THE NATURE OF NEWS IN FOUR DIMENSIONS: NORMALITY, PROMINENCE, SIGNIFICANCE, REWARD

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THE NATURE OF NEWS IN FOUR DIMENSIONS:

NORMALITY, PROMINENCE, SIGNIFICANCE,

REWARD

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PREFACE

This study combined the Ward news model and the Schramm theory to explore "the nature of news," and investigate the news decision-making of ten newspaper city editors. The primary objectives are to determine the similarities and differences of news values and news selection of the editors.

The idea for this thesis was developed while attending general semantics, research, and process and effects of mass communication classes taught by Dr. Walter J. Ward, professor of journalism and broadcasting and director of graduate studies in mass communication at Oklahoma State University. Dr. Ward established in earlier research many of the foundations on which this study is built.

Many persons made significant contributions to this project. I would like to express my special appreciation to Dr. Ward, the major advisor for this study, for his assistance, guidance, and encouragement during the one-year work of this project in making the study a learning experience. His interest in this study and untiring patience in going through the manuscript have contributed immeasurably to this thesis. I also would like to thank him for providing me with a graduate assistantship.

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TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

LIST OF SYMBOLS

C	Conflict
df	degrees of freedom
F	F-ratio
I	Impact
N	Normal (no Oddity or Conflict)
n	number of variables
O	Oddity
P	Known Principal(s)
p	probability
r	Karl Pearson correlation coefficient
R_d	Delayed Reward
R_i	Immediate Reward
rho	Spearman rank-order correlation coefficient
S	standard deviation
$\overline{X}$	mean probable use
X	raw scores
Z	standard scores, or z-scores

CHAPTER I

PROBLEM DEFINITION

Introduction

The purpose of this study is an attempt to further understand "the nature of news," and investigate how one level of "gatekeeper"--the newspaper city editors--makes his or her evaluations, judgments and selections before reporting a series of events to potential readers.

As Walter J. Ward stated: "Decades of research still leaves the perplexing question: 'What is news?' But accompanying this is the realization that detours on the road to an answer reflect the terminology of the question."[1]

Ward wrote:

> Even the most fundamental exploration uncovers the sobering notion that news--like child psychology and constitutional freedoms--is a many-sided entity that everybody KNOWS, rhetorically, but few UNDERSTAND, operationally.[2]

Therefore, the study will try to explore more understanding of what "news" is, and also attempt to discover similarities and differences concerning evaluations, judgments, and selections of one level of "gatekeeper"--the city editors of ten Oklahoma newspapers.

Do these city editors evaluate news stories similar to each other or are there some significant differences? How much correlation exists between the city editors' selections of news items?

Models of News

Many studies and articles have been written to answer the question of "what is the nature of news?" and how newsmen and women judge news stories. Also, many news definitions have been stated ranging from statements such as "news is what appears in a newspaper" to "news is what you say is news."

Many of the news definitions center around one-dimensional to two-dimensional news models or theories. But one pioneer study of The Nature of News in Three Dimensions was compiled by Ward in a book written from his doctoral dissertation, when he investigated the pattern of news selections of ten city editors.[3]

Ward investigated the news decisions of the city editors as they rank-ordered 54 identical news stories in their own (actual) newspaper situations and in hypothetical bad and ideal situations.[4]

Ward limited the news characteristics to three dimensions which were semantically independent, but related to actual news judgment situations.[5]

The three news dimensions and their respective elements were: NORMALITY: Oddity, Conflict, Normal (no Oddity or Conflict); PROMINENCE: Known Principal(s), Unknown Principal(s); SIGNIFICANCE: Impact, Magnitude, limited or no Impact or Magnitude.[6]

Putting the three-dimensional news model aside for a moment, we will discover other theories concerning news values. Probably one of the most mentioned studies is Wilbur Schramm's theory on "The Nature of News."[7] Schramm used the concept of response-reward time span in predicting the readership of news stories. Schramm hypothesized that readers or listeners select news in expectation of reward, which may be

either of the immediate "pleasure" reward of drive reduction or vicarious experience, or the delayed "reality" reward of "threat value" and general preparedness and information.[8]

Several other theories and news models concerning categories of news can be stated here but they will alter the direction of the study.

This study will combine Ward's news model and Schramm's theory to study the pattern of selections of one "gatekeeper" of the news--the city editors.

Therefore, the reconstructed news model will have the following dimensions: NORMALITY: Oddity, Conflict, Normal; PROMINENCE: Known Principal(s), Unknown Principal(s); SIGNIFICANCE: Impact, No Impact; REWARD: Immediate, Delayed.

The Nature of "Gatekeeping"

In newsrooms around the world, newsmen and women are facing daily decisions to write, edit and select or reject news stories from the available amount of information they have. These people who are faced with making decisions in newsrooms are often referred to as "gatekeepers" of the news.

The "gatekeeper" concept was first applied by Kurt Lewin during World War II to certain areas of control in the communication process. Lewin stated that the flow of news items from their origin to the pages of a newspaper depends mostly upon the decisions of some people who have the power to control the "gates" at different points in the communication process.[9]

Any news event, from the place of its origin to its final appearance in a newspaper, is confronted by a number of "gates."

Studies have been made on wire service editors, city editors, and other "gatekeepers." The general purpose of this study is to compare the similarities and differences of ten newspaper city editors in Oklahoma concerning their patterns of selection of news stories based upon the four-dimensional news model, and an attempt for further understanding of the "nature of news."

ENDNOTES

[1]Walter J. Ward, The Nature of News in Three Dimensions (Stillwater, 1973), p. 19.

[2]Ibid.

[3]Ibid.

[4]Walter J. Ward, "News Values, News Situations, and News Selections: An Intensive Study of Ten City Editors" (unpub. Ph.D. dissertation, Univversity of Iowa, 1967).

[5]Ibid., pp 26-28.

[6]Ibid., pp. 27-28.

[7]Wilbur Schramm, "The Nature of News," Mass Communications, ed. Wilbur Schramm (Urbana, Illinois, 1949), pp. 288-308.

[8]Ibid., p. 302.

[9]Kurt Lewin, "Psychological Ecology (1943)," Field Theory in Social Science (New York, 1951), pp. 170-187.

CHAPTER II

REVIEW OF LITERATURE

Selection of Differences: The News Judgment Process

With more or less consciousness, we are living in a "world of differences" and constantly are facing situations requiring evaluations, judgments, and selections concerning these "differences." For the most part, the evaluations, judgments, and selections we make are ones that somehow are appealing to us. We prefer to select things that we like, or make judgments or decisions on matters that seem appealing to us.

Scientifically-oriented people, as Wendell Johnson says, always look for "the differences that make a difference."[1] Some differences are easily recognized by our limited experience, but not all the differences are based on a "two-valued orientation" of selections such as good-bad, black-white, hot-cold, etc.

Readers of newspapers around the world are also confronted to decide and select news stories they like to read. Their selection is based primarily upon evaluations, judgments, and selections of others before them--the newspersons. Readers have a limited choice as to what to read and how much to read because they are limited as to what is available to them in their newspaper or in their news broadcast. They select from this limited amount of news the ones that are appealing to them.

Each day newspersons, on the other side, are also faced with evaluations, judgments, and selections from the number of stories coming

across their desks. From this available news, they write or rewrite, select, edit, and transmit stories that, in their judgment, are more readable by their readers.

Wilbur Schramm believes:

> No aspect of communication is so impressive as the enormous number of choices and discards which have to be made between the formation of the symbol in the mind of the communicator, and the appearance of a related symbol in the mind of the receiver.[2]

Through this complex evaluation-selection process, some of the stories, or some of the facts, will never be printed, and readers will never have a chance to <u>see</u> them--even though some of the readers may have liked those rejected stories.

The news judgment process has worried journalism scholars and caused them to research this area. Walter Lippmann emphasized standardization, stereotypes, and routine judgment when he wrote in the 1920's:

> Every newspaper when it reaches the reader is the result of a whole series of selections as to what items shall be printed, in what positions they shall be printed, how much space each shall occupy, what emphasis each shall have. There are no objective standards here. There are conventions.[3]

The process of abstraction operates, and some of the details will be omitted. Reporters do not see <u>all</u> the facts. Editors choose stories selectively; readers make selections too and finally <u>something</u> is observed in the mind of the receiver concerning a particular event.

As Ward said:

> General semanticists, among others, note that the 'seeing-believing' notion is a myth--that no one sees all of a thing and no two persons see the same thing. Man's sensory limitations, alone, give merit to this argument.[4]

Schramm states that the typical American adult seems to feel that he can spare about 35 minutes daily for a newspaper which would take him three or four times as long to read in its entirety.[5]

We should realize that before any evaluations, judgments, and selections are made by the readers, various processes have taken place. The transmission of news from its origin to the mind of the reader involves a complex network of communication processes. In agreement, Ward stated that "Much of public information, then, results from a long series of communicative acts in an on-going, institutionalized-human communication chain, such as a print or broadcast medium."[6]

The Process of News

The flow of news from its origin to its final appearance in newspaper is one form of communication process. David K. Berlo's communication model can be used to describe this process.[7] Berlo indicates six ingredients in his communication model. They are: a communication source, an encoder, a message, a channel, a decoder, and a communication receiver.[8]

Schramm has described this process in the following form:

> The first news report of an event is put together from a gestalt of eye witness accounts, second-hand accounts, tertiary comments and explanations, and the reporter's own knowledge and predispositions. The report is then coded for transmission, usually be persons who have had no connection with the actual event. It is coded by modifying its length, form, emphasis, and interpretation, to meet the mechanical demands of transmission and presentation, the anticipated needs and preferences of the audience, and the somewhat better known wishes and demands of the buyers of the news. Then the news is trusted to ink or sound waves or light waves, and ultimately comes to an audience, where it competes with the rest of the environment for favor. A typical member of the audience selects from the mass of news offered him perhaps one-fourth of the news in a daily paper, perhaps one-half of the items in a newscast he happens to hear. These items of news are perceived by each individual as a part of another gestalt--his environment and its competing stimuli, the state of his organism at the moment, and his stored information and attitudes.[9]

In our discussion of communication, we have used the word "process." According to Berlo:

> If we accept the concept of process, we view events and relationships as dynamic, on-going, ever-changing, continuous. . . . The ingredients within a process interact; each affects all of the others.[10]

In Berlo's point of view, the foundation of the concept of process is the belief that the structure of physical reality cannot be discovered by man; it must be created by man.[11]

Ward has noted:

> To some extent--possibly to a great extent--much of the unknown and otherwise 'unknowable' environment is man-made. . . partly by the man who is the 'gatekeeper' of the news. On the other hand, the 'gatekeeper' is a product of his environment, which has, and does, affect his news situations.[12]

The effect of newspersons in their situations and their readership environment is the result of this communication process. The source-message-channel-receiver model of communication process emphasizes the importance of this effectiveness. If the communication process has to be effective, the receiver of the message must react to the message. Readers of newspapers must read the news stories and show their responses in some form of feedback. The column of "letters-to-the-editor" and similar columns are one form of feedback from part of the readers. But the "main" purpose of the news process is that the reader reads the news stories; this is probably the "main" response that the newspersons would like to have from their readers.

Berlo has stated that a communicator often has a purpose that involves learning by the receivers. He wants them either to change their responses to an existing stimulus or to transfer existing responses to a changed stimulus. The source wants the receiver to change, to learn.[13] Readers of newspapers, in buying their newspapers and reading them, show

their responses to the producers of the newspapers. From their newspapers they will learn how dangerous their cities are, what programs are underway, the economical and political situations, and many other things.

Keeping the learning process in mind, it is necessary to go into more detail to clarify the relationship between learning and communication.

Learning and Communication

To talk about communication in a personal context is to talk in part about how individuals learn. Recognizing that learning is also a process, we can take it apart and talk about the ingredients in learning and the relationships among them--retaining all the hesitancies and qualifications needed in any static discussion of a process.[13]

Berlo, by combining the theories presented by Clark L. Hull, C. E. Tolman, and Charles E. Osgood, presents his learning theory.[15] However, it is necessary to define the terms stimulus and response before describing the theory. Stimulus can be defined as anything that a person can receive through one of his senses, anything which can produce sensation in a human organism. Response can be defined in terms of a stimulus. Given an individual who has perceived a stimulus, a response is anything that the individual does as a result of receiving the stimulus. Thus, in our discussion of news process, the stimulus is the news item and the response can be said to be the decision to read or not to read.

Also, we should recognize a difference between two categories of responses: Overt and covert. An overt response is one that is public, observable, and detectable. A covert response is one that occurs within

the organism, one that is not readily observable or detectable. It is a private response.

At this point, without going in-depth into the definitions and variations of these terms, it is proper now to present Berlo's theory on learning. He says the learning process involves first, the presence of a stimulus: anything that the organism is capable of sensing. Second, the organism must actually sense the object, must perceive it. Third, the stimulus as perceived must be interpreted by the organism. Finally, the organism must produce some response to the stimulus, as perceived and interpreted. Learning involves a changed stimulus-response relationship.[16]

Readers of newspapers, with more or less consciousness, are affected by the materials they read. They will "learn" from their readings, to some extent, and will be affected by the materials they read. It was stated that learning is a change in the stable relationship between a stimulus that the individual organism perceives and a response that the organism makes. The effects that the learning process has on readers are to change their attitudes and knowledge about particular issues or persons involved in broad categories of news stories. Perhaps, to affect, to influence himself and his social and physical environment is the basic purpose of most communicators.

Learning and Reward

As stated earlier, we as communicators often have objectives that involve learning by our receivers. We may want to change our readers' attitudes or tendenceis toward a particular issue, or to strengthen them. The newspersons may not have this objective in mind consciously.

Most newspersons say, for example, that reports of crimes and delinquencies are to giver the readers a grasp of their society as to what they need to know about the society and its safety.

Learning involves a changed stimulus-response relationship. The first response that an individual makes is usually tentative, hesitant, cautious. Thus the first response may be called the trial response. According to Berlo, the individual tries a given response to see what happens. He observes the consequences of the trial response. This form of response is retained if the individual perceives the consequences to be rewarding.[17]

Berlo and others observe that one cannot say that a person has learned just because he makes a response once or twice. Learning does not occur until the response becomes habitual, until it is repeated whenever the stimulus is presented. Therefore, the reward can be described as the determination of learning, of the development of habitual strength. Generally, we respond to the stimulus that is rewarding to us.[18]

Let us approach the concept of reward from other view points. Fredrick Cottrell points out that people and societies differ in amounts of energy available to them; therefore, they differ in amounts of learning or changes in behavior that they can tolerate.[19]

Schramm has used the concept of reward and expected energy required to define the fraction of selection of a message, from the receiver's point of view,[20] as:

$$\text{Fraction of Selection} = \frac{\text{Expected Reward}}{\text{Expected Energy Required}}$$

Berlo, on the other hand, expands this concept of selection to include more than the selection of a message. Relating his new concept to interpretation and learning, he says, "We decide to perform those behaviors which we expect will be 'worth the effort.' We decide not to perform behaviors when we believe they are 'not worth the effort.'"[21] Berlo defines the fraction of decision as:

$$\text{Fraction of Decision} = \frac{\text{Expected Reward}}{\text{Expected Energy Required}}$$

We probably decide then to read news stories that the amount of expected reward is greater than the amount of expected energy required. On the other hand, we will not decide to read a particular item and will read the ones which give us the expected reward.

Determination of Habit Strength

It was previously stated that the determination of learning, the development of habit is reward. We repeat responses which are rewarded. It seems that the concept of reward plays a role in the communication process. Berlo states that habit is a relationship between a stimlus and the response which the individual makes to that stimulus and for which he has been rewarded.[22] Berlo constructs "at least" five factors that affect the development of habit strength. They are:

1. Frequency of reward repetition: each time a stimulus is presented, a response is made, and the response is rewarded, habit is strengthened.

2. Isolation of the S-R relationship: the strength of a particular stimulus-response connection is determined in part by the extent to which the stimulus proceeds other responses, or to which other stimuli produce the same response.

3. Amount of reward: the greater the reward, the more the habit tends to be strengthened.

4. Time between response and reward: the faster one perceives that the consequences of a response are rewarding, the more likely he is to retain the responses.

5. Effort required to make the response: responses that are easy to make are more likely to be retained than are responses that are hard to make.[23]

These factors of habit strength in human learning are translatable into principles of communication effectiveness.

In short, the author tried to relate Berlo's model of communication process to the process of news. We said that there is a relationship between the communication process and the learning process. We suggested that learning is a form of communication. Learning involves the development of habits, of habitual responses to a stimulus.

As newspersons we often want to produce learning in our readers. If we do not want to produce learning, we want to utilize the existing habits in our readers, to strengthen them, to create messages which take them into account.

The Reward of News

As stated earlier, it seems that the presence of reward is vital in effective communication, habit strength and learning. Reward should be considered as an individualistic concept. Berlo says, "reward has to be defined in terms of the receiver."[24] Discovering what forms of reward increases the receiver's response enables us to have a more effective communication.

In our discussion of the communication process, we mentioned the process of source-message-channel-receiver. It was stated that there should be a stimulus in order to have a response. A stimulus is given; a response is made; the response is rewarded. When the stimulus is

again presented, there is a tendency to make the same response. The stimulus in our discussion, of course, is the news story. The response is the decision to read or not to read the story.

In talking about reward, we can at least categorize two forms of reward: immediate and delayed. Schramm, based on the works of E. L. Thorndike, O. H. Mowrer, C. S. Sherrington, Sigmund Freud, and other psychologists, has stated that these two categories are the factors in which readers select their news stories. In Schramm's point of view, "a person selects news in expectation of reward."[25] He says that immediate and delayed reward are related to what Freud calls the Pleasure Principle and Reality Principle, respectively.[26]

In the immediate reward category, he includes news of crime and corruption, accidents and disasters, sports and recreation, social events, and human interest stories. In delayed reward category, Schramm includes news about public affairs, science, social problems, education, weather, health and similar topics. News of the first kind pays its reward at once. In the immediate reward news stories, a reader "can enjoy a vicarious experience without any of the danger or stress involved."[27] It satisfies people's curiosity about what other people are doing. It thrills, surprises, shocks, titillates, creates sympathy or aversion.

On the other hand, delayed reward news pays its reward later. The reader learns some materials because he believes he can use them in a later period. Delayed reward news sometimes requires the reader to endure unpleasantness or annoyance. It has a kind of "threat value." It is read so that the reader may be informed and prepared. Delayed reward materials may actually increase the tension of the reader for the moment,

but the reader is undeterred because he believes that the reward will come eventually. When a reader selects delayed reward news, he jerks himself into the world of surrounding reality to which he can adapt himself only by hard work. When he selects news of the other kind, he retreats usually from the world threatening reality toward the dream world.[28]

Schramm makes a connection between delayed and immediate reward to what Sherrington calls anticipatory and consummatory responses:[29]

> One is made as the consummation of a drive and with the expectation of immediate reward. The other is made to set up a drive, and in expectation of danger or delayed reward. One reduces a drive and is therefore pleasant; the other sets up a drive and may be painful. The two responses are not always clearly differentiated.[30]

In Schramm's view, most of the news in the immediate reward group is important to the reader individually because of the individual satisfaction and drive-reduction it accomplishes. But the news in the delayed reward group is important to him because it arouses the tensions and anticipation that are necessary for survival and the development that helps him to be more effective and better prepared socially.[31]

Schramm and David M. White in another study of newspaper readership tried to establish tentative indices for the relation of newspaper reading patterns to the age, education, and economic status of readers. They concluded that in general the amount of news reading tends to increase with age, education, and economic status.[32]

They found that reading of immediate reward news comes to a peak at an earlier age than reading of delayed reward. Also, reading of immediate reward news is higher among the high school educated segment

of the population than in the college segment, while delayed reward news is read more by the college educated group.[33]

Further, reading of delayed reward news is more likely than reading of immediate reward news to increase with rising economic status, and delayed reward stories were least likely to be read by people at the low level of education. People with a good deal of schooling were most likely to read materials which provided delayed reward.[34]

It seems important to point out that in the above study college graduates and grade school graduates both read more of the information which provided immediate rewards. They differed only in that college graduates also read a good deal of delayed reward materials.[35]

In short, Schramm hypothesizes that a person chooses the items which he thinks are likely to give him the greatest reward. In general, there seems to be a greater expectation of reward when there appears to be a greater possibility of the reader identifying himself with the news story.

Schramm observed that "this may be what the textbooks mean by proximity as a news value, but is not to be interpreted as mere physical proximity."[36]

It seems true, as Schramm says, that one of the accomplishments of mass communications has been to bring far corners and faraway people almost next door, so that it becomes relatively easy for a reader to identify himself with the personal affairs of movie stars in Hollywood, and for thousands of sports fans who have never been in South Bend to feel like alumni of Notre Dame.[37]

The individual world of the reader, Schramm continues, will for the most part determine the ease with which he can identify himself

with the given item, and this in turn will powerfully affect the probability of the item being read.[38]

In another research, Schramm conducted interviews with some 100 readers and listeners trying to learn why they read or heard a particular news story. He discovered that the majority of subjects emphasized the quality of "to meness"--self-identification with the news stories. They repeatedly said "That interested me," or "That meant something to me," or "That is very real to me," or "That might be important to me."[39]

Lippmann also believed that what editors should do as an "agent" for the reader is induce him to feel a sense of personal identification with the news story he is reading. Lippmann maintains that:

> News which does not offer this opportunity to introduce oneself into the struggle which it depicts cannot appeal to a wide audience. The audience must participate in the news, much as it participates in the drama, by personal identification.[40]

Jan Beth Kleeman used Schramm's theory to see if differences in age and education of women readers would provide different reading interests in immediate or delayed reward news stories on the women's pages of their newspapers.[41] She concluded that "age makes the only difference in degree of likelihood of reading both types of stories."[42] Kleeman also learned that the educational differences--as well as all interactions between the independent variables--seem to make no difference in what types of reward respondents sought in the articles on the women's pages.[43]

In short, Schramm says the readers or listeners tend to select news stories in expectation of reward, which may be either the immediate "pleasure" reward of drive reduction or vicarious experience or the delayed "reality" reward of "threat value" and general preparedness and

information. For any individual the boundaries of these two categories are not fixed and immutable, but that news of public affairs, economic matters, social problems, science, and education is generally read for delayed reward, and news of crime and corruption, accidents and disasters, sports and recreation, social events, and human interest are read for immediate reward.

According to Schramm, reading habits appear to cluster around these two categories, and a person who is above average in his reading of one is likely to be below average in the other. Reading for delayed reward seems to be a rather more sophisticated form of learned behavior which increases with education or similar experience and marks a development in the socialization of the reader. In either kind of reading, the ease of self-identification with the story is powerfully influential on the probability that a reader will select the news story.[44]

"Gatekeepers" of News

As stated earlier, the selections of news is done through a series of evaluations, judgments and decisions by newsmen and women concerning what shall be reported and how much.

These people within the channel of mass communication have the power to reduce or increase the length of the stories and/or as Ward said, they can locate stories in different places and write headlines in different sizes to make "big stories little" and "little stories big."[45] The newspersons who make these decisions are often referred to as "gatekeepers" of the news.

As long as the news stories remain on the city editor's desk, Ward pointed out, they are meaningless to the public.[46] The stories have

equal chances to appear in pages of the newspaper, but the "quality" changes where the "gatekeeper's" judgment begins. The stories take on varied importance and appeal when they are judged by the editor. Ward continued:

> Often the number of news stories in an input is greater than the editor can, or will, use. In these cases, some stories will not be 'passed through the gate.' Other stories are trimmed, altered, or amplified, before they are passed through the gate. Some go through in their original form.
>
> The acceptance or rejection of a story is only one indication of its importance. Location and size of headline further distinguish its importance. Stories comparable in size may appear quite differently in a news package, due to differences in location and headline size. Story length can be, and often is, a minor factor.[47]

The "gatekeepers" have a known place in models of the communication process. Broadly, they exist somewhere between the source and the receiver --between the event and the reader.

For a better understanding of the position of the "gatekeepers," we may look at Bruce H. Westley and Malcolm S. MacLean's model of mass communication (see Figure 1). Let us assume that Xs (X_1, X_2, . . . X_∞) are part of an event that can be transmitted in some abstracted form. The element C is assumed as one who can select the abstractions of the event for the receiver B--supposedly according to his need satisfaction or problem solutions--and transmit some of them into his newspaper.[48] The element C is the person often referred to as the "gatekeeper" of the news, originally by Lewin in 1943.[49]

In this model the reader, B, is a selector among the offerings of the various "gatekeepers," C. The "gatekeeper," C, can be the first man who controls the flow of news, the reporter, or one who selects from the reports--the editor.

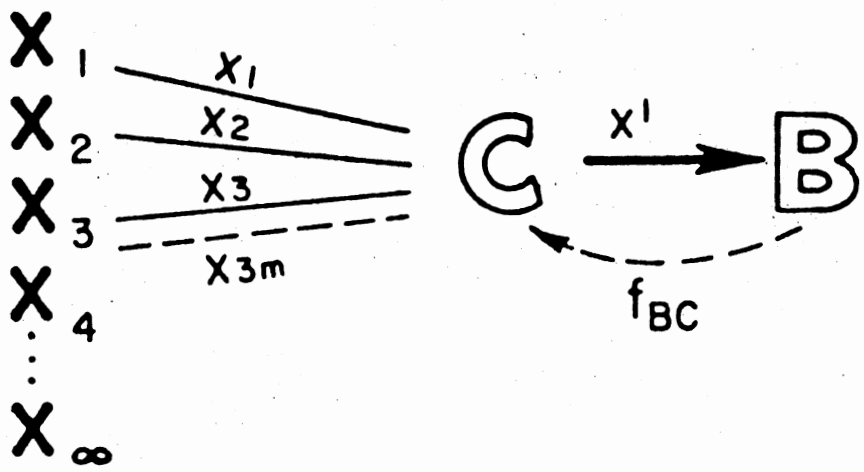

Figure 1. The Place of "Gatekeeper," C, in Westley-MacLean's Mass Communication Model

Westley and MacLean say that Cs, the "gatekeepers," can survive as Cs to the extent that they satisfy needs for Bs--the reader. The C's role is to provide B with a more "extended environment." The "gatekeepers," they say, are "capable of serving as an agent" for the readers in selecting and transmitting news items about an event.[50] Of course, f_{BC} is the feedback made to C in relation to the learning process.

Since, according to Westley and MacLean's model of mass communications, selectors of news act as "agents" of readers, we can say that editors may select their stories in expectation of reward from the "role" they play on behalf of their readers.

Do these "agents" select news stories in expectation of reward?--whether immediate or delayed?

By having the concept of reward in Ward's model, we will be able to search for the old question of "what is the nature of news?" and,

probably, be better able to predict the pattern of selections of news stories by "gatekeepers."

At this point, a brief review of the "gatekeepers" of news is essential. "Gatekeeper" studies reveal some of the factors that affect news judgment.

"Gatekeeper" Studies

As mentioned earlier, the "gatekeeper" concept was first applied by Lewin during World War II. Lewin primarily was interested in food behavior of housewives in wartime. He was concerned with how food came to reach the family table and concentrated on finding persons and places where decisions were made.[51] Lewin concluded:

> . . . food behavior is determined by the dynamics of the food situation which includes the channels through which food comes to the table, the gatekeeper governing the channels at various points, and the food ideology of the gatekeeper. A system of values is the basis of some of the forces which determine decisions about food and bring about conflicts of varying intensities.[52]

> Gate sections are governed either by impartial rules or by 'gatekeepers.' In the latter case an individual or group is 'in power' to make decisions between 'in' or 'out.' Understanding the functioning of the gate becomes equivalent then to understanding the factors which determine the decisions of the gatekeepers, and changing the social process means influencing or replacing the gatekeeper. The first diagnostic task in such cases is that of finding the actual gatekeepers.[53]

"Their decisions," Lewin wrote, "depend partly on their ideology--that is, their system of values and beliefs which determine what they consider to be 'good' or 'bad'--and partly on the way they perceive the particular situation."[54]

Representing his "channel theory," Lewis said:

> This situation holds not only for food channels but also for the traveling of a news item through certain communication

> channels in a group, for movement of goods, and the social locomotion of individuals in many organizations.[55]

Since the origination of the "gatekeeper" concept, many studies investigated the decision-making behavior of "gatekeepers" of news items. Selection of news was not as easy as it was thought: "Hire a copy boy and tell him to take every sixth wire story to the composing room."[56] As Ward noted:

> Gatekeepers, individually and collectively, have a difficult and complex job. They must 'read' the public's common problems and needs to select and convey information most relevant to solution and fulfillment.[57]

Studies show the complexities of "gatekeepers'" decision-making process. Some of the "gatekeeper" studies concerning the decision making of city editors and wire service editors will be cited to define the concept.

In 1949, White adapted Lewin's "gatekeeper" concept to journalism and opened a new area of research in mass communication.[58] White investigated the decision-making pattern of a wire editor on a daily newspaper and wondered why a wire editor, whom he called "Mr. Gates," was faced with a choice of wire service stories of that period--Associated Press, United Press, and International News Service.

White asked "Mr. Gates" to save every piece of wire copy that came to his desk. He was "far more" concerned with the copy that did not get into the paper. Every day, after "Mr. Gates'" pages were made up, White asked him to go through every piece of copy in the "rejected box" and write on it the reason why he had initially rejected it. Analyzing the reasons for rejected stories given by "Mr. Gates," White concluded: ". . . how highly subjective, how reliant upon value-judgments based on the 'gatekeeper's' own set of experiences, attitudes and expectations the communication of 'news' really is."[59] White discovered that "Mr.

Gates" used about 1,297 column inches of total 11,910 column inches of news received from the three press associations during the seven-day period.[60]

Some 17 years later, Paul B. Snider revisited the same "Mr. Gates" and made the same study as was done by White in 1949. He wanted to know whether 17 years had "changed" the attitude of "Mr. Gates" toward "what is news?" Although some conditions were changed to a degree, Snider concluded that "Mr. Gates'" bias and personal tendencies still operate unchanged. "Mr. Gates still picks the stories he likes and believes his readers want," Snider observed.[61] It was found that "Mr. Gates" used 32 percent of the available copy in 1966 as compared to a 10.8 percent rate of usage in 1949. In White's study "Mr. Gates" had to choose from 11,910 column inches of news; in Snider's study he had only 1,971 column inches (16.6 percent as much news) available.

In a search for how the wire editors selected wire news for their papers, Walter Gieber studied 16 wire editors on Wisconsin dailies--ranging in circulation from 4,000 to 31,000, these newspapers received only the Associated Press wire.[62]

Gieber found that to a wire editor, the most significant force in processing the news is getting copy into the newspaper. He is concerned with the immediate details of his work rather than the social arena in which news is made and given meaning.[63] Gieber wrote:

> As a 'gatekeeper in the channel of telegraph news, the wire editor appears to be passive. His news values are elementary and broadly structured. He operates within the temporal orientation of a publishing cycle. Only rarely was he willing to discuss news as a communication processing social utility; indeed, he sometimes scoffed at the thought. The wire editor clearly felt he had discharged his duty when he inserted important news selected from 'what came in.'[64]

The wire editor perceives his readers as members of special interest groups, stereotyped classification for sorting of news stories.[65] According to Gieber, "The wire editor often expressed his own opinion of the events and persons reported in the news. Generally these opinions had no effect on the selection of wire news."[66] Geiber continued:

> The press association has become the recommender of news to the wire editor and thus real selector of telegraph news. The wire editor evaluated the news according to what the AP sent him.
>
> If the reader got vital information about the working of his democratic political system one day and a plethora of crime and accident news the next, it was due to the nature of the channels of press association news and the 'open gateway' of the newspaper.[67]

In Gieber's point of view, the automation has not yet taken over the wire desk. But the selection of news from the press association wire appears to have become a "mechanical process." The skills of wire editing have disintegrated into wire-copy fixing.[68] Gieber observed no major difference in selection of news and news page display among the wire editors, but they differed in the explanations and rationalizations of their role behavior.

