

Young Researcher Network

Research Report

Introduction

UK Youth Voice is a youth led organisation within UK Youth that is dedicated to giving 16-25 year olds a voice. Although a part of UK Youth, Voice is in charge of its own finances, meetings, and organisational structure. The highlight of the Voice year is the Annual Conference which is held at UK Youth's head quarters in the New Forest.

The Voice Panel is made up of two young people from each region of England, one young person from the Channel Islands, and two young people from Scotland, Wales and Northern Ireland. Voice is a key part of UK Youth's network and is seen as a model of good practice in the field of youth participation.

We have chosen to conduct research focused on young people's representation in the media, which has been overseen by UKYV. We designed a questionnaire which was distributed electronically and in person, to people aged 16-25.

We were hoping when we started this project to find out the extent to which young people feel they are being misrepresented in the media and to discover ways in which young people think they could get more positive media coverage.

It was also hoped that as a result of the research we would be able to create an online resource which would help to advise young people how to highlight positive media for young people.

Literature Review

We looked at national and local newspapers which gave more priority to negative media than positive media from young people. The news story's that appeared never seemed to give a young persons perspective on the story, it was only interested in demonising young people.

At the time of deciding to research young people in the media, news on TV was concentrating daily on knife crime by young people, demonising and stereotyping all young people as knife carrying 'hoodies' who were members of gangs. It was mainly headline grabbing one off violent news story's that made the news. TV shows were concentrating on youth problems and were asking adult experts for their opinion on what was wrong with today's Youth Culture. There was never the chance for a young person to give their opinion on the stories. The media seemed to be completely biased against young people with positive news stories not getting mentioned in any form of media.

Our research needed to be done to see if young people shared the same gut feeling and concerns about how they were being portrayed in the media and to try and discover ways in which young people thought how they could get more positive media coverage.

Research Aims and Research Question

The aims of the research were to find out if young people did feel they were being misrepresented in the media; is the media to blame for the image and perception of young people? We also wanted to find out if young people were prepared to help make positive news stories then tell their local paper or write an article to help promote young people in a positive way. We wanted to know what young people's thoughts were on how to improve young people in the media's coverage.

'Young People's Perception of Youth in the Media and How to Get More Positive Media Coverage' was the title of our questionnaire. (See Appendix 1)

Do you feel it's important for Young People to be positively represented in the media?

Have you ever been in the media?

If yes what type of media?

Did they represent you fairly?

Do you feel the media has had a bad effect on the image of young people?

Can you think of a piece of positive media about young people in the past week?

Can you think of a piece of negative media about young people in the past week?

Would you be prepared to write articles in newspapers?

Would you be prepared to contribute to any of the following?

Have you been involved in any positive activities in the last year? e.g. sponsored walks, helping others in the community etc...

Have you ever tried contacting the media in the last year regarding any positive activities you have been involved in?

Can you suggest a maximum of three ways in which young people could get more positive media coverage?

Methods

The starting point for the research was that there was a feeling that young people are represented negatively in the media. There seemed to be far more focus on young people who do things wrong than on the positive activities undertaken by young people. We felt that this research was important to conduct to find out the extent to which young people feel that they are being misrepresented in the media and to discover ways in which young people think they could get more positive media coverage.

The key tool that we used for conducting the research was a questionnaire. With the aim of getting 1000 responses from the target groups which is 16-25 year olds. We thought that we would mainly find our target groups form UK Youth Network Associations, colleges and youth groups.

We chose to use a questionnaire for our research project as we thought that would be the easiest way to collect the data that we wanted. The questionnaire was available online and in a printed version. We decided to put the questionnaire online as we thought young people are more likely to fill out a 2 minute questionnaire online rather than if we sent hard copies to them. It would also be easier for us to distribute to more people by email rather than post and would be quicker to analyse the data on completion of the questionnaire. We believed it was very important to keep it short and quick to fill in, but then to balance it appropriately to keep the research meaningful.

After looking around for a program that was suitable for our needs we decided to go for www.surveymonkey.com. As we were expecting more than 100 responses and we wanted to ask more than 10 questions, we upgraded our account to the professional version, allowing us to receive 1000 responses and to ask as many questions as we wanted. It was really cheap, quick and easy to set a questionnaire up on it, and it looked really professional. It was also easy to collect the data and use it to help analyse the results of the survey.

