer; Robert Jones, a black attorney; Sonia Suarez, an articulate Hispanic actor; and John Patterson, an assistant football coach at Madison High School." In the interest of fairness, the reporter in charge of rewriting the release omits the word… **Answer:** young and attractive, black, articulate, Hispanic	70.2%	82.1%	**Yes**
Question 4: When you ask people for their gender, race or age, you are asking for… **Answer:** demographics	74.8%	84.8%	**Yes**
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	72.5%	83.4%	**Yes**
4. Diversity of peoples and cultures and of the significance and impact of media and communications **in a global society**			
N/A – NOT ASSESSED AT THIS TIME			
5. Concepts and theories in the use and **presentation of images** and information			
Question 5: When invisible lines are used to divide a frame vertically and horizontally into three equal sections and you place the center of interest at one of the line crosspoints, you are following the… **Answer:** rule of thirds	74.2%	79.9%	No
Question 6: What is responsive design? **Answer:** design that is liquid and resizes the width of elements relative to a changing window size **Competencies:** #5 Presentation of images and information; #12 Tools & technologies appropriate to the profession	9.6%	28.3%	**Yes**
Question 7: Imagine that you were to measure public opinion on a news issue and then you subsequently grouped respondents into the categories of supportive, unsupportive, and neutral based on their opinion of the news issue. Of the following choices, which type of chart would be most effective for visualizing your groupings? **Answer:** pie chart	67.7%	72.8%	No
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	50.5%	60.3%	**Yes**
6. Professional **ethical principles** and work in pursuit of truth, accuracy, fairness and diversity			

Question 8: If a CEO of a company asks a journalist to go "off the record" with his or her comments, which of these statements most accurately describes how his or her comments should be used in the news story? **Answer:** use the comments and lead to other sources who can be quoted	31.3%	41.9%	**Yes**
Question 9: Which of the following does **not** require a citation? **Answer:** stating that the U.S. Constitution includes a Bill of Rights	72.2%	82.1%	**Yes**
Question 14: A headline for a news story or a press release should: **Answer:** help readers using search engines find the story or release	30.8%	51.1%	**Yes**
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	44.8%	58.3%	**Yes**
7. **Thinking critically,** creatively and independently			
Question 3: In a news release issued by a local neighborhood association, a reporter reads the following facts: "In the awards ceremony, four association members will be recognized for their contributions to improving recreational services in the neighborhood: Gina Gesualdi, a young and attractive mechanical engineer; Robert Jones, a black attorney; Sonia Suarez, an articulate Hispanic actor; and John Patterson, an assistant football coach at Madison High School." In the interest of fairness, the reporter in charge of rewriting the release omits the word… **Answer:** young and attractive, black, articulate, Hispanic	70.2%	82.1%	**Yes**
Question 7: Imagine that you were to measure public opinion on a news issue and then you subsequently grouped respondents into the categories of supportive, unsupportive, and neutral based on their opinion of the news issue. Of the following choices, which type of chart would be most effective for visualizing your groupings? **Answer:** pie chart	67.7%	72.8%	No
Question 13: Which of the following is false with regard to evaluating information? **Answer:** information that has achieved many "hits" is typically reliable because of the "crowdsourcing" that "going viral" entails	59.6%	64.7%	No
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	65.8%	73.2%	**Yes**
8. **Conducting research and evaluating information** by methods appropriate to my major area within MEJO			

Question 1: The percentage of people in a target audience who will be exposed, at least once, to a message delivered through a given media vehicle (or vehicles) in a media plan is equivalent to… **Answer:** reach	56.1%	59.2%	No
Question 2: What is meant by "API"? **Answer:** A set of programming instructions and standards for accessing a web-based software application	19.2%	39.1%	**Yes**
Question 4: When you ask people for their gender, race or age, you are asking for… **Answer:** demographics	74.8%	84.8%	**Yes**
Question 8: If a CEO of a company asks a journalist to go "off the record" with his or her comments, which of these statements most accurately describes how his or her comments should be used in the news story? **Answer:** use the comments and lead to other sources who can be quoted	31.3%	41.9%	**Yes**
Question 10: One strength of qualitative research is: **Answer:** detailed, in-depth examinations with a selective group of high-value subjects	45.5%	70.7%	**Yes**
Question 11: How do public relations and advertising differ? **Answer:** advertising controls the message and public relations influences the message	63.1%	65.8%	No
Question 12: In a recent poll of 500 likely voters in the Piedmont Triad, the *News & Record* reported that 45% of those polled said they would vote for Candidate A, 42% said they'd vote for Candidate B, and 13% were undecided. The poll reported a margin of error of 4%. Based on this information, which of the following would be the most accurate headline? **Answer:** the race is too close to call	42.4%	64.1%	**Yes**
Question 13: Which of the following is false with regard to evaluating information? **Answer:** information that has achieved many "hits" is typically reliable because of the "crowdsourcing" that "going viral" entails	59.6%	64.7%	No
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	49.0%	61.3%	**Yes**
9. **Writing correctly and clearly** in forms and styles appropriate for my major area within MEJO			
Question 3: In a news release issued by a local neighborhood association, a reporter reads the following facts: "In the awards ceremony, four association members will be recognized for their contributions to improving recreational			

services in the neighborhood: Gina Gesualdi, a young and attractive mechanical engineer; Robert Jones, a black attorney; Sonia Suarez, an articulate Hispanic actor; and John Patterson, an assistant football coach at Madison High School." In the interest of fairness, the reporter in charge of rewriting the release omits the word… **Answer:** young and attractive, black, articulate, Hispanic	70.2%	82.1%	**Yes**
Question 8: If a CEO of a company asks a journalist to go "off the record" with his or her comments, which of these statements most accurately describes how his or her comments should be used in the news story? **Answer:** use the comments and lead to other sources who can be quoted	31.3%	41.9%	**Yes**
Question 9: Which of the following does **not** require a citation? **Answer:** stating that the U.S. Constitution includes a Bill of Rights	72.2%	82.1%	**Yes**
Question 14: A headline for a news story or a press release should: **Answer:** help readers using search engines find the story or release	30.8%	51.1%	**Yes**
Question 15: The standard style guide for journalists and other media practitioners is: **Answer:** The Associated Press Stylebook	80.8%	85.3%	No
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	57.1%	68.5%	**Yes**
10. Ability to **critically evaluate my own work** and that of others for **accuracy and fairness, clarity, appropriate style and grammar**			
Question 3: In a news release issued by a local neighborhood association, a reporter reads the following facts: "In the awards ceremony, four association members will be recognized for their contributions to improving recreational services in the neighborhood: Gina Gesualdi, a young and attractive mechanical engineer; Robert Jones, a black attorney; Sonia Suarez, an articulate Hispanic actor; and John Patterson, an assistant football coach at Madison High School." In the interest of fairness, the reporter in charge of rewriting the release omits the word… **Answer:** young and attractive, black, articulate, Hispanic	70.2%	82.1%	**Yes**
Question 7: Imagine that you were to measure public opinion on a news issue and then you subsequently grouped respondents into the categories of supportive, unsupportive, and neutral based on their opinion of the news issue. Of the following choices, which type of chart would be most effective for visualizing your groupings? **Answer:** pie chart	67.7%	72.8%	No