In connection with Gieber's conclusion that the wire service was the main recommendor of news stories, MacLean's study of 26 Iowa dailies served by the Associated Press or United Press International can be cited.[69] MacLean found that the newspapers were similar in the wire stories they placed on the front page. He concluded that major changes or major editorial decisions on wire stories are made not by the wire editor but further up the line. That is, the AP Bureau in Des Moines, Iowa, for example, will send through a fairly steady stream of news messages and at the same time will send a recommendation through to the editors saying that "'we think, on the basis of what we know about the

stories that are coming in now, that these are going to be important stories today.'"[70]

Studies also show that some of the "gatekeeping" is done before the news story reached the newspaper's wire editor or news editor. For example, in 1959, John T. McNelly investigated the process of international news. He said that the step-by-step flow of news is done through a series of other "gatekeepers" or what he called "intermediary communicators." McNelly relates, "By the time the story is ready to pass on to the consumer it may be a very different story from what it was at the beginning of its journey through the chain. Many stories, of course, do not survive the journey."[71] McNelly suggested research in international flow of news be done "to remove some of the hunch and guess-work which play too large a part in the flow of news among nations."[72]

Abraham Z. Bass, in a "gatekeeper" study of United Nations radio, says that the news flow process should be divided into news gathering and news processing sections.[73] Bass believed that reserach attention should be focused not at the processing level but at the news gathering level. He reasoned that "the main decision whether the item is news was made by the news gatherers who placed it on the circuit to the news processors."[74] Bass maintains that "Telegraph editors do not originate copy. They take from a given supply, the wire, with its built-in order or priority as shown on the budget."[75] Bass concludes: "The question for the telegraph editor is how to fit the given material in directed order, into the available space. The decision as to what is news has been made at the centralized news agency."[76]

One pioneer study of the newspaper city editors was done by Ward in a doctoral dissertation. Ward constructed a pool of 54 news stories

with one or a combination of news elements based on definitions of his theorectical three-dimensional news model. He found that the ten city editors in his study agreed significantly on the importance of specific news elements and combinations--whether on their own newspapers or on hypothetical newspapers.[77]

Ward's dissertation concentrated around the variables such as policy, interpersonal relationship in the newsroom, the training and experience of "gatekeepers," as well as the news elements included in the structured news stories.

Studies cited so far indicate the importance of news decisions by wire service editors and city editors--the two dominant figures in the flow of news in the communication chain.

Another part of the study deals with determination of news values and an attempt to search the questions: "What is news?", "What do city editors say is news?" or "What are the similarities and differences in their definition of newsworthiness?"

Research also indicates that although news means different things to different people, there is some consistency in the output.

Guido H. Stempel in a 1963 study of 25 randomly selected afternoon newspapers, through factor analyzing content, suggested the possibility of working out a definition of news values. He found agreement on six factors of news, which he labeled: suspense-conflict, public affairs, human interest, specific incidents pinpointed in time, positive news, and political controversy.[78]

Although Stempel listed single elements in his "empirical exploration of the nature of news," he realized that "news as defined by

newspaper editors in practice, is multidimensional."[79] He concluded that "news judgment is a more complex process than we have suspected."[80]

In other research, Stempel studied six Michigan dailies and found 29.6 percent agreement between editors on the use of state news stories and 31.6 percent for national and international news stories. The dailies received only the United Press International wire stories.[81] In a later study of eight Michigan dailies, Stempel found "a tendency for the small-town daily to place a little more emphasis on hard news" than papers in the larger communities.[82]

David Gold and Jerry L. Simmons in a study of patterns of news selection among 24 Iowa dailies, report a concordance coefficient of 0.915--a "high degree of similarity" among the use patterns on these Iowa newspapers.[83] They relate this similarity to "uncritical acceptance" of wire service copy. They emphasize a high relationship between the total amount of wire copy a newspaper uses and the amount of news that paper prints in a content category.[84] Gold and Simmons concluded that "changes in wire-service emphasis on different types of news would be reflected in changes of emphasis in the small-town daily."[85]

Certain textbook writers also offer their news elements or characteristics of news: John Hohenberg cites accuracy, interest, timeliness, and explanation as the characteristics of the news.[86] Charles H. Brown believes the elements of news are proximity, significance, prominence, human interest and timeliness.[87] Carl Warren emphasizes immediacy, proximity, prominence, emotions, consequence, conflict, oddity, and suspense and the eight news elements.[88] Curtis D. MacDougall states that timeliness, proximity, prominence, consequence, and human interest are the primary news values.[89] Snider recommends more investigation of "old

familiar news factors of proximity, timeliness, prominence, etc., to determine whether they are in fact still valid or whether they are anachronisms of the Pulitzer-Hearst era of journalism."[90]

Schramm, as mentioned earlier, indicated that "a person selects news in expectation of reward." He was mainly concerned about the receiver of the news--reader or listener--but since according to Westley and MacLean the "gatekeepers" act as "agents" for their readers or play a role on behalf of their readers, one can say that "gatekeepers" may also select news stories in expectation of reward.[91]

Other studies have found less agreement on what makes news. For example, Emery L. Sasser and John T. Russell studied selection, length of stories and position in a daily newspaper, and two local television and two radio stations. They found "the lack of consistency" in emphasis and in use of similar news stories.[92] They wrote:

> The newspaper carries a greater number of story topics, many tending to be of interest to specialized audiences, and the broadcast media, being limited in time, carry fewer topics for specialized audiences, and when they do they have to be more selective.[93]

Sasser and Russell concluded:

> There is no such thing as news of the day important to the public or that there is no such thing as news editors having background and training which qualified them to know what the news of importance to the public is. . . .[94]

Gieber, in a study of local civil liberties news, interviewed reporters and news sources in four California cities. He found that each reporter has his "own skills but all seem to agree that the goal of the reporting craft is communicative--'writing a good story.'"[95] Gieber found a major reporter-source difference in the identification of news, and he concluded that "What is news to a source is not news to a reporter."[96]

Review of literature dealing with factors influencing news judgment shows a mixed result. Gieber, in the study mentioned above, found some of the factors such as news policy, work pressures, bureaucratic structure, emotional climate of newsroom, and craftmanship affect news judgment.[97] Gieber related:

> News policy, according to reporters, is a necessary ingredient; for policy, in its positive aspects, tells them the way the newspaper defines its job of public service. In its negative aspects, policy dictates to a reporter how he should shape the story and what kinds of news and names are interdicted.[98]

Gieber believed that because news does not have an independent existence and is a product of men who are the members of news-gathering (or news-originating) bureaucracy, it is "very subjective." He concluded that "news is what newspapermen make it."[99]

Schramm in a 1958 study of Oregon newspapers found that the flow of news between cities in that state was highly correlated with population.[100]

A Multi-Dimensional News Model

Most of the studies tend to show that there is some consistency in news value judgments, though not clearly defined. A need for an operational and substantial news model to study the newsperson's decision-making behavior is of concern, a model that can be used in most situations.

As mentioned before, in 1967 Ward developed a model which permitted a more controlled approach to identification of news values. He constructed a pool of 54 news stories based on the definition of this three-dimensional news model with single and multiple news elements.[101] He investigated the news decisions of ten city editors as they assembled

news packages in their own (actual) newspaper situations and in hypothetical bad and ideal situations.[102] The news stories reported events in the mythical city of Middleport, U. S. A.

Ward had started with six original news facets with two elements each: Timeliness, Proximity, Prominence, Oddity, Conflict, and Significance. After a preliminary study, the six facets were reduced to four, and then to three. He found that Proximity and Timeliness tend to be constant in all of the local news stories during preliminary testing; later, Oddity and Conflict were combined as elements within a dimension called NORMALITY.[103] When the model was examined, Ward found similarity among city editors rank-ordering of the news stories as well as significant agreement among the editors on the importance of single and multiple news elements in the news stories.[104]

Lorenzo E. Carter used Ward's model in a study of five pairs of Oklahoma editors and reporters. He found a similar ranking both in news judgment and hierarchy of news values.[105]

George R. Rhoades also used Ward's model in a study of Associated Press and the United Press International wire services in Oklahoma. Rhoades found a high correlation ($rho = .95: p < .001$) among the wire service newsmen as to the importance of specific single and multiple news elements.[106]

Carl F. Galow, in a study of subscribers and editors, also used Ward's model and found an over-all significant correlation of 0.651 between editors and subscribers at the 0.05 level.[107]

L. Erwin Atwood used Ward's three dimensional model in a study of readers and professionals. His study differs from Galow's in that it measured how newsmen and readers perceive each other's preferences in

two hypothetical situations. Atwood concluded that among newsmen, desk-bound editors are least able to predict subscriber preferences; but on the whole, newsmen and readers show high agreement in their preferences.[108]

Ronald L. Snipes also used Ward's model to study the decision-making of editors who were ranked as either high or low in authoritarianism. He was concerned whether the belief system of "gatekeepers" influence the selection of news, or more specifically, whether authoritarianism plays a significant role in news. He found an over-all similarity in the probably use of the news elements by the two types of editors--high and low authoritarian ($rho = .84: p < .001$).[109]

James K. Buckalew, in a study of television news editors, found that a "fairly good" prediction of a television news editor's judging patterns could be obtained if the units on inputs were characterized by five news facets.[110] Buckalew found that Normality, Significance, Proximity, Timeliness, and Visual Availability help in prediction. He also found that Prominence did not seem to help in prediction.[111]

Carter, Rhoades, Galow and Snipes did not include the Magnitude element of Ward's Significance dimension into their news model, because Ward later found that Magnitude explained very little variance in editors' decisions. This study also does not include the Magnitude as another element of the Significance dimension as was advised by Ward.

As mentioned earlier, this study will apply the concept of reward, as a part of effective communication and learning process, into Ward's news model in order to be able to expand and more relate the source-receiver process of news. Therefore, the reconstructed news model will have four dimensions and several news elements. They are: NORMALITY:

Oddity, Conflict, Normal; PROMINENCE: Known Principal(s), Unknown Principal(s); SIGNIFICANCE: Impact, No Impact; REWARD: Immediate, Delayed.

The reconstructed news model will be used to study the pattern of selections of news stories by one "gatekeeper" of the news--the editors of ten Oklahoma newspapers. Some of the research questions are: "What do city editors say is news?" "Do these city editors evaluate news stories similar to each other or are there some significant differences in hierarchy and consistency of their news values?" "How much correlation exists between the city editors' selection of news items?" "Is there any significant difference between news stories containing Immediate- and Delayed-Reward elements?"

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CHAPTER III

METHODOLOGY AND DESIGN

To study the relationships between the "gatekeeper's" selection of news stories and the news elements within, the researcher constructed a pool of 72 news stories representing all possible combinations of operationally defined news elements.

The author attempted to determine the probable-use hierarchy of these news elements among ten city editors of Oklahoma newspapers. These editors were asked to rank-order the stories along a quasi-normal Q distribution from "Most Probably Use" to "Least Probably Use," as if they were an editor of a state-wide newspaper with a "large" daily circulation of 250,000.

The independent variables in this study were the news elements in the 72 news stories selected for the study.* The dependent variable was the subjective probably use of the Q-rank scores.

The 72 news stories comprised examples of each of the 24 possible combinations of new elements. The stories, regarded as a Q-sample of items for the editors to sort, are listed in Appendix E.

Most of the stories recounted events that happened in Oklahoma and other states. This study held proximity and timeliness constant since

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*The selection of the 72 stories was supervised by Dr. Walter J. Ward, Director of Graduate Studies in Mass Communication at Oklahoma State University, Stillwater, who acted as thesis adviser.

all stories dealt with state news. In every story in the input pool, the event was assumed to have occurred "today" and was related to Oklahoma.

As mentioned before, this study combined Ward's three-dimensional news model and Schramm's theory of response-reward span. Ward, after reviewing 35 journalism textbooks and interviewing editors and reporters, discovered a pattern in the probable-use of new elements and/or combinations thereof. He selected several meaningful dimensions of news which were mentioned by interviewees as news values.[1] In his study of ten city editors, he found significant agreement among city editors on the importance of single and multiple news elements.

Carter later used Ward's model in a separate study of Oklahoma editors and reporters,[2] Rhoades used it in a study of wire service newsmen in Oklahoma,[3] Galow used the model in a study of editors and subscribers,[4] and Snipes used it to learn if the editors' degrees of authoritarianism played a role in news selection.[5] There was a significant correlation among the hierarchies of news values developed in the five studies.

Louis Guttman's principles of facet analysis, or dimensional structuring, proved useful for conceptualizing the new dimensions and elements.[6] Essentially, the structuring of dimensions or facets involved development of semantically independent types of stimuli which were relevant to the researcher's interest. In other words, facets were for classifying stimuli into a theoretical structure so that one could talk about them (the stimuli) more meaningfully. For instance, the objective in Ward's study was to derive several facets or dimensions of news that were semantically different, and yet related to dependent variables of

editor responses or judgment.[7]

Ward structured six original news facets as stimuli with two elements each. The facets were: Prominence, Significance, Oddity, Proximity, Timeliness and Conflict.[8] Following a preliminary study, the six original news facets were reduced to four and then to three. Ward made Timeliness and Proximity constant in all of the local news stories, since these are "conditions" that amplify the relative importance of the basic news elements rather than being news element, per se. In every story used in the input pool, it was assumed that event occurred "today" in the "local area" of the newspaper.[9]

On the other hand, as mentioned before, Schramm hypothesized in a readership study that people select news in expectation of reward--which he categorized as immediate and delayed reward.[10]

Schramm says immediate reward news stories satisfy people's curiosity about what other people are doing and enables them to share vicariously the experiences of other psychologically. It thrills, surprises, shocks, titillates, creates sympathy or aversion; it is, then, the news of crime and corruption, accidents and disasters, sports and recreation, social events, and human interest. Schramm relates this appeal to Freud's Pleasure Principle.[11]

Delayed reward news, Schramm says, deals with such matters of international situations, public affairs, economics, social problems, science, and education. He allies this appeal to Freud's Reality Principle. It has an element of discomfort in it, because it forces people to consider matters that may have grim consequences; its reward lies in its informing people about, and preparing them to meet, the problems of life.[12]

Combining Ward's news model and Schramm's theory enabled the author to form another news model for the study. The stories for this study, then, comprised four news dimensions and their elements, or subfacets. They are: NORMALITY: Oddity, Conflict, Normal; PROMINENCE: Known Principal(s), Unknown Principal(s); SIGNIFICANCE: Impact, No Impact; and REWARD: Immediate, Delayed.

Definition of News Elements

Operational definitions of the four news dimensions and their elements are as follow:

A. NORMALITY: Stories involving Oddity, Conflict or Normal situations.

a_1. Oddity: Any action or event that is rarer than just the unusual (a murder is unusual, but not an oddity). Generally, the action or event has a "twist"--that is, it is different from the day-to-day turn of events . . . or opposite from what we have learned to expect, and, thus, predict in our culture and our time. Lack of precedent, generally, though not necessarily, is indicated.

a_2. Conflict: Any open clash between persons, groups, and animals, or involving a clash with any of these three against nature. The clash can be either verbal or physical. The conflict must be obviously intense, with distinct "movement against" by one or both opposing forces.

a_3. Normal: Actions or events not unusual enough to be considered an Oddity or "movement against" that is intense enough to be constituted as Conflict.

Example of Oddity: A Tulsa blind man says he tripped over his guide dog, fell downstairs, cracked his head and got his sight back.

"I am absolutely thrilled," John Lawrence, 43, a telephone operator in Tulsa National Bank described. He said he began going blind seven years ago from complications of a slow-developing eye ailment and arthritis and had been completely blind for four years.

Lawrence's dog, Omar, got a steak as a bonus.

Example of Conflict: Two Tulsa men were killed today when their single-engine light plane crashed and burned in a field near Oklahoma City after striking high voltage wires.

The dead were identified as Larry Menie, 25, and Danny Rogers, 41.

Oklahoma City police said the plane, piloted by Rogers, apparently ran into trouble while making a landing approach to Will Rogers World Airport airstrip.

B. PROMINENCE: New stories involving any person or institution which has gained fame through inheritance, accomplishment, etc.

b_1. Known Principal(s): Known through repeated past publicity or position in society and/or community.

b_2. Unknown Principal(s): Unknown person, group or institution. No repeated publicity.

Example of Known Principal: Hank Aaron, famous baseball player, will be the guest speaker at the Oklahoma State University annual athletic awards banquet tomorrow.

C. SIGNIFICANCE: News stories relating participation in an event by a large number of readers, or representing immediate impact, or potential impact, in the very near future, on a large number of readers. Political, economic, social, psychological, and moral consequences are of concern here. Impact can be physical and/or psychological, but it must obviously be concrete, as opposed to the abstract.

c_1. Impact: Any physical or non-physical event in which a large number of readers participate--or which affects, now or in the future, a large number of persons in the community. "Affect" is used in the impact frame. Impact can be damaging or enhancing.

c_2. No Impact: Any physical or non-physical event which affects an obviously limited number of readers, and in which few or no readers participate. Very small gains, losses, expenditures or accomplishments are involved.

Example of Impact: The price of beef will increase five to ten percent a pound in most retail outlets this week. Beef prices charged by wholesalers hit their peak today.

D. REWARD: Any physical or non-physical event in which a large

number of readers potentially receive either immediate or delayed reward.

d_1. Immediate Reward: Account of any physical or non-physical event in which a large number of readers participate and receive immediate satisfaction. A reward is gain at once. Readers face a minimum of tension while reading the story; they can identify themselves with the story. It satisfies readers' curiosity about what other people are doing and enables them to share vicariously the experience of others without any of the dangers or stress involved. It thrills, surprises, shocks, titillates, creates sympathy or aversion.

d_2. Delayed Reward: Account of any physical or non-physical event in which a large number of readers participate and receive delayed reward. Reward would be gained later, if any reward be gained at all. It sometimes requires the reader to endure unpleasantness or annoyance. It would create tension within the reader. The story contains an element of discomfort in it, because it forces people to consider matters that may have grim consequences; its reward lies in its informing people about, and preparing them to meet, the problems of life.

Example of Immediate Reward: Southwestern Bell Telephone Co. proposed $35 million worth of increase today which would hike basic telephone rates, installation charges, interstate long-distance calls, and institute charges for directory assistance in Oklahoma.

In its application to the Oklahoma Corporation Commission, the company asked immediate approval of raising the cost of making a call from a coin-operated telephone to 20 cents and boosting installation charges.

Installation costs for a residential telephone would go from $10 to $16 and from $14 to $23 for a business telephone.

Example of Delayed Reward: Sen. Dewey F. Bartlett called today in Washington for hearings on the removal of the oil depletion allowance to determine its cost on oil and gas exploration and development.

Under the tax reduction bill signed by President Ford, the allowance, a tax credit for oil producers, is phased out for major oil companies and reduced for independent companies.

Bartlett, long a supporter of the depletion allowance, said its removal would increase the tax burdens of the U.S. petroleum industry by $2.1 billion this year.

News Element Combinations

All possible combinations of the news elements cited above were represented in the 72 stories, or Q-items, in this study to determine the probable-use hierarchy of these news elements among the respondents. Ten city editors in Oklahoma were asked to rank-order these stories along a 9-point continuum from "Most Probably Use" to "Least Probably Use." Each story contained one or more levels of the four independent news dimensions--PROMINENCE, NORMALITY, SIGNIFICANCE, and REWARD.

The 2 x 2 x 2 x 3 four-dimensional design employed in this research contained 24 possible combinations of news stories. In other words, 24 news stories were required to incorporate each news element and/or combinations thereof. Three news stories from each of the 24 possible combinations of news elements were used. The 24 possible combinations of news elements are:

1. Known Principal(s), Impact, Oddity, and Immediate Reward
2. Known Principal(s), Impact, Conflict, and Immediate Reward
3. Known Principal(s), Impact, and Immediate Reward
4. Known Principal(s), Oddity, and Immediate Reward
5. Known Principal(s), Conflict, and Immediate Reward
6. Known Principal(s), and Immediate Reward
7. Impact, Oddity and Immediate Reward
8. Impact, Conflict, and Immediate Reward
9. Impact, and Immediate Reward
10. Oddity, and Immediate Reward
11. Conflict, and Immediate Reward
12. Normal, and Immediate Reward

13. Known Principal(s), Impact, Oddity, and Delayed Reward
14. Known Principal(s), Impact, Conflict, and Delayed Reward
15. Known Principal(s), Impact, and Delayed Reward
16. Known Principal(s), Oddity, and Delayed Reward
17. Known Principal(s), Conflict, and Delayed Reward
18. Known Principal(s), and Delayed Reward
19. Impact, Oddity, and Delayed Reward
20. Impact, Conflict, and Delayed Reward
21. Impact, and Delayed Reward
22. Oddity, and Delayed Reward
23. Conflict, and Delayed Reward
24. Normal, and Delayed Reward

Selection of Editors

Editors were selected from ten of the 53 daily newspapers in Oklahoma. Average daily circulations of these newspapers ranged from 2,486 for The Sayre Journal to 175,586 for The Daily Oklahoman, Oklahoma City.[13] The newspapers were located in ten different counties, in communities of over 2,400 to over 330,000 population. Appendix B shows the locations of the ten cities on the Oklahoma map whose newspapers were selected for the study.

The 53 daily newspapers were divided into four groups. Group I, which contained five of the 53 newspapers, had circulations ranging from 47,367 for The Oklahoma Journal, Oklahoma City, to 175,586 for The Daily Oklahoman. This group contains 9.43 percent of the total 53 newspapers.

The average circulations of the 11 newspapers in Group II ranged

from 10,013 for the Enid Daily Eagle to 22,233 for The Muskogee Daily Phoenix and Times Democrat, with 20.75 percent of total newspapers.

Group III's average circulations ranged from 5,200 for the Woodward Daily Press to 9,806 for The Daily McAlester Democrat. In this group, there were 12 newspapers which contained 22.64 percent of total 53 newspapers.

In Group IV the average circulations ranged from 2,486 for The Sayre Journal to 4,930 for the Claremore Daily Progress with 25 newspapers or 47.17 percent of the total 53 newspapers.

For the sample of ten city editors, a table of random numbers was used and one newspaper was selected from Group I, two newspapers from Groups II and III, and five newspapers from Group IV.

Table I shows the names of newspapers--as appear on "flag"--and their editors selected for this study.

Editors of these newspapers were contacted by the author personally, and were asked to Q-sort the sample of the 72 news stories. Data obtained revealed that ages of the editors ranged from 24 to 62 years. One editor was 62 years old; three editors were in their 50s; one was 48; two were in their 30s; and three were in their 20s. One editor was a female. Seven were married.

Tenures as editor ranged from one editor with 45 days to another with 33 years. One had been on the job 24 years; two for 15 years; one for 7 years; one for 6 years; two for 3 years; and another for 2 years.

Seven editors held Bachelor's degrees. Six degrees were in journalism. Two editors attended college but did not earn a degree. One had a high school diploma.

TABLE I

THE TEN NEWSPAPERS AND THEIR EDITORS

Group	Newspapers	Editors	Positions
I	Tulsa Daily World	John Gold	City Editor
II	Enid Morning News	Phil Brown	City Editor
	The Shawnee News-Star	Jim Bradshaw	City Editor
III	The Ada Evening News	George Gurley	Editor
	The Daily McAlester Democrat	George Minter	Editor
IV	The Anadarko Daily News	Jack Stone	Editor
	The Perry Daily Journal	Milo Watson	Editor
	The (Pryor) Daily Times	Jack Hardy	Editor
	The Sayre Journal	Charles Bacon	Editor
	Vinita Daily Journal	Ginny Duke	Managing Editor

One concern in this exploratory study was to see if the age and/or education make a significant difference in the pattern of news element selection.

It should be pointed out that--except for the three relatively "large" newspapers which had staff positions called "city editor"--persons who performed the city editor's functions were called "editor" or "managing editor."

In order to learn about similarities and differences of editors' probable use of news elements and/or combinations thereof, the editors' rankings were correlated, factor analyzed, and subjected to a factorial analysis of variance.

Hypotheses

Some of the hypotheses in this research were related and/or taken from studies of Carter, Galow, Rhoades, Schramm, Snipes, and Ward. Again, it should be pointed out that this study was designed to learn the relationships between the news elements and the editors' probable-use of the stories. Therefore the following hypotheses are presented:

1. Mean probable use of stories containing Impact will be greater than mean probable use of stories containing No Impact: $\bar{X}$ Impact > $\bar{X}$ No Impact.

2. Mean probable use of stories containing Known Principle(s) will be greater than mean probable use of stories containing Unknown Principal(s): $\bar{X}$ Known Principal(s) > $\bar{X}$ Unknown Principal(s).

3. Mean probable use of stories containing Conflict and/or Oddity will be greater than mean probable use of stories containing Normal element (no Oddity or Conflict): $\bar{X}$ Conflict ≃ $\bar{X}$ Oddity > $\bar{X}$ Normal.

This hypothesis is related to Ward's later research when he created a "third theoretical editor." The theoretical editor represented a composite of most editors that had cooperated in past research efforts. In this model, the probable use of Conflict tended not to differ significantly from Oddity.[14]

4. Mean probable use of stories containing Immediate Reward will be greater than mean probable use of stories containing Delayed Reward: $\bar{X}$ Immediate Reward > $\bar{X}$ Delayed Reward.

5. Mean probable use of news elements by editors with journalism degrees will not differ significantly from mean probable use of editors without journalism degrees.

6. Mean probable use of news elements by editors whose ages are "40 and above" will not differ significantly from mean probable use of editors whose ages are "39 and below."

7. For all ten editors, the mean probable use of Impact will be greater than mean probable use of Conflict, Known Principal(s), Oddity, Immediate or Delayed Reward. Probable use of the latter five elements will not differ significantly. $\bar{X}$ Impact > $\bar{X}$ Conflict ≃ $\bar{X}$ Known Principal(s) ≃ $\bar{X}$ Oddity ≃ $\bar{X}$ Immediate Reward ≃ $\bar{X}$ Delayed Reward.

With the exception of the hypothesized mean probable use of Immediate and Delayed Reward, the above hierarchies of probable use of news elements were found by Ward in 1967, Carter in 1970, Rhoades in 1971, Galow and Snipes in 1973.

8. There will be significantly high correlation among the editors on over-all probable use of single or multiple news elements of the stories in the pool.

Q-Methodology

Since this study was limited to a small number of persons, William Stephenson's Q-Methodology was used as a basis for design and analysis of the ten city editors' judgments.[15] Q-sorting is a method of ranking objects along a quasi-normal frequency distribution and assigning numerical values to the objects for statistical purposes. It centers particularly in sorting decks of cards called Q-deck and in the correlations among the responses of different individuals to the Q Sorts.[16]

In Q-technique, any person becomes the subject of a detailed factor and variance analysis. It is suited to testing theories on small sets of individuals carefully chosen for their known or presumed

possession of some significant characteristic or characteristics.[17]

In this study, the researcher obtained a large number of responses from a few persons--the newspaper editors. The ten editors were instructed (Appendix C) to Q-sort the 72 stories which were printed separately on 3" x 5" cards reflecting the structured input of the news dimensions and their elements. (A few samples of the cards are shown in Appendix F.) The editors were asked to read all the news stories, then sort and place them into nine piles. The Q-technique seemed appropriate for the study because it resembles the editors' daily decision-making duties in which they compare all stories available for a given issue and then assign them priorities in terms of their perceived news values.

The editors ranked the 72 news stories on a nine-point continuum ranging from "Most Probably Use" to "Least Probably Use." The array made up a quasi-normal distribution, as shown below:

TABLE II

THE Q-SORT DISTRIBUTION OF 72 NEWS ITEMS

Most Probably Use									Least Probably Use
Assigned Values	9	8	7	6	5	4	3	2	1
No. of Items	4	6	8	11	14	11	8	6	4

The numbers above the line are values assigned to stories in each pile.

The numbers below the line are numbers of stories to be placed in each pile. For example, the four cards at the extreme left received a score of nine each. All statistical analyses were based on the resulting scores. The sorting of news stories reflected similarities and differences of the city editors' probable uses of the four news dimension elements.

Correlation and Linkage Analysis

To identify clusters or "types" of "gatekeepers" who were most alike in probable use of news stories, elementary linkage and factor analyses were used. According to Fred N. Kerlinger, "Factor analysis is a method for determining the number and nature of the underlying variables among larger numbers of measures."[18] It may also be called a method for extracting common factor variances from sets of measures.

Intercorrelations of the ten editors were computed to indicate what relationship existed among the editors as reflected by their probable use of news elements. Louis L. McQuitty's elementary linkage and factor analysis, a form of factor analysis, was used to extract any factors or clusters of editors.[19] According to McQuitty: "Elementary linkage analysis is a method of clustering. It can be used to cluster either people or items, or any objects, for that matter, which have distinctive cluster-characteristics."[20]

This method consists of identifying clusters of "types" by locating--through the size of correlation coefficients--respondents whose judgments are most highly related. In other words, linkage analysis would indentify editors who tended to be most similar in their probable use of news elements. Variance caused by the differences in "types"

then could be identified and extracted. Thus, the linkage and factor analyses separate into a group those editors more similar to each other in their probable use of news elements than to editors in another group.

Using Karl Pearson's product-moment correlation coefficients, the author correlated the assigned values of the 72 news items of each editor with each of the other nine editors.

Analysis of Variance

Following linkage and factor analyses, a correlated factorial analysis of variance was used to study the main and interactive relationships of the four news dimensions and their elements on different types of editors. According to Kerlinger:

> In factorial analysis of variance two or more independent variables vary independently or interact with each other to produce variation in a dependent variable. . . . One of the most significant and revolutionary developments in modern research design and statistics is the planning and analysis of the simultaneous operation and interaction of two or more variables. Scientists have long known that variables do not act independently. Rather, they often act in concert.[21]

In this research, the author used a modified Type III analysis of variance, also known as a multi-factor mixed design with repeated measures on one factor.[22] In this design the 72 news stories were considered as subjects. In other words, there were 24 story groups of three subjects each who were subjected to types of editors (treatments). Each story group was considered representative of that news dimension's elements and was thought of as receiving "editor-type-treatments," which were extracted in the linkage and factor analysis, and later, arbitrarily, by age and educational groupings. The types, thus, were the repeatable factor. For example, there were three stories in the

Conflict, Impact, Delayed-Reward combination. The stories were considered as subjects and the types of editors were considered as "treatments." This allowed the researcher to examine how the different types of "editor treatments" presumably affected the probable use by "news element subjects."

The author, in effect, was working with five experimental variables with two levels each. Four of the variables were the independent news dimensions divided into elements: the SIGNIFICANCE dimension had Impact and No Impact elements, the PROMINENCE dimension had Known Principal(s) and Unknown Principal(s) elements, the NORMALITY dimension had Oddity, Conflict, and Normal elements, and the REWARD dimension had Immediate and Delayed elements.

These four variables, in effect, were like four classifications of people who responded to all "editor-type-treatments." Two of these editor types were extracted by linkage and factor analyses. In Figure 2 the 2x2x2x2x3 analysis paradigm shows how the levels of independent variables were juxtaposed for the analysis of variance.

The multi-factor mixed design enabled the author to pull out or extract variances in probable-use scores due to news dimension elements, separately or in combination, and their interactions with types of editors. Thus, differential probable-use scores by types of editors were identified. In other words, one type of editor may have placed higher emphasis on the Conflict stories than did the others.

Analysis of mean probable uses of news elements enable the author to tell if there were significant differences among the new elements. In other words, did the editors rank stories containing Impact significantly higher than stories containing No Impact, etc.?

