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Title: Toward a New Generation of Media Use Measures for the ANES
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Abstract:

Consideration of the best ways to measure media use today and in the future raises serious questions about how political information acquisition is measured from mass media sources and whether ANES has kept up with changes in how people process information along with changes in the media environment. This report's review of available pilot study reports, technical reports, and methods publications detailing these media use measures suggests a lack of an overall reassessment of the purpose for and basic measurement strategy underlying the current battery of media exposure items since it was first introduced a quarter century ago. A series of recommendations is presented for the ANES to overhaul its existing strategy for assessing information exposure to bring it in line with advances in the psychology of information acquisition as well as to better match the changing media landscape of the 21st century.