NOT A PART OF THIS ASSESSMENT, ALL GRADUATING STUDENTS MUST HAVE PASSED A WORD USAGE AND GRAMMAR TEST AS A REQUIREMENT FOR GRADUATION			
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	68.9%	77.5%	**Yes**
11. Application of **basic numerical and statistical concepts**			
Question 1: The percentage of people in a target audience who will be exposed, at least once, to a message delivered through a given media vehicle (or vehicles) in a media plan is equivalent to… **Answer:** reach	56.1%	59.2%	No
Question 7: Imagine that you were to measure public opinion on a news issue and then you subsequently grouped respondents into the categories of supportive, unsupportive, and neutral based on their opinion of the news issue. Of the following choices, which type of chart would be most effective for visualizing your groupings? **Answer:** pie chart	67.7%	72.8%	No
Question 12: In a recent poll of 500 likely voters in the Piedmont Triad, the *News & Record* reported that 45% of those polled said they would vote for Candidate A, 42% said they'd vote for Candidate B, and 13% were undecided. The poll reported a margin of error of 4%. Based on this information, which of the following would be the most accurate headline? **Answer:** the race is too close to call	42.4%	64.1%	**Yes**
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	55.4%	65.4%	**Yes**
12. Application of **tools and technologies appropriate for my major** area within MEJO*			
Question 1: The percentage of people in a target audience who will be exposed, at least once, to a message delivered through a given media vehicle (or vehicles) in a media plan is equivalent to… **Answer:** reach	56.1%	59.2%	No
Question 2: What is meant by "API"? **Answer:** A set of programming instructions and standards for accessing a web-based software application	19.2%	39.1%	**Yes**
Question 5: When invisible lines are used to divide a frame vertically and horizontally into three equal sections and you place the center of interest at one of the line crosspoints, you are following the… **Answer:** rule of thirds	74.2%	79.9%	No
Question 6*: What is responsive design?			

Answer: design that is liquid and resizes the width of elements relative to a changing window size **Competencies:** #5 Presentation of images and information; #12 Tools & technologies appropriate to the profession	9.6%	28.3%	**Yes**
Question 13: Which of the following is false with regard to evaluating information? **Answer:** information that has achieved many "hits" is typically reliable because of the "crowdsourcing" that "going viral" entails	59.6%	64.7%	No
Question 14: A headline for a news story or a press release should: **Answer:** help readers using search engines find the story or release	30.8%	51.1%	**Yes**
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	41.6%	53.7%	**Yes**

*Note that not all of the graduating seniors had not taken MEJO 121 (introduction to digital storytelling with video and web/graphics), as MEJO 121 had not yet been a requirement for graduation when these students entered the major.

On average, the **graduating seniors scored 12.8 out of 20 and the incoming students scored an average of 10.0 out of 20**. Based on an independent samples *t*-test, the **graduating seniors did significantly better than the incoming students** on the knowledge quiz.

Variations by Major

In addition to the above findings, the graduating seniors' responses on the following two questions varied significantly (p<.05) based on their major:

Question	% Strategic Communication seniors answering question correctly	% Journalism seniors answering question correctly
<u>Question 10:</u> One strength of qualitative research is:	83.3%	59.3%
<u>Question 20:</u> If you create a song, story or slogan, at what point is it protected by copyright law?	31.6%	66.1%

SUMMARY OF FINDINGS

In all areas, seniors outperformed students taking the entrance test.

On this new quiz, seniors on average answered less than 70% of the items correct for the following areas, suggesting a need for improvement:
- #1 Principles and laws of freedom of speech and press
- #2 History and role of professionals and institutions in shaping communications
- #5 Concepts and theories in the use and presentation of images and information
- #6 Professional ethical principles and work in pursuit of truth, accuracy, fairness and diversity
- #8 Conducting research and evaluating information
- #9 Writing correctly and clearly in forms and styles appropriate for area
- #11 Application of basic numerical and statistical concepts
- #12 Application of tools and technologies appropriate to area

Seniors on average provided the fewest correct answers in the area of #12 Application of tools and technologies appropriate to area. It is important to note that these quiz questions are driven by general knowledge across major area that we aspire for our graduating seniors to possess for readiness to innovate and lead in the job market. In anticipation of a new requirement for all majors to have an introduction to video production, web design, and graphics (MEJO 121 Introduction to Digital Storytelling), some of the items in #12 may not have been covered in this year's graduating seniors' curriculum and therefore should improve as the new curriculum is delivered.

Also lower was #3 Professional ethical principles. This finding will be monitored, as the current and future changes to this score may reflect the curriculum re-designation of the MEJO 141 Ethics course (formerly in the school-wide major core) as fulfilling a university general education requirement (thus, MEJO 141 was removed from the school-wide core requirements for the major).

Seniors showed a strong performance in the following areas, answering at least 70% of items correct on average:
- #3 Gender, race, ethnicity, sexual orientation and/or other forms of diversity
- #7 Thinking critically, creatively, and independently
- #10 Ability to critically evaluate own work and work of others

The strongest performance by seniors was in the area of #3 Diversity.
This is the first time this area was strongest, compared to 2015, 2016, and 2017. It is important to remember, however, that the instrument is different than the instrument used in the prior years.

Changes from the previous year

All changes should be considered with caution, as findings from this year are from a new assessment instrument.

From the previous year, seniors *improved* in their correct responses in the following areas, based on answering less than 70% correct on average last year and answering at least 70% of items correctly this year:
- #3 Gender, race, ethnicity, sexual orientation and/or other forms of diversity

- #7 Thinking critically, creatively, and independently (although the increase from 2017 may be due to a questionably low average score in this area in 2017)

Seniors showed **similarly strong performance** as the previous year in the following areas, answering at least 70% of items correct on average in both years:

      (no area)

Seniors had **similar performance of answering less than 70% correct** as the previous year in the following areas:

- #2 History and role of professionals and institutions in shaping communications
- #5 Concepts and theories in the use and presentation of images and information

From the previous year, seniors on average **declined in performance** (answering less than 70% correct) compared to seniors in the previous year (answering at least 70% correct) in the following areas:

- #1 Principles and laws of freedom of speech and press
- #6 Professional ethical principles and work in pursuit of truth, accuracy, fairness and diversity
- #8 Conducting research and evaluating information
- #9 Writing correctly and clearly in forms and styles appropriate to area
- #11 Application of basic numerical and statistical concepts
- #12 Application of tools and technologies appropriate for area

With this new method of assessment, several years of this data gathering method will be needed to evaluate trends with respect to this instrument.

Finally, with respect to the differences seen between journalism and strategic communication majors, these differences suggest a need to improve the general research literacy of journalism students (who are likely to read about or report on scientific studies in the future) and ensure that copyright information is being conveyed to strategic communication students (who are likely to be involved in the creation of online or other promotional content that might be subject to copyright laws).

REPORT OF 2019 KNOWLEDGE TEST

STUDENT LEARNING OUTCOMES

DIRECT MEASURE

OVERVIEW OF INSTRUMENT

In 2017, the assessment team reviewed past assessment activities for effectiveness in evaluating student learning outcomes based on the nature of the evaluations, the evaluators, and the existing data quality. Based on this analysis, the team decided to alter the assessment plan to improve both data quality and effectiveness by merging the existing student knowledge test with the existing student experience survey to improve the response rate for both, as well as administer a knowledge test to students new to our major, in order to compare outgoing students' knowledge with incoming students' knowledge of ACEJMC values and competencies. In favor of increasing the survey response rate for seniors and facilitating administration of the knowledge test to incoming students within entry-level course periods, the team reviewed and reduced the number of questions initially included in prior knowledge test and experience surveys.

This report describes the second administration of the knowledge quiz to graduating seniors in the Hussman School of Journalism & Media and student entering the major through MEJO 153 (introduction to news writing and reporting). This report covers the 20 questions which serve as a direct measure of student learning on ACEJMC values and competencies.