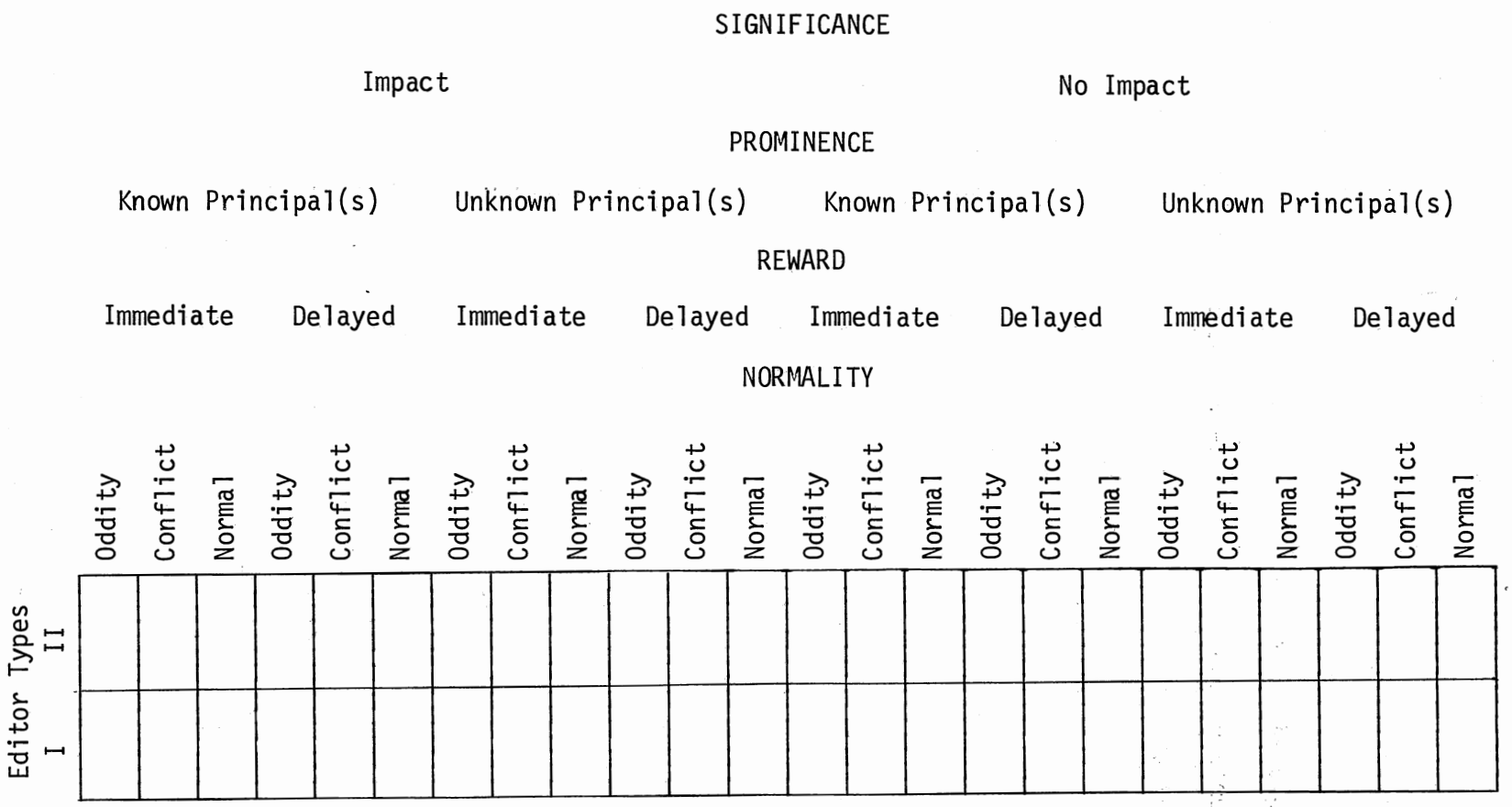

Figure 2. Five-Factor Analysis Paradigm Showing Juxtaposition of News Dimension Elements and Editor Types

The question of cumulative effects and/or interaction was also pursued to reveal the relationships of the various combinations of news elements to each other and to different types of editors. Furthermore, the author was able to determine if there was any significant difference on over-all ranking of news dimension elements by the types of editors.

ENDNOTES

[1]Ward, "News Values, News Situations, and News Selections: An Intensive Study of Ten City Editors," pp. 5-6.

[2]Carter, p. 2.

[3]Rhoades, p. 5.

[4]Galow, p. 1.

[5]Snipes, p. 3.

[6]Louis Guttman, "What Lies Ahead for Factor Analysis?," Educational and Psychological Measurements, Vol. 18 (Autumn, 1958), pp. 497-515.

[7]Ward, "News Values, New Situations, and News Selections: An Intensive Study of Ten City Editors," p. 6.

[8]Ibid., p. 7.

[9]Ibid., p. 39.

[10]Schramm, "The Nature of News," p. 290.

[11]Ibid.

[12]Ibid.

[13]Editor & Publisher, The International Year Book (1975), pp. 204-211.

[14]Ward, The Nature of News in Three Dimensions, pp. 143-148.

[15]Fred N. Kerlinger, Foundations of Behavioral Research (New York, 1973), pp. 582-598.

[16]Ibid.

[17]Ibid.

[18]Ibid., p. 659.

[19]Louis L. McQuitty, "Elementary Linkage Analysis for Isolating Orthogonal and Oblique Types and Typal Relevancies," Educational and Psychological Measurement, Vol. 17, No. 2 (Summer, 1957), pp. 207-229.

[20]Ibid., p. 207.

[21]Kerlinger, p. 245.

[22]James L. Bruning and B. L. Kintz, Computational Handbook of Statistics (Glenview, 1968), pp. 61-72.

CHAPTER IV

SIMILARITIES IN NEWS VALUES OF EDITORS

The ten editors Q-sorted 72 news stories along a nine-point continuum, which enabled the researcher to find over-all agreement and differences among them.

To determine similarities among the editors, the author intercorrelated and factor analyzed the editors' probable use of news elements. These analyses pointed out agreements among the editors, instead of differences, as in the variance analysis reported later. Correlation and elementary linkage-factor analyses not only indicate the over-all agreement and relationships among "gatekeepers'" news values, but identifies statistically types of editors through the procedure outlined by McQuitty.[1]

This method consists of identifying clusters of "types" of editors by locating, through size of the correlation coefficients, the variables or tests most highly related. In this study, linkage analysis identified the editors who tended to show similar probable use of news elements. In other words, the linkage-factor analysis isolated clusters of editors who were more similar to each other in their judgments of the news items in the pool, than they were with any other editors participating.

As Kerlinger pointed out:

> Factor analysis serves the cause of scientific parsimony. It reduces the multiplicity of tests and measures to greater simplicity. It tells us, in effect, what tests or measures

> belong together--which ones virtually measure the same thing, in other words, and how much they do so.[2]

Factor analysis reduces the number of variables with which the scientist must cope and helps him to locate and identify unities or fundamental properties underlying tests and measures.[3] In this research, the author was interested in the underlying news elements that were salient to the judgments of different clusters or "types" of respondents.

Types of Editors

The author obtained a large number of responses from a few persons. He then intercorrelated and factor analyzed the responses from each of the ten editors. Altogether there were 720 decisions on news stories made by the ten editors.

Since relatively few persons were studied, Stephenson's Q-Methodology was used, as mentioned earlier. Kerlinger has stated:

> It [Q-Methodology] is not well-suited to testing hypotheses over large numbers of individuals, nor can it be used too well with large samples. One can rarely generalize to population from Q persons samples. . . . Rather, one tests theories on small sets of individuals carefully chosen for their 'known' or presumed possession of some significant characteristic or characteristics.[4]

The individuals were all newspaper editors. Their jobs centered around daily decisions as to "what is 'news'" and what stories should be given to their readers in the ten different Oklahoma cities.

The editors were systematically selected from the 53 daily newspapers in Oklahoma based upon the daily circulations of the newspapers. Analysis was performed on the editors' judgments of stories.

The Q matrix of correlations of each editor with each of the other nine editors in probable use of news elements in shown in Table III.

TABLE III

INTERCORRELATIONS OF TEN EDITORS' PROBABLE USE
OF 72 NEWS STORIES

	Ada	Anadarko	Enid	McAlester	Perry	Pryor	Sayre	Shawnee	Tulsa	Vinita
Ada		0.481	0.596	0.515	0.543	0.469	0.261	0.615	0.478	0.425
Anadarko	0.481		0.640	0.515	0.540	0.475	0.435	0.633	0.472	0.500
Enid	0.596	0.640		0.646	0.519	0.574	0.397	0.717	0.578	0.584
McAlester	0.515	0.515	0.646		0.534	0.705	0.397	0.708	0.590	0.730
Perry	0.543	0.540	0.519	0.534		0.605	0.307	0.708	0.487	0.432
Pryor	0.469	0.475	0.574	0.705	0.605		0.410	0.699	0.602	0.668
Sayre	0.261	0.435	0.397	0.397	0.307	0.410		0.385	0.307	0.394
Shawnee	0.615	0.633	0.717	0.708	0.708	0.699	0.385		0.593	0.568
Tulsa	0.478	0.472	0.578	0.590	0.487	0.602	0.307	0.593		0.649
Vinita	0.425	0.500	0.584	0.730	0.432	0.668	0.394	0.568	0.649	

Correlations 0.302 and above significant at the .01 level of confidence: df = 70.

Correlations 0.232 and above significant at the .05 level of confidence: df = 70.

The correlation coefficients ranged from a high of 0.730 for McAlester-Vinita editors to a low of 0.261 for Ada-Sayre editors. Correlations among the editors' news judgments all exceeded chance expectation 99 times out of a 100--except for one correlation which is significant at the .05 level of confidence.

Factor analysis of the Q matrix identified clusters or "types" of editors who tended to be "most alike" in judging the news stories. In other words, there were editors who clustered together, or who were most highly correlated in judgment of the news stories.

In linkage analysis the highest of the underlined column entries in Table III are selected. From the linkage of correlation coefficients in Table III, two clusters or "types" of editors were extracted. Type I included the four editors from McAlester, Pryor, Tulsa and Vinita. The Type II cluster comprised editors from Ada, Anadarko, Enid, Perry, Sayre and Shawnee. The two types are indicated in Figure 3.

A separate correlation matrix was constructed for each type of editor, as shown in Tables IV and V. The correlation coefficients in each column were summed and, as linkage analysis states, the largest total indicates the editor most representative of that type.

Table IV indicates the Vinita editor was most representative of Type I editors. The Shawnee editor was the most representative of the Type II, as shown in Table V. Table VI shows the correlation of each editor with representatives for each type.

In short, four of the editors clustered into Type I, with the Vinita editor as representative. There were six editors in Type II, with the Shawnee editor as representative. In other words, four of the "gatekeepers" had a similar pattern in ranking the news stories in the

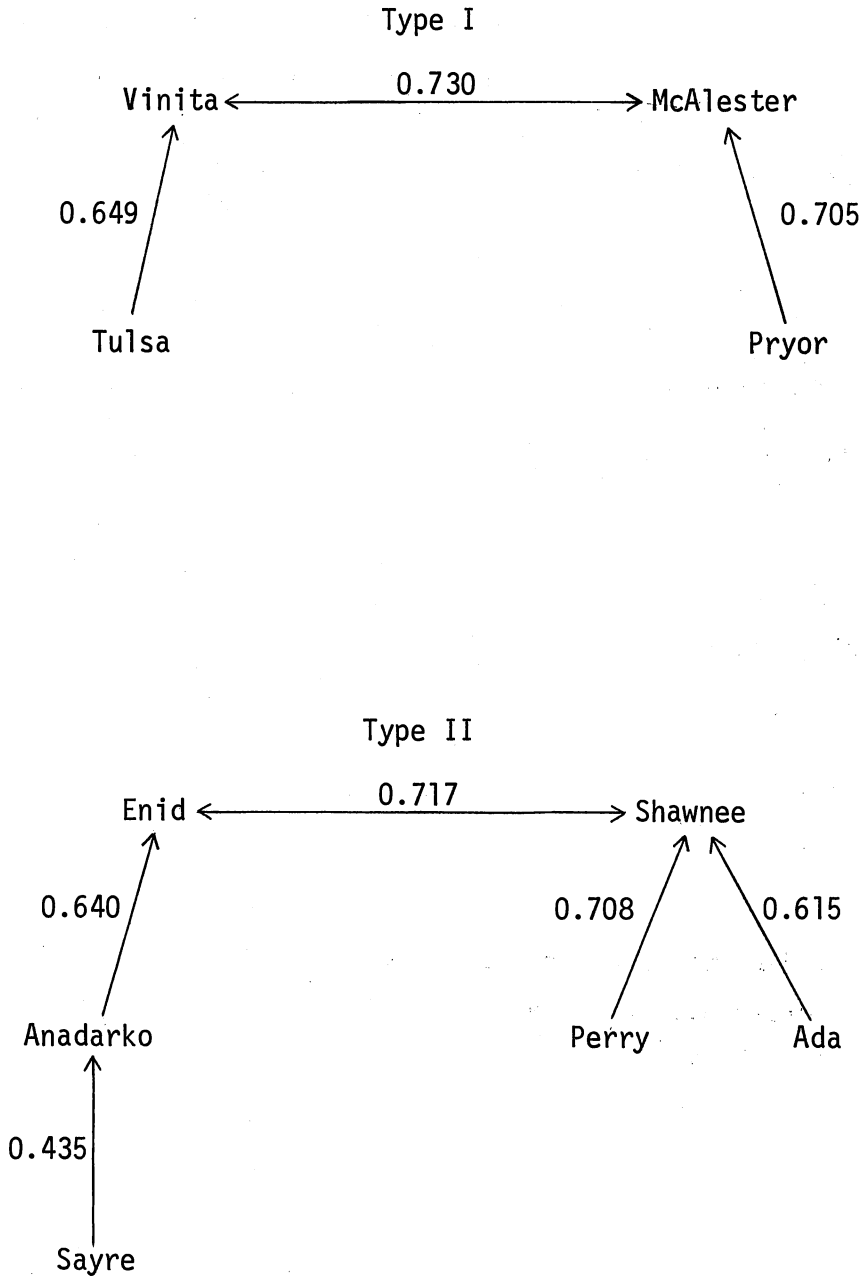

Figure 3. Types of Editors Extracted From Linkage Analysis

TABLE IV

INTERCORRELATIONS OF TYPE I EDITORS' PROBABLE USE OF 72 NEWS STORIES

	McAlester	Pryor	Tulsa	Vinita
McAlester		0.705	0.590	0.730
Pryor	0.705		0.602	0.668
Tulsa	0.590	0.602		0.649
Vinita	0.730	0.668	0.649	
	2.025	1.975	1.841	2.047

Representative Type I: the Vinita Editor

TABLE V

INTERCORRELATIONS OF TYPE II EDITORS' PROBABLE USE OF 72 NEWS STORIES

	Ada	Anadarko	Enid	Perry	Sayre	Shawnee
Ada		0.481	0.596	0.543	0.261	0.615
Anadarko	0.481		0.640	0.540	0.435	0.633
Enid	0.596	0.640		0.519	0.397	0.717
Perry	0.543	0.540	0.519		0.307	0.708
Sayre	0.261	0.435	0.397	0.307		0.385
Shawnee	0.615	0.633	0.717	0.708	0.385	
	2.496	2.729	2.869	2.617	1.785	3.058

Representative Type II: the Shawnee Editor

pool. The other six also had a similar pattern in selection of the stories but different from the first cluster, on the average. Statistical analysis indicated where the differences were between the two types.

TABLE VI

CORRELATIONS OF EDITORS WITH TYPICAL REPRESENTATIVE FOR EACH TYPE

	Type I (Vinita Editor)	Type II (Shawnee Editor)
Ada	0.425	0.615
Anadarko	0.500	0.633
Enid	0.584	0.717
McAlester	0.730	0.708
Perry	0.432	0.708
Pryor	0.668	0.699
Sayre	0.394	0.385
Shawnee	0.568	1.000
Tulsa	0.649	0.593
Vinita	1.000	0.568

At this point, each type will be studied closely as to their mean probable use of news elements. It should be pointed out that the types

of editors are mixed. That is, each editor has a substantial correlation with either type, as shown in Table III.

Type I: "Conflict-Delayed-Reward" Editors

Table VII shows that the Vinita editor, as a representative of Type I editors, ranked stories containing conflict news element highest as did unanimously all other editors in Type I. Only two of the six editors in Type II ranked stories with Conflict higher than stories with other elements.

It should be pointed out that each editor's mean probable use of news elements in Table VII was computed by adding the values assigned by that editor to the stories which comprised those news elements in the original Q-sort (Appendix G). For example, the Vinita editor showed a mean probable use of 5.67 for Conflict. This was her mean rank of 24 stories that contained the Conflict news element. A higher probable use of the Conflict news element was characteristic of Type I editors.

Mean scores in Table VII show that, over-all, Type I editors ranked Conflict stories highest, followed by Impact, Known Principal(s), Delayed Reward, Immediate Reward, Oddity and Normal, respectively.

Later, variance analysis will indicate the types differed significantly in their probable use of stories containing NORMALITY news elements of Oddity, Conflict and Normal, as well as in their use of Immediate- and Delayed-Reward elements.

The Type I editors placed a higher over-all value, 5.03, on stories that contained Delayed-Reward news than on stories containing Immediate-Reward news, 4.97. A later discussion of the Type II editors will show

TABLE VII

MEAN PROBABLE USE OF NEWS ELEMENTS

News Elements	Type I Editors					Type II Editors							
	McAlester	Pryor	Tulsa	Vinita*	Mean	Ada	Anadarko	Enid	Perry	Sayre	Shawnee*	Mean	Grand Mean
Impact	5.86	5.50	5.80	5.61	5.69	5.75	5.83	6.03	5.67	5.53	5.75	5.76	5.73
Conflict	5.87	6.29	6.04	5.67	5.97	5.12	5.54	5.21	6.00	5.50	5.92	5.55	5.72
Known Principal(s)	5.72	5.64	5.44	5.50	5.58	5.53	5.30	5.42	5.78	5.03	5.97	5.50	5.53
Immediate Reward	4.88	5.05	5.08	4.86	4.97	5.33	5.50	5.22	5.61	5.44	5.50	5.43	5.25
Delayed Reward	5.11	4.94	4.92	5.13	5.03	4.67	4.50	4.78	4.39	4.55	4.50	4.56	4.75
Oddity	4.46	4.54	5.08	4.71	4.70	5.00	5.00	5.17	4.62	4.25	4.58	4.77	4.74
Normal	1.50	1.67	1.67	1.67	1.62	2.67	1.33	1.33	1.83	2.83	1.33	1.88	1.78

*Representative of each type of editor.

that they unanimously rated stories with Immediate Reward higher than those with Delayed Reward.

The two news elements which most separated the judgments of Type I editors from those of Type II were conflict and Delayed Reward. A surface glance at Table VII shows that Type I placed Conflict 0.42 higher (5.97 vs. 5.55) than did Type II, and Delayed Reward 0.47 higher (5.03 vs. 4.56). This differentiating aspect of Type I's news value strikes at an inclination to balance Conflict with the more "in-depth" type of news.

Type II: "Immediate Reward" Editors

Six of the ten editors clustered in Type II. The Shawnee editor was representative of this type. As mentioned earlier, mean scores in Table VII show Type II editors unanimously placed higher probable use on stories containing Immediate Reward than Delayed Reward (5.43 vs. 4.56). Analysis of variance will further indicate that REWARD dimension contributed most to the characterization of Type II editors. The Shawnee editor, as representative of this type, registered a mean probable use of 5.50 for Immediate-Reward stories, compared to 4.50 for Delayed Reward.

Essentially, the two types of editors--although differentiable on their probable use of a few news elements--showed a significant relationship in their over-all probable use of news elements and combinations thereof, as shown in Table VIII. The over-all correlation of probable use of 24 combinations of news elements would be expected to exceed chance 99 times out of 100 ($rho = 0.79$, $df = 22$, $p < .01$).

TABLE VIII

HIERARCHY OF PROBABLE USE OF NEWS ELEMENTS
BY EDITOR TYPES AND OVER-ALL RANKING

News Elements	All Editors		Type I Editors		Type II Editors	
	Rank	Mean Use	Rank	Mean Use	Rank	Mean Use
$CPIR_i$	1	7.33	1	7.58	1	7.17
$OPIR_i$	2	7.07	2	7.25	2	6.94
PIR_d	3	6.60	4	6.50	3	6.67
PIR_i	4.5	6.27	8	5.92	4	6.50
CPR_d	4.5	6.27	3	7.08	8.5*	5.72
OIR_i	6	6.03	9	5.42	5	6.44
$CPIR_d$	7	5.97	5	6.33	8.5	5.72
CIR_d	8	5.63	6.5	6.17	13*	5.28
CIR_i	9	5.57	14	5.00	6*	5.94
IR_i	10	5.50	13	5.08	7*	5.78
CR_i	11	5.27	11	5.17	12	5.33
IR_d	12	5.23	15	4.83	10.5	5.50
CR_d	13	5.17	6.5	6.17	17*	4.50
OR_i	14	5.03	11	5.17	14	4.94
PR_d	15	4.97	11	5.17	15	4.83
OPR_i	16	4.80	20	3.75	10.5*	5.50
CPR_i	17	4.53	18	4.25	16	4.72
OPR_d	18	4.23	16.5	4.58	19	4.00
PR_i	19	4.20	19	3.92	18	4.39
$OPIR_d$	20	4.17	16.5	4.58	20	3.89
OIR_d	21	3.43	21	3.67	21	3.28
OR_d	22	3.17	22	3.17	22	3.17
NR_d	23	2.17	23	2.08	23	2.22
NR_i	24	1.40	24	1.17	24	1.55

Type I - Type II: $rho = 0.79$, $df = 22$, $p < .01$

However, the six rows in Table VIII accompanied by asterisks show clearly the obvious news judgment pattern mentioned above. Type I editors tended to play the combination of Conflict and Delayed Reward higher than did Type II, while the latter gave more display to Immediate-Reward stories.

Similarities and Differences in Probable Use of Stories

Another method of describing the profile of editor types was by standard scores or z-scores of news stories. Standard scores show the individual scores in standard deviation units away from the mean, or

$$Z = \frac{X - \overline{X}}{S}$$

S, or standard deviation, can be calculated from one of the formulas below:

$$S = \sqrt{\frac{\varepsilon(X_i - \overline{X})^2}{n}}$$

or

$$S = \sqrt{\frac{\varepsilon X^2 - \frac{(\varepsilon X)^2}{n}}{n}}$$

In this part, the mean probable use of stories by the editors in the original Q-sort are shown in standard deviation units above or below the over-all mean probable use, which was 5.00.

Appendix H shows z-scores assigned to each of 72 news stories by each type of editor. These z-scores are standardized, comparable measures of the degree to which a news story was viewed as one for probable use by editors. Usually, any z-score of 1 or more is considered highly positive, while a z-score of -1 or less is considered highly negative.

z-scores of 0.25 to 1 or -0.25 to -1 are considered moderately positive and negative, respectively.

Consensus Items

Standard scores were useful in further pointing out the similarities and differences in news judgments of editor types. For example, from the standard scores listed in Appendix H, the author extracted 62 consensus items from the total of 72. If the average z-score assigned to any given story by Type I editors differed less than one point from the average z-score assigned by Type II, the story was considered a consensus item. The 62 consensus items in Appendix I further point out the significant correlation (rho = 0.79) between news judgments of the two editor types.

Table IX lists 12 consensus items--six that were most probably used by both types of editors and six least probably used. For example, the story "Southwestern Bell Asks to Hike" received a z-score of 2.06 from Type I editors and 1.53 from Type II, for a difference of 0.53. Since the difference was less than one point, and the average z-score was 1.86, this consensus item was deemed to have received high probable use by both types of editors, as shown in Table IX.

Table IX also shows that all editors most agreed to "play" Impact stories high. All six top consensus items comprised this news element. The editors agreed to the greatest degree to reject stories with Normal element (no Conflict or Oddity). They also tended to select more stories containing Immediate-Reward element than Delayed Reward. Of the top six consensus items, five contain Immediate-Reward element;

however, as stated previously, this was due mostly to Type II editors' higher probable use of Immediate Reward.

TABLE IX

HIGH AND LOW CONSENSUS NEWS STORIES: ALL EDITORS

Story No.	News Elements	Description of News Stories	Mean Z-Score
Most Probably Used By All Editors			
2	$CPIR_i$	Southwestern Bell Asks to Hike	1.86
3	$CPIR_i$	Dist. Judge Bill Haworth Charged	1.74
6	$OPIR_i$	Power Blackout Hits Part of Oklahoma	1.61
8	PIR_i	House Committee Boosts Teachers' Raise	1.49
4	$OPIR_i$	Ballots to Be Reprinted; Name Left Off	1.43
39	$CPIR_d$	Butz Says Agriculture "Not Improving"	1.43
Least Probably Used By All Editors			
70	NR_d	Italian Steak Cooks in 10 Minutes	-2.36
36	NR_i	Couple Selects Infant's Name	-2.36
35	NR_i	Le Midi Reviewers Will Meet Tomorrow	-2.30
72	NR_d	Do-It-Yourself Beauty Tips	-2.11
34	NR_i	Engagement Announced	-2.05
60	OR_d	Psychic Says Each Person Is Double	-1.61

The strong rejection for Normal stories which contained no Oddity or conflict were those which did contain Immediate or Delayed Reward. Also highly rejected by all editors were stories containing Oddity and Delayed Reward.

The "banner" story for all editors involved the Southwestern Bell Telephone Company proposing higher rates. This story comprised the Conflict, Known Principal, Impact, and Immediate-Reward elements. The second-rated story contained the same news elements, $CPIR_i$, but concerned the District Judge being charged with violations.

The most rejected stories by all editors concerned cooking Italian steak, choosing a name for a new-born baby, book reviewers meeting, beauty tips, engagement announcements, and the psychic. These stories were expected to be "played" the lowest. They were structured to contain no news values, except for the psychic story which contained Oddity and Delayed Reward.

High and Low Accepted Stories by Type I Editors

The 72 news stories for Type I editors were ordered from most accepted to least accepted. The news stories were listed by their z-scores, which means they were positioned in relation to one another. Table X lists the news stories most accepted and the ones least accepted by Type I editors.

It should be pointed out that the most and least accepted stories exclude the consensus stories of all editors which were ranked higher or lower than the most or least accepted stories of Type I editors. In other words, Table X lists the stories which were more highly accepted or more rejected by Type I than they were by both types of editors combined. (The consensus stories will be excluded in all the following tables listing most and least accepted news stories.)

In essence, these were the stories played highest and lowest by Type I editors. A complete list of the 72 news stories, as they were

TABLE X

HIGH AND LOW PROBABLE USE STORIES:
TYPE I EDITORS*

Story No.	News Elements	Description of News Stories	Mean Z-Score
Most Probably Used			
62	PR_d	Mansfield Supports Wage and Price Controls	1.37
5	$OPIR_i$	Computer Catnaps; Overcharges Oklahomans	1.24
51	CIR_d	Employees Evicted by Fungus; 1,300 to Move	1.24
56	CPR_d	Willis Slaps At Legislative Spending Plan	1.24
24	OR_i	Bump Restores Sight	1.10
38	$CPIR_d$	Anderson Ties CIA Types to Oswald	1.10
43	PIR_d	Senate Passes Higher Education Money	1.10
55	CPR_d	House, Senate Clash Over Judicial Fund	1.10
57	CPR_d	Bellmon Opposes Confidential Fund	1.10
65	CR_d	Report on Commodity Leads to Violations	1.10
Least Probably Used			
12	OPR_i	Two-Headed Calf Is Born to Bartletts	-1.65
20	CPR_i	Dale Robertson, Wife to Separate	-1.51
22	OR_i	Husband Buys Phone Booth	-1.24
59	OR_d	Ex-Tulsan Claims Earthquake Prediction	-1.10
42	$OPIR_d$	Body Sounds Keep Infants Quiet, Sleep	-1.10
54	OIR_d	Creased Ear Lobes Linked to Heart Diseases	-0.96
11	OPR_i	Bellmon's Grandson Redirects Pedestrians	-0.82
9	PIR_i	Derryberry Hits Women's Lib on Crime	-0.82

*High and low consensus items excluded.

chosen in relation to one another by Type I editors, appears in Appendix J. (Appendix J also contains the descending array of z-scores assigned to items by Type II editors, as well as all editors.)

Table X shows that Type I editors "played" Known Principal stories high, even though they were combined with other elements. Of the ten most probable use stories of the Type I editors, seven contained Known Principal(s). However, this was not a differentiable factor, since Type II editors also gave high "play" to Known Principal(s). Again, stories containing Delayed Reward were "played" higher by Type II editors than were Immediate-Reward stories. In effect, eight of the ten most probably used stories contained Delayed Reward.

It should be pointed out that later variance analysis indicates the types differed significantly on REWARD and NORMALITY dimensions.

Confirming earlier discussions, Conflict also seems to be played higher by Type I editors. These four editors agreed with all other editors on the choice of first two stories (Nos. 2 and 3) which contained Conflict. Also on their high and low news stories, excluding high and low consensus items, six of the 10 most used stories contained Conflict. As the figures in Table X show, Impact seems to have a lower value than Conflict and Known Principal(s). In effect, only four stories out of these 10 contained Impact.

Type I editors played down stories that contained Oddity or Oddity combined with Known Principal(s), Impact, Immediate or Delayed Reward. These editors probably "buried" the Oddity-Known Principal(s)-Immediate-Reward story about the two-headed calf.

In line with the above analysis, the label given to the Type I editors--"Conflict-Delayed Reward"--seems appropriate.

High and Low Accepted Stories by Type II Editors

Table XI lists the stories most accepted and the ones least accepted by Type II editors. The most accepted stories were those which Type II editors probably assigned larger, multi-columned headlines or choice position, or both, in their newspapers. The least accepted items, if used at all, probably would have received small headlines and were

TABLE XI

HIGH AND LOW PROBABLE USE STORIES:
TYPE II EDITORS*

Story No.	News Elements	Description of News Stories	Mean Z-Score
Most Probably Used			
15	CIR_i	Ex-Convict Shoots 18; Commits Suicide	1.94
7	PIR_i	Marijuana Penalties Reduced	1.43
43	PIR_d	Senate Passes Higher Education Money	1.33
16	OIR_i	Santa Claus Is Car Thief Convict	1.23
1	$CPIR_i$	Elvis Presley's Concert Cancelled	1.12
44	PIR_d	State Tax Leap Could Give Schools Money	1.12
Least Probably Used			
53	OIR_d	Bug Burger Has More Protein, Less Calories	-1.43
52	OIR_d	Simplicity Obscures; Energy Solution Found	-1.23
48	OPR_d	Geologists Say India Is Pushing China	-1.12
58	OR_d	Sea-Water Drinking Prevents "Sickness"	-1.02
42	$OPIR_d$	Body Sounds Keep Infants Quiet, Sleep	-0.92
21	CPR_i	Fred Harris Urges Veto of Pay Hike	-0.92

*High and low consensus items excluded.

"buried" or were used to fill a hole in some rear section of the newspaper.

Table XI shows that Type II editors "played" Impact stories high, especially those with Immediate Reward. All of the six most probable use stories contained Impact. Also, these editors "played" stories with Known Principal(s) relatively high. Four of their six most probable use stories in Table XI contain Known Principal(s). Impact and Known Principal(s) elements were not differentiable factors between the editor types, as mentioned earlier. However, unlike Type I editors, the Type II editors highly valued the stories which contained Immediate Reward. Four of the top six choices contain Immediate Reward.

Type II editors saw little value in probable use of stories dealing with discoveries which give a "twist" to one's beliefs, in other words, the stories that contained Oddity news element. All these stories also contained Delayed Reward.

