** Showroom**  **Roots - role - ethics - impact**

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**Handout 6**

**Impact of constructive journalism**

There is still a limited amount of research on the effects of constructive journalism stories on audiences, although there is some, mostly from the US and Europe. The results of these studies have been encouraging.

**The Keys to Powerful Solutions Journalism – University of Texas, Austin**

The Center for Media Engagement set out in a 2019 study to determine how components of solutions journalism affect the way readers evaluate stories. It found that articles that included all components of solutions journalism had the following effects on readers:

* Improved readers’ perception of article quality.
* Made readers more likely to “like” a similar article on Facebook.
* Increased readers’ interest in and knowledge about the issue.
* Boosted readers’ positivity.
* Led readers to believe there were ways to effectively address the issue.

More info: [mediaengagement.org/research/powerful-solutions-journalism](https://mediaengagement.org/research/powerful-solutions-journalism/)

**Transforming Engagement - SmithGeiger (US)**

A 2021 study by the consulting and research firm SmithGeiger found that solutions storytelling offers key benefits for journalists and news consumers across platforms and demographics. Solutions journalism outperformed the traditional approach on three criteria:

* **More audience appeal:** Solutions stories were more interesting, trustworthy, deep and uplifting, and less upsetting.
* **Better ratings:** Solutions stories were a reason to watch TV news more often and seek out the stations that told these stories.
* **Greater impact:** Solutions stories changed people’s understanding of issues and inspired them to get involved. They talked to friends and family about these stories.

More info: [thewholestory.solutionsjournalism.org/the-top-ten-takeaways-from-the-newest-](https://thewholestory.solutionsjournalism.org/the-top-ten-takeaways-from-the-newest-solutions-journalism-research-9d4cbbed7578)

[solutions-journalism-research-9d4cbbed7578](https://thewholestory.solutionsjournalism.org/the-top-ten-takeaways-from-the-newest-solutions-journalism-research-9d4cbbed7578)

**Constructive Journalism Pays Off – Grimme-Akademie (Germany)**

This 2021 study by a German media research institute looked at how constructive journalism could support German media in a time of rapid transformation. Key findings include:

* Users consume constructive journalism longer and seem more willing to spend money on it.
* Solution-oriented reporting is becoming increasingly important during global crises.
* Young people and minorities are especially eager to see journalism that embraces diverse perspectives.

More info: [constructiveinstitute.org/why/constructive-journalism-pays-off](https://constructiveinstitute.org/why/constructive-journalism-pays-off/)