We received 159 responses to our knowledge quiz and experience survey in April 2019, representing 61% of the 340 May graduating seniors. Last year, we received 57% response rate to the senior survey.

This assessment addresses the following ACEJMC values and competencies:

ACEJMC Value/Competency	Assessed Here?
1. Principles and **laws of freedom of speech** and press in the U.S.	Yes
2. **History and role** of professionals and institutions in shaping communications	Yes
3. **Gender, race, ethnicity, sexual orientation** and/or other forms of diversity in relation to media and communications	Yes
4. **Diversity of peoples and cultures** and of the significance and impact of media and communications **in a global society**	No
5. Concepts and theories in the use and **presentation of images** and information	Yes
6. Professional **ethical principles** and work in pursuit of truth, accuracy, fairness and diversity	Yes
7. **Thinking critically,** creatively and independently	Yes
8. **Conducting research and evaluating information** by methods appropriate to major area	Yes
9. **Writing correctly and clearly** in forms and styles appropriate for my major area within MEJO	Yes

10. Ability to **critically evaluate my own work** and that of others for **accuracy and fairness, clarity, appropriate style and grammar**	Yes
11. Application of **basic numerical and statistical concepts**	Yes
12. Application of **tools and technologies appropriate for major** area	Yes

RESULTS OF ENTRANCE VS. SENIOR TESTS

Graduating seniors compared with incoming MEJO 153 students

A total of 344 incoming students over two semesters and 159 seniors graduating in May & August 2019 took this quiz. Incoming students and graduating seniors took this quiz in early September/early January and late April, respectively. More detail is presented below.

Senior Demographics

Course of Study: Two thirds of eligible survey respondents indicated they were in a strategic communication major (advertising, public relations, sports marketing, strategic communication), and one-third indicated a journalism major (reporting, business journalism, broadcasting, photojournalism, graphics or multimedia for news/documentary storytelling).

Age: Respondents' median age was 22: the median age of for both the strategic communication respondents and journalism respondents was 22.

Gender Identity: 77.3% identified as a woman: 82.5% of the strategic communication respondents and 69.6% of the journalism respondents identified as women. One respondent identified as gender fluid. The other respondents to this question identified as men (other choices included trans* and not listed).

Race/Ethnicity: As shown in the table below, 83.1% of all respondents identified as being White, of Europe descent. Values in the table below are percentages.

	All Respondents	Strat. Comm.	Journalism
Am. Indian/Alaskan Native	0.0	0.0	0.0
Asian	5.8	5.8	5.8
Black/African descent	8.7	8.7	8.7
Native Hawaiian/Pacific Islander	0.6	0.0	1.4
White/European descent	83.1	82.5	84.1
Latinx	6.4	6.8	5.8
Multiple races/ethnicities	3.5	2.9	4.3

UNC GPA: Most of the respondents had overall grade-point-averages at or above a 3.0, as can be seen in the following table. Values in the table below are percentages.

GPA range	All Respondents	Strat. Comm.	Journalism
Below 2.49	0.0	0.0	0.0
2.5 to 2.99	2.3	2.9	1.4
3.0 to 3.49	45.3	43.7	47.8

3.5 or above	52.3	53.4	50.7

We also wanted to compare the performance of graduating seniors on this quiz with the performance of students who were just beginning the MEJO major for purposes of educational assessment.

Incoming Student Demographics

The 344 incoming students were recruited from the introductory MEJO 153 news writing a reporting course and took the knowledge quiz at the beginning of the Spring 2019 semester or the Fall 2019 semester.

Course of Study: Approximately 10% of the incoming students said they did not plan to major in the School, 22% said they were not currently a major but planned to major in the School, and the remaining 67% were MEJO majors. Of those students currently or planning to major in MEJO, roughly 59% indicated interest in majoring in advertising or public relations, 37% indicated an interest in majoring in journalism, 1 person was interested in Business Journalism specifically, and the remaining 4% were undecided.

Gender Identity: About 74% of these incoming students identified as women, 25% as men, 2 people identified as gender fluid and 1 person preferred not to answer the question about gender identity.

Race/Ethnicity: About 80% identified as White of European descent, 9% as Black of African descent, 9% as Latinx, 7% as Asian, and 2% as American Indian or Alaskan Native (these categories are not mutually exclusive; respondents could choose all that apply).

UNC GPA: About 90% of the respondents reported an overall GPA of at least 3.0 or over, 9% reported an overall GPA of 2.5 to 2.99, and 2% reported GPAs at 2.49 or below.

Results

The table below shows the percentage of students from the Spring 2019/Fall 2019 MEJO 153 courses and the percentage of the graduating seniors from the Spring 2019 senior survey who provided the correct responses to each question on the 20-question knowledge quiz. The middle column of the table indicates whether there was a statistically significant difference between the percentages for incoming students and graduating seniors for each question, based on a Fisher's exact test.

QUESTION BASED ON ACEJMC VALUE/COMPETENCY (PERCENTAGE OF STUDENTS ANSWERING CORRECTLY TO THE RIGHT)	Incoming Majors Spring19 + Fall19 (N=344)	Grad. Seniors May19 (N = 159)	Sig. Diff.?
1. Principles and **laws of freedom of speech** and press in the U.S.			
Question 16: According to the "marketplace of ideas" metaphor for protecting free expression, what is the result of an uncensored marketplace? **Answer:** discovery of the truth	78.2%	93.1%	**Yes**
Question 17: All of the following are rights protected by the First Amendment of the U.S. Constitution except... **Answer:** freedom to keep and bear arms	69.8%	89.3%	**Yes**

Question 18: Assume that a trial judge enters an order against a publisher that prohibits the publication of specific secret government documents that have been leaked to the publisher by an unknown government insider. This court order would best be described as a... **Answer:** prior restraint that would be presumed unconstitutional	23.8%	57.2%	**Yes**
Question 19: Of the following types of speech, which type is **not** protected under the First Amendment, according to the U.S. Supreme Court? **Answer:** obscene sexual expression	62.8%	69.8%	(No)
Question 20: If you create a song, story or slogan, at what point is it protected by copyright law? **Answer:** the moment you write it down	8.4%	54.7%	**Yes**
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	48.6%	72.8%	**Yes**
2. **History and role** of professionals and institutions in shaping communications			
Question 11: How do public relations and advertising differ? **Answer:** advertising controls the message and public relations influences the message	76.2%	74.8%	(No)
Question 15: The standard style guide for journalists and other media practitioners is: **Answer:** The Associated Press Stylebook	95.3%	95.0%	(No)
Question 18: Assume that a trial judge enters an order against a publisher that prohibits the publication of specific secret government documents that have been leaked to the publisher by an unknown government insider. This court order would best be described as a... **Answer:** prior restraint that would be presumed unconstitutional	23.8%	57.2%	**Yes**
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	65.1%	75.7%	**Yes**
3. **Gender, race, ethnicity, sexual orientation** and/or other forms of diversity in relation to media and communications			
Question 3: In a news release issued by a local neighborhood association, a reporter reads the following facts: "In the awards ceremony, four association members will be recognized for their contributions to improving recreational services in the neighborhood: Gina Gesualdi, a young and attractive mechanical engineer; Robert Jones, a black attorney; Sonia Suarez, an articulate Hispanic actor; and John Patterson, an assistant football coach at Madison High School." In the interest of fairness, the reporter in charge of rewriting the release omits the word…	90.7%	93.7%	(No)