In line with the above analysis, the label given to the Type II editors--"Immediate Reward"--tends to be appropriate.

Stories That Differentiate Types of Editors

Table XII lists the stories played higher and those played lower by Type I editors, as well as by Type II. These are the items which best portrayed any "unique" response pattern. Since 62 of the 72 items were previously deemed consensus items, the "difference" items totaled 10, as shown in Table XII.

The "z-score difference" column in Table XII shows that Type I editors played the first six items higher than did Type II. Five of these six items comprised Delayed Reward and five involved Conflict,

again pointing out the "Conflict-Delayed Reward" news values of Type I editors.

TABLE XII

NEWS STORIES MORE HIGHLY ACCEPTED AND REJECTED BY TYPE I THAN BY TYPE II EDITORS

Story No.	News Elements	Item Descriptions	z-Scores		z-Score Difference
			Type I	Type II	
64	CR_d	Gas shortage	0.82	-0.61	1.43
51	CIR_d	Evacuation	1.24	-0.10	1.34
62	PR_d	Mansfield	1.37	0.10	1.27
55	CPR_d	Judicial fund	1.10	-0.10	1.20
21	CPR_i	Fred Harris	0.14	-0.92	1.06
65	CR_d	Scandal	1.10	0.10	1.00
11	OPR_i	Puppy births	-0.82	0.41	-1.23
12	OPR_i	Calf	-1.65	-0.41	-1.24
20	CPR_i	Dale Robertson	-1.51	-0.10	-1.41
15	CIR_i	Ex-convict	0.27	1.94	-1.67

Over-All Effect of News Elements

Two types of editors were factored out in linkage analysis and the representative of each type determined. A "Conflict-Delayed Reward" cluster of four editors was found, along with an "Immediate Reward" group of six editors.

The "Conflict-Delayed Reward" editors, or Type I, ranked the news element in the following order: Conflict, 5.97; Impact, 5.69; Known Principal(s), 5.58; Delayed Reward, 5.03; Immediate Reward, 5.97; Oddity, 4.70; and Normal (no Oddity or Conflict), 1.62.

The "Immediate Reward" editors, or Type II, assigned a mean probable use of news elements in the following order: Impact, 5.76; Conflict, 5.55; Known Principal(s), 5.50; Immediate Reward, 5.43; Oddity, 4.77; Delayed Reward, 4.56; and Normal, 1.88.

Over-all, the ten editors ranked the news elements in the following order: Impact, 5.73; Conflict, 5.72; Known Principal(s), 5.53; Immediate Reward, 5.25; Delayed Reward, 4.75; Oddity, 4.74; and Normal, 1.78. The agreement of the ten editors in their over-all probable use of news elements and combinations thereof was significant at the .01 level (rho = 0.79, df = 22).

The news value picture at this point, however, is somewhat superficial. In the next chapter, the author will show a more in-depth analysis of interaction of types of editors and news elements on probable usage.

ENDNOTES

[1]McQuitty, pp. 207-229.

[2]Kerlinger, p. 659.

[3]Ibid.

[4]Ibid., p. 598.

CHAPTER V

DIFFERENCES IN NEWS VALUES OF EDITORS

To find out the independent and interactive effects of the news elements on the editors' judgments, a modified Type III analysis of variance with repeated measures on one factor was used. In this analysis, the four news dimensions and two types of editors were independent variables and the editors' news judgments represented the dependent variable (scores assigned to the stories and presumed to be an indication of the editors' probable use of the stories). This procedure enabled the author to extract differences in ranking of the news stories by the different types of "gatekeepers" which were identified through the earlier McQuitty linkage-factor analysis.[1]

As mentioned, the independent news dimensions were subdivided into elements. The PROMINENCE dimension carried the Known and Unknown Principal(s) levels; the NORMALITY dimension was partitioned into Oddity, Conflict and Normal levels; the SIGNIFICANT dimension was divided into Impact and No Impact levels and REWARD dimension carried the Immediate and Delayed levels.

These elements were used to categorize dimensions of news in various types of stories, which the ten editors Q-sorted along a nine-point continuum.

This portion of the study primarily was concerned with investigating the problems stated in Hypotheses No. 1 through 4. These

hypotheses stated that the presence of the NORMALITY, SIGNIFICANCE, PROMINENCE, and REWARD dimension elements in the news story pool would make a significant difference in the editors' probable use of stories.

As stated, the ten editors judged 72 news stories along a nine-point Q-distribution ranging from "Most Probably Use" to "Least Probably Use." Each story contained one or more elements of the four basic news dimensions.

Also, the 72 stories were considered as subjects for the Type III variance analysis. In other words, 24 groups of three subjects (stories) each were subjected to the two types of editor treatments, so to speak. The stories in each group were considered as representative of a news-element combination. (The combinations of news elements are listed on pages 47 and 48.)

In the first analysis, a 2 x 2 x 2 x 3 design was used which indicated the four news dimensions: SIGNIFICANCE x PROMINENCE x NORMALITY x REWARD. This analysis was used to study variations or differences in mean probable use of news elements for <u>all</u> editors.

In the second analysis, types of editors were included and therefore a 2 x 2 x 2 x 2 x 3 design was employed. EDITOR TYPES x SIGNIFICANCE x PROMINENCE x NORMALITY x REWARD. This design enabled the researcher to extract differences in mean probable use of news elements due to influence of the four news dimensions and their elements on editor types.

The modified Type III analysis of variance with repeated measures on one factor is a combination of factorial and treatments-by-subjects designs. This modified design reveals the effects of two factors working in concert, as well as revealing differences in repeated measures on the third factor.

In this study, the design called for six multi-variate analyses as follows:

1. PROMINENCE x NORMALITY x EDITOR TYPES
2. PROMINENCE x SIGNIFICANCE x EDITOR TYPES
3. SIGNIFICANCE x NORMALITY x EDITOR TYPES
4. PROMINENCE x REWARD x EDITOR TYPES
5. SIGNIFICANCE x REWARD x EDITOR TYPES
6. NORMALITY x REWARD x EDITOR TYPES

From the six analyses, several main effects, as well as interactive effects, could be determined. For example, from the first analysis--PROMINENCE x NORMALITY x EDITOR TYPES--it was possible to isolate two types of between effects: (1) the difference between the probable use of Known and Unknown Principal(s), as well as the difference between the probable use of Oddity, Conflict and Normal, and (2) interactive effects of PROMINENCE x NORMALITY news dimensions.

Within effects in the Type III design for this study involved the main effects between types of editors and the interactive effects of news elements and types of editors. In other words, did the probable use of stories containing Known Principal(s) or Conflict or both depend on the type of editor?

In the earlier analysis, the author "factored" out two types of editors: Type I or "Conflict-Delayed Reward" and Type II or "Immediate Reward." In other words, there was a variation in ranking of the stories due to differences in editor types. This was the within group variance. The method of analysis enabled the researcher to identify these differences, leaving the between group variance which presumably was the difference caused by the news elements.

Probable Use of News Elements Across All Editors

The mean scores of the 24 groups of stories and the breakdown for the Type I and Type II editors were computed and illustrated in Figure 4. In analysis of the differences among the news elements, scores for the two editor types were combined. Each cell of Figure 4 contains the mean score of the three news stories that made up each of the 24 groups. This mean score was computed from the mean probable use of each editor type.

The author then determined if the differences or variations in the mean scores were greater than expected by chance. In other words, to what extent, if any, were the editors' judgments affected by the presence of the Impact, Oddity, Conflict, Known Principal(s), Immediate- and Delayed-Reward elements in the stories? For example, this design enabled the author to determine how editors ranked stories which contained Impact compared to those containing No Impact, etc.

This analysis also determined whether probable use of one news element depended on its combination with one or more of the other news elements. Did a combination of news elements result in a higher or lower mean probable use than did a single news element?

In short, there were variations in probable use of stories due to differences in editor types. Previously, these differences were identified through linkage analysis; the remaining variance represented differences caused by the basic news elements. The research questions investigated in this part of the study are stated, step by step. The key information is the F-ratios.

SIGNIFICANCE

Impact | No Impact

PROMINENCE

Known Principal(s) | Unknown Principal(s) | Known Principal(s) | Unknown Principal(s)

REWARD

Immediate | Delayed | Immediate | Delayed | Immediate | Delayed | Immediate | Delayed

NORMALITY

Mean	Editor Types II	Editor Types I	
7.09	6.94	7.25	Oddity
7.35	7.17	7.58	Conflict
6.21	6.50	5.92	Normal
4.23	3.89	4.58	Oddity
6.02	5.72	6.33	Conflict
6.58	6.67	6.50	Normal
5.93	6.44	5.42	Oddity
5.47	5.94	5.00	Conflict
5.43	5.78	5.08	Normal
3.47	3.28	3.67	Oddity
5.72	5.28	6.17	Conflict
5.16	5.50	4.83	Normal
4.62	5.50	3.75	Oddity
4.33	4.72	4.25	Conflict
4.15	4.39	3.92	Normal
4.29	4.00	4.58	Oddity
6.40	5.72	7.08	Conflict
5.00	4.83	5.17	Normal
5.05	4.94	5.17	Oddity
5.25	5.33	5.17	Conflict
1.36	1.55	1.17	Normal
3.17	3.17	3.17	Oddity
5.33	4.50	6.17	Conflict
2.15	2.22	2.08	Normal

Figure 4. Mean Probable Use of All News Elements by Editor Types

Test of Research Questions

1. Was there a significant difference in the editors' probable use of stories with Impact and No Impact elements?

The answer is yes. Figure 4 shows half of the stories, or 36, contained the Impact news element and half No Impact. The mean probable use of stories are shown in Table XIII.

TABLE XIII

MEAN PROBABLE USE OF SIGNIFICANCE AND PROMINENCE NEWS DIMENSION ELEMENTS

	PROMINENCE		
	Known Principal(s)	Unknown Principal(s)	Means
SIGNIFICANCE			
Impact	6.25	5.20	5.72
No Impact	4.82	3.72	4.27
Means	5.53	4.46	5.00
			Grand Mean

Mean probable use of stories containing Impact, 5.72, was significantly greater than the mean use of stories with No Impact, 4.27. The obtained F-ratio of 19.60 for Impact and No Impact news elements was significant. A difference this large would occur less than one time in

a thousand by chance ($F = 19.60$, $df = 1/68$: $p < .001$). This means the editors tended to rank stories containing Impact significantly higher than stories without Impact. (It should be mentioned that after each editor completed his or her Q-sort, the author asked for comments on the four most- and four least-probably-used stories. These were stories which received a score of nine or one in the Q-sort's nine-point continuum.)

The editors' comments on selection of stories with Impact tend to confirm the above finding. Almost all editors who selected the stories with Impact as top stories stated reasons such as: "affects the population in general," "wide interest," "affects large number of readers," "strong interest to large number of people," "will affect most, if not all readers," and other comments in this vein.

2. Was there a significant difference in the editors' probable use of stories with Known and Unknown Principal(s) elements?

Half the stories contained the Known Principal(s) news element and half the Unknown Principal(s). The mean probable use of stories are shown in Table XIII.

The mean use for stories containing Known Principal(s), 5.53, was significantly greater than for stories with Unknown Principal(s), 4.46. This means the editors tended to differentiate between the stories that had Known Principal(s) and Unknown Principal(s). They significantly preferred the stories that had Known Principal(s), 5.53, over the stories that had no Known Principal(s), 4.46 ($F = 10.84$, $df = 1/68$: $p < .01$).

The editors' comments tended to confirm this finding. For the story about a district judge being charged, Duke, the Vinita editor,

wrote, "a public official is responsible to the public. Any allegations need to be brought to public attention." Gold, the Tulsa editor, for the same story, wrote, "public officials caught in acts of wrong doing, or charged with them, always have a high reader interest." Hardy, the Pryor editor, about the house speaker Willis story, wrote, "No. 2 man in the state government takes stand on spendings. . . ."

3. Did the combination of PROMINENCE and SIGNIFICANCE news elements have more or less effect on the editors' probable use of stories than did either of the elements alone?

This question determined any interactive effects of the news elements under the PROMINENCE and SIGNIFICANCE dimensions. Table XIII shows the mean probable use of the PROMINENCE dimension, with Known Principal(s) and Unknown Principal(s) elements, and the SIGNIFICANCE dimension, with Impact and No Impact.

The obtained F-ratio of 0.005 for PROMINENCE and SIGNIFICANCE interaction indicated no significance. The mean uses of the four combinations of PROMINENCE and SIGNIFICANCE elements were not different enough from the grand mean of 5.00 to exceed chance. In other words, a difference this small could have occurred by chance ($F = 0.005$, $df = 1/68$: $p > .05$).

This implied that the effects of PROMINENCE and SIGNIFICANCE dimension elements on editors' uses of the stories were independent of each other. In other words, a story which contained Impact, for example, would not have been evaluated any higher or lower by the editors, had the story also contained a Known or Unknown Principal(s).

4. Was there a significant difference in the editors' probable use of stories with Oddity, Conflict and Normal elements?

One-third of the stories in the pool of 72 contained Oddity, Conflict or

Normal (no Oddity or Conflict) news elements. Table XIV shows the mean probable use of these news elements.

TABLE XIV

MEAN PROBABLE USE OF NORMALITY AND REWARD NEWS DIMENSION ELEMENTS

	NORMALITY			
	Oddity	Conflict	Normal	Means
REWARD				
Immediate	5.68	5.64	4.29	5.20
Delayed	3.79	5.87	4.72	4.79
Means	4.73	5.76	4.50	5.00
				Grand Mean

The F-ratio of 4.79 was significant at the .01 level. This indicated there tended to be a significant difference in the mean scores of Conflict, 5.76; Oddity, 4.73; and Normal, 4.50 ($F = 4.79$, $df = 2/66$: $p < .01$). However, analysis of variance only indicated a significant difference between the highest, Conflict, 5.76, and the lowest, Normal, 4.50.

A "gap test" for three or more variables was used to test differences between the means of all combinations of Conflict, Oddity and Normal elements. The "gap" tests revealed no difference between Oddity

and Conflict. The difference between Oddity, 4.73, and Normal, 4.50, also was not significant. In other words, the editors ranked stories containing Conflict and/or Oddity significantly higher than stories containing neither Oddity nor Conflict.

Editors' comments showed preference of stories with Conflict and/or Oddity. For the story about the judge being charged with violations, Bradshaw, the Shawnee editor wrote, "Big news when judge charged with crime . . . central interest heavy, too, because he is a state judge." This story contained Conflict, Known Principal(s), Impact and Immediate Reward. Other comments on stories with Conflict were: "Major crime story," "Good crime story always has readership interest," etc. It should be noted that one or more elements possibly interacted with Conflict to make the elements more salient to the editors' probable use.

The editors generally labeled "human interest" the stories with Oddity. Some editors suggested a "box" for some of the stories that contained Oddity. Gold, on the story about elephants at Will Rogers World Airport, wrote, "This is a good, 'bright' story that should get nice display, probably in a 'box' in page one."

5. Was there a significant difference in the editors' probable use of stories with Immediate and Delayed Reward elements?

The answer tends to be negative. This question was asked to examine Schramm's theory of Immediate and Delayed Reward news. Schramm has hypothesized that people tend to select news in expectation of reward, which may be either the immediate "pleasure" of drive reduction or vicarious experience, or the delayed "reality" reward of "threat value" and general preparedness and information gain.[2]

As stated, according to the Westley-MacLean model of mass communications, selectors of news act as "agents" of readers. They tend to select their stories from the "role" they play on behalf of readers.[3] If they act, or play a "role," the author asked earlier, do they select news in expectation of reward, whether Immediate or Delayed? As far as the findings of this study showed, the over-all difference between Immediate and Delayed Reward was not significant. Although the mean probable use of stories with Immediate Reward was higher than the use of those with Delayed Reward, this difference was not large enough to exceed chance expectations.

Half of the stories, or 36, contained Immediate Reward element and half contained Delayed Reward. The mean probable use of these stories are shown in Table XIV, The difference between the mean use of stories containing Immediate Reward, 5.20, was not significantly different from the mean use of stories with Delayed Reward, 4.79. A difference this small would occur more than five times in a hundred by chance ($F = 1.34$, $df = 1/66$: $p > .05$). This means the editors tended not to differentiate between stories with Immediate and Delayed Reward. To them, these two elements had a similar value.

Later analysis will show that stories involving a combination of REWARD and NORMALITY elements had a differential effect on evaluation by editors. This does not detract from the findings, however, that Immediate and Delayed Reward by themselves did not make a difference in the probable use by editors.

Editors' comments generally confirmed this finding. Their comments were directed toward the meaning of the stories in relation to the

elements of NORMALITY, SIGNIFICANCE and PROMINENCE. A few editor comments bore on the definition of Immediate or Delayed Reward.

The Sayre editor's comment for the story about power blackout, for example, showed his thinking of "vicarious experience" of his readers. Bacon stated: ". . . people could wonder 'what happened' when electrical service is cut." This story contained Oddity, Known Principal(s), Impact, and Immediate Reward. For the story about a squirrel knocking out telephones, he wrote, "phone service is important to everyone . . . people want to know what happened." This story contained Oddity, Impact, and Immediate Reward. Impact probably would be the over-riding influence in this story, as it interacted with the other two elements.

Bacon, in his top four choices, had three stories with Immediate Reward. For his other choice, a story about an urban grant, which contained Impact and Delayed Reward, he wrote: "People in metropolitan areas and in the rural areas would be interested in money received to improve center cities. Since they all directly and indirectly are involved through taxes paid to the Federal government." Impact and Delayed Reward probably were prime influences here.

Or, Hardy's comment on the story about House Speaker Willis: ". . . No. 2 man in the state government leadership takes stands on spending generally . . . indicating it is too high, also, he appears to single out education as the single most cause of this over-spending." This story contained Conflict, Known Principal(s), and Delayed Reward.

Also, Duke's comment on one of her other top four choices, the story about higher education funds: "Expenditures, proposed or actual, should be publicized so the public will be aware of where the state

revenues are being used." This story contained Known Principal(s), Impact and Delayed Reward.

The above comments and others may be referred to as "general preparedness and information" of the Delayed Reward concept. The comments generally tend to combine the Immediate or Delayed Reward elements with other news elements. Later analysis will show that the interaction of REWARD and SIGNIFICANCE dimension elements and REWARD and PROMINENCE dimension elements, though present, were not significant. These will be discussed in detail later.

6. Did the combination of NORMALITY and REWARD news elements have more or less effect on the editors' probable use of stories than did either of the elements alone?

After main effects of NORMALITY and REWARD elements were extracted from Table XIV, significant interaction variance remained ($F = 4.45$, $df = 2/66$: $p < .05$). Most of this was due to the differential play of Immediate Reward combined with Oddity.

Table XIV shows that while little difference existed between Immediate and Delayed Reward when combined with Conflict (5.64 vs. 5.87), Immediate Reward received substantially greater probable use then Delayed Reward when combined with Oddity (5.68 vs. 3.79). Or, another way to put this is that Oddity and Conflict received similar "play" when combined with Immediate Reward (5.68 vs. 5.64), but Oddity was "buried" under Conflict when combined with Delayed Reward. This low "play" of Oddity-Delayed Reward combination was the central aspect of the interaction.

7. Did the combination of NORMALITY and SIGNIFICANCE news elements have more or less effect on the editors' probable use of stories than did either of the elements alone?

Table XV shows the mean usage of NORMALITY's Oddity, Conflict and Normal news elements and the SIGNIFICANCE dimension's Impact and No Impact.

TABLE XV

MEAN PROBABLE USE OF NORMALITY AND SIGNIFICANCE NEWS DIMENSION ELEMENTS

	NORMALITY			
	Oddity	Conflict	Normal	Means
SIGNIFICANCE				
Impact	5.18	6.15	5.84	5.72
No Impact	4.28	5.37	3.16	4.27
Means	4.73	5.76	4.50	5.00
				Grand Mean

The obtained F-ratio of 3.79 was significant at the .05 level. This indicated there tended to be a significant difference in the mean usage of different elements acting in concert ($F = 3.79$, $df = 2/66$: $p < .05$).

The major interactive effects in Table XV were explained by the higher "play" of Impact over No Impact when neither Oddity nor Conflict was involved. First, it can be seen that Impact pulled higher usage than No Impact when combined with Oddity (5.18 vs. 4.28). The same was true when Conflict was present (6.15 vs. 5.37). But the difference between Impact and No Impact when Oddity or Conflict was involved was

substantially less than the difference registered when the latter two elements were absent.

For example, Impact received a mean usage of 5.84, compared to No Impact's 3.16, when neither Oddity nor Conflict was present. This mean difference of 2.68 was substantially greater than the 0.90 difference between Impact and No Impact when Oddity was present, or the 0.78 difference when Conflict was involved.

In essence, the interactive effects in Table XV indicate the strength of the Impact element in the news. The element tends to receive high "play" even without Oddity or Conflict, while stories without Impact or Oddity or Conflict tend to be "buried."

8. Did the combination of PROMINENCE and REWARD news elements have more or less effect on the editors' probable use of stories than did either of the elements alone?

Table XVI shows the mean scores of PROMINENCE dimension, with Known and Unknown Principal(s), and REWARD dimension, with Immediate and Delayed-Reward news elements. The obtained F-ratio of 0.22 for PROMINENCE and REWARD dimensions was not significant ($F = 0.22$, $df = 1/68$: $p > .05$).

This means that the stories containing a Known Principal(s) and Immediate Reward tended not to be "played" higher than stories with Known Principal(s) and Delayed Reward (5.65 vs. 5.42). Also, the stories with an Unknown Principal(s) and Immediate Reward were not "played" significantly higher than stories with an Unknown Principal(s) and Delayed Reward (4.75 vs. 4.17).

But again, the author hastens to point out a tendency for the PROMINENCE and REWARD dimension elements to act interdependently. For example, Immediate Reward stories tended to net higher play, relative

to Delayed Reward, when Known Principal(s) were absent (4.75 vs. 4.17). On the other hand, Known Principal(s) tended to outdraw Unknown Principal(s) to a greater degree when Immediate Reward was offered (5.65 vs. 4.75).

TABLE XVI

MEAN PROBABLE USE OF PROMINENCE AND REWARD
NEWS DIMENSION ELEMENTS

	PROMINENCE		
	Known Principal(s)	Unknown Principal(s)	Means
REWARD			
Immediate	5.65	4.75	5.20
Delayed	5.42	4.17	4.79
Means	5.53	4.46	5.00
			Grand Mean

9. Did the combination of PROMINENCE and NORMALITY news elements have more or less effect on the editors' probable use of stories than did either of the elements alone?

The answer tends to be negative. Table XVII shows the mean probable use of the PROMINENCE dimension, with Known and Unknown Principal(s) elements, and NORMALITY dimension, with Oddity, Conflict and Normal.

TABLE XVII

MEAN PROBABLE USE OF PROMINENCE AND NORMALITY
NEWS DIMENSION ELEMENTS

	NORMALITY			
	Oddity	Conflict	Normal	Means
PROMINENCE				
Known Principal(s)	5.06	6.07	5.48	5.53
Unknown Principal(s)	4.40	5.44	3.52	4.46
Means	4.73	5.76	4.50	5.00
				Grand Mean

In other words, after the main effects were removed from the mean probable use of stories comprising combinations of PROMINENCE and NORMALITY elements, the remaining variation in mean scores fell within chance expectations ($F = 1.61$, $df = 2/66$: $p > .05$). This means that the over-all mean usage of stories with Known or Unknown Principal(s) did not depend significantly on their comprising Oddity or Conflict.

However, there were tendencies toward such dependency, as indicated in Table XVII. The difference in "play" given to Known and Unknown Principal(s) tended to be greater when Oddity or Conflict was absent. Stories with Unknown Principal(s) tended to be "buried" much deeper under Known Principal(s) when neither Oddity nor Conflict was involved. But, as for the "play" of Oddity and Conflict themselves, neither depended, to any suggestible degree, on the presence or absence of Known Principal(s).

As indicated, the elements of the NORMALITY dimension (Oddity, Conflict, and Normal) were "played" differently when combined with elements of REWARD dimension (Immediate and Delayed) or SIGNIFICANCE dimension (Impact and No Impact). Also, the elements of PROMINENCE dimension (Known Principal(s) and Unknown Principal(s)) tended not to be evaluated differently when they were combined with Impact news element.

10. Did the combination of SIGNIFICANCE and REWARD news elements have more or less effect on the editors' probable use of the stories than did either of the elements alone?

The answer tends to be negative. Table XVIII shows the mean usage of the SIGNIFICANCE dimension, with Impact and No Impact news elements, and the REWARD dimension, with Immediate and Delayed Reward.

TABLE XVIII

MEAN PROBABLE USE OF SIGNIFICANCE AND REWARD NEWS DIMENSION ELEMENTS

	REWARD		
	Immediate	Delayed	Means
SIGNIFICANCE			
Impact	6.25	5.20	5.72
No Impact	4.15	4.39	4.27
Means	5.20	4.79	5.00
			Grand Mean

The obtained F-ratio of 3.55 for SIGNIFICANCE and REWARD dimensions was not significant ($F = 3.55$, $df = 1/68$: $p > .05$). This indicated that the mean probable use of Impact stories, 5.72, did not depend significantly on whether Immediate or Delayed Reward was involved. But a closer look at Table XVIII indicates a strong tendency toward a classical interdependency of the elements.

Immediate Reward, when combined with Impact, received higher probable use than Delayed Reward (6.25 vs. 5.20), while the two types of Reward were "played" about the same when No Impact was involved (4.15 vs. 4.39). Again, this points out the strength of Impact in making a difference in the play of other news elements.

In summary, the above tests of variations between the groups of stories supported the Hypotheses Nos. 1 through 4 that the presence of NORMALITY, SIGNIFICANCE, PROMINENCE and REWARD news elements in the stories show a significant differential effect on the editors' probable use of stories.

Probable Use of News Elements by Editor Types

The following discussion examines the effects of the four news dimensions and their elements on editors by types of editors. The editor types were examined in three different forms: statistical or behavioral, which was revealed through the linkage analysis, and by age and education. The two divisions of age and education were analyzed personal data obtained from the editors.

It should be mentioned that, since the same editors judged the same stories, the variations explained in the probable use of the news

elements of the stories were the same. For this reason, the author will not go through the same procedure to explain differences in probable use of news elements as he discusses editors' judgments by the two age groups and two educational groups. Only the differences between the editors' probable use of news elements and/or combinations thereof will be discussed.

The age and education divisions were analyzed to determine if difference in age and education of editors would show a significant differential effect on editors' probable use of stories. The author was in effect asking: Did editors whose ages were "40 and above" and "39 and below" show a significantly different probable use of the stories with single or multiple news dimensions? Also, do editors with journalism degree and editors with no journalism degree show a significantly different probable use of the stories with single or multiple news dimensions?

This part of the analysis and interpretation deals with differences within the types of editors which were caused by their probable use of news stories (or the effect of news elements on them), and were revealed through the linkage analysis, as well as differences in types of editors through the arbitrary division of age and education. Since the hypotheses did not specifically mention the interaction of types of editors with news dimensions, the study did not go into a great detail in outlining the findings in that regard.

Interaction: Types of Editors and News Elements

As mentioned, two types of editors were revealed through the linkage analysis. The Type I editors tended to evaluate the news stories relatively different from the Type II editors, although the two types

agreed significantly on the probable use of news elements over-all (Type I-Type II rho = 0.79: $p < .01$). It should be remembered, however, that the correlation matrix, Table III, indicated an over-all agreement among all ten editors. The individual correlations were significant at the .05 and .01 levels of confidence. However, probable uses of various combinations of news elements varied by types of editor.

The interaction between the EDITOR TYPES were only significant with NORMALITY and REWARD news dimensions. The probable use of Known Principal(s) and Impact did not vary by types of editor. Table XIX shows the mean probable use of NORMALITY dimension elements by EDITOR TYPES.

TABLE XIX

MEAN PROBABLE USE OF NORMALITY NEWS DIMENSION ELEMENTS BY EDITOR TYPES

	NORMALITY			
	Oddity	Conflict	Normal	Means
EDITOR TYPES				
Type I	4.70	5.97	4.33	5.00
Type II	4.77	5.55	4.68	5.00
Means	4.73	5.76	4.50	5.00
				Grand Mean

The obtained F-ratio of 3.29 for NORMALITY and EDITOR TYPES was significant at the .05 level ($F = 3.29$, $df = 2/66$: $p < .05$). A "gap" test earlier showed there was no significant difference in the over-all ranking of Oddity and Conflict, and Oddity and Normal, but there was an interactive effect when the elements combined with types of editors.

Table XIX suggests that the Type I editors "played" stories with Conflict higher than the Type II editors (5.97 vs. 5.55). This preference for Conflict by Type I tends to confirm earlier discussion. On the other hand, both types of editors ranked stories with Oddity about the same (4.77 vs. 4.70). The stories with Normal (no Oddity or Conflict) news element tended to be ranked the lowest by both types of editors, but probably not significantly lower than Oddity, especially in the case of the Type II editors. Also, as mentioned before, analysis of variance indicated that types of editors differed significantly on their probable use of stories containing Immediate or Delayed Reward. Table XX shows this interaction.

The interaction F-ratio for EDITOR TYPES and the REWARD dimension was significant ($F = 14.04$, $df = 1/66$: $p < .001$). This means that the differences in mean probable use of Immediate and Delayed Reward by different types of editors exceeded chance expectations.

Table XX shows a classical interaction that fully substantiates earlier discussion. While Type I editors preferred Delayed Reward more than did Type II (5.03 vs. 4.56), Type II "played" Immediate Reward higher than did Type I (5.44 vs. 4.97).

The above results round out the author's reasoning behind labeling of types of editors. From Table XIX, Type I editors preferred Conflict more than did Type II, while in Table XX, Type I chose Delayed over

Immediate Reward. This justified the "Conflict-Delayed Reward" label for Type I. Further, Type II qualified as "Immediate Reward" editors, as shown in Table XX.

TABLE XX

MEAN PROBABLE USE OF REWARD NEWS DIMENSION ELEMENTS BY EDITOR TYPES

	REWARD		
	Immediate	Delayed	Means
EDITOR TYPES			
Type I	4.97	5.03	5.00
Type II	5.44	4.56	5.00
Means	5.20	4.79	5.00
			Grand Mean

Interaction: Editors' Ages and News Elements

When the ten editors were grouped in two age categories--"40 and above" and "39 and below"--different findings were revealed. Five editors were aged 40 and above and five were 39 and below. One editor was 62 years old, three editors were in their 50s and one editor was 48. Also, two editors were in their 30s while three were in their 20s. As mentioned, the probable use of news elements did not differ from the previous findings since the same editors judged the same stories.

As Table XXI shows, editors in the two different age groups did not differ significantly in their probable use of stories containing the elements of NORMALITY dimension (Oddity, Conflict and Normal).

TABLE XXI

MEAN PROBABLE USE OF NORMALITY NEWS DIMENSION ELEMENTS BY EDITORS' AGES

	NORMALITY			
	Oddity	Conflict	Normal	Means
EDITORS' AGES				
"40 and above"	4.89	5.66	4.45	5.00
"39 and below"	4.59	5.77	4.63	5.00
Means	4.74	5.71	4.54	5.00
				Grand Mean

The obtained F-ratio of 1.58 for EDITORS' AGES and the NORMALITY dimension was not significant at the .05 level. This means that after the main effects were extracted from Table XXI, the differences in the mean probable use of Oddity, Conflict and Normal elements by different age groups did not exceed chance expectations ($F = 1.58$, $df = 2/66$: $p > .05$). There was some tendency, however, for younger editors to "play" Oddity lower than Conflict (4.59 vs. 5.77), while older editors valued the two elements more similarly (5.66 vs. 4.89).

As with the case of NORMALITY elements, REWARD seemed not to be related to the ages of editors. When the probable use of Immediate and Delayed Reward was compared by age, no significant interaction or differential effects were found ($F = 2.77$, $df = 1/66$: $p > .05$).

