

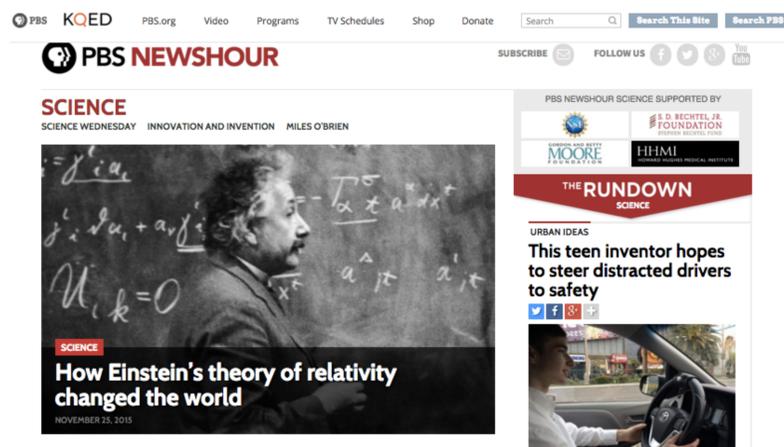
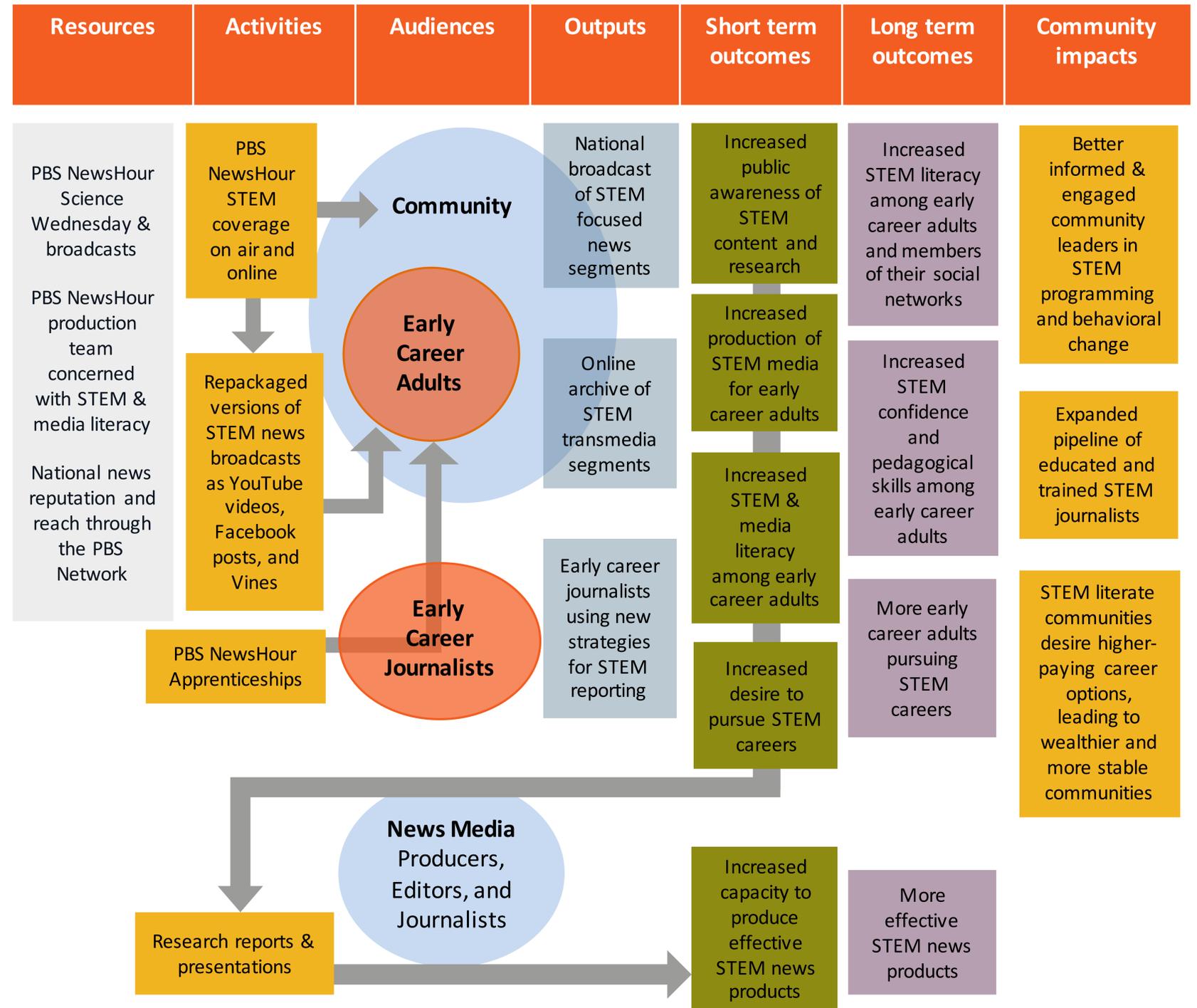
# Experiments in Transmedia: Studying Techniques for Increasing STEM Content Acquisition by Young Adults

## Overview

Experiments in Transmedia (NSF Grant #DRL-1516347) explores how early career adults respond to science news stories in different media formats. As new STEM-based technologies and advances become more frequent, significantly widening the intergenerational knowledge gap, there is a growing need to understand how this group accesses, understands, and shares science knowledge.

Drawing on their renowned reporting on science issues like engineering, genetics, and astronomy, PBS NewsHour and a team of apprentices will repackaged contemporary STEM broadcasts into YouTube videos, Tweets, Facebook posts, and Vines. NewKnowledge will test these repackaged versions with a panel of 18 to 35-year old news consumers, using surveys and interviews to identify factors that make them read and pass on stories. NewKnowledge will conduct focus groups with the production team to understand the process of developing and delivering science news to this audience. The Norman Lear Center will evaluate research efforts, analyze program impacts, and make recommendations for future programs.

Results will help members of the media and educators tailor products to better communicate with early career adults, a group that will shape how our society confronts science news.



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