Answer: young and attractive, black, articulate, Hispanic			
Question 4: When you ask people for their gender, race or age, you are asking for… **Answer:** demographics	85.5%	91.8%	**Yes**
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	88.1%	92.8%	**Yes**
4. **Diversity of peoples and cultures** and of the significance and impact of media and communications **in a global society**			
N/A – NOT ASSESSED AT THIS TIME			
5. Concepts and theories in the use and **presentation of images** and information			
Question 5: When invisible lines are used to divide a frame vertically and horizontally into three equal sections and you place the center of interest at one of the line crosspoints, you are following the… **Answer:** rule of thirds	89.8%	98.7%	**Yes**
Question 6: What is responsive design? **Answer:** design that is liquid and resizes the width of elements relative to a changing window size **Competencies:** #5 Presentation of images and information; #12 Tools & technologies appropriate to the profession	19.5%	37.1%	**Yes**
Question 7: Imagine that you were to measure public opinion on a news issue and then you subsequently grouped respondents into the categories of supportive, unsupportive, and neutral based on their opinion of the news issue. Of the following choices, which type of chart would be most effective for visualizing your groupings? **Answer:** pie chart	80.2%	81.1%	(No)
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	63.2%	72.3%	**Yes**
6. Professional **ethical principles** and work in pursuit of truth, accuracy, fairness and diversity			
Question 8: If a CEO of a company asks a journalist to go "off the record" with his or her comments, which of these statements most accurately describes how his or her comments should be used in the news story? **Answer:** use the comments and lead to other sources who can be quoted	42.7%	59.1%	**Yes**
Question 9: Which of the following does **not** require a citation? **Answer:** stating that the U.S. Constitution includes a Bill of Rights	88.7%	86.8%	(No)

Question 14: A headline for a news story or a press release should: **Answer:** help readers using search engines find the story or release	68.9%	83.0%	**Yes**
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	66.8%	76.3%	**Yes**
7. **Thinking critically,** creatively and independently			
Question 3: In a news release issued by a local neighborhood association, a reporter reads the following facts: "In the awards ceremony, four association members will be recognized for their contributions to improving recreational services in the neighborhood: Gina Gesualdi, a young and attractive mechanical engineer; Robert Jones, a black attorney; Sonia Suarez, an articulate Hispanic actor; and John Patterson, an assistant football coach at Madison High School." In the interest of fairness, the reporter in charge of rewriting the release omits the word… **Answer:** young and attractive, black, articulate, Hispanic	90.7%	93.7%	(No)
Question 7: Imagine that you were to measure public opinion on a news issue and then you subsequently grouped respondents into the categories of supportive, unsupportive, and neutral based on their opinion of the news issue. Of the following choices, which type of chart would be most effective for visualizing your groupings? **Answer:** pie chart	80.2%	81.1%	(No)
Question 13: Which of the following is false with regard to evaluating information? **Answer:** information that has achieved many "hits" is typically reliable because of the "crowdsourcing" that "going viral" entails	73.0%	71.1%	(No)
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	81.3%	82.0%	(No)
8. **Conducting research and evaluating information** by methods appropriate to my major area within MEJO			
Question 1: The percentage of people in a target audience who will be exposed, at least once, to a message delivered through a given media vehicle (or vehicles) in a media plan is equivalent to… **Answer:** reach	65.1%	66.7%	(No)
Question 2: What is meant by "API"? **Answer:** A set of programming instructions and standards for accessing a web-based software application	18.0%	45.3%	**Yes**
Question 4: When you ask people for their gender, race or age, you are asking for…	85.5%	91.8%	**Yes**

Answer: demographics			
Question 8: If a CEO of a company asks a journalist to go "off the record" with his or her comments, which of these statements most accurately describes how his or her comments should be used in the news story? **Answer:** use the comments and lead to other sources who can be quoted	42.7%	59.1%	**Yes**
Question 10: One strength of qualitative research is: **Answer:** detailed, in-depth examinations with a selective group of high-value subjects	59.0%	72.3%	**Yes**
Question 11: How do public relations and advertising differ? **Answer:** advertising controls the message and public relations influences the message	76.2%	74.8%	(No)
Question 12: In a recent poll of 500 likely voters in the Piedmont Triad, the *News & Record* reported that 45% of those polled said they would vote for Candidate A, 42% said they'd vote for Candidate B, and 13% were undecided. The poll reported a margin of error of 4%. Based on this information, which of the following would be the most accurate headline? **Answer:** the race is too close to call	60.5%	64.8%	(No)
Question 13: Which of the following is false with regard to evaluating information? **Answer:** information that has achieved many "hits" is typically reliable because of the "crowdsourcing" that "going viral" entails	73.0%	71.1%	(No)
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	60.0%	68.2%	**Yes**
9. **Writing correctly and clearly** in forms and styles appropriate for my major area within MEJO			
Question 3: In a news release issued by a local neighborhood association, a reporter reads the following facts: "In the awards ceremony, four association members will be recognized for their contributions to improving recreational services in the neighborhood: Gina Gesualdi, a young and attractive mechanical engineer; Robert Jones, a black attorney; Sonia Suarez, an articulate Hispanic actor; and John Patterson, an assistant football coach at Madison High School." In the interest of fairness, the reporter in charge of rewriting the release omits the word… **Answer:** young and attractive, black, articulate, Hispanic	90.7%	93.7%	(No)
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Answer: use the comments and lead to other sources who can be quoted			
Question 9: Which of the following does **not** require a citation? **Answer:** stating that the U.S. Constitution includes a Bill of Rights	88.7%	86.8%	(No)
Question 14: A headline for a news story or a press release should: **Answer:** help readers using search engines find the story or release	68.9%	83.0%	**Yes**
Question 15: The standard style guide for journalists and other media practitioners is: **Answer:** The Associated Press Stylebook	95.3%	95.0%	(No)
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	77.3%	83.5%	**Yes**
10. Ability to **critically evaluate my own work** and that of others for **accuracy and fairness, clarity, appropriate style and grammar**			
Question 3: In a news release issued by a local neighborhood association, a reporter reads the following facts: "In the awards ceremony, four association members will be recognized for their contributions to improving recreational services in the neighborhood: Gina Gesualdi, a young and attractive mechanical engineer; Robert Jones, a black attorney; Sonia Suarez, an articulate Hispanic actor; and John Patterson, an assistant football coach at Madison High School." In the interest of fairness, the reporter in charge of rewriting the release omits the word… **Answer:** young and attractive, black, articulate, Hispanic	90.7%	93.7%	(No)
Question 7: Imagine that you were to measure public opinion on a news issue and then you subsequently grouped respondents into the categories of supportive, unsupportive, and neutral based on their opinion of the news issue. Of the following choices, which type of chart would be most effective for visualizing your groupings? **Answer:** pie chart	80.2%	81.1%	(No)
NOT A PART OF THIS ASSESSMENT, ALL GRADUATING STUDENTS MUST HAVE PASSED A WORD USAGE AND GRAMMAR TEST AS A REQUIREMENT FOR GRADUATION			
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	85.5%	87.4%	(No)
11. Application of **basic numerical and statistical concepts**			
Question 1: The percentage of people in a target audience who will be exposed, at least once, to a message delivered through a given media vehicle (or vehicles) in a media plan is equivalent to… **Answer:** reach	65.1%	66.7%	(No)