Table XXII indicates that both age groups tended to play Immediate Reward higher than Delayed, especially the older editors (5.35 vs. 4.65). But even this gap of 0.70 fell within chance expectations.

TABLE XXII

MEAN PROBABLE USE OF REWARD NEWS DIMENSION ELEMENTS BY EDITORS' AGES

	REWARD		
	Immediate	Delayed	Means
EDITORS' AGES			
"40 and above"	5.35	4.65	5.00
"39 and below"	5.15	4.85	5.00
Means	5.25	4.75	5.00
			Grand Mean

Interaction: Editors' Education and News Elements

In this part, the ten editors were divided into two educational groups: those who received a baccalaureate degree in journalism or "Journalism Majors"--there were six editors in this group--and those

who did not receive a degree in journalism, or "Non-journalism Majors." One editor in "Non-journalism Majors" group had a high school diploma, two of them had some college education and one editor had a baccalaureate degree in an area other than journalism.

It should be indicated again that the probable use of the news elements over-all did not differ from the previous findings since the same editors judged the same news stories as they were grouped in two different educational categories. However, the two educational groups showed a similar pattern in selection of single or multiple news elements in comparison with the age groups, but were different from the statistical types of editors that were identified through elementary linkage-factor analysis.

Table XXIII shows the mean probable uses of the two educational groups of the NORMALITY dimension elements. The obtained F-ratio of 2.57 was not significant at the .05 level. This means that the mean scores in Table XXIII did not vary enough from the grand mean of 5.00 to be statistically significant ($F = 2.57$, $df = 2/66$: $p > .05$).

This means although there were variations in the probable use of news elements of Oddity, Conflict and Normal due to different educational groups of editors, these variations were not statistically significant. Or, the "Journalism Majors" and "Non-journalism Majors" placed a similar evaluation on stories containing Oddity, Conflict or Normal. The only noticeable tendency in differential news element "play" was by "Non-journalism Majors," who tended to place relatively larger headlines on Oddity stories, compared to Normal stories, than did "Journalism Majors."

Also, when the two educational groups were compared with REWARD dimension elements, similar findings to the division of editors by age

were revealed but they were again different from the statistical types of editors.

TABLE XXIII

MEAN PROBABLE USE OF NORMALITY NEWS DIMENSION ELEMENTS BY EDITORS' EDUCATION

	NORMALITY			
	Oddity	Conflict	Normal	Means
EDITORS' EDUCATION				
Journalism	4.63	5.71	4.65	5.00
Non-journalism	4.89	5.73	4.37	5.00
Means	4.76	5.72	4.51	5.00
				Grand Mean

Table XXIV shows the mean probable use of Immediate- and Delayed Reward news elements by "Journalism Majors" and "Non-journalism Majors." The obtained F-ratio of 0.91 was not significant at the .05 level. This tended to indicate that the mean scores in Table XXIV did not vary enough from the grand mean of 5.00 to be statistically significant. In other words, differences this small could have occurred by chance variations ($F = 0.91$, $df = 1/66$: $p > .05$).

This means that although there were variations in mean probable use of Immediate and Delayed Reward by editors with different academic

backgrounds, the variations were so small that the editors could be considered as having come from the same "population." Furthermore, although both educational groups "played" stories with the Immediate Reward higher than those with Delayed Reward, these differences were not statistically significant, since the over-all differences between Immediate and Delayed Reward (5.24 vs. 4.76) could have occurred by chance.

TABLE XXIV

MEAN PROBABLE USE OF REWARD NEWS DIMENSION ELEMENTS BY EDITORS' EDUCATION

	REWARD		
	Immediate	Delayed	Means
EDITORS' EDUCATION			
Journalism Majors	5.29	4.71	5.00
Non-journalism Majors	5.19	4.81	5.00
Means	5.24	4.76	5.00
			Grand Mean

It should be mentioned that Education and Age tended not to show any significant interaction with any news element or combination of elements thereof. In other words, no combination of news dimension elements differentiated one age or education group from the other.

Interaction F-ratios of age and education with the NORMALITY and REWARD dimensions were checked because these were the only two dimensions that the editor groups differed from the statistical types of editors.

Editor Types: Summary

In summary, the editors "played" stories with Impact higher than stories with No Impact. Stories with Known Principal(s) netted higher probable use than stories with Unknown Principal(s). Stories with Conflict were higher valued than stories without Conflict while Oddity stories were not "played" any higher or lower than stories with or without Conflict or Oddity. Also, combination of SIGNIFICANCE and NORMALITY dimension elements tended to draw a higher probable use from editors than did the elements of one dimension alone.

While little difference existed between Immediate and Delayed Reward when combined with Conflict, Immediate Reward received substantially greater probable use than Delayed Reward when combined with Oddity. In other words, Oddity and Conflict received similar "play" when combined with Immediate Reward, but Oddity was "buried" under Conflict when combined with Delayed Reward.

Concerning the three groups of editors (statistical, Age and Education), the statistical types of editors differed on their use of stories with the elements of NORMALITY (Oddity, Conflict and Normal). Type I tended to play Conflict higher than did Type II. Also, when the statistical types of editors were compared on the REWARD dimension, Type I editors tended to "play" the Delayed Reward stories significantly higher than the stories containing Immediate Reward, while the Type II editors tended to evaluate stories with the Immediate Reward higher than the

Delayed Reward news elements. But when the editors were grouped by Age and Education, these differences between EDITOR TYPES and NORMALITY or REWARD dimensions were not evident.

Similarities Between Age Groups

The probable use of the news elements for the two age groups--"40 and above" and "39 and below"--were compared and a high rank-order correlation was found (rho = 0.81, df = 22: $p < .01$). Table XXV shows the rank-order correlation of the 24 news element combinations for the age and the education groups as well as for all editors.

The obtained rank-order correlation of 0.81 for the two age groups tended to indicate that the editors whose age was "40 and above" and those whose age was "39 and below" had a high significant correlation, or similarity, in the probable use of news elements.

Similarities Between Educational Groups

When the probable use of news elements for "Journalism Majors" and "Non-journalism Majors" were compared, a higher degree of similarity was found (rho = 0.92, df = 22: $p < .01$). Table XXV shows the rank-order correlation of the 24 news element combinations for the two educational groups.

This tends to indicate that the probable use of the 24 combinations of news elements were highly similar for those who had a college degree in journalism and those who attended college or had a high school diploma or had a college degree other than in journalism. It should be mentioned here that, although the two educational groups' probable uses of the stories were high correlated, editors without journalism degrees

TABLE XXV

PROBABLE-USE HIERARCHY OF NEWS ELEMENTS: AGE, EDUCATION, ALL EDITORS

News Elements	All Editors		Editors' Age				Editors' Education			
			"40 and above"		"39 and below"		Non-Journalism		Journalism	
	Rank	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank	Mean
$CPIR_i$	1	7.33	1	7.67	2	7.00	1	7.58	1	7.17
$OPIR_i$	2	7.07	2	7.07	1	7.07	2	7.25	2	6.94
PIR_d	3	6.60	4	6.53	4	6.67	3	6.50	3	6.67
PIR_i	4.5	6.27	5.5	6.13	5	6.40	7.5	6.08	4	6.39
CPR_d	4.5	6.27	7.5	5.80	3	6.73	6	6.17	5	6.33
OIR_i	6	6.03	3	6.60	12	5.47	4.5	6.25	6.5	5.89
$CPIR_d$	7	5.97	5.5	6.13	7	5.80	4.5	6.25	8	5.78
CIR_d	8	5.63	7.5	5.80	12	5.47	7.5	6.08	11.5	5.33
CIR_i	9	5.57	9	5.67	12	5.47	12.5	5.08	6.5	5.89
IR_i	10	5.50	11	5.33	8.5	5.67	11	5.33	9.5	5.61
CR_i	11	5.27	17	4.67	6	5.87	16	4.75	9.5	5.61
IR_d	12	5.23	14.5	4.80	8.5	5.67	12.5	5.08	11.5	5.33
CR_d	13	5.17	16	4.73	10	5.60	10	5.42	13	5.00
OR_i	14	5.03	12	5.20	14.5	4.87	9	5.58	15.5	4.67
PR_d	15	4.97	13	5.07	14.5	4.87	14.5	5.00	14	4.94
OPR_i	16	4.80	10	5.47	19	4.13	14.5	5.00	15.5	4.67

TABLE XXV (Continued)

News Elements	All Editors		Editors' Age				Editors' Education			
			"40 and above"		"39 and below"		Non-Journalism		Journalism	
	Rank	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank	Mean
CPR_i	17	4.53	14.5	4.80	16	4.27	17	4.50	17	4.56
OPR_d	18	4.23	19	4.27	17.5	4.20	18.5	4.17	19	4.28
PR_i	19	4.20	20	4.20	17.5	4.20	20	3.75	18	4.50
$OPIR_d$	20	4.17	18	4.40	20	3.93	18.5	4.17	20	4.17
OIR_d	21	3.43	21	3.47	22	3.40	21	3.67	21	3.28
OR_d	22	3.17	22	2.67	21	3.67	22	3.08	22	3.22
NR_d	23	2.17	23	2.13	23	2.20	23	2.08	23	2.22
NR_i	24	1.40	24	1.40	24	1.40	24	1.17	24	1.55
			rho = .81, df = 22: $p < .01$				rho = .92, df = 22: $p < .01$			

averaged twice the years of experience on the job than editors with the journalism degree.

Among "Non-journalism Majors," one editor had 33 years of experience, two editors had 15 years, and one editor had 3 years of experience. The experience of the editors with a journalism degree ranged from 45 days for one editor to 24 years for another. Four editors had 2, 3, 6, and 7 years of experience. As mentioned earlier, almost all the editors had worked as reporters, copy editors, news editors, etc., before working at their present positions.

Comparison With Past Studies

In comparing the relative probable use of news elements in this study with those of five previous studies (Carter,[4] Galow,[5] Rhoades,[6] Snipes,[7] and Ward[8]), the author was able to see possible implication of adding the REWARD dimension elements to those of the PROMINENCE, SIGNIFICANCE and NORMALITY dimensions. Only the later three dimension elements were used in past studies, except for the Snipes investigation which incorporated Outgroups and Ingroups.

The relative probable use of news elements under the PROMINENCE, SIGNIFICANCE and NORMALITY dimensions, plus REWARD dimension, were correlated with news element combinations in five previous studies. The only difference in the arrays of news element combinations, then, was the additional element of Immediate or Delayed Reward in the present study.

Comparison of Immediate-Reward Usage

All combinations of SIGNIFICANCE, PROMINENCE, and NORMALITY elements in the present study that also comprised Immediate Reward, were correlated with all combinations of SIGNIFICANCE, PROMINENCE and NORMALITY elements in each of the five previous studies. There were 12 sets of three stories, or 36, in this study that contained Immediate Reward in conjunction with other elements. The rank positions of these 12 combinations were compared with the five former studies as shown in Table XXVI.

The relative probable use of news element combinations in all five comparisons were significant at the .05 and .01 levels of confidence, as shown below:

Present study--Rhoades: rho = 0.80 ($p < .01$);

Present study--Carter: rho = 0.79 ($p < .01$);

Present study--Ward: rho = 0.78 ($p < .01$);

Present study--Snipes: rho = 0.78 ($p < .01$);

Present study--Galow: rho = 0.73 ($p < .05$).

What did this indicate? Simply that, with the present study's addition of Immediate Reward, combinations of Impact, Known Principal(s) and Conflict or Oddity still received similar relative probable use as in past studies. And the editors in those past studies were from widely varying parts of the country and worked in different types of communities and on various sized newspapers. Some of those past-study editors even worked in wire service bureaus.

TABLE XXVI

HIERARCHY OF NEWS ELEMENTS: IMMEDIATE REWARD

News Elements	Present Study Means	Present Study Rankings	Ward Study Rankings	Carter Study Rankings	Rhoades Study Rankings	Galow Study Rankings	Snipes Study Rankings
$CPIR_i$	7.33	1	1	2	1	1	1
$OPIR_i$	7.07	2	3	1	2	4	5
PIR_i	6.27	3	7	8	6	5	2.5
OIR_i	6.03	4	2	3	3	2	4
CIR_i	5.57	5	4	6	8	7	8
IR_i	5.50	6	6	4	4	8	2.5
CR_i	5.27	7	11	9	11	9	11
OR_i	5.03	8	8	5	5	6	6
OPR_i	4.80	9	9	11	9	10	9.5
CPR_i	4.53	10	5	7	7	3	7
PR_i	4.20	11	10	10	10	11	9.5
NR_i	1.40	12	12	12	12	12	12

Rhos: Rhoades, 0.80; Carter, 0.79; Ward, 0.78; Snipes, 0.78; Galow, 0.73 (values of rank-difference coefficients of correlation 0.56 and above significant at the .05 level; correlations 0.75 and above significant at the .01 levels of confidence).

Comparison of Delayed-Reward Usage

The picture changed, however, when Delayed Reward was built into the stories. Table XXVII shows the comparative rank positions that contained Delayed Reward in conjunction with other news elements. Correlations of the relative use of news element combinations in past studies with identical combinations in this study (plus the Delayed Reward element) fell within chance expectations, as shown below:

Present study--Snipes: rho = 0.43 ($p > .05$);

Present study--Galow: rho = 0.36 ($p > .05$);

Present study--Ward: rho = 0.32 ($p > .05$);

Present study--Rhoades: rho = 0.16 ($p > .05$);

Present Study--Carter: rho = 0.11 ($p > .05$).

Several tentative conclusions can be drawn from this Delayed-Immediate Reward comparison:

1. The significant relation between relative probable use of news elements that were accompanied by Immediate Reward with those that were not could mean that most stories in past studies "inherently" comprised Immediate Reward. In other words, Oddity or Conflict, and Impact or Known Principal(s), working alone, or in concert, may very well comprise Immediate Reward or satisfy "consumatory" needs, unless the "instrumental" or Delayed Reward function is present. The author suggests this very well may be the case, since, for this study he found great difficulty in finding and/or designing stories that, say, comprised Conflict, Impact and Known Principal(s), plus Delayed Reward.

2. The insignificant correlation between the present editors' probable use of news elements accompanied by Delayed Reward with those in past studies that were not, could mean that Delayed Reward "causes"

TABLE XXVII

HIERARCHY OF NEWS ELEMENTS: DELAYED REWARD

News Elements	Present Study Means	Present Study Rankings	Ward Study Rankings	Carter Study Rankings	Rhoades Study Rankings	Galow Study Rankings	Snipes Study Rankings
PIR_d	6.60	1	7	8	6	5	2.5
CPR_d	6.27	2	5	7	7	3	7
$CPIR_d$	5.97	3	1	2	1	1	1
CIR_d	5.63	4	4	6	8	7	8
IR_d	5.23	5	6	4	4	8	2.5
CR_d	5.17	6	11	9	11	9	11
PR_d	4.97	7	10	10	10	11	9.5
OPR_d	4.23	8	9	11	9	10	9.5
$OPIR_d$	4.17	9	3	1	2	4	5
OIR_d	3.43	10	2	3	3	2	4
OR_d	3.17	11	8	5	5	6	6
NR_d	2.17	12	12	12	12	12	12

Rhos: Snipes, 0.43; Galow, 0.36; Ward, 0.32; Rhoades, 0.16; Carter, 0.11 (all insignificant at the .05 level of confidence).

shifts in the editors' hierarchy of probable use when combined with certain other elements used in past studies. In other words, a story comprising Conflict with Delayed Reward might get higher "play" than one with Conflict and Immediate Reward, while a story comprising Oddity and Delayed Reward might be valued less than one with Oddity and Immediate Reward.

The author's above scenario is based on the fact that analysis of variance showed no over-all difference between the mean probable use of Immediate and Delayed Reward. However, Immediate Reward tended to be "played" higher when combined with Oddity than with Conflict, but lower "play" than Conflict when combined with Delayed Reward.

Comparison of Immediate- and Delayed-Reward Usage

In the third comparison of present and previous editors, the author ignored the REWARD dimension elements. Put simply, he correlated the mean probable uses of SIGNIFICANCE, PROMINENCE and NORMALITY element combinations, holding Immediate and Delayed constant. For example, the mean use of 6.65 in the first rank position in Table XXVIII is the mean of 60 scores assigned by the ten editors to the six stories that contained Conflict, Known Principal(s) and Impact. Table XXVIII shows the rank-order positions of the 12 combinations of news elements, their mean probable use, as well as the rank-order position of other studies.

The rank-order correlation coefficients of the news elements of this study and other studies when the Immediate and Delayed Reward elements were combined are shown below:

Present study--Ward: rho = 0.69 ($p < .05$);

Present study--Galow: rho = 0.67 ($p < .05$);

TABLE XXVIII

HIERARCHY OF NEWS ELEMENTS: REWARD DIMENSION HELD CONSTANT

News Elements	Present Study Means	Present Study Rankings	Ward Study Rankings	Carter Study Rankings	Rhoades Study Rankings	Galow Study Rankings	Snipes Study Rankings
CPI	6.65	1	1	2	1	1	1
PI	6.43	2	7	8	6	5	2.5
OPI	5.62	3	3	1	2	4	5
CI	5.60	4	4	6	8	7	8
CP	5.40	5	5	7	7	3	7
I	5.37	6	6	4	4	8	2.5
C	5.22	7	11	9	11	9	11
OI	4.73	8	2	3	3	2	4
P	4.58	9	10	10	10	11	9.5
OP	4.52	10	9	11	9	10	9.5
O	4.10	11	8	5	5	6	6
N	1.78	12	12	12	12	12	12

Rhos: Ward, 0.69; Galow, 0.67; Snipes, 0.67; Carter, 0.58; Rhoades, 0.58 (All significant at the .05 level of confidence).

Present study--Snipes: rho = 0.67 ($p < .05$);

Present study--Carter: rho = 0.58 ($p < .05$);

Present study--Rhoades: rho = 0.58 ($p < .05$).

Here, the relative news values of present editors were significantly similar to those of past studies. Thus, over-all, Immediate and Delayed Reward tended not to alter the relative probable uses of news element combinations among the different editor groups.

Comparison of News Values With Theoretical Editor

In a summary work of past studies on news values completed at the University of Iowa and Oklahoma State University, Ward proposed a hierarchy of probable use of news element combinations by a theoretical editor. This editor represented a composite of most editors that had cooperated in past reserach efforts.[9]

Table XXIX shows the rank-order position of the 12 combinations of news elements containing Immediate Reward, Delayed Reward and a combination of both elements, as they were compared with Ward's theoretical editor.

The author ran the same indices of correlation between present study editors and Ward's theoretical editor as described earlier, with roughly the same findings. A rho of 0.81 was found when the rank-order probable use of the 12 news element combinations of the 36 stories of this study, which contained Immediate Reward, were compared with Ward's hierarchy of the theoretical editor (rho = 0.81, df = 10: $p < .01$).

An insignificant rho of 0.39 was found when the hierarchy of probable use of the 12 news element combinations of the 36 stories of this

TABLE XXIX

HIERARCHY OF NEWS ELEMENTS: COMPARISON OF WARD'S THEORETICAL EDITOR AND EDITORS IN PRESENT STUDY

Immediate Reward			Delayed Reward			REWARD Dimension Held Constant		
News Elements	Present Study Rankings	Theoretical Editor Rankings	News Elements	Present Study Rankings	Theoretical Editor Rankings	News Elements	Present Study Rankings	Theoretical Editor Rankings
$CPIR_i$	1	1	PIR_d	1	6	CPI	1	1
$OPIR_i$	2	2.5	CPR_d	2	4	PI	2	6
PIR_i	3	6	$CPIR_d$	3	1	OPI	3	2.5
OIR_i	4	2.5	CIR_d	4	6	CI	4	6
CIR_i	5	6	IR_d	5	6	CP	5	4
IR_i	6	6	CR_d	6	9.5	I	6	6
CR_i	7	9.5	PR_d	7	11	C	7	9.5
OR_i	8	8	OPR_d	8	9.5	OI	8	2.5
OPR_i	9	9.5	$OPIR_d$	9	2.5	P	9	11
CPR_i	10	4	OIR_d	10	2.5	OP	10	9.5
PR_i	11	11	OR_d	11	8	O	11	8
NR_i	12	12	NR_d	12	12	N	12	12
rho = 0.81, df = 10: $p < .01$			rho = 0.39, df = 10: $p > .05$			rho = 0.75, df = 10: $p < .01$		

study, which contained Delayed Reward, were compared with the theoretical editor (rho = 0.39, df = 10: $p > .05$).

Also, when all 72 stories were considered and the mean probable use of Immediate and Delayed Reward in each combination were combined (REWARD held constant), a significant rho of 0.75 was found (rho = 0.75, df = 10: $p < .01$).

In this study, as well as all other studies mentioned above, the highest probable use of news stories was given to the stories combining at least three news elements. The Conflict, Known Principal(s) and Impact combination was the highest ranked story in four of the previous studies. Oddity, Known Principal(s) and Impact was the highest ranked story only in the Carter study.

In short, the similarity between the ranking of the stories in this study and earlier studies indicated a relatively high degree of agreement among the editors. These similarities were higher when the stories contained Immediate Reward. They were the lowest and insignificant when the stories contained the Delayed Reward. When the Immediate- and Delayed-Reward elements were combined, again a relatively high degree of agreement appeared between mean probable use of stories in this study and previous ones. The rank positions of news elements tend to be a reliable indication of what the editors believe is "news."

ENDNOTES

[1]McQuitty, pp. 207-229.

[2]Schramm, "The Nature of News," p. 290.

[3]Westley and MacLean, p. 59.

[4]Carter, p. 68.

[5]Galow, p. 83.

[6]Rhoades, p. 79.

[7]Snipes, p. 141.

[8]Ward, "News Values, News Situations, and News Selections: An Intensive Study of Ten City Editors," pp. 427-428.

[9]Ward, The Nature of News in Three Dimensions, p. 147.

CHAPTER VI

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

This study was an attempt to further understand "the nature of news," and investigate how one level of "gatekeeper"--the newspaper city editors--makes his or her evaluations, judgments and selections before reporting a series of events to potential readers.

A four-dimensional news model was structured and, as a result, 24 possible combinations of news elements were produced. Three stories were drawn to represent each combination. Most of the stories recounted events that happened in Oklahoma and other states. Timeliness and proximity were held constant, since these are "conditions" that amplify the relative importance of the basic news elements rather than being news elements, per se. In every story in the input pool, the event was assumed to have occurred "today."

To determine the probable-use hierarchy of news element combinations in the stories, ten editors were systematically selected and were asked to Q-sort 72 stories on a nine-point continuum ranging from "Most Probably Use" to "Least Probably Use," as if they were an editor of a state-wide newspaper.

The independent variables were the news elements in the 72 stories selected for the study. The dependent variable was the subjective probable use of news elements.

The stories comprised four news dimensions and their elements. They were:

A. NORMALITY

a_1. Oddity

a_2. Conflict

a_3. Normal

B. PROMINENCE

b_1. Known Principal(s)

b_2. Unknown Principal(s)

C. SIGNIFICANCE

c_1. Impact

c_2. No Impact

D. REWARD

d_1. Immediate

d_2. Delayed

Summary

The primary objective of this exploratory study was to determine the similarities and differences in editors' probable use of stories which combined several combinations of news elements. The elements represented the four news dimensions assumed to be salient to the editors' news values. The assumption was based on Ward's[1] and Schramm's[2] studies.

In Chapter IV, similarities in news values of the ten editors were discussed. Correlations determined the over-all agreements among the editors and elementary linkage-factor analysis of correlations determined types of editors.

Identifying the types of editors enabled the researcher to explain the nature of variance in mean probable use of stories by different editors. Linkage analysis revealed two types of editors: Type I, "Conflict-Delayed-Reward" editors, and Type II, "Immediate-Reward" editors.

The over-all mean probable use of news elements showed Impact to be the highest with a mean of 5.73; followed by Conflict, 5.72; Known Principal(s), 5.53; Immediate Reward, 5.25; Delayed Reward, 4.75; Oddity, 4174; and Normal (no Oddity or Conflict), 1.75 (see Table VII). Impact, Oddity and Known Principal(s) did not distinguish the types of editors.

The higher probable use of Impact was found in the earlier studies in which the Ward's three-dimensional news model was used. (The mean probable use of Immediate and Delayed Reward were not included in the previous studies.)

Looking at the types of editors, the "Conflict-Delayed-Reward" editors, or Type I, ranked Conflict news element highest, 5.97; followed by Impact, 5.69; Known Principal(s), 5.58; Delayed Reward, 5.03; Immediate Reward, 4.97; Oddity, 4.70; and Normal, 1.62. The "Immediate-Reward" editors, or Type II, ranked the Impact news element highest, 5.76; followed by Conflict, 5.55; Known Principal(s), 5.50; Immediate Reward, 5.43; Oddity, 4.77; Delayed Reward, 4.56; and Normal, 1.88 (see Table VII).

The major difference between the two types appeared to be on mean probable use of news elements under the REWARD and NORMALITY dimensions. However, the over-all agreement of the ten editors was relatively high as indicated by the correlations. With the exception of one correlation, which was significant at the .05 level, all other correlations were significant at the .01 level of confidence or betters. The correlations

indicated that the editors tended to think alike in terms of probable use of different stories. Similar z-scores were given to 62 of the 72 stories by both types of editors, indicating that their probability of using news elements relative to each other were quite similar.

Looking at different news elements that made a "difference" in editors' probable use of the stories, the news elements of NORMALITY, SIGNIFICANCE, PROMINENCE and REWARD dimensions were examined. The analysis of variance indicated that the news elements of NORMALITY, SIGNIFICANCE and PROMINENCE dimensions showed a significant differential effect on the editors' judgment of the stories at the .01, .01 and .001 levels, respectively.

The analysis in Chapter V indicated that the editors showed a significant preference in each case for stories containing Impact, Known Principal(s), Conflict, and Oddity over stories which did not contain these news elements. This tended to indicate that the dependent variables--the editors' probable use of news elements--was probably affected by the presence of these four news elements. The importance of these news elements to the editors was found in the previous studies. However, the news elements of the REWARD dimension--Immediate and Delayed--did not show enough variation from editors' judgments to be statistically significant, but when these elements were combined with some elements of the NORMALITY dimension--Oddity, Conflict and Normal--differential probable use was indicated. Oddity and Conflict received similar "play" when combined with Immediate Reward, but Oddity was "buried" under Conflict when combined with Delayed Reward.

The only other interaction among the news dimensions was between SIGNIFICANCE and NORMALITY dimensions. Impact received a higher "play"

over No Impact when neither Oddity nor Conflict was involved. When Oddity and Conflict were present, Impact received a higher usage over No Impact. In other words, Impact tended to receive high "play" with or without Oddity or Conflict, while stories without Impact or Oddity or Conflict tended to be "buried."

In regard to the probable use hierarchy of the 24 combinations, Table XXX reveals that editors tended to place highest value on stories which contain Conflict, Known Principal(s), Impact and Immediate Reward. When Conflict was replaced by Oddity, the story received second place.

The editors' five most-probably-used news element combinations contained Known Principal(s) while their top four choices contained Impact. Three news element combinations of the top five rankings contained Immediate Reward.

As Table XXXI shows, when rankings of stories that contained Immediate Reward and the other elements were considered, Impact in combination with other news elements appeared at the top six hierarchies. Impact, in combination with Conflict and Known Principal(s), received the highest probable use. Known Principal(s) appeared at the top three combinations and Oddity fluctuated around the twelve rankings. Impact, Conflict or Oddity, when contained only Immediate Reward, were ranked sixth, seventh and eighth, respectively. Known Principal(s) was ranked eleventh, followed by Normal, twelfth.

Table XXXI also shows that when the stories with Delayed Reward and news elements were considered, Impact, in combination with other elements, appeared at four of the top five rankings. Known Principal(s) appeared in the top three choices, and Conflict was in three of the top five choices. Oddity, in combination with other news elements, was

TABLE XXX

HIERARCHY OF NEWS ELEMENTS

Rank	News Elements	Mean Probable Use	Rank	News Elements	Mean Probable Use
1	$CPIR_i$	7.33	13	CR_d	5.17
2	$OPIR_i$	7.07	14	OR_i	5.03
3	PIR_d	6.60	15	PR_d	4.97
4.5	PIR_i	6.27	16	OPR_i	4.80
4.5	CPR_d	6.27	17	CPR_i	4.53
6	OIR_i	6.03	18	OPR_d	4.23
7	$CPIR_d$	5.97	19	PR_i	4.20
8	CIR_d	5.63	20	$OPIR_d$	4.17
9	CIR_i	5.57	21	OIR_d	3.43
10	IR_i	5.50	22	OR_d	3.17
11	CR_i	5.27	23	NR_d	2.17
12	IR_d	5.23	24	NR_i	1.40

ranked eighth and below. Delayed Reward stories that contained only Impact, Conflict or Known Principal(s), were ranked fifth, sixth and seventh, respectively. Oddity and Delayed Reward were ranked eleventh.

Table XXXI also indicates that when mean probable use of stories with Immediate and Delayed Reward were combined for each combination of elements, Impact appeared in the top four combinations of elements, as did Known Principal(s). Oddity again fluctuated. Oddity, Known

TABLE XXXI

HIERARCHY OF NEWS ELEMENTS: RANK-ORDER, MEAN PROBABLE USE OF IMMEDIATE REWARD, DELAYED REWARD, AND THEIR COMBINATION

Immediate-Reward Combinations			Delayed-Reward Combinations			Immediate/Delayed Combined		
Rank	News Elements	Mean Probable Use	Rank	News Elements	Mean Probable Use	Rank	News Elements	Mean Probable Use
1	$CPIR_i$	7.33	1	PIR_d	6.60	1	CPI	6.65
2	$OPIR_i$	7.07	2	CPR_d	6.27	2	PI	6.43
3	PIR_i	6.27	3	$CPIR_d$	5.97	3	OPI	5.62
4	OIR_i	6.03	4	CIR_d	5.63	4	CI	5.60
5	CIR_i	5.57	5	IR_d	5.23	5	CP	5.40
6	IR_i	5.50	6	CR_d	5.17	6	I	5.37
7	CR_i	5.27	7	PR_d	4.97	7	C	5.22
8	OR_i	5.03	8	OPR_d	4.23	8	OI	4.73
9	OPR_i	4.80	9	$OPIR_d$	4.17	9	P	4.58
10	CPR_i	4.53	10	OIR_d	3.43	10	OP	4.52
11	PR_i	4.20	11	OR_d	3.17	11	O	4.10
12	NR_i	1.40	12	NR_d	2.17	12	N	1.78

Principal(s) and Impact were ranked third, while Oddity with Impact or Oddity with Known Principal(s) and/or Oddity alone was ranked eighth, tenth and eleventh, respectively. Conflict, on the other hand, appeared in the top three combinations used. Conflict alone was ranked seventh, while Impact was ranked sixth. The Known Principal(s) and Oddity news elements alone received a relatively low ranking of ninth and eleventh, respectively.

As indicated, types of editors were identified to help explain variations in mean probable use of news elements. The types of editors were studied in three different ways. First, by statistical types of editors revealed through the linkage-factor analysis.

Type I editors tended to value stories with Conflict higher than the Type II editors, while Type II editors ranked stories with Immediate Reward higher than did Type I.

The types of editors also tended to differ in their evaluation of stories which contained Immediate or Delayed Reward. Type I editors tended to value stories with Delayed Reward higher than stories with Immediate Reward. Thus, Type I editors were considered the Conflict-Delayed-Reward type, while Type II were distinguished significantly from Type I in their higher probably use of Immediate Reward.

Second, when the editors were grouped into two age categories--"40 and above" and "39 and below"--no differential use of news elements was significant.

Third, division of editors into two educational groups--"Journalism Majors" and "Non-journalism Majors"--showed a similar pattern in selection of single or multiple news elements in comparison with the age

groups. Probable use of news elements was not related significantly to types of education.

In short, there were significant interactions of the statistical types of editors and news elements of NORMALITY and REWARD dimensions, but not of age or education and news elements.

The two age groups had a similar pattern in selection of the stories. A high degree of rank-order similarity, rho = 0.81, was found between the age groups. The two educational groups were also highly correlated, rho = 0.92.

Also, the relative probable use of news elements in this study with those of previous studies (Carter,[3] Galow,[4] Rhoades,[5] Snipes,[6] and Ward[7]) were compared to see the possible implication of adding the REWARD dimension elements to the PROMINENCE, SIGNIFICANCE and NORMALITY dimensions.

When all combinations of SIGNIFICANCE, PROMINENCE and NORMALITY elements in the present study that also comprised Immediate Reward were correlated wtih all combinations of SIGNIFICANCE, PROMINENCE and NORMALITY elements in each of the five previous studies, the relative probable use of news element combinations in all five comparisons were significant at the .05 level of confidence and above. This tended to indicate that with the present study's addition of Immediate Reward, combinations of Impact, Known Principal(s) and Conflict or Oddity still received similar relative probable use as in past studies.

However, when the news elements that contained Delayed-Reward element were considered, correlations of relative use of news element combinations in past studies with identical combinations in this study fell within chance expectation. This tended to indicate the Delayed

Reward "caused" shifts in the editors' hierarchy of probable use when combined with certain other elements used in past studies.

In the third comparison of present and previous studies, the author held Immediate and Delayed Reward constant and correlated the mean probable uses of SIGNIFICANCE, PROMINENCE and NORMALITY element combinations. Here, the relative news values of present editors were significantly similar to those of past studies indicating, over-all, Immediate and Delayed Reward tended not to alter the relative probable use of news element combinations among the different editor groups.

Also, the author ran the same indices of correlation between present study editors and Ward's theoretical editor[8] as described above, with roughly the same findings. Significant correlations were found between the hierarchy of news element use, holding REWARD constant, and between the hierarchy with Immediate Reward. But the similarity of probable use between the probable use elements with Delayed Reward was not significant.

Testing the Hypotheses

Hypothesis No. 1

This hypothesis stated that mean probable use of stories containing Impact would be greater than mean probable use of stories containing No Impact: $\overline{X}$ Impact > $\overline{X}$ No Impact. This hypothesis was supported. Table XIII indicates the mean probable use of Impact was 5.72, and the mean probable use of No Impact was 4.27. This difference was statistically significant at the .001 level of confidence.

Hypothesis No. 2

This hypothesis stated that mean probable use of stories containing Known Principal(s) would be greater than mean probable use of stories containing Unknown Principal(s): $\overline{X}$ Known Principal(s) > $\overline{X}$ Unknown Principal(s). This hypothesis was confirmed. Table XIII shows the mean probable use for Known Principal(s) was 5.53, and the mean probable use for Unknown Principal(s) was 4.46. This difference was statistically significant at the .01 level.

Hypothesis No. 3

This hypothesis stated that mean probable use of stories containing Conflict and/or Oddity would be greater than mean probable use of stories containing Normal element (no Oddity or Conflict): $\overline{X}$ Conflict $\approx$ $\overline{X}$ Oddity > $\overline{X}$ Normal. This hypothesis, which was drawn from Ward's theoretical editor,[9] was supported.

Table XIV shows the mean probable use of Oddity, Conflict and Normal. Although the mean probable use of Conflict, 5.76, is higher than the mean probable use of Oddity, 4.73, this difference was not statistically significant and could have occurred by chance. However, the difference between mean probable use of Conflict, 5.76, and Normal, 4.50, was statistically significant at the .01 level. The difference between mean probable use of Oddity, 4.73, and Normal, 4.50, was also not significant.

This tends to indicate that the editors tended to select stories containing Conflict higher than Normal stories; however, they tended not to differentiate between stories with Conflict and Oddity in terms of their probable use.

When types of editors were studied, Table XIX, Type I editors tended to place a significantly higher value on stories with Conflict than Type II editors. On the other hand, both types of editors ranked stories with Oddity about the same. The stories with Normal news element were ranked the lowest by both editor types.

Hypothesis No. 4

This hypothesis stated that the mean probable use of stories containing Immediate Reward would be greater than mean probable use of stories containing Delayed Reward: $\overline{X}$ Immediate Reward > $\overline{X}$ Delayed Reward. Table XIV shows Immediate Reward stories had a mean probable use of 5.20 and Delayed Reward a mean probable use of 4.79.

This hypothesis was not confirmed. The obtained F-ratio for Immediate and Delayed Reward was not significant. In other words, the difference in the mean probable use of stories containing either of the elements could have occurred by chance.

Analysis of variance further indicated, however, a significant interaction between the news elements of REWARD and NORMALITY dimensions. Table XIV shows that while little difference existed between Immediate and Delayed Reward when combined with Conflict, Immediate Reward received substantially greater probable use then Delayed Reward when combined with Oddity. In other words, Oddity and Conflict received similar "play" when combined with Immediate Reward, but Oddity was "buried" under Conflict when combined with Delayed Reward.

When the mean probable use of Immediate and Delayed-Reward elements were examined by statistical types of editors, Type I editors placed a higher value on stories containing Delayed Reward while Type II editors

placed a higher value on stories containing Immediate-Reward element (see Table XX). The mean probable use of Immediate- and Delayed-Reward news elements did not differ when editors were studied according to age and educational groups. Editors whose ages were "40 and above" tended to place the same value on stories containing Immediate Reward or Delayed Reward as did the editors who ages were "39 and below." Similarly, editors who had journalism degrees did not differentiate from editors with no journalism degrees on mean probable use of stories containing Immediate Reward or Delayed Reward (see Tables XXII and XXIV).

The findings of this study do not confirm Schramm's theory of Immediate and Delayed Reward.[10] It seems that Immediate or Delayed Reward elements alone tended not to influence the editors' judgments in terms of stories' probable use; however, when these elements were combined with some elements of the NORMALITY dimension--Oddity, Conflict and Normal--some differences in editors' probable use of stories appeared.

Hypothesis No. 5

This hypothesis stated that the mean probable use of news elements by editors with journalism degrees would not differ significantly from mean probable use of editors without journalism degrees. This hypothesis was supported.

In Chapter V, types of editors by education were examined. Analysis of variance indicated insignificant F-ratios between the variance of EDITORS' EDUCATION and the probable use of four news dimension elements. This tends to indicate that the editors with journalism degrees and editors without journalism degrees did not differ significantly in

the probable use of news elements of NORMALITY dimension (oddity, Conflict, Normal), SIGNIFICANCE dimension (Impact, No Impact), PROMINENCE dimension (Known Principal(s), Unknown Principal(s)), and REWARD dimension (Immediate, Delayed).

A high rank-order correlation, rho = 0.92, was obtained when the over-all mean probable use of single or multiple news element combinations of educational groups were compared.

Hypothesis No. 6

This hypothesis stated that the mean probable use of news elements by editors who ages are "40 and above" would not differ significantly from mean probable use of editors who ages are "39 and below." This hypothesis was confirmed.

In Chapter V, types of editors by age were analyzed. Variance analysis indicated insignificant F-ratios between variance of EDITORS' AGES and the probable use of four news dimension elements. This tended to indicate that the editors who ages were 40 and above and editors whose ages were 39 and below did not differ significantly in probable use of the news elements of the four dimensions or combinations of them.

A high rank-order correlation, rho = 0.81, was found when the over-all mean probable use of single or multiple news element combinations of age groups were compared.

Hypothesis No. 7

This hypothesis stated that for all ten editors, the mean probable use of Impact would be greater than mean probable use of Conflict, Known Principal(s), Oddity, Immediate or Delayed Reward. Probable use of the

latter five elements would not differ significantly: $\bar{X}$ Impact > $\bar{X}$ Conflict ≈ $\bar{X}$ Known Principal(s) ≈ $\bar{X}$ Oddity ≈ $\bar{X}$ Immediate Reward ≈ $\bar{X}$ Delayed Reward. The findings tended to confirm this hypothesis.

Table VII shows the mean probable use of these news elements. Impact received a higher mean probable use by the editors, 5.73; followed by Conflict, 5.72; Known Principal(s), 5.53; Immediate Reward, 5.25; Delayed Reward, 4.74; and Oddity, 4.74.

This would indicate that there was a consistency of news values among the editors. As indicated earlier, there were no significant differences between mean probable use of Oddity and Conflict, and Immediate and Delayed Reward news elements.

Hypothesis No. 8

This hypothesis stated that there would be significantly higher correlation among the editors on the over-all mean probable use of single or multiple news elements of the stories in the pool. Table III confirms this hypothesis. With the exception of one correlation, which was significant at the .05 level, all other correlations were significant at the .01 level of confidence and above.

The findings of the above hypothesis tended to indicate that if news is described according to the four dimensions, a fairly accurate prediction of editors' probable use of stories can be obtained. The four news dimensions are: NORMALITY, PROMINENCE, SIGNIFICANCE, and REWARD.

Conclusions

This exploratory study was an attempt to investigate the news judging behavior of newspaper city editors--the key decision makers in the complex process of news. One of the intentions of this study was to describe the nature of news in four dimensions in order to examine the question: "What do editors consider newsworthy?"

Many scholars have tried to explain the nature of news in terms of one-dimensional or two-dimensional models and/or theories: "If a man bites a dog, it is news." However, "If a dog bites a man, it is not news." In the latter case, seemingly, it is a "common" clash between man and animals. But would the editors' judgment remain the same, in the second case, if the "man" was the President of the United States, or governor of the state?

To many editors and scholars, "news" is conflict, or impact, or prominent persons or institutions, or oddity or the one that gives immediate or delayed reward. It seems clear, as the findings of this study tend to indicate, that the one-dimensional approach to describe the underlying structure of news is superficial.

The complexities of the structure of a day's events and the news process, leads the author to believe that "news" must be described at least in four dimensions. To deal with these complexities, Ward's three-dimensional news model and Schramm's reward-of-news theory were combined. The reconstructed news model has four dimensions and several elements. They are: NORMALITY: Oddity, Conflict, Normal; PROMINENCE: Known Principal(s), Unknown Principal(s); SIGNIFICANCE: Impact, No Impact; and REWARD: Immediate, Delayed. The four-dimensional news model processes 24 combinations of news elements. In other words, there are 24

different kinds of stories that each of them contains two, three or four news elements--or subfacets of the four dimensions.

As the findings of this study showed, a fairly high prediction of the city editors' news judging patterns can be obtained, if the items of input are characterized in terms of the four dimensions.

Categorizing the news in terms of Immediate or Delayed Reward stories did not seem sufficient in describing the nature of news and predicting the editors' news judging behavior. Although some of the editors differed individually and in clusters, in terms of probable use of stories that contained Immediate or Delayed Reward, over-all the stories that contained Immediate Reward were not significantly "played" any higher or lower by the editors than stories containing Delayed Reward. These two kinds of reward, which were included as a dimension in this study, influenced the editors' judgments significantly only when they were combined with some of the news elements of Ward's three-dimensional news model.

Schramm refers to "the words of headline, the size and blackness of the type, the position on the page, the relation to surrounding headlines and stories and pictures, the general mass and shape of the article" as "grouped and related stimuli" or "cues" which the editor predicts would give his readers the expected reward.[11]

It seems that the "cues," or the stimuli of a story which Schramm is referring to are the news elements, or values, within a story that make stories "little" or "big" in size, headlines, position on the page, selection of picture, etc.

On the other hand, Ward's three-dimensional news model seems to be more meaningful and practical in defining news and predicting news

judging behavior of editors if one set of its twelve news element combinations consist of Immediate Reward and the other set contains the Delayed-Reward element.

Applying the concept of reward as a part of effective communication and learning process into Ward's news model enabled the author to develop a four-dimensional news model. The four-dimensional news model does not refer to "categories" of news such as social, political, economical, and others, but its underlying structure.

Understanding the structure of news and the elements within, and applying it, might help the unintentional mispresentation of news. If news is misunderstood and therefore mispresented, intentionally or unintentionally, by those who have the power to control the "gates" at different points in the news process, the very fundamental principle of democracy may diminish. In an "ideal" democratic society--where there is government of people, by people and for people--people need to be fully informed about what is going on in society in order that they may make informed decisions about the workings of their society. They cannot be informed adequately if the structure of news, among other things, is only known to those who are involved in the news process rather than being understood.

Recommendations

The results of this study tend to indicate that if "news" is described in terms of the four news dimensions, a fairly high prediction of "gatekeepers'" news judging patterns can be obtained. The recommendations of this study center on two general areas--newsrooms and classrooms.

Since the process of news is simply a two-way channel, one recommendation in light of these findings would be that the editors should give the readers the stories that would provide them the expected reward. This statement, however, tends to indicate that editors should give the readers "what they want" rather than what they need to know. However, it poses the question "to give them what?": stories that would give the readers immediate reward because they seem to be preferred over delayed reward stories; or to give them the information of significance to their daily life regardless of the kind of reward they might expect. It seems true that some of the stories which contain delayed reward might not pass through the "gates," probably because the editors believe, or assume, that these stories are less attractive to readers--with more or less consciousness. It would be easy to report the events as witnessed, told or heard by those who are involved in the news events to those who are not. The process of communication would take place in every condition. However, the effectiveness of this process depends upon how the communication has taken place. Editors, and other key decision makers in the process of news, should try to make the stories that contain delayed reward more readable by providing charts, maps, graphs, sub-heads, pictures, more explanations, etc. This tends to move the stories with delayed reward toward the immediate reward in the other side of the continuum.

The use of the four-dimensional news model in newsrooms would provide a uniform evaluation of broad categories of news and could be an approach for deviating from subjectivity, value judgments, and other personal orientation that might influence the news decision-making process. The model would help the presentation of news on the bases of

different stories that would make a "difference" in regard to the people's need to know for their daily enterprise of living in order that they may make informed decisions.

For journalism education, the model can be applied in several areas. The model can be used in classrooms when defining "news" and news elements involved. For reporting laboratory classes, the model should be divided into two parts: stories that contain Immediate Reward and stories that contain Delayed Reward. In the beginning reporting laboratories, writing exercises should deal with the stories with Immediate Reward and other elements, since these stories tended to be preferred higher, in some cases, and seem to be easier to write. In the second part of the reporting laboratories, Delayed Reward stories should be given to the students as a part of their writing exercises. There are 12 combinations of news elements in each category. Examples of stories with Immediate Reward are Nos. 1 through 36, and Delayed Reward stories are Nos. 37 through 72 (see Appendix E).

This division is based on the belief that Immediate Reward stories are easier to organize and write than stories with Delayed Reward, in which more understanding of the subject matter is essential for writing a "good" story.

The model also can be used for testing journalism students in different stages of their education.

Other Areas of Research

In regard to the findings of this study, the author suggests some other areas of research which might help to improve the illusion of the structure of "news" and the nature of decision making:

1. A study of news judgment of readers, compared with editors. Readers may be selected in different categories of age, education and economic status.

2. A study comparing the news values of readers in "small towns," compared to those living in "large cities."

3. A study comparing news judgment of editors in another country as compared to editors in the United States. Wire service bureaus in other countries might be considered here too.

4. A study to determine the various degrees of Conflict, Impact, and/or Known Principal(s).

5. A study comparing news judgments of other "gatekeepers" of news. Television "gatekeepers" might be considered here too.

ENDNOTES

[1]Ward, "News Values, News Situations, and News Selections: An Intensive Study of Ten City Editors."

[2]Schramm, "The Nature of News," pp. 288-303.

[3]Carter, p. 68.

[4]Galow, p. 83.

[5]Rhoades, p. 79.

[6]Snipes, p. 141.

[7]Ward, "News Values, News Situations, and News Selections: An Intensive Study of Ten City Editors," pp. 427-428.

[8]Ward, The Nature of News in Three Dimensions, p. 147.

[9]Ibid, pp. 143-148.

[10]Schramm, "The Nature of News," p. 290.

[11]Ibid., pp. 301-302.

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APPENDIXES

APPENDIX A

THE OKLAHOMA STATE UNIVERSITY SCHOOL OF JOURNALISM AND BROADCASTING'S LETTER TO THE EDITORS

OKLAHOMA STATE UNIVERSITY · STILLWATER
School of Journalism and Broadcasting 74074

November 20, 1975

Mr. Jack Stone, Editor
Anadarko Publishing Company
117-119 E. Broadway
Anadarko, OK 73005

Dear Mr. Stone:

During the past 9 years, more than 30 Oklahoma newsmen, faculty and graduate students have participated in a series of very meaningful studies of news values.

Study results are being used by reporting instructors in at least five major universities, including the University of Oklahoma and Oklahoma State University. These instructors have reported that our work has helped greatly in developing student abilities to organize and write stories at a professional level.

Our latest study has been designed by Naiim Badii, one of our best--if not the best--graduate student at Oklahoma State's School of Journalism and Broadcasting. Under the direction of Dr. Walter J. Ward, head of graduate studies, Naiim has taken extraordinary interest in past attempts to pin down the elusive "nature of news."

Unlike most media research, the Oklahoma State University studies have involved working newspapermen. Naiim's study follows this pattern. Our premise is that decisions made by professionals (rather than experimental lay groups) provide the best background for those training for the journalism profession.

We very much need your help on this latest study, Jack. Naiim has worked for months in the planning. He's short on funds and has to plan his statewide trips to visit editors in similar locations. Your help would entail a rank-ordering of stories for a pool already prepared. At most, an hour of your time would be at stake.

I hasten to point out, Jack, that help given us by the press folks has not been relegated to dusty piles of "esoteria" that perennially clutter ivory tower library shelves. This pioneering work is being used, and slowly, but surely, it is gaining nationwide attention.

If you will help us, please drop me a short note. I would like to know what days of the week and what time of day would be most convenient for Naiim to visit with you. Please list at least a couple of days. Alternatives will help Naiim plan his trips.

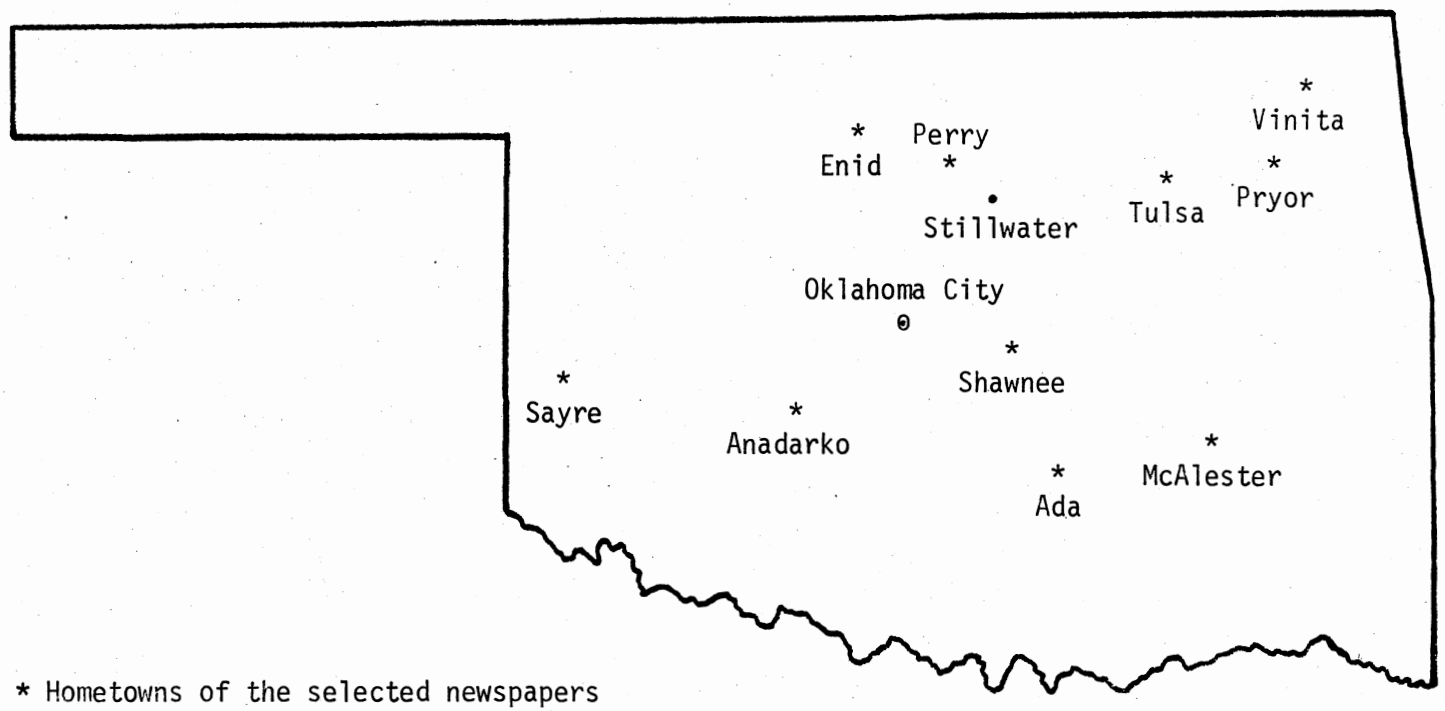
Sincerely,

HARRY HEATH
Director

HH/mp

APPENDIX B

THE MAP OF OKLAHOMA SHOWING HOMETOWNS OF THE SELECTED NEWSPAPERS


Vinita
Perry
Enid
Pryor
Tulsa
Stillwater
Oklahoma City
Shawnee
Sayre
Anadarko
McAlester
Ada
* Hometowns of the selected newspapers
⊙ State Capital
• Stillwater, Oklahoma State University
OKLAHOMA
Miles
0 30 60
Kilometers
0 30 60

APPENDIX C

INSTRUCTIONS FOR Q-SORTING OF 72 NEWS ITEMS

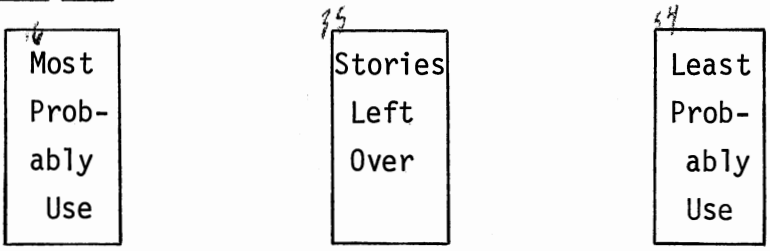
Instructions for Sorting News Stories

1. This study is an attempt to measure how you, the editor, rank a set of news stories.

2. Please imagine that your newspaper is a state-wide newspaper with a "large" daily circulation of 250,000. And, the deck of news stories (white cards)--comprising a big day's input--are those available on a given day to possibly be used in your newspaper. On the basis of the stories' interest and value, rank the stories in the order in which you would most probably to least probably use them in your state-wide newspaper.

3. Lay aside the blue identification cards for a moment. Take the remaining white cards which have the news stories on them, and read each story carefully.

4. After you have finished reading every card, place it in one of the three piles, according to the probability of your using it. In the left-hand pile you create, place all stories that you would most probably use. In the right-hand pile, place all stories that you would least probably use. Put all stories left over in the middle pile.



5. Now take the group of blue identification cards. Spread this deck of cards in front of you, left to right, No. 9 to No. 1, as follows:

4 Stories MOST Probably Use	6 Stories	8 Stories	11 Stories	14 Stories	11 Stories	8 Stories	6 Stories	4 Stories LEAST Probably Use

6. Pick up the left-hand pile that you previously sorted. From these stories, choose 4 that you would most probably use and place them on top of Card No. 9. From the remaining stories you have in your hand, take 6 stories that you would most probably use and place them on top of Card No. 8. Go on down the line until you run out of stories that you have from the left-hand pile. (At any time, you may change your mind on the placement of stories, if you wish.)

7. Now, pick up the right-hand deck of stories that you originally sorted. From these stories, choose 4 you would least probably use and place them on top of Card No. 1. From the stories you have left in your hand, choose 6 stories that you would least probably use and place them on top of Card No. 2. Work on up the line until you run out of stories that were in the right-hand pile.

8. Now pick up the middle pile of stories. Begin sorting them at the point where you previously ran out of stories when you were moving from left to right from Card No. 9.

For example, let's say that on the first pile you ran out of stories when you got to Card No. 6. In fact, let's say you ended up with only 3 stories to lay on Card No. 6, even though it calls for 11 stories. So, from the middle pile you now have in your hands, choose the 8 stories you would most probably use and add them to the 3 already on Card No. 6. Then go to Card No. 5, which calls for 14 stories that you would most probably use from the ones you have left. Continue down the line until you run out of stories.

9. When all the cards are sorted and the correct number is on each blue identification card in your order of preference, pick up the piles from left to right in the following order: Pick up Pile No. 9, including the blue identification card on the bottom. Place Pile No. 9 on top of Pile No. 8. Then pick up pile Nos. 9 and 8 combined and place them on top of Pile No. 7. Continue down the line until you have all stories in one pile.

10. Now in this pile, the top 4 stories are the ones you would most probably use and the 4 stories on the bottom are those that you would least probably use. Please write a short note on the back of each of these 8 stories, the reasons for your most and least probable use of them concerning you, the editor, and your readers.

After writing your comments, place the stories on their proper place, put the rubber band around the complete pile and that is it.

APPENDIX D

INFORMATION DATA SHEET

General Data

Please complete the following information:

Single ___ Married ___ Other ___

Age ___ Sex ___

How long have you worked in this position? _____

Education: (Please check)

____ Some High School

____ High School Diploma

____ Some College

____ College Degree

If college degree, were you:

____ Journalism major

____ Non-journalism major

What degree did you receive?

____ Bachelor of Science (or Arts, etc.)

____ Master of Science (or Arts, etc.)

____ Doctorate (Ph.D., Ed.D., etc.)

APPENDIX E

72 NEWS STORIES LISTED UNDER RESPECTIVE NEWS ELEMENT COMBINATIONS OF THE FOUR-DIMENSIONAL NEWS MODEL

Conflict, Known Principal, Impact, Immediate Reward

($CPIR_i$)

1. Singer Elvis Presley's Oklahoma City concert tonight was cancelled this afternoon, one hour after his private jet could not land on Will Rogers World Airport because of storm and heavy rain over the city.

Some 15,000 tickets have been sold since July 10, a day after they went on sale.

Presley's road tour manager, John Nance, who was in the city for the preparation of the concert, said ticket holders "should not get angry. . . a new date for the concert will be announced soon and people can still attend with their present tickets."

Presley, scheduled to arrive in Oklahoma City five hours before tonight's 8 p.m. concert in the Myriad, landed safely in Tulsa International Airport.

2. Southwestern Bell Telephone Co. proposed $35 million worth of increases today which would hike basic telephone rates, installation charges, intrastate long-distance calls and institute charges for directory assistance in Oklahoma.

In its application to the Oklahoma Corporation Commission, the company asked immediate approval of raising the cost of making a call from a coin-operated telephone to 20 cents and boosts in installation charges.

Installation cost for a residential telephone would go from $10 to $16 and from $14 to $23 for a business telephone.

3. Dist. Judge Bill Haworth of Oklahoma City has been charged with jury tampering, corruption in office and political interference in a true bill prepared by the State Council on Judicial Complaints, capitol sources said today.

Paul C. Duncan, chief of the civil division in the state attorney general's office, confirmed Leroy Blackstock, chairman of the three-member council, brought "information to this office from which the attorney general was asked to prepare a petition. . . to submit to the Oklahoma Court on the Judiciary's Trial Division."

Haworth told reporters this afternoon that he is guilty of no wrong-doings and declared that he has no intention of resigning.

Oddity, Known Principal, Impact, Immediate Reward

($OPIR_i$)

4. State election board secretary Lee Slater said today thousands of ballots for next week's election would have to be reprinted because a name had been left off.

He said a rush printing job would have to be undertaken to insure ballots for all election boards in the state.

American party candidate Glenn O. Schmitz's name was left off the ballot for attorney general, he said. The error was discovered after hundreds of thousands of the ballots were already printed.

5. Thousands of Oklahomans will be among the angriest in the nation tomorrow when they receive their state income tax forms. A delinquency notice will be enclosed.

"A computer has finally been caught cat-napping," said Leo Winters, state treasurer.

The computer mistake was caught, but not before thousands of notices were mailed.

Winters said citizens should just ignore the delinquency notes.

6. An electrical power blackout hit large sections of Oklahoma today. Electrical company officials said the shortage was caused by a heavy accumulation of dead cockroaches in a key power transformer near Enid.

Gov. David Boren said his office was looking into the situation.

The dead roaches caused a 10-minute blackout at 3 p.m. today in most of Oklahoma City, Tulsa and other areas of northern and north central Oklahoma.

Known Principal, Impact, Immediate Reward

(PIR_i)

7. Gov. David Boren signed legislation today reducing the penalty in Oklahoma for possession of up to an ounce of marijuana to a traffic ticket-type citation and a fine of up to $100.

The law, passed after years of legislative struggles, goes into effect March 1, 1976. It makes the possession of up to one ounce of marijuana a misdemeanor.

Previous law permitted judges to prosecute marijuana possession as either a misdemeanor or a felony, with a maximum first-offense penalty of up to 10 years in prison.

8. The House Appropriations Committee boosted the common school appropriation by $4 million today to give Oklahoma teachers a bigger pay raise.

Gov. David Boren and legislative leaders had agreed earlier on a $40 million increase for schools in the coming fiscal year. That would have raised teacher's annual salaries by an average of about $600 a year.

The House committee voted today to go along with a proposal by its chairman, Rep. John Miskelly, D-Choctaw, to give teachers an eight per cent annual increase, which would average about $736 per year and raise the total state funding for schools by $3.5 million to $4 million.

9. The women's liberation movement is partly to blame for the increase in crime, especially juvenile crime, Atty. Gen. Larry Derryberry said today.

Derryberry told an Oklahoma Breakfast Club meeting that women in the movement do not stay home and give youths proper training.

The breakdown in motherhood can lead to "the use of dope, stealing, thieving and killing," Derryberry said.

Oddity, Known Principal, Immediate Reward

(OPR_i)

10. The FBI arrested a suspect in a bank robbery today because he was crying too hard.

A spokesman said an FBI agent saw Maurice Smith, 24, crying on a May Avenue corner in Oklahoma City shortly after the First National Bank a few blocks away had been robbed.

Moving closer, the agent smelled the pungent odor of tear gas and he promptly arrested Smith on bank robbery charges.

The spokesman said the bank teller had slipped a tear gas device set to go off a few minutes afterward into the stolen money.

11. Philip Bellmon, 8-year-old grandson of U.S. Sen. Henry Bellmon, redirected pedestrian traffic in the busy block of Oklahoma City's Main Street last night, while a mother gave birth to quadruplets. The mother was a Cocker Spaniel.

When Philip saw the dog lie down on the sidewalk in the lane of pedestrian traffic, he rushed to her aid. But by that time it was too late. The hours of birth had come. Philip hovered over the dog, protecting her from being stepped on, while she gave birth to four bouncing baby boys.

12. "Two heads are better than one," U.S. Sen. Dewey Bartlett said today. One of Bartlett's father's cows on the family farm near Hastings gave birth to a two-headed calf today.

Conflict, Impact, Immediate Reward

(CIR_i)

13. Five Oklahoma non-brand, cut-rate service stations in Oklahoma City and Tulsa were padlocked this morning and managers were charged with operating pumps adjusted to give the customer a "short gallon" of gasoline.

Police in the two cities were checking about 10 other stations suspected of short-changing customers during the current flurry of energy shortage.

14. Residents of south Oklahoma City are warned to be on the lookout for vandals who apparently have declared a spray-painting war on automobiles.