Question 7: Imagine that you were to measure public opinion on a news issue and then you subsequently grouped respondents into the categories of supportive, unsupportive, and neutral based on their opinion of the news issue. Of the following choices, which type of chart would be most effective for visualizing your groupings? **Answer:** pie chart	80.2%	81.1%	(No)
Question 12: In a recent poll of 500 likely voters in the Piedmont Triad, the *News & Record* reported that 45% of those polled said they would vote for Candidate A, 42% said they'd vote for Candidate B, and 13% were undecided. The poll reported a margin of error of 4%. Based on this information, which of the following would be the most accurate headline? **Answer:** the race is too close to call	60.5%	64.8%	(No)
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	68.6%	70.9%	(No)
12. Application of **tools and technologies appropriate for my major** area within MEJO			
Question 1: The percentage of people in a target audience who will be exposed, at least once, to a message delivered through a given media vehicle (or vehicles) in a media plan is equivalent to… **Answer:** reach	65.1%	66.7%	(No)
Question 2: What is meant by "API"? **Answer:** A set of programming instructions and standards for accessing a web-based software application	18.0%	45.3%	**Yes**
Question 5: When invisible lines are used to divide a frame vertically and horizontally into three equal sections and you place the center of interest at one of the line crosspoints, you are following the… **Answer:** rule of thirds	89.8%	98.7%	**Yes**
Question 6: What is responsive design? **Answer:** design that is liquid and resizes the width of elements relative to a changing window size **Competencies:** #5 Presentation of images and information; #12 Tools & technologies appropriate to the profession	19.5%	37.1%	**Yes**
Question 13: Which of the following is false with regard to evaluating information? **Answer:** information that has achieved many "hits" is typically reliable because of the "crowdsourcing" that "going viral" entails	73.0%	71.1%	(No)

Question 14: A headline for a news story or a press release should: **Answer:** help readers using search engines find the story or release	68.9%	83.0%	**Yes**
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	55.7%	67.0%	**Yes**

On average, **the graduating seniors scored 14.9 and the incoming students scored an average of 12.6 out of 20.** Based on an independent samples *t*-test, the **graduating seniors did significantly better than the incoming students** on the knowledge quiz.

Variations by Major

In addition to the above findings, the graduating seniors' responses on the following four questions varied significantly ($p<.05$) based on their major:

Question	% Strategic Communication seniors answering question correctly	% Journalism seniors answering question correctly
Question 3: In a news release issued by a local neighborhood association, a reporter reads the following facts: "In the awards ceremony, four association members will be recognized for their contributions to improving recreational services in the neighborhood: Gina Gesualdi, a young and attractive mechanical engineer; Robert Jones, a black attorney; Sonia Suarez, an articulate Hispanic actor; and John Patterson, an assistant football coach at Madison High School." In the interest of fairness, the reporter in charge of rewriting the release omits the word…	89.5%	100%
Question 6: What is responsive design?	27.4%	51.6%
Question 10: One strength of qualitative research is:	81.1%	59.4%
Question 20: If you create a song, story or slogan, at what point is it protected by copyright law?	44.2%	70.3%

SUMMARY OF FINDINGS

In all areas, seniors outperformed students taking the entrance test, although this outperformance was not statistically significant in the areas of #7 Thinking critically, #10 Ability to critically evaluate work, and #11 Application of basic numerical and statistical concepts.

Seniors on average answered less than 70% of the items correct for the following areas, suggesting a need for improvement, although the lowest average was 67.0%:

- #8 Conducting research and evaluating information
- #12 Application of tools and technologies appropriate to area

Seniors on average provided the fewest correct answers in the area of #12 Application of tools and technologies appropriate to area. However, performance on this area markedly improved from the previous year (2018), as expected given that more graduating seniors would have taken the newly required MEJO 121 introduction to digital storytelling course, where many of these knowledge items would have been addressed. Specifically, the average number of correct items in this area went from 53.7% in 2018 to 67.0% in 2019.

Seniors showed a strong performance in the following areas, answering at least 70% of items correct on average:

- #1 Principles and laws of freedom of speech and press
- #2 History and role of professionals and institutions
- #3 Gender, race, ethnicity, sexual orientation and/or other forms of diversity
- #5 Concepts and theories in the use and presentation of images and information
- #6 Professional ethical principles and work in pursuit of truth, accuracy, fairness, and diversity
- #7 Thinking critically, creatively, and independently
- #9 Writing correctly and clearly in forms and styles appropriate for area
- #10 Ability to critically evaluate own work and work of others
- #11 Application of basic numerical and statistical concepts

The strongest performance by seniors was in the area of #3 Diversity. This was the strongest area in the previous year, as well.

Changes from the previous year

Important to note, average number of correct items within each area was higher in this 2019 knowledge quiz, compared to the 2018 knowledge quiz, suggesting overall improvement across the board.

From the previous year, seniors **improved** in their correct responses in the following areas, based on answering less than 70% correct on average in 2015 and answering at least 70% of items correctly in 2016:

- #1 Principles and laws of freedom of speech and press
- #2 History and role of professionals and institutions in shaping communications
- #5 Concepts and theories in the use and presentation of images and information
- #6 Professional ethical principles and work in pursuit of truth, accuracy, fairness and diversity
- #9 Writing correctly and clearly in forms and styles appropriate to area
- #11 Application of basic numerical and statistical concepts

Seniors showed **similarly strong performance** as the previous year in the following areas, answering at least 70% of items correct on average in both years:

- #3 Gender, race, ethnicity, sexual orientation and/or other forms of diversity
- #7 Thinking critically, creatively, and independently
- #10 Ability to critically evaluate own work and work of others

Seniors had **similar performance of answering less than 70% correct** as the previous year in the following areas:

- #8 Conducting research and evaluating information
- #12 Application of tools and technologies appropriate for area

From the previous year, seniors on average **declined in performance** (answering less than 70% correct) compared to seniors in the previous year (answering at least 70% correct) in the following areas:

(no area)

Findings suggest a need to find ways to introduce numeracy, visual literacy, and technological lessons into the curriculum in new ways, perhaps with new faculty hires as well, to improve performance on these critical areas.

Writing and critical thinking should also be monitored to ensure continued strength in these areas.

Finally, with respect to the differences seen between journalism and strategic communication majors, findings from this year reveal the same issue that improvement is needed to strengthen the general research literacy of journalism students (who are likely to read about or report on scientific studies in the future) and ensure that copyright information is being conveyed to strategic communication students (who are likely to be involved in the creation of online or other promotional content that might be subject to copyright laws). This year's findings additionally suggest a need for technology instruction specifically within strategic communication with respect to web design, as the lessons provided in MEJO 121's introduction might be too little for this specialization.

REPORT OF 2020 KNOWLEDGE TEST
STUDENT LEARNING OUTCOMES
DIRECT MEASURE

OVERVIEW OF INSTRUMENT

In 2017, the assessment team reviewed past assessment activities for effectiveness in evaluating student learning outcomes based on the nature of the evaluations, the evaluators, and the existing data quality. Based on this analysis, the team decided to alter the assessment plan to improve both data quality and effectiveness by merging the existing student knowledge test with the existing student experience survey to improve the response rate for both, as well as administer a knowledge test to students new to our major, in order to compare outgoing students' knowledge with incoming students' knowledge of ACEJMC values and competencies. In favor of increasing the survey response rate for seniors and facilitating administration of the knowledge test to incoming students within entry-level course periods, the team reviewed and reduced the number of questions initially included in prior knowledge test and experience surveys.

This report describes the results of the knowledge quiz administered to graduating seniors in the Hussman School of Journalism & Media in April 2020, compared against the same quiz given to students entering the major through MEJO 153 (introduction to news writing and reporting) at the beginning of Fall and Spring 2019. This report covers the 20 questions which serve as a direct measure of student learning on ACEJMC values and competencies.