Kenneth Hammond of Midwest City told police he chased a carload of youths several blocks last night before losing them. The vandals had sprayed streaks of black paint along the side of his light-blue station wagon.

In the past three weeks, several residents on the north side reported their cars had been sprayed with paint. Police believe the vandals may be making the rounds of the city.

15. A 28-year-old ex-convict killed three women, wounded 15 other persons and raped two teen-agers before killing himself early today, police said.

The slayer was identified as Russell Lee Smith of Oklahoma City, a parolee from the McAlester Penitentiary where he had been sentenced for first degree manslaughter in 1971.

Oddity, Impact, Immediate Reward

(OIR_i)

16. The Santa Claus who won the hearts of many Oklahomans during the pre-Christmas season exchanged his red and white suit for blue denim prison garb today.

Ronald Bateson, 23, convicted auto thief who escaped from El Reno Federal Reformatory three weeks ago, voluntarily returned "home" today, exclaiming he had spent the "most satisfying three weeks of my life."

Bateson was the man who posed as the jolly old Santa Claus on the Oklahoma state capitol building steps day after day for three weeks bringing joy to hundreds of tots. Scores of parents possess photos taken of their children sitting on Santa's knee.

17. A squirrel with a taste for cable today knawed into a key telephone line near Chickasha and knocked out phone service for most of central Oklahoma, including a large part of Oklahoma City.

The squirrel was electrocuted on the spot. Phone workers were several hours restoring service to the blanked out area.

18. Three frightened elephants held up air traffic at Will Rogers World Airport in Oklahoma City for hours today.

The elephants broke loose at a nearby circus and roamed back and forth across runways at the airport. Incoming flights had to circle while circus employees tried to recapture the elephants.

Air traffic at the state's biggest airport was shut down for three hours.

Conflict, Known Principal, Immediate Reward

(CPR_i)

19. Nine guns, $20,000 in cash and old coins, four rings, 200 stereo records and a new set of encyclopedias were stolen last night from the home of Joe Bailey, state auditor, after he was knocked unconscious.

20. Dale Robertson, Oklahoma-born movie star, and his wife Sue are expected to be divorced tomorrow in Tulsa District court ending two years of litigation and 10 years of marriage.

21. Former Sen. Fred Harris has sent an angry letter to President Ford urging him to veto the bill giving pay raises to members of congress.

Harris told Mr. Ford, "Unless you exercise your veto you will have approved an act of irresponsibility on the part of a majority of Congress which. . . brazenly seeks to protect its selfish ends."

Oddity, Immediate Reward

(OR_i)

22. There's good reason why Gary Sachs of Oklahoma City has installed a phone booth in his kitchen.

"Sometimes my wife talks on the phone all day. The kids chatter when she isn't on the phone and this makes phone conversation difficult. When the phone does ring for me, I have to take it into the closet," he said.

The used booth, complete with light and fan, was bought for $20. "The way my wife talks, I may put in a pay phone," Sachs said.

23. Fred Avery was an unobtrusive old man who lived for 40 years in a downtown Oklahoma City hotel so close to the economic edge that he collected and sold soda bottles to buy his 35-cent breakfast and $2 dinner.

He died yesterday and left an estate of more than $1.8 million.

24. A Tulsa blind man says he tripped over his guide dog, fell downstairs, cracked his head and got his sight back.

"I am absolutely thrilled, " John Lawrence, 43, a telephone operator in Tulsa National Bank described. He said he began going blind seven years ago from complications of a slow-developing eye ailment and arthritis and had been completely blind for four years.

Lawrence's dog, Omar, got a steak as a bonus.

Known Principal, Immediate Reward

(PR_i)

25. Hank Aaron, famous baseball player, will be the guest speaker at the Oklahoma State University annual athletic awards banquet tomorrow.

26. Dr. Jeptha Dalston, University Hospital administrator, announced today he is resigning his post, effective March 1, 1976.

Dalston, who was appointed administrator in late 1973, said he is taking over the same position at the University Hospital in Ann Arbor, Mich.

27. A $250,000 grant to set up an endowment fund for medical science programs has been awarded to the University of Oklahoma, it was announced today.

The grant, from the Samuel Roberts Nobel Foundation of Ardmore, will establish the Nobel Endowment Fund at OU.

Conflict, Immediate Reward

(CR_i)

28. An Oklahoma City woman and a male friend were shot to death this morning in what police said appeared to be a jealous rage by a former boyfriend.

According to police, Mrs. Bobbie Jean Greenless, 35, 3330 SW 17th St., and J. L. Timberlake, 28, 6647 Eland St., described as Mrs. Greenlee's boyfriend, were shot at Mrs. Greenlee's home at 5:40 a.m.

Before Timberlake died from his wound, he told police officers who had arrived on the scene the name of the man who he claimed shot the pair, police reported.

29. Two Tulsa men were killed today when their single-engine light plane crashed and burned in a field near Oklahoma City after striking high voltage wires.

The dead were identified as Larry Menie, 25, and Danny Rogers, 41.

Oklahoma City police said the plane, piloted by Rogers, apparently ran into trouble while making a landing approach to Will Rogers World Airport airstrip.

30. A Midwest City youth hitchhiking from Tulsa to his home was robbed at gunpoint today by a man who picked him up at the Tulsa Turner Turnpike gate. A short time later a suspect was arrested at Chandler.

Impact, Immediate Reward

(IR_i)

31. Oklahoma schools are scheduled to receive approximately $15 million in federal aid during the coming school year, it was announced today in Washington.

32. The price of beef will increase 5 to 10 per cent a pound in most retail outlets this week. Beef prices charged by wholesalers hit their peak today.

33. Tuition increases of $6 an hour were announced today for all state colleges and universities in Oklahoma.

Normal, Immediate Reward

(NR_i)

34. The engagement of Miss Carol Diane Greenfield and Fred Wayne Nichols has been announced by her parents, Mr. and Mrs. Charles Greenfield, Oklahoma City.

Nichols is the son of Mr. and Mrs. Fred H. Nichols, Ozark, Ark.

The wedding will be held in May.

35. Mary Gray Thompson will give the book review at the luncheon meeting of Le Midi Reviewers to be held tomorrow in the home of Mrs. Edward Steckle, 210 NW 7th St.

Co-hostess will be Mrs. Earl Marcus.

36. Jon Erik is the name chosen by Mr. and Mrs. Jon Gumerson for their son born Tuesday.

The child's grandparents are Mr. and Mrs. Richard Seabrook, Oklahoma City, and Mr. and Mrs. Dow Gumerson, Tulsa.

Great-grandparents are Mr. and Mrs. N. P. Gilderhuf, Adams, Minn., and Mr. and Mrs. E. J. Seabrook, Sr., Oklahoma City.

Conflict, Known Principal, Impact, Delayed Reward

($CPIR_d$)

37. Sen. George S. McGovern suggested today in Oklahoma City that U.S. Department of Agriculture should not implement new beef grading standards because it failed to provide an economic impact statement on the effect of those standards.

The new standards would lower the amount of marbling--or specks of fat--in beef quality graded "prime" or "choice" and would require a

notation of the amount of beef from each carcass that would be used for retail sale, called yield grading.

The South Dakota senator said an executive order required the filling of an economic impact statement on the new standards.

38. The Central Intelligence Agency tape-recorded two telephone conversations involving Lee Harvey Oswald less than two months before the assassination of President John F. Kennedy, columnist Jack Anderson said today in Oklahoma City.

Anderson said he has evidence that two conversations, which took place on Sept. 27 and 28, 1963, were picked up in the course of the agency's routine monitoring of phone calls to and from the Soviet and Cuban embassies in Mexico City.

At the time Oswald, identified by the Warren Commission as Kennedy's slayer, was in Mexico City attempting to obtain a visa to travel to the Soviet Union via Cuba, Anderson said.

The tapes were routinely processed and filed without any further action until after the Nov. 22, 1963 shooting of Kennedy, when either the actual recordings or transcripts of the recordings were flown to Washington, he added.

39. Secretary of Agriculture Earl L. Butz said today in Oklahoma City that Oklahoma's agriculture industry "is not improving economically" and, if wheat prices drop sharply, the state could lose $50 million in tax revenues.

Butz said in an interview that the ability to export wheat will be crucial in keeping wheat prices up. He hoped President Ford will soon move to relax wheat export restrictions.

The secretary said the sharp drop in wheat prices is unlikely, but possible.

Oddity, Known Principal, Impact, Delayed Reward

($OPIR_d$)

40. Marijuana, a controversial plant, can prevent transplant rejection and combat cancer.

Investigators of University of Oklahoma College of Medicine found that when mice received tetrahydrocannabinol (THC), the active agent in pot, skin grafts between mice of different strains survived 46 per cent longer.

Dr. Louis Harris and his colleagues suggest a compound related to THC could replace the highly toxic drugs that are now given to human organ-transplant recipients.

In related experiments, the scientists found that THC impaired the growth of three kinds of experimental tumors in mice and in two cases prolonged their lives.

They concluded that THC molecule should be developed into a line of new and less toxic cancer drugs.

41. Researchers at University of Oklahoma College of Medicine have found human sperm which contains chromosomes from males that combine at fertilization with chromosomes within the female ovum to produce a complete cell, can penetrate intact body cells as well as ova. When they do, changes are produced within the cell that shows early signs of cancer.

Drs. Aaron Bendich and Ellen Borenfreund say sperm from several species, including man, hamsters and rats, were incubated in cultures of cells from the same or different species. They found that within 12 to 24 hours many cells showed abnormalities.

After dividing, such cells produced colonies of transformed cells which grew much like cells exposed to cancer-causing chemicals.

42. When a new baby comes home from the hospital, his parents quickly discover that the predictable bouts of howling are not always due to hunger, fatigue, colic or wet diaper--and when no obvious cause can be found for the infant's distress, he is usually left to cry himself to sleep.

But now, an obstetrician at University of Oklahoma College of Medicine says that crying babies may most of the time just be homesick for the familiar prenatal environment of their mother's wombs.

Dr. Steve Skinner came to this conclusion during an attempt to find a "natural" way of calming babies. Skinner placed a tiny microphone inside the uterus of several pregnant women and recorded their internal body sounds. When he played back the amplified sounds to groups of screaming infants, almost every single one stopped crying--frequently in less than a minute--and many of them dropped off to sleep.

This pacifying effect, says Skinner, is most dramatic in babies less than a month old, whose memory of the womb is still fresh.

RCA Record Company has offered Dr. Skinner $20,000 for the original internal body sounds of experimental women. A spokesman for the company said, "We want to put the sound on records and cassettes for the use of new mothers."

Known Principal, Impact, Delayed Reward

(PIR_d)

43. The Senate passed and sent to the governor today a record $125,538,303 appropriation for institutions of higher education, an increase of 22.3 million over the current year.

In addition, the bill provides that colleges and universities shall receive $3,775,000 from a previously-passed $11 million appropriation for capital improvements for libraries and laboratory equipment.

44. Oklahoma public schools could possibly receive $1,960,000 in additional revenue for the 1976-77 school term because of the nearly $200 million increse in Oklahoma counties' tax valuation, it was learned today.

State Supt. of Public Institutions, Dr. Leslie Fisher, said the system had predicted new revenues based on counties' tax valuation to be approximately $1,960,000, but it now appears new monies counties will be closer to $3,920,000.

Based on current millage allocations, Oklahoma schools could possibly receive $1,520,000 in additional monies to be used in the system's general fund--at a time when the system is facing a serious financial squeeze.

45. Sen. Dewey F. Bartlett called today in Washington for hearings on the removal of the oil depletion allowance to determine its cost on oil and gas exploration and development.

Under the tax reduction bill signed by President Ford, the allowance, a tax credit for oil producers, is phased out for major oil companies and reduced for independent companies.

Bartlett, a long supporter of the depletion allowance, said its removal would increase the tax burdens of the U.S. petroleum industry by $2.1 billion this year.

Oddity, Known Principal, Delayed Reward

(OPR_d)

46. Scientists at Oklahoma State University say they have discovered tracks of what they believe is an elusive, tiny particle with only one magnetic pole. If the finding is confirmed, it could open a new world of matter and energy for scientists to explore and revolutionize the electronics industry.

With other experiments, the discovery could establish the existence of a subatomic particle, a "magnetic monopole" comparable to the electron in electricity. It could also alter a major premise of modern physics, the scientists announced today.

47. An Oklahoma State University freshman has built a fuel cell that could derive electricity from glucose and oxygen in blood.

David Eslinger, 18, who did his project "just for a grade" won a trip to Europe during the 26th International Science and Engineering Fair in Oklahoma City. The judges from the U.S. Air Force considered it good enough to earn a trip to Stockholm in December to attend the presentation of the Nobel Prizes, with other stops in Europe and England on the way.

Eslinger got the idea for his project from an article he read last fall. The article suggested it might be possible to build a fuel cell that could derive electricity from the glucose and oxygen in blood.

This fuel cell could power an implanted pacemaker for a weak heart, getting its energy from the sugar and oxygen in the patient's blood the same way the living tissues of the body do. The unit, if it can be perfected, could thus replace the battery now used to power pacemakers, the bioengineering major said.

Eslinger built three of the cells, each time increasing output and decreasing size. He got the cell down to about one inch square and had

a model in operation at his project booth at the Myriad Convention Center in a bottle of human blood.

48. Geologists say satellite pictures indicate India is pushing China into the Pacific, and this sideways shoving could account for China's unusual pattern of earthquakes.

The earth scientists working at the Oklahoma State University say the Indian subcontinent is nudging northward, pressing against Eurasia.

Caught in the squeeze, China is moving eastward at more than an inch a year, they say.

Conflict, Impact, Delayed Reward

(CIR_d)

49. The names of four Oklahoma hospitals, cited for health and safety deficiencies during a spot-check by government inspection teams last week, have been kept secret, it was learned today.

The four hospitals were among 68 of the 105 medicare hospitals spot-checked nationwide that were placed on probation for failure to meet minimum standards.

50. A shift in the way major oil companies market their gasoline may wind up forcing half of the more than 4,000 service stations in Oklahoma out of business, station dealer spokesmen say.

"We're all going bankrupt," said Larry Talley, who operates two service stations in Midwest City.

Talley and dealer spokesmen in other parts of the state are urging the legislature to prohibit jobbers and oil companies from setting up gas stations in competition with them.

Oil companies gradually are turning over distribution of their gas to jobbers, they say.

Station operators complain that jobbers are moving from their traditional role as middleman between companies and stations to setting up self-service stations near full-service stations.

51. Nearly 1,300 federal employees will begin evacuating a downtown Oklahoma City government office building in the next month due to a fungus suspected of causing a lung disease in workers.

Most of the government offices will be moved out of the 48-year-old Santa Fe Building by the first day of next month, government officials announced today.

The announcement came after officials received the latest medical report on the disease called hypersensitivity pneumonitis.

Three employees have been diagnosed as having the disease and around 15 more are suspected cases, the officials said.

Oddity, Impact, Delayed Reward

(OIR_d)

52. The solution to the energy crisis and pollution and a means to provide man with his basic physical needs has been with man all along, but people have not recognized the solution because of its simplicity, Pryce Wilson, inventor and former Oklahoman, believes.

Wilson, who now lives in Phoenix, Ariz., is the inventor and patent holder of uniquely constructed housing structure based on the scientific concepts of the vacuum. He calls his invention a uptopica--a second Garden of Eden.

The structure is made from "cheap plywood," two-by-four boards and uses no nails, bolts or fasteners, Wilson said.

The vacuum walls eliminate the need for insulation, heat, or cooling, Wilson said. The body provides a natural heat, he said.

53. A possible food source that has more protein than meat, fewer calories than vegetables and is cheaper than both may drive you a little buggy.

Retired laboratory technician Gene DeFoliart is studying how insects might one day be used to aver a world food crisis.

His studies, on all types of bugs from termites to houseflies, show that there's really nothing wrong with eating most insects.

"Many people have a natural revulsion to the idea of eating insects," DeFoliart said.

He said Americans eventually may eat insects directly, but certainly not until the public is gradually persuaded that a bug burger is as good as a hamgurber.

54. Can a person without any medical training discover the cause of heart disease? Well, the answer might be "yes."

Janet T. Frank, a Midwest City student and a part-time secretary, while doing a project for her sociology class in the University Hospital noticed that a high proportion of patients admitted to the coronary-care unit had crease ear lobes and later concluded that they might be a sign of premature heart disease.

Motivated by her findings, she continued her study and found that 47 per cent of 531 patients hospitalized with heart attacks had the crease, compared with only 30 per cent of 305 patients admitted for non-coronary reasons.

Later she contacted another hospital and discovered that 133 of the patients had the crease and in 120--fully 90 per cent--the diagnosis of coronary disease was confirmed. Only one of the 11 who did not have the crease proved to have heart trouble.

Miss Frank, 20, said that she has reported her findings to medical associations around the country.

Conflict, Known Principal, Delayed Reward

(CPR_d)

55. The House and Senate squared off today in what could become a major battle over the administration of state Judicial Fund.

After a heated debate, the House overwhelmingly rejected a conference report on Senate Bill 53 which would make a supplemental appropriation of $1.4 million to the state Judicial Fund and set strict guidelines over the expenditure of those funds by local courts.

Yesterday, the Senate Approved the conference report which requires 30 per cent of all fees, fines, and forfeitures to be transferred quarterly from country court funds to the state Judicial Funds.

The center of House objections to the report was that the bill violated the constitution by including general legislation on the court fund in an appropriation bill.

56. The Oklahoma Legislature, which will appropriate an estimated $620 million this year, is on the verge of "fiscal irresponsibility," House Speaker William P. Willis said today.

In a news conference, Willis said that in appropriating more of the record surplus than originally intended, the legislature was "betting that income will continue to flow in at an unprecedented high level."

When asked how law makers put themselves in the position of being "fiscally irresponsible," Willis said, "When we started edging up on our appropriations to high education and commom education. . ."

57. Raising the spectre of Watergate-style, Sen. Henry Bellmon today disclosed that federal departments and agencies control more than $70 million in confidential funds that are never accounted for.

Some of this unvouchered money may be financing covert intelligence activities, but because of the secrecy involved, Bellmon said, he can't be sure.

Bellmon, who introduced a bill to stop what he called "a sloppy, slovenly practice" that invites abuse, released a list compiled at his request by the Library of Congress. It shows 28 separate confidential funds totaling $70,519,500.

Oddity, Delayed Reward

(OR_d)

58. Sea-water drinking--or mariposia, as it is called--has been regarded as a deadly practice ever since man first set sail on the oceans, but not anymore.

Fisherman Harry L. Johnson, a former Oklahoma City man, claims that sea-water can be consumed if it is mixed in the right proportions with pure water.

Johnson, 45, said after 20 years of sailing experience in the Gulf of Mexico reached a conclusion that the "most normal" sailers were those who had been drinking the mixture of two parts pure water and one part sea water during their sailing.

He said even those who drink pure water during sailing and fishing have a chance to get "sick" because of drinking less water. "Their faces turn cherry-red with breathing problems," he added.

Johnson said he noticed a similar situation with those who had drunk sea-water but with a worse situation.

59. A former Tulsa man claims that sleeping several months with various kinds of animals on California farms enabled him to provide early warning of earthquakes.

Barry Smith, 39, said today a few months ago he decided to test his theory on animals' behavior and earthquakes and slept with horses, chickens, dogs, and other animals in several tremor scenes of California.

He said he noticed during the latest quakes of the area, barnyard animals plus snakes and rats were restless and making noise 24 to 48 hours before the quakes.

Snakes emerged from their holes, dogs barked continually and chickens staggered around in a daze, he said.

Smith said one woman near the quake area who owns horses told him that they had been so restless and disturbed the day before the quake that they could not be tied up.

He said by watching the behavior of the animals, you are able to know when the quakes are coming and be prepared.

60. As self-proclaimed psychic Paul Solomon of Tulsa says, each person is a double--oneself and a greater self--and the need is to integrate the higher potentialities with the ordinary physical senses.

"We all have a greater consciousness than self," he says. "We're much less bound to our limited intellects than is generally recognized. We have far more creativity than is ever put to use."

Solomon says that people need to learn to "break the limitations" of body reactions and thought to "tap the superconscious mind."

Known Principal, Delayed Reward

(PR_d)

61. Demand for uranium in the United States and from foreign buyers is outstripping supply capacity, said Dean A. McGee, chairman and chief executive officer of Kerr-McGee Corp.

"This has boosted uranium prices to a level where producers can justify the costs and risks associated with bringing new mining and milling operations into production," he told Oklahoma security analysts here today.

"But an even stronger domestic market is needed because foreign demand is also strong that U.S. producers are being requested to export uranium at prices higher than the domestic market," McGee said.

To help meet increasing demands for uranium, Kerr-McGee is constructing three new underground mines, proceeding with development of lower grade mineralized areas and doubling the capacity plant in eastern Oklahoma.

62. Wage and price controls are still necessary and will probably have to be implemented, Senate Majority Leader Mike Mansfield said today in Oklahoma City.

The economic picture is grim, Mansfield told reporters in Will Rogers World Airport.

Asked if he still felt wage and price controls were needed, the Montana Democrat said:

"Oh, yes, I think they're necessary because I think we're living in a fool's paradise if we think the energy situation is over. . . the unemployment rolls are about 8.9 per cent at the present time. . ."

Controls will have to imposed eventually, "not at this moment, but I think they will come," he said.

63. The Oklahoma Army National Guard's 1976 camp training, already underway for some units, will cover a four state area and 10 different camps.

Multiple camps in multiple places have become almost commonplace for Oklahoam guardsmen in recent years. Training has changed from the days when nearly everyone in the guard went to camp at the same place at the same time.

Site range from Red River Army Depot at Texarkana, Tex., to Dugway Proving Grounds, Utah; Fort Sill and Fort Chaffee, Ark.

Conflict, Delayed Reward

(CR_d)

64. A computer programmed to reflect the way Oklahoma produces and burns natural gas projects that there could be a 30 per cent shortage by 1985.

"This is the worst that could happen, and I believe that the worst will happen," said Paul MacAvoy, who designed the economic model at the Energy Laboratory of the University of Oklahoma.

The shortage will occur if the government continues its policy of allowing small yearly increases in gas prices, he said.

According to the computer projection, MacAvoy said, the only reasonable way to catch up with demand is to gradually take federal controls off the price of newly found gas. This would produce incentive for petroleum speculators to drill for new reserves, but it would also mean about a 65 per cent price increase by 1985.

65. A state investigation into a scandal involving the sale of future contracts on commodity options has led to conclusions there may have been violations of 27 different laws or securities rules ranging from fraud to blackmail.

The findings, which were investigated by 11 retired Oklahoma City residents, were forwarded to the district attorneys in Oklahoma City and Tulsa for possible filing of criminal charges.

66. Proposed state legislation calling for a separate grand jury to hear only criminal cases was opposed by the Oklahoma County grand jury today on grounds the measure would prevent it from hearing criminal cases against government officials.

Under the bill, a separate grand jury would be created to hear only criminal cases and each would belimited to 30 to 60 days. Its members would be selected at random from the community, rather than nominated by Superior Court judges.

Impact, Delayed Reward

(IR_d)

67. Oklahoma may receive a $5 million federal urban renewal grant over the next two-year period, according to the Housing and Urban Development Commission.

68. The worst pockets of unemployment in Oklahoma showed some improvement in the two months between June and August, with 11 counties reflecting a jobless rate of 10 per cent or more in August, compared with 14 per cent in June.

A 77-county survey by state officials also showed that 22 counties had an unemployment rate in August of between six per cent and 10 per cent, compared with 19 in June count.

The state's actual jobless rate in August was 5.7 per cent, compared with 5.8 per cent in June.

69. Where does Oklahoma stand when it comes to getting federal dollars?

The annual report on government expenditures gives some clues.

Oklahoma, ranking 27th among states in population, received more than its "share" in agriculture and rural development funds (ranked 18th), interest (18th), veteran's benefits and services (23rd), commerce and transportation (24th), health (25th), income security (25th), and defense (26th).

On the whole, it all averages out. Oklahoma has 1.3 per cent of the U.S. population, and receives 1.3 per cent of the federal outlays or $3.5 billion in fiscal 1975, according to the report.

Normal, Delayed Reward

(NR_d)

70. Ten-Minute Steak Italiano

1 tablespoon olive oil
1/2 cup chopped onion
1 1/2 lbs top round steak, thinly sliced
16-ounce can tomato sause
garlic salt and pepper to taste
1/4 teaspoon crushed oregano

Heat oil in a nonstick skillet and cook chopped onion until golden brown. Add steak slices and brown quickly, about three minutes on each side. Pour the tomato sauce over the steak, add seasonings and cook gently, covered for 10 minutes. Serves six, 205 calories each.

71. As many travelers have discovered this year, money is not safe even if it is in the form of traveler's checks.

A study shows that people are not as careful with traveler's checks as they are with cash. To avoid the inconvenience of stolen checks, here are some tips for holding on to traveler's checks.

--Always carry the check with you and never leave them unguarded in a hotel or motel room or in a car.
--If you don't want to carry all your checks with you, deposit your reserve supply in your hotel or motel safe.
--Women should keep checks in the bottom of their handbags.
--Men should avoid patting their pockets. This simply shows thieves the location of the money.
--Don't display all your traveler's checks when you are removing one to be cashed.
--Buy your checks in small denominations--$5, $10, and $20.
--Be especially careful in tourist resorts, gift shops and sightseeing areas.

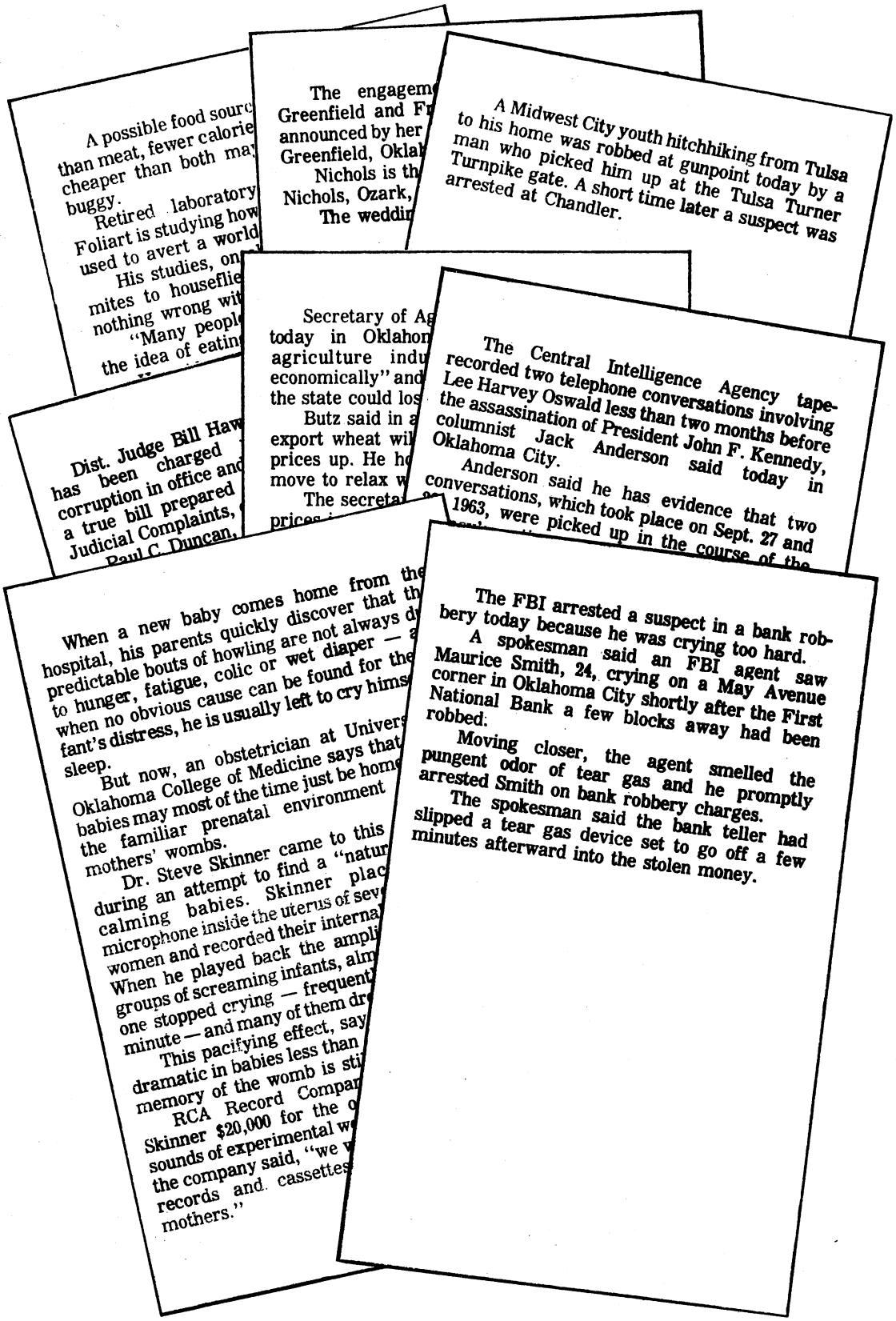
72. Make your own mask for a facial to treat oily or normal skin with inexpensive, natural products you have right in the kitchen.

Mix 1/4 cup cornstarch with one egg white and about two tablespoons milk, enough to make a smooth consistency. Cleanse your face and neck with soap. Follow with a thorough rinse. Pat dry. Then apply a thin layer of facial mixture to both face and neck. With facial mask on, relax about 15 minutes while the mask sets.

Rinse with clear, tepid water and pat dry.

APPENDIX F

A FEW XEROGRAPHIC EXAMPLES OF CARDS USED IN THE Q-DECK



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during an attempt to find a "natur
calming babies. Skinner plac
microphone inside the uterus of sev
women and recorded their interna
When he played back the ampli
groups of screaming infants, alm
one stopped crying — frequent
minute — and many of them dr
This pacifying effect, say
dramatic in babies less than
memory of the womb is sti
RCA Record Compar
Skinner $20,000 for the o
sounds of experimental w
the company said, "we w
records and cassettes
mothers."

The FBI arrested a suspect in a bank robbery today because he was crying too hard.
A spokesman said an FBI agent saw Maurice Smith, 24, crying on a May Avenue corner in Oklahoma City shortly after the First National Bank a few blocks away had been robbed.
Moving closer, the agent smelled the pungent odor of tear gas and he promptly arrested Smith on bank robbery charges.
The spokesman said the bank teller had slipped a tear gas device set to go off a few minutes afterward into the stolen money.