We received 183 responses to our senior survey in April 2020, representing 49% of the 385 May and August graduating seniors. Last year, we received a 61% response rate (207 of 340 seniors) to the senior survey.

This assessment addresses the following ACEJMC values and competencies:

ACEJMC Value/Competency	Assessed Here?
1. Principles and **laws of freedom of speech** and press in the U.S.	Yes
2. **History and role** of professionals and institutions in shaping communications	Yes
3. **Gender, race, ethnicity, sexual orientation** and/or other forms of diversity in relation to media and communications	Yes
4. **Diversity of peoples and cultures** and of the significance and impact of media and communications **in a global society**	No
5. Concepts and theories in the use and **presentation of images** and information	Yes
6. Professional **ethical principles** and work in pursuit of truth, accuracy, fairness and diversity	Yes
7. **Thinking critically,** creatively and independently	Yes
8. **Conducting research and evaluating information** by methods appropriate to major area	Yes

9. **Writing correctly and clearly** in forms and styles appropriate for my major area within MEJO	Yes
10. Ability to **critically evaluate my own work** and that of others for **accuracy and fairness, clarity, appropriate style and grammar**	Yes
11. Application of **basic numerical and statistical concepts**	Yes
12. Application of **tools and technologies appropriate for major** area	Yes

RESULTS OF ENTRANCE VS. SENIOR TESTS

May/August 2020 Graduating Seniors vs. Spring/Fall 2019 Entering MEJO 153 Students

A total of 344 entering students over two semesters (also reported in last year's 2019 knowledge test report) and 183 seniors graduating in April 2020 completed all questions of this quiz. Incoming students and graduating seniors took this quiz in early September/early January and late April, respectively. The following report only summarizes those who completed all questions.

Senior Demographics

Course of Study: Two thirds of eligible survey respondents indicated they were in a strategic communication major (advertising, public relations, sports marketing, strategic communication), and one-third indicated a journalism major (reporting, business journalism, broadcasting, photojournalism, graphics or multimedia for news/documentary storytelling).

Age: Respondents' median age was 22: the median age of for both the strategic communication respondents and journalism respondents was 22.

Gender Identity: 82.6% identified as a woman: 87.7% of the strategic communication respondents and 73.2% of the journalism respondents identified as women. One respondent identified as gender fluid and one as trans*. The other respondents to this question identified as men (other choices included not listed).

Race/Ethnicity: As shown in the table below, 83.1% of all respondents identified as being White, of Europe descent. Values in the table below are percentages.

	All Respondents	Strat. Comm.	Journalism
Am. Indian/Alaskan Native	0.0	0.0	0.0
Asian	7.5	7.2	8.1
Black/African descent	5.2	4.3	6.7
Native Hawaiian/Pacific Islander	0.0	0.0	0.0
White/European descent	81.9	83.9	78.3
Latinx	5.2	4.3	6.7
Multiple races/ethnicities	4.2	4.3	4.0

UNC GPA: Most of the respondents had overall grade-point-averages at or above a 3.0, as can be seen in the following table. Values in the table below are percentages.

GPA range	All Respondents	Strat. Comm.	Journalism
Below 2.49	0.0	0.0	0.0
2.5 to 2.99	2.5	2.3	2.8
3.0 to 3.49	43.3	41.5	46.5
3.5 or above	54.2	56.2	50.7

We also wanted to compare the performance of graduating seniors on this quiz with the performance of students who were just beginning the MEJO major for purposes of educational assessment.

Incoming Student Demographics

Also reported in the 2019 knowledge test report, the 344 incoming students were recruited from the introductory MEJO 153 news writing a reporting course and took the knowledge quiz at the beginning of the Spring 2019 semester or the Fall 2019 semester.

Course of Study: Approximately 10% of the incoming students said they did not plan to major in the School, 22% said they were not currently a major but planned to major in the School, and the remaining 67% were MEJO majors. Of those students currently or planning to major in MEJO, roughly 59% indicated interest in majoring in advertising or public relations, 37% indicated an interest in majoring in journalism, 1 person was interested in Business Journalism specifically, and the remaining 4% were undecided.

Gender Identity: About 74% of these incoming students identified as women, 25% as men, 2 people identified as gender fluid and 1 person preferred not to answer the question about gender identity.

Race/Ethnicity: About 80% identified as White of European descent, 9% as Black of African descent, 9% as Latinx, 7% as Asian, and 2% as American Indian or Alaskan Native (these categories are not mutually exclusive; respondents could choose all that apply).

UNC GPA: About 90% of the respondents reported an overall GPA of at least 3.0 or over, 9% reported an overall GPA of 2.5 to 2.99, and 2% reported GPAs at 2.49 or below.

Results

The table below shows the percentage of students from the 2019 MEJO 153 courses and the percentage of the graduating seniors from the Spring 2020 senior survey who provided the correct responses to each question on the 20-question knowledge quiz. The middle column of the table indicates whether there was a statistically significant difference between the percentages for incoming students and graduating seniors for each question, based on a Fisher's exact test.

QUESTION BASED ON ACEJMC VALUE/COMPETENCY (PERCENTAGE OF STUDENTS ANSWERING CORRECTLY TO THE RIGHT)	Incoming Majors Spring19 + Fall19 (N=344)	Grad. Seniors May20 (N = 183)	Sig. Diff.?
1. Principles and laws of freedom of speech and press in the U.S.			
Question 16: According to the "marketplace of ideas" metaphor for protecting free expression, what is the result of an uncensored marketplace? **Answer:** discovery of the truth	78.2%	91.3%	**Yes**
Question 17: All of the following are rights protected by the First Amendment of the U.S. Constitution except... **Answer:** freedom to keep and bear arms	69.8%	85.8%	**Yes**
Question 18: Assume that a trial judge enters an order against a publisher that prohibits the publication of specific secret government documents that have been leaked to the publisher by an unknown government insider. This court order would best be described as a... **Answer:** prior restraint that would be presumed unconstitutional	23.8%	61.2%	**Yes**
Question 19: Of the following types of speech, which type is **not** protected under the First Amendment, according to the U.S. Supreme Court? **Answer:** obscene sexual expression	62.8%	82.0%	**Yes**
Question 20: If you create a song, story or slogan, at what point is it protected by copyright law? **Answer:** the moment you write it down	8.4%	46.5%	**Yes**
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	48.6%	73.3%	**Yes**
2. History and role of professionals and institutions in shaping communications			
Question 11: How do public relations and advertising differ? **Answer:** advertising controls the message and public relations influences the message	76.2%	80.3%	(No)
Question 15: The standard style guide for journalists and other media practitioners is: **Answer:** The Associated Press Stylebook	95.3%	98.4%	(No)
Question 18: Assume that a trial judge enters an order against a publisher that prohibits the publication of specific secret government documents that have been leaked to the publisher by an unknown government insider. This court order would best be described as a... **Answer:** prior restraint that would be presumed unconstitutional	23.8%	61.2%	**Yes**

AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	65.1%	80.0%	**Yes**
3. **Gender, race, ethnicity, sexual orientation** and/or other forms of diversity in relation to media and communications			
Question 3: In a news release issued by a local neighborhood association, a reporter reads the following facts: "In the awards ceremony, four association members will be recognized for their contributions to improving recreational services in the neighborhood: Gina Gesualdi, a young and attractive mechanical engineer; Robert Jones, a black attorney; Sonia Suarez, an articulate Hispanic actor; and John Patterson, an assistant football coach at Madison High School." In the interest of fairness, the reporter in charge of rewriting the release omits the word… **Answer:** young and attractive, black, articulate, Hispanic	90.7%	95.1%	(No)
Question 4: When you ask people for their gender, race or age, you are asking for… **Answer:** demographics	85.5%	95.6%	**Yes**
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	88.1%	95.4%	**Yes**
4. **Diversity of peoples and cultures** and of the significance and impact of media and communications **in a global society**			
N/A – NOT ASSESSED AT THIS TIME			
5. Concepts and theories in the use and **presentation of images** and information			
Question 5: When invisible lines are used to divide a frame vertically and horizontally into three equal sections and you place the center of interest at one of the line crosspoints, you are following the… **Answer:** rule of thirds	89.8%	97.3%	**Yes**
Question 6: What is responsive design? **Answer:** design that is liquid and resizes the width of elements relative to a changing window size **Competencies:** #5 Presentation of images and information; #12 Tools & technologies appropriate to the profession	19.5%	35.0%	**Yes**
Question 7: Imagine that you were to measure public opinion on a news issue and then you subsequently grouped respondents into the categories of supportive, unsupportive, and neutral based on their opinion of the news issue. Of the following choices, which type of chart would be most effective for visualizing your groupings? **Answer:** pie chart	80.2%	80.9%	(No)

AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	63.2%	71.0%	**Yes**
6. Professional **ethical principles** and work in pursuit of truth, accuracy, fairness and diversity			
Question 8: If a CEO of a company asks a journalist to go "off the record" with his or her comments, which of these statements most accurately describes how his or her comments should be used in the news story? **Answer:** use the comments and lead to other sources who can be quoted	42.7%	63.9%	**Yes**
Question 9: Which of the following does **not** require a citation? **Answer:** stating that the U.S. Constitution includes a Bill of Rights	88.7%	91.8%	(No)
Question 14: A headline for a news story or a press release should: **Answer:** help readers using search engines find the story or release	68.9%	82.0%	**Yes**
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	66.8%	79.2%	**Yes**
7. **Thinking critically,** creatively and independently			
Question 3: In a news release issued by a local neighborhood association, a reporter reads the following facts: "In the awards ceremony, four association members will be recognized for their contributions to improving recreational services in the neighborhood: Gina Gesualdi, a young and attractive mechanical engineer; Robert Jones, a black attorney; Sonia Suarez, an articulate Hispanic actor; and John Patterson, an assistant football coach at Madison High School." In the interest of fairness, the reporter in charge of rewriting the release omits the word… **Answer:** young and attractive, black, articulate, Hispanic	90.7%	95.1%	(No)
Question 7: Imagine that you were to measure public opinion on a news issue and then you subsequently grouped respondents into the categories of supportive, unsupportive, and neutral based on their opinion of the news issue. Of the following choices, which type of chart would be most effective for visualizing your groupings? **Answer:** pie chart	80.2%	80.9%	(No)
Question 13: Which of the following is false with regard to evaluating information? **Answer:** information that has achieved many "hits" is typically reliable because of the "crowdsourcing" that "going viral" entails	73.0%	79.2%	(No)

AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	81.3%	85.1%	(No)
8. **Conducting research and evaluating information** by methods appropriate to my major area within MEJO			
Question 1: The percentage of people in a target audience who will be exposed, at least once, to a message delivered through a given media vehicle (or vehicles) in a media plan is equivalent to… **Answer:** reach	65.1%	64.5%	(No)
Question 2: What is meant by "API"? **Answer:** A set of programming instructions and standards for accessing a web-based software application	18.0%	43.2%	**Yes**
Question 4: When you ask people for their gender, race or age, you are asking for… **Answer:** demographics	85.5%	95.6%	**Yes**
Question 8: If a CEO of a company asks a journalist to go "off the record" with his or her comments, which of these statements most accurately describes how his or her comments should be used in the news story? **Answer:** use the comments and lead to other sources who can be quoted	42.7%	63.9%	**Yes**
Question 10: One strength of qualitative research is: **Answer:** detailed, in-depth examinations with a selective group of high-value subjects	59.0%	79.2%	**Yes**
Question 11: How do public relations and advertising differ? **Answer:** advertising controls the message and public relations influences the message	76.2%	80.3%	(No)
Question 12: In a recent poll of 500 likely voters in the Piedmont Triad, the *News & Record* reported that 45% of those polled said they would vote for Candidate A, 42% said they'd vote for Candidate B, and 13% were undecided. The poll reported a margin of error of 4%. Based on this information, which of the following would be the most accurate headline? **Answer:** the race is too close to call	60.5%	56.3%	(No)
Question 13: Which of the following is false with regard to evaluating information? **Answer:** information that has achieved many "hits" is typically reliable because of the "crowdsourcing" that "going viral" entails	73.0%	79.2%	(No)
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	60.0%	70.3%	**Yes**
9. **Writing correctly and clearly** in forms and styles appropriate for my major area within MEJO			

Question 3: In a news release issued by a local neighborhood association, a reporter reads the following facts: "In the awards ceremony, four association members will be recognized for their contributions to improving recreational services in the neighborhood: Gina Gesualdi, a young and attractive mechanical engineer; Robert Jones, a black attorney; Sonia Suarez, an articulate Hispanic actor; and John Patterson, an assistant football coach at Madison High School." In the interest of fairness, the reporter in charge of rewriting the release omits the word… **Answer:** young and attractive, black, articulate, Hispanic	90.7%	95.1%	(No)
Question 8: If a CEO of a company asks a journalist to go "off the record" with his or her comments, which of these statements most accurately describes how his or her comments should be used in the news story? **Answer:** use the comments and lead to other sources who can be quoted	42.7%	63.9%	**Yes**
Question 9: Which of the following does **not** require a citation? **Answer:** stating that the U.S. Constitution includes a Bill of Rights	88.7%	91.8%	(No)
Question 14: A headline for a news story or a press release should: **Answer:** help readers using search engines find the story or release	68.9%	82.0%	**Yes**
Question 15: The standard style guide for journalists and other media practitioners is: **Answer:** The Associated Press Stylebook	95.3%	98.4%	(No)
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	77.3%	86.2%	**Yes**
10. Ability to **critically evaluate my own work** and that of others for **accuracy and fairness, clarity, appropriate style and grammar**			
Question 3: In a news release issued by a local neighborhood association, a reporter reads the following facts: "In the awards ceremony, four association members will be recognized for their contributions to improving recreational services in the neighborhood: Gina Gesualdi, a young and attractive mechanical engineer; Robert Jones, a black attorney; Sonia Suarez, an articulate Hispanic actor; and John Patterson, an assistant football coach at Madison High School." In the interest of fairness, the reporter in charge of rewriting the release omits the word… **Answer:** young and attractive, black, articulate, Hispanic	90.7%	95.1%	(No)
Question 7: Imagine that you were to measure public opinion on a news issue and then you subsequently grouped respondents	80.2%	80.9%	(No)