APPENDIX G

EDITORS' Q SORT SCORES

Story No.	News Elements	Theme	Ada	Anadarko	Enid	McAlester	Perry	Pryor	Sayre	Shawnee	Tulsa	Vinita	Mean
1.	$CPIR_i$	Elvis Presley	7	7	6	5	9	6	5	7	7	3	6.20
2.	$CPIR_i$	Bell Tel. Co.	6	9	6	9	9	9	6	9	8	9	8.00
3.	$CPIR_i$	Haworth	7	4	7	9	9	8	7	9	9	9	7.80
4.	$OPIR_i$	Ballots	5	9	9	8	8	6	6	6	8	8	7.30
5.	$OPIR_i$	Computer	6	6	6	8	5	6	4	7	8	7	6.30
6.	$OPIR_i$	Blackout	9	8	7	6	8	9	9	7	7	6	7.60
7.	PIR_i	Pot Fine	8	7	7	7	6	6	9	7	6	8	7.10
8.	PIR_i	Pay Raise	8	6	9	8	7	8	6	8	7	7	7.40
9.	PIR_i	Women's Lib	3	7	3	4	5	2	7	4	4	4	4.30
10.	OPR_i	FBI	8	6	5	5	9	6	5	6	7	5	6.20
11.	OPR_i	Puppy Births	4	7	7	2	5	3	5	6	6	3	4.80
12.	OPR_i	Calf	2	4	5	2	4	2	5	6	2	2	3.40
13.	CIR_i	Cut-Rate	5	5	5	4	6	6	8	6	7	5	5.70
14.	CIR_i	Vandals	4	3	3	3	4	3	7	2	6	4	3.90
15.	CIR_i	Ex-Convict	9	9	7	7	7	8	8	9	5	2	7.10
16.	OIR_i	Santa Claus	9	8	8	4	8	5	2	7	5	9	6.50
17.	OIR_i	Squirrel	6	5	6	6	4	6	9	5	3	4	5.40
18.	OIR_i	Elephants	7	5	8	3	6	6	5	8	9	5	6.20
19.	CPR_i	State Auditor	8	5	5	6	4	4	7	6	6	5	5.60
20.	CPR_i	Dale Robertson	5	4	5	2	7	2	3	5	3	2	3.80
21.	CPR_i	Fred Harris	2	5	3	5	5	7	1	5	3	6	4.20
22.	OR_i	Gary Sacks	5	4	5	2	4	4	4	3	2	3	3.60
23.	OR_i	Fred Avery	7	5	8	8	6	6	3	5	8	6	6.20
24.	OR_i	Blind Man	4	6	6	3	5	6	5	4	6	8	5.30
25.	PR_i	Hank Aaron	5	5	4	6	7	6	5	6	2	3	4.90
26.	PR_i	Dr. Dalston	4	2	2	4	5	5	5	4	3	3	3.70
27.	PR_i	OU Grant	5	2	3	5	6	3	5	4	3	4	4.00
28.	CR_i	Two Slain	5	7	3	6	6	7	7	5	5	6	5.70
29.	CR_i	Plane Crashes	4	8	5	5	6	7	7	6	5	5	5.80
30.	CR_i	Hitchhiker	3	5	2	2	5	5	7	5	5	4	4.30
31.	IR_i	School Aid	3	5	8	7	3	4	8	4	3	6	5.10

Story No.	News Element	Theme	Ada	Anadarko	Enid	McAlester	Perry	Pryor	Sayre	Shawnee	Tulsa	Vinita	Mean
32.	IR_i	Beef Hike	5	9	5	5	5	3	5	5	7	5	5.40
33.	IR_i	Tuition Hike	8	7	6	6	6	5	5	7	5	5	6.00
34.	NR_i	Engagement	2	2	2	2	1	1	2	2	1	2	1.70
35.	NR_i	Book Review	2	1	1	1	1	1	3	1	1	1	1.30
36.	NR_i	Name Chosen	2	1	1	1	1	1	1	2	1	1	1.20
37.	$CPIR_d$	McGovern	2	4	3	5	5	5	3	5	5	5	4.20
38.	$CPIR_d$	CIA	5	6	6	6	8	8	4	7	9	5	6.40
39.	$CPIR_d$	Earl Butz	6	8	9	9	8	7	5	9	5	7	7.30
40.	$OPIR_d$	Pot Prevents	7	4	4	7	5	5	3	4	6	6	5.10
41.	$OPIR_d$	Human Sperm	7	3	3	4	3	5	3	3	5	5	4.10
42.	$OPIR_d$	New Baby	4	4	4	3	2	2	3	4	5	2	3.30
43.	PIR_d	Education Fund	9	8	8	7	4	5	6	8	7	9	7.10
44.	PIR_d	Public School	6	5	9	6	7	7	8	6	4	8	6.60
45.	PIR_d	Oil Allowance	6	4	6	6	6	9	6	8	4	6	6.10
46.	OPR_d	Tiny Particle	8	4	4	6	2	4	2	5	4	5	4.40
47.	OPR_d	Fuel Cell	6	3	4	5	6	4	4	5	6	4	4.70
48.	OPR_d	Geologists	1	5	4	4	2	4	4	3	4	5	3.60
49.	CIR_d	Hospitals	5	6	4	5	7	5	2	3	5	4	4.60
50.	CIR_d	Gas Stations	5	6	7	9	7	5	6	8	6	6	6.50
51.	CIR_d	Evacuation	5	3	6	8	5	5	5	5	9	7	5.80
52.	OIR_d	Inventor	1	3	4	4	3	4	4	3	4	3	3.30
53.	OIR_d	Bug Burger	3	3	4	3	3	4	1	2	5	4	3.20
54.	OIR_d	Ear Lobes	5	4	5	4	4	4	4	3	3	2	3.80
55.	CPR_d	Judicial Fund	3	5	5	7	4	8	6	6	6	7	5.70
56.	CPR_d	Willis	6	7	8	7	5	9	6	7	6	7	6.80
57.	CPR_d	Secret Fund	6	6	5	7	8	8	4	6	6	7	6.30
58.	OR_d	Sea-Water	1	5	2	3	3	2	6	3	5	5	3.50
59.	OR_d	Quakes Warning	4	6	4	4	3	3	4	3	2	3	3.60
60.	OR_d	Psychic	1	3	2	3	3	3	2	2	2	3	2.40
61.	PR_d	McGee	4	3	4	4	4	5	4	5	4	4	4.10
62.	PR_d	Mansfield	4	4	5	8	4	7	6	8	7	8	6.10

Story No.	News Elements	Theme	Ada	Anadarko	Enid	McAlester	Perry	Pryor	Sayre	Shawnee	Tulsa	Vinita	Mean
63.	PR_d	National Guard	7	5	5	4	7	3	4	4	4	4	4.70
64.	CR_d	Gas Shortage	4	2	7	5	2	7	5	4	8	6	5.00
65.	CR_d	Scandal	6	7	5	5	2	7	7	4	8	8	5.90
66.	CR_d	Grand Jury	5	2	3	5	6	5	6	4	3	7	4.60
67.	IR_d	Urban Grant	6	8	6	6	3	3	9	5	4	6	5.60
68.	IR_d	Unemployment	7	6	7	5	4	4	3	5	5	5	5.10
69.	IR_d	Federal Share	3	6	6	5	5	5	8	2	4	6	5.00
70.	NR_d	Steak	3	1	1	1	1	1	1	1	1	1	1.20
71.	NR_d	Travelers' Tip	4	2	2	3	5	4	8	1	4	4	3.70
72.	NR_d	Beauty Tip	3	1	1	1	2	2	2	1	2	1	1.60

APPENDIX H

Z-SCORES ASSIGNED TO EACH OF 72 NEWS STORIES BY EACH EDITOR TYPE

News Elements	Description of News Stories	Z-Scores by Editor Type I	II
$CPIR_i$	Elvis Presley's Concert Cancelled	0.14	1.12
$CPIR_i$	Southwestern Bell Asks To Hike	2.06	1.53
$CPIR_i$	Dist. Judge Bill Haworth Charged	2.06	1.33
$OPIR_i$	Ballots To Be Reprinted; Name Left Off	1.37	1.33
$OPIR_i$	Computer Catnaps; Overcharges Oklahomans	1.24	0.41
$OPIR_i$	Power Blackout Hits Part Of Oklahoma	1.10	1.84
PIR_i	Marijuana Penalties Reduced	0.96	1.43
PIR_i	House Committee Boots Teachers' Pay Raise	1.37	1.43
PIR_i	Derryberry Hits Women's Lib On Crime	-0.82	-0.10
OPR_i	FBI Arrests Suspect; Tears Tip Pursuer	0.41	0.92
OPR_i	Bellmon's Grandson Redirects Pedestrians	-0.82	0.41
OPR_i	Two-Headed Calf Is Born To Bartletts	-1.65	-0.41
CIR_i	Cut-Rate Gas Stations Padlocked	0.27	0.51
CIR_i	Vandals Spray-Paint Cars	-0.55	-0.72
CIR_i	Ex-Convict Shoots 18; Commits Suicide	0.27	1.94
OIR_i	Santa Claus Is Car Thief Convict	0.41	1.23
OIR_i	Squirrel Knocks Out Telephones	-0.14	0.51
OIR_i	Elephants Hold Up Air Traffic	0.41	0.92
CPR_i	State Auditor Robbed; Knocked Unconscious	0.14	0.51
CPR_i	Dale Robertson, Wife To Separate	-1.51	-0.10
CPR_i	Fred Harris Urges Veto Of Pay Hike	0.14	-0.92
OR_i	Husband Buys Phone Booth	-1.24	-0.51
OR_i	Poor Man Is A Millionaire	1.10	0.41
OR_i	Bump Restores Sight	0.41	0.00
PR_i	Hank Aaron To Speak At OSU	-0.41	0.20
PR_i	University Hospital Chief Resigning	-0.69	-0.81
PR_i	OU Awarded Medical Fund	-0.69	-0.51
CR_i	Two Are Slain in Oklahoma City Home	0.55	0.31
CR_i	Plane Crashes; Two Tulsans Killed	0.27	0.61
CR_i	Hitchhiker Robbed; Suspect Arrested	-0.55	-0.31
IR_i	Schools to Receive Federal Aid	0.00	0.10
IR_i	Beef Prices Rise	0.00	0.41
IR_i	Tuition Hike Set For Colleges	0.14	0.92

News Elements	Description of News Stories	Z-Scores by Editor Type I	II
NR_i	Engagement Announced	-1.92	-1.94
NR_i	Le Midi Reviewers Will Meet Tomorrow	-2.20	-2.15
NR_i	Couple Selects Infant's Name	-2.20	-2.25
$CPIR_d$	McGovern Bars Use Of New Beef Grading	0.00	-0.81
$CPIR_d$	Anderson Ties CIA Types of Oswald	1.10	0.61
$CPIR_d$	Butz Says Agriculture "Not Improving"	1.10	1.53
$OPIR_d$	Marijuana Can Combat Cancer	0.55	-0.31
$OPIR_d$	Researchers Connect Human Sperm To Cancer	-0.14	-0.81
$OPIR_d$	Body Sounds Keep Infants Quiet, Sleep	-1.10	-0.92
PIR_d	Senate Passes Higher Education Money	1.10	1.33
PIR_d	State Tax Leap Could Give Schools Money	0.69	1.12
PIR_d	Bartlett Asks For Oil Depletion Removal	0.69	0.61
OPR_d	"Monopole" Might Change Electronics	-0.14	-0.51
OPR_d	OSU Freshman Builds Fuel Cell	-0.14	-0.20
OPR_d	Geologists Say India Is Pushing China	-0.41	-1.12
CIR_d	Hospital Names Kept Secret	-0.14	-0.31
CIR_d	Gasoline Marketing Practices Criticized	0.82	0.92
CIR_d	Employees Evicted by Fungus; 1,300 To Move	1.24	-0.10
OIR_d	Simplicity Obscures; Energy Solution Found	-0.69	-1.23
OIR_d	Bug Burger Has More Protein, Less Calories	-0.55	-1.43
OIR_d	Creased Ear Lobes Linked To Heart Diseases	-0.96	-0.51
CPR_d	House, Senate Clash Over Judicial Fund	1.10	-0.10
CPR_d	Willis Slaps At Legislative Spending Plan	1.24	0.92
CPR_d	Bellmon Opposes Confidential Fund	1.10	0.51
OR_d	Sea-Water Drinking Prevents "Sickness"	-0.69	-1.02
OR_d	Ex-Tulsan Claims Earthquake Prediction	-1.10	-0.61
OR_d	Psychic Says Each Person Is Double	-1.24	-1.74
PR_d	Uranium Demand Raises Price, McGee Says	-0.41	-0.61
PR_d	Mansfield Supports Wage and Price Controls	1.37	0.10
PR_d	Army National Guard to Travel	-0.69	0.20

News Elements	Description of News Stories	Z-Scores By Editor Type I	II
CR_d	Natural Gas Shortage Seen by 1985	0.82	-0.61
CR_d	Report On Commodity Leads To Violations	1.10	0.10
CR_d	Separate Grand Jury Opposed	0.00	-0.41
IR_d	Urban Renewal Funds Possible	-0.14	0.72
IR_d	Unemployment Figures Show Improvement	-0.14	0.20
IR_d	Oklahoma Receives $3.5 Billion In Federal	0.00	0.00
NR_d	Italian Steak Cooks In 10 Minutes	-2.20	-2.25
NR_d	Travelers' Tips From Experts	-0.69	-0.81
NR_d	Do-It-Yourself Beauty Tips	-1.92	-2.04

APPENDIX I

CONSENSUS ITEMS

News Elements	Description of News Stories	Average Z-Scores
$CPIR_i$	Southwestern Bell Asks To Hike	1.86
$CPIR_i$	Dist. Judge Bill Haworth Charged	1.74
$OPIR_i$	Power Blackout Hits Part of Oklahoma	1.61
PIR_i	House Committee Boosts Teachers' Raise	1.49
$OPIR_i$	Ballots To Be Reprinted; Name Left Off	1.43
$CPIR_d$	Butz Says Agriculture "Not Improving"	1.43
PIR_i	Marijuana Penalties Reduced	1.30
PIR_d	Senate Passes Higher Education Money	1.30
CPR_d	Willis Slaps At Legislative Spending Plan	1.12
PIR_d	State Tax Leap Could Give Schools Money	0.99
OIR_i	Santa Claus Is Car Theif Convict	0.93
CIR_d	Gasoline Marketing Practices Criticized	0.93
$CPIR_d$	Anderson Ties CIA Types To Oswald	0.87
$OPIR_i$	Computer Catnaps; Overcharges Oklahomans	0.81
CPR_d	Bellmon Opposes Confidential Fund	0.81
$CPIR_i$	Elvis Presley's Concert Cancelled	0.74
OPR_i	FBI Arrests Suspect; Tears Tip Pursuer	0.74
OIR_i	Elephants Hold Up Air Traffic	0.74
OR_i	Poor Man Is A Millionaire	0.74
PIR_d	Bartlett Asks For Oil Depletion Removal	0.68
IR_i	Tuition Hike Set For Colleges	0.62
CR_i	Plane Crashes; Two Tulsans Killed	0.50
CIR_i	Cut-Rate Gas Stations Padlocked	0.43
CR_i	Two Are Slain in Oklahoma City Home	0.43
CPR_i	State Auditor Robbed; Knocked Unconscious	0.37
IR_d	Urban Renewal Funds Possible	0.37
OIR_i	Squirrel Knocks Out Telephones	0.25
IR_i	Beef Prices Rise	0.25
OR_i	Bump Restores Sight	0.19
IR_i	Schools to Receive Federal Aid	0.06
$OPIR_d$	Marijuana Can Combat Cancer	0.06
IR_d	Unemployment Figures Show Improvement	0.06
IR_d	Oklahoma Receives $3.5 Billion in Federal	0.00
PR_i	Hank Aaron to Speak At OSU	-0.06

News Elements	Description of News Stories	Average Z-Scores
OPR_d	OSU Freshman Builds Fuel Cell	-0.19
PR_d	Army National Guard to Travel	-0.19
CIR_d	Hospital Names Kept Secret	-0.25
CR_d	Separate Grand Jury Opposed	-0.25
OPR_d	"Monopole" Might Change Electronics	-0.37
PIR_i	Derryberry Hits Women's Lib on Crime	-0.43
CR_i	Hitchhiker Robbed; Suspect Arrested	-0.43
$CPIR_d$	McGovern Bars Use of New Beef Grading	-0.50
$OPIR_d$	Researchers Connect Human Sperm to Cancer	-0.56
PR_d	Uranium Demand Raises Price, McGee Says	-0.56
PR_i	OU Awarded Medical Fund	-0.62
CIR_i	Vandals Spray-Paint Cars	-0.68
OIR_d	Creased Ear Lobes Linked to Heart Diseases	-0.74
PR_i	University Hospital Chief Resigning	-0.81
NR_d	Travelers' Tips From Experts	-0.81
OR_i	Husband Buys Phone Booth	-0.87
OPR_d	Geologists Say India Is Pushing China	-0.87
OR_d	Ex-Tulsan Claims Earthquake Prediction	-0.87
OR_d	Sea-Water Drinking Prevents "Sickness"	-0.93
$OPIR_d$	Body Sounds Keep Infants Quiet, Sleep	-1.05
OIR_d	Simplicity Obscures; Energy Solution Found	-1.05
OIR_d	Bug Burger Has More Protein, Less Calories	-1.12
OR_d	Psychic Says Each Person Is Double	-1.61
NR_i	Engagement Announced	-2.05
NR_d	Do-It-Yourself Beauty Tips	-2.11
NR_i	Le Midi Reviewers Will Meet Tomorrow	-2.30
NR_i	Couple Selects Infant's Name	-2.36
NR_d	Italian Steak Cooks in 10 Minutes	-2.36

APPENDIX J

HIGH AND LOW ACCEPTED ITEMS FOR TYPE I, TYPE II AND ALL EDITORS

High and Low Accepted Items for

Type I Editors

News Elements	Description of News Stories	Z-Scores
$CPIR_i$	Southwestern Bell Asks to Hike	2.06
$CPIR_i$	Dist. Judge Bill Haworth Charged	2.06
$OPIR_i$	Ballots to Be Reprinted; Name Left Off	1.37
PIR_i	House Committee Boosts Teachers' Pay Raise	1.37
PR_d	Mansfield Supports Wage and Price Controls	1.37
$OPIR_i$	Computer Catnaps; Overcharges Oklahomans	1.24
CIR_d	Employees Evicted by Fungus; 1,300 to Move	1.24
CPR_d	Willis Slaps At Legislative Spending Plan	1.24
$OPIR_i$	Power Blackout Hits Part of Oklahoma	1.10
OR_i	Poor Man Is A Millionaire	1.10
$CPIR_d$	Anderson Ties CIA Types to Oswald	1.10
$CPIR_d$	Butz Says Agriculture "Not Improving"	1.10
PIR_d	Senate Passes Higher Education Money	1.10
CPR_d	House, Senate Clash Over Judicial Fund	1.10
CPR_d	Bellmon Opposes Confidential Fund	1.10
CR_d	Report on Commodity Leads to Violations	1.10
PIR_i	Marijuana Penalties Reduced	0.96
CIR_d	Gasoline Marketing Practices Criticized	0.82
CR_d	Natural Gas Shortage Seen by 1985	0.82
PIR_d	State Tax Leap Could Give Schools Money	0.69
PIR_d	Bartlett Asks For Oil Depletion Removal	0.69
CR_i	Two Are Slain in Oklahoma City Home	0.55
$OPIR_d$	Marijuana Can Combat Cancer	0.55
OPR_i	FBI Arrests Suspect; Tears Tip Pursuer	0.41
OIR_i	Santa Claus Is Car Thief Convict	0.41
OIR_i	Elephants Hold Up Air Traffic	0.41
OR_i	Bump Restores Sight	0.41
CIR_i	Cut-Rate Gas Stations Padlocked	0.27
CIR_i	Ex-Convict Shoots 18; Commits Suicide	0.27
CR_i	Plane Crashes; Two Tulsans Killed	0.27

News Elements	Description of News Stories	Z-Scores
$CPIR_i$	Elvis Presley's Concert Cancelled	0.14
CPR_i	State Auditor Robbed; Knocked Unconscious	0.14
CPR_i	Fred Harris Urges Veto of Pay Hike	0.14
IR_i	Tuition Hike Set For Colleges	0.14
IR_i	Schools to Receive Federal Aid	0.00
IR_i	Beef Prices Rise	0.00
$CPIR_d$	McGovern Bars Use of New Beef Grading	0.00
CR_d	Separate Grand Jury Opposed	0.00
IR_d	Oklahoma Receives $3.5 Billion in Federal	0.00
OIR_i	Squirrel Knocks Out Telephones	-0.14
$OPIR_d$	Researchers Connect Human Sperm to Cancer	-0.14
OPR_d	"Monopole" Might Change Electronics	-0.14
OPR_d	OSU Freshman Builds Fuel Cell	-0.14
CIR_d	Hospital Names Kept Secret	-0.14
IR_d	Urban Renewal Funds Possible	-0.14
IR_d	Unemployment Figures Show Improvement	-0.14
PR_i	Hank Aaron to Speak At OSU	-0.41
OPR_d	Geologists Say India Is Pushing China	-0.41
PR_d	Uranium Demand Raises Price, McGee Says	-0.41
CIR_i	Vandals Spray-Paint Cars	-0.55
CR_i	Hitchhiker Robbed; Suspect Arrested	-0.55
OIR_d	Bug Burger Has More Protein, Less Calories	-0.55
PR_i	University Hospital Chief Resigning	-0.69
PR_i	OU Awarded Medical Fund	-0.69
OIR_d	Simplicity Obscures; Energy Solution Found	-0.69
OR_d	Sea-Water Drinking Prevents "Sickness"	-0.69
PR_d	Army National Guard to Travel	-0.69
NR_d	Travelers' Tips From Experts	-0.69
PIR_i	Derryberry Hits Women's Lib on Crime	-0.82
OPR_i	Bellmon's Grandson Redirects Pedestrians	-0.82
OIR_d	Creased Ear Lobes Linked to Heart Diseases	-0.96
$OPIR_d$	Body Sounds Keep Infants Quiet, Sleep	-1.10
OR_d	Ex-Tulsan Claims Earthquake Prediction	-1.10

News Elements	Description of News Stories	Z-Scores
OR_i	Husband Buys Phone Booth	-1.24
OR_d	Psychic Says Each Person Is Double	-1.24
CPR_i	Dale Robertson, Wife to Separate	-1.51
OPR_i	Two-Headed Calf Is Born to Bartletts	-1.65
NR_i	Engagement Announced	-1.92
NR_d	Do-It-Yourself Beauty Tips	-1.92
NR_i	Le Midi Reviewers Will Meet Tomorrow	-2.20
NR_i	Couple Selects Infant's Name	-2.20
NR_d	Italian Steak Cooks in 10 Minutes	-2.20

High and Low Accepted Items for

Type II Editors

News Elements	Description of News Stories	Z-Scores
CIR_i	Ex-Convict Shoots 18; Commits Suicide	1.94
$OPIR_i$	Power Blackout Hits Part of Oklahoma	1.84
$CPIR_d$	Butz Says Agriculture "Not Improving"	1.53
$CPIR_i$	Southwestern Bell Asks to Hike	1.53
PIR_i	Marijuana Penalties Reduced	1.43
PIR_i	House Committee Boosts Teachers' Pay Raise	1.43
$CPIR_i$	Dist. Judge Bill Haworth Charged	1.33
$OPIR_i$	Ballots to Be Reprinted; Name Left Off	1.33
PIR_d	Senate Passes Higher Education Money	1.33
OIR_i	Santa Claus Is Car Thief Convict	1.23
$CPIR_i$	Elvis Presley's Concert Cancelled	1.12
PIR_d	State Tax Leap Could Give Schools Money	1.12
OPR_i	FBI Arrests Suspect; Tears Tip Pursuer	0.92
OIR_i	Elephants Hold Up Air Traffic	0.92
IR_i	Tuition Hike Set For Colleges	0.92
CIR_d	Gasoline Marketing Practices Criticized	0.92
CPR_d	Willis Slaps At Legislative Spending Plan	0.92
IR_d	Urban Renewal Funds Possible	0.72

News Elements	Description of News Stories	Z-Scores
CR_i	Plane Crashes; Two Tulsans Killed	0.61
$CPIR_d$	Anderson Ties CIA Types to Oswald	0.61
PIR_d	Bartlett Asks for Oil Depletion Removal	0.61
CIR_i	Cut-Rate Gas Stations Padlocked	0.51
OIR_i	Squirrel Knocks Out Telephones	0.51
CPR_i	State Auditor Robbed; Knocked Unconscious	0.51
CPR_d	Bellmon Opposes Confidential Fund	0.51
$OPIR_i$	Computer Catnaps; Overcharges Oklahomans	0.41
OPR_i	Bellmon's Grandson Redirects Pedestrians	0.41
OR_i	Poor Man Is A Millionaire	0.41
IR_i	Beef Prices Rise	0.41
CR_i	Two Are Slain in Oklahoma City Home	0.31
PR_i	Hank Aaron to Speak At OSU	0.20
PR_d	Army National Guard to Travel	0.20
IR_d	Unemployment Figures Show Improvement	0.20
IR_i	Schools to Receive Federal Aid	0.10
PR_d	Mansfield Supports Wage and Price Controls	0.10
CR_d	Report on Commodity Leads to Violations	0.10
OR_i	Bump Restores Sight	0.00
IR_d	Oklahoma Receives $3.5 Billion in Federal	0.00
PIR_i	Derryberry Hits Women's Lib on Crime	-0.10
CPR_i	Dale Robertson, Wife to Separate	-0.10
CIR_d	Employees Evicted by Fungus; 1,300 to Move	-0.10
CPR_d	House, Senate Clash Over Judicial Fund	-0.10
OPR_d	OSU Freshman Builds Fuel Cell	-0.20
CR_i	Hitchhiker Robbed; Suspect Arrested	-0.31
$OPIR_d$	Marijuana Can Combat Cancer	-0.31
CIR_d	Hospital Names Kept Secret	-0.31
OPR_i	Two-Headed Calf Is Born to Bartletts	-0.41
CR_d	Separate Grand Jury Opposed	-0.41
OR_i	Husband Buys Phone Booth	-0.51
PR_i	OU Awarded Medical Fund	-0.51
OPR_d	"Monopole" Might Change Electronics	-0.51

News Elements	Description of News Stories	Z-Scores
OIR_d	Creased Ear Lobes Linked to Heart Diseases	-0.51
OR_d	Ex-Tulsan Claims Earthquake Prediction	-0.61
PR_d	Uranium Demand Raises Price, McGee Says	-0.61
CR_d	Natural Gas Shortage Seen by 1985	-0.61
CIR_i	Vandals Spray-Paint Cars	-0.72
PR_i	University Hospital Chief Resigning	-0.81
$CPIR_d$	McGovern Bars Use of New Beef Grading	-0.81
$OPIR_d$	Researchers Connect Human Sperm to Cancer	-0.81
NR_d	Travelers' Tips From Experts	-0.81
CPR_i	Fred Harris Urges Veto of Pay Hike	-0.92
$OPIR_d$	Body Sounds Keep Infants Quiet, Sleep	-0.92
OR_d	Sea-Water Drinking Prevents "Sickness"	-1.02
OPR_d	Geologists Say India Is Pushing China	-1.12
OIR_d	Simplicity Obscures; Energy Solution Found	-1.23
OIR_d	Bug Burger Has More Protein, Less Calories	-1.43
OR_d	Psychic Says Each Person Is Double	-1.74
NR_i	Engagement Announced	-1.94
NR_d	Do-It-Yourself Beauty Tips	-2.04
NR_i	Le Midi Reviewers Will Meet Tomorrow	-2.15
NR_i	Couple Selects Infant's Name	-2.25
NR_d	Italian Steak Cooks in 10 Minutes	-2.25

High and Low Accepted Items:

All Editors

News Elements	Description of News Stories	Z-Scores
$CPIR_i$	Southwestern Bell Asks to Hike	1.86
$CPIR_i$	Dist. Judge Bill Haworth Charged	1.74
$OPIR_i$	Power Blackout Hits Part of Oklahoma	1.61
PIR_i	House Committee Boosts Teachers' Pay Raise	1.49
$OPIR_i$	Ballots to Be Reprinted; Name Left Off	1.43
$CPIR_d$	Butz Says Agriculture "Not Improving"	1.43

News Elements	Description of News Stories	Z-Scores
PIR_i	Marijuana Penalties Reduced	1.30
CIR_i	Ex-Convict Shoots 18; Commits Suicide	1.30
PIR_d	Senate Passes Higher Education Money	1.30
CPR_d	Willis Slaps At Legislative Spending Plan	1.12
PIR_d	State Tax Leap Could Give Schools Money	0.99
OIR_i	Santa Claus Is Car Thief Convict	0.93
CIR_d	Gasoline Marketing Practices Criticized	0.93
$CPIR_d$	Anderson Ties CIA Types to Oswald	0.87
$OPIR_i$	Computer Catnaps; Overcharges Oklahomans	0.81
CPR_d	Bellmon Opposes Confidential Fund	0.81
$CPIR_i$	Elvis Presley's Concert Cancelled	0.74
OPR_i	FBI Arrests Suspect; Tears Tip Pursuer	0.74
OIR_i	Elephants Hold Up Air Traffic	0.74
OR_i	Poor Man Is A Millionaire	0.74
PIR_d	Bartlett Asks for Oil Depletion Removal	0.68
PR_d	Mansfield Supports Wage and Price Controls	0.68
IR_i	Tuition Hike Set for Colleges	0.62
CR_d	Report on Commodity Leads to Violations	0.56
CR_i	Plane Crashes; Two Tulsans Killed	0.50
CIR_d	Employees Evicted by Fungus; 1,300 to Move	0.50
CPR_d	House, Senate Clash Over Judicial Fund	0.43
CIR_i	Cut-Rate Gas Stations Padlocked	0.43
CR_i	Two Are Slain in Oklahoma City Home	0.43
CPR_i	State Auditor Robbed; Knocked Unconscious	0.37
IR_d	Urban Renewal Funds Possible	0.37
OIR_i	Squirrel Knocks Out Telephones	0.25
IR_i	Beef Prices Rise	0.25
OR_i	Bump Restores Sight	0.19
IR_i	Schools to Receive Federal Aid	0.06
$OPIR_d$	Marijuana Can Combat Cancer	0.06
IR_d	Unemployment Figures Show Improvement	0.06
CR_d	Natural Gas Shortage Seen by 1985	0.00
IR_d	Oklahoma Receives $3.5 Billion in Federal	0.00

News Elements	Description of News Stories	Z-Scores
PR_i	Hank Aaron to Speak At OSU	-0.06
OPR_i	Bellmon's Grandson Redirects Pedestrians	-0.12
OPR_d	OSU Freshman Builds Fuel Cell	-0.19
PR_d	Army National Guard to Travel	-0.19
CIR_d	Hospital Names Kept Secret	-0.25
CR_d	Separate Grand Jury Opposed	-0.25
OPR_d	"Monopole" Might Change Electronics	-0.37
PIR_i	Derryberry Hits Women's Lib on Crime	-0.43
CR_i	Hitchhiker Robbed; Suspect Arrested	-0.43
CPR_i	Fred Harris Urges Veto of Pay Hike	-0.50
$CPIR_d$	McGovern Bars Use of New Beef Grading	-0.50
$OPIR_d$	Researchers Connect Human Sperm to Cancer	-0.56
PR_d	Uranium Demand Raises Price, McGee Says	-0.56
PR_i	OU Awarded Medical Fund	-0.62
CIR_i	Vandals Spray-Paint Cars	-0.68
CPR_i	Dale Robertson, Wife to Separate	-0.74
OIR_d	Creased Ear Lobes Linked to Heart Diseases	-0.74
PR_i	University Hospital Chief Resigning	-0.81
NR_d	Travelers' Tips From Experts	-0.81
OR_i	Husband Buys Phone Booth	-0.87
OPR_d	Geologists Say India Is Pushing China	-0.87
OR_d	Ex-Tulsan Claims Earthquake Prediction	-0.87
OR_d	Sea-Water Drinking Prevents "Sickness"	-0.93
OPR_i	Two-Headed Calf Is Born to Bartletts	-0.99
$OPIR_d$	Body Sounds Keep Infants Quiet, Sleep	-1.05
OIR_d	Simplicity Obscures; Energy Solution Found	-1.05
OIR_d	Bug Burger Has More Protein, Less Calories	-1.12
OR_d	Psychic Says Each Person Is Double	-1.61
NR_i	Engagement Announced	-2.05
NR_d	Do-It-Yourself Beauty Tips	-2.11
NR_i	Le Midi Reviewers Will Meet Tomorrow	-2.30
NR_i	Couple Selects Infant's Name	-2.36
NR_d	Italian Steak Cooks in 10 Minutes	-2.36

VITA

Naiim Badii

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Master of Science

Thesis: THE NATURE OF NEWS IN FOUR DIMENSIONS: NORMALITY, PROMINENCE, SIGNIFICANCE, REWARD

Major Field: Mass Communication

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