into the categories of supportive, unsupportive, and neutral based on their opinion of the news issue. Of the following choices, which type of chart would be most effective for visualizing your groupings? **Answer:** pie chart			
NOT A PART OF THIS ASSESSMENT, ALL GRADUATING STUDENTS MUST HAVE PASSED A WORD USAGE AND GRAMMAR TEST AS A REQUIREMENT FOR GRADUATION			
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	85.5%	88.0%	(No)
11. Application of **basic numerical and statistical concepts**			
Question 1: The percentage of people in a target audience who will be exposed, at least once, to a message delivered through a given media vehicle (or vehicles) in a media plan is equivalent to… **Answer:** reach	65.1%	64.5%	(No)
Question 7: Imagine that you were to measure public opinion on a news issue and then you subsequently grouped respondents into the categories of supportive, unsupportive, and neutral based on their opinion of the news issue. Of the following choices, which type of chart would be most effective for visualizing your groupings? **Answer:** pie chart	80.2%	80.9%	(No)
Question 12: In a recent poll of 500 likely voters in the Piedmont Triad, the *News & Record* reported that 45% of those polled said they would vote for Candidate A, 42% said they'd vote for Candidate B, and 13% were undecided. The poll reported a margin of error of 4%. Based on this information, which of the following would be the most accurate headline? **Answer:** the race is too close to call	60.5%	56.3%	(No)
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	68.6%	67.2%	(No)
12. Application of **tools and technologies appropriate for my major** area within MEJO			
Question 1: The percentage of people in a target audience who will be exposed, at least once, to a message delivered through a given media vehicle (or vehicles) in a media plan is equivalent to… **Answer:** reach	65.1%	64.5%	(No)
Question 2: What is meant by "API"? **Answer:** A set of programming instructions and standards for accessing a web-based software application	18.0%	43.2%	**Yes**
Question 5: When invisible lines are used to divide a frame vertically and horizontally into three equal sections and you	89.8%	97.3%	**Yes**

place the center of interest at one of the line crosspoints, you are following the… **Answer:** rule of thirds			
Question 6: What is responsive design? **Answer:** design that is liquid and resizes the width of elements relative to a changing window size **Competencies:** #5 Presentation of images and information; #12 Tools & technologies appropriate to the profession	19.5%	35.0%	**Yes**
Question 13: Which of the following is false with regard to evaluating information? **Answer:** information that has achieved many "hits" is typically reliable because of the "crowdsourcing" that "going viral" entails	73.0%	79.2%	(No)
Question 14: A headline for a news story or a press release should: **Answer:** help readers using search engines find the story or release	68.9%	82.0%	**Yes**
AVERAGE % CORRECT ACROSS ALL ITEMS IN THIS BLOCK	55.7%	66.9%	**Yes**

On average, **the graduating seniors scored 15.1 and the incoming students scored an average of 12.6 out of 20.** Based on an independent samples *t*-test, the **graduating seniors did significantly better than the incoming students** on the knowledge quiz.

Variations by Major

In addition to the above findings, the graduating seniors' responses on the following four questions varied significantly ($p<.05$) based on their major:

Question	% Strategic Comm seniors answering question correctly	% Journalism seniors answering question correctly
Question 8: If a CEO of a company asks a journalist to go "off the record" with his or her comments, which of these statements most accurately describes how his or her comments should be used in the news story?	58.3%	73.5%
Question 10: One strength of qualitative research is:	87.0%	66.2%
Question 14: A headline for a news story or a press release should:	77.4%	89.7%
Question 18: Assume that a trial judge enters an order against a publisher that prohibits the publication of specific secret government documents that have been leaked to the publisher	67.0%	51.5%

by an unknown government insider. This court order would best be described as a...		

SUMMARY OF FINDINGS

Seniors outperformed students taking the entrance test in the following areas:
- Principles and **laws of freedom of speech** and press in the U.S.
  - Significantly more seniors than entrance takers got all 5 of the questions in this section correct
- **History and role** of professionals and institutions in shaping communications
  - Significantly more seniors than entrance takers got 1 of the questions in this section correct
  - More seniors than entrance exam takers got the other 2 questions correct, but the difference was not statistically significant
- **Gender, race, ethnicity, sexual orientation** and/or other forms of diversity
  - Significantly more seniors than entrance takers got 1 of the questions in this section correct
  - More seniors than entrance exam takers got the other 1 question correct, but the difference was not statistically significant
- Concepts and theories in the use and **presentation of images** and information
  - Significantly more seniors than entrance takers got 2 of the questions in this section correct
  - More seniors than entrance exam takers got the other 1 question correct, but the difference was not statistically significant
- Professional **ethical principles** and work in pursuit of truth, accuracy, fairness and diversity
  - Significantly more seniors than entrance takers got 2 of the questions in this section correct
  - More seniors than entrance exam takers got the other 1 question correct, but the difference was not statistically significant
- **Conducting research and evaluating information**
  - Significantly more seniors than entrance takers got 4 of the questions in this section correct
  - More seniors than entrance exam takers got 2 of the remaining 4 questions correct, but the difference was not statistically significant
- **Writing correctly and clearly** in forms and styles appropriate for my major area within MEJO
  - Significantly more seniors than entrance takers got 2 of the questions in this section correct
  - More seniors than entrance exam takers got the remaining 3 questions correct, but the difference was not statistically significant
- Application of **tools and technologies appropriate for my major** area within MEJO
  - Significantly more seniors than entrance takers got 4 of the questions in this section correct
  - More seniors than entrance exam takers got 1 the remaining 2 questions correct, but the difference was not statistically significant

Seniors did not outperform students taking the entrance test in the following areas, suggesting a need for improvement:
- **Thinking critically,** creatively and independently
  - More seniors than entrance exam takers got all 3 of these question correct, but the difference was not statistically significant
- Ability to **critically evaluate work** for **accuracy and fairness, clarity, appropriate style and grammar**
  - More seniors than entrance exam takers got both of these question correct, but the difference was not statistically significant
- Application of **basic numerical and statistical concepts**
  - More seniors than entrance exam takers got 1 of the 3 questions correct, but the difference was not statistically significant

Seniors on average answered less than 70% of the items correct across the following areas, suggesting a particular need for improvement:
- Application of **basic numerical and statistical concepts**
- Application of tools and technologies appropriate to area

Application of tools and teechnologies was also an area noted for improvement last year.

Seniors on average provided the fewest correct answers in the area of #12 Application of tools and technologies appropriate to area. Performance on this area was equivalent to performance in the previous year. Both this year and last year are improvements from 2018. This improvement was expected given that more graduating seniors would have taken the newly required MEJO 121 introduction to digital storytelling course, where many of these knowledge items would have been addressed.

The strongest performance by seniors was in the area of Diversity. This was the strongest area in 2019 and 2018, as well.

Changes from the previous year

The average number of correct items across the entire 20-question quiz for 2020 seniors (average of 15.1 out of 20 questions correct) is higher than the previous year (14.6 out of 20 correct in 2019), suggesting overall improvement

From the previous year, seniors *improved* in their correct responses in the following areas:
- History and role of professionals and institutions in shaping communications
- Gender, race, ethnicity, sexual orientation and/or other forms of diversity
- Professional ethical principles and work in pursuit of truth, accuracy, fairness and diversity
- Thinking critically, creatively, and independently
- Conducting research and evaluating information
- Writing correctly and clearly in forms and styles appropriate to area

Seniors showed *similar performance* as the previous year in the following areas, answering at least 70% of items correct on average in both years:
- Principles and laws of freedom of speech and press
- Ability to critically evaluate own work and work of others
- Application of tools and technologies

Seniors *declined in their performance* compared to the previous year in the following areas:
- Concepts and theories in the use and presentation of images and information
- Application of basic numerical and statistical concepts

Findings suggest a need to further improve the ways in which we address numeracy, visual literacy, and technological lessons into the curriculum.

With respect to the differences seen between journalism and strategic communication majors, findings from this year reveal the same issue that improvement is needed to strengthen the general research literacy of journalism students.