The questionnaire was sent to possible respondents via email with a brief description of the research outlining what we hoped to do with the research at the end of the project along with the main aims. (See Appendix 2)

In our questionnaire we asked questions that would give us quantitative and qualitative data, with a mixture of closed and open ended questions. Closed ended questions enabled us to have information that was easily comparable on a broad scale. They also take up less time for the participants to answer, which we thought would encourage more people to do the questionnaire. The open ended questions enabled us to actually have the opinions of young people in their own words. Although harder to analyse than closed questions, they gave us a more in-depth look into what young people were actually thinking. For example

question 16 of the questionnaire allows young people to tell us exactly what they think needs to be done to improve young people's image in the media.

We chose to use written questions as opposed to interviews with young people to make the answers as unbiased as possible, and to get the genuine opinions without them feeling embarrassed to tell the interviewer and therefore not be influenced in any way by the interviewer. The written questionnaire enabled us to avoid any bias, and by allowing lots of comment boxes we have overcome the disadvantage of structured questions not letting the respondent answer the question fully.

We tried to make the wording of the questionnaire very simple and to the point using language that young people would get, but also keeping it very basic and short so that the young people filling out the questionnaire wouldn't lose interest and would complete the whole questionnaire.

As an incentive to get young people to complete our questionnaire we offered 3 prizes. We decided to buy 3 iPod shuffles that would be picked at random when we had completed the questionnaire. I think that this helped to get a lot more responses than we would have, had we not offered these prizes.

Analysis

Once the questionnaire had closed we had received a total of 588 responses. SurveyMonkey compiled the data into percentages which enabled us to see quickly any patterns that had emerged.

The first 4 questions were equal opportunity questions. This allowed us to see what types of people were filling in our questionnaire.

We broke down the age categories into under 16; 16-18; 19-21; 22-24; 25 and over. This meant that we would be able to establish if there were any differences of opinion between the age ranges.

The second question was a breakdown of male and female to see if males had a different perspective to females of how they were being represented in the media. At the time of designing the research the media was reporting everyday on knife crime, mainly by young males. This might have influenced the answers given by the males.

We also wanted to find out how young people identified themselves, ethnically and religiously. We gave them multiple options to choose from and also an 'other' box where they could tell us how they classified themselves if there was no option there for them. This again was important to assess whether there was a clear correlation between a certain ethnicity feelings misrepresented by the media.

The main question that we wanted to know the answer to was; do young people feel the media has a bad effect on the image of young people. So we asked the question really simply, with a yes and no answer. We then asked for respondents to rate on a scale of 1-5 how bad this was, giving us a more precise answer than a straight forward yes and no.

Question 10 and 11 looked at whether young people could think of any positive or negative media stories of young people in the last week. We did this to give us a contrast between positive and negative, to see if there was an equal balance of stories from a young person's perspective.

It was also important for us to find out if young people would be prepared to write articles in newspapers or contribute to radio, TV, magazines or any other form of media. We needed to know this to see if young people themselves were willing to contribute to more positive news stories and to be instrumental and proactive in doing something about all the negativity of young people in the media.

For young people to write about positive stories though we needed to see how many people were actually involved in positive activities such as charity fundraising events in their community. This would show us the proportion of people involved in such activities which we could then compare to how many people actually wanted to tell the media about them and report on them.

It was also important for us to know if young people had actually approached the media themselves to tell them about their positive news stories. If they weren't doing this then this could be one of the suggestions at the end of the research project that we could suggest for young people to do.

For the last question we asked the respondents to tell us exactly how they would try to create more positive media coverage of young people. For this question we had a comment box where there was the option for them to write in their own words giving us some very important qualitative information.

When the questionnaire closed we used the data that we had collected and put it into an excel database making it easier to compare the responses we got from each question. By putting in an auto filter at the top of the columns in the database it allowed us to quickly be able to filter information that we wanted quickly on each category. For example we could see how many 16-18 year olds said yes to each of the questions, enabling us to see any patterns that had emerged. It also showed us very quickly the responses from males and females, to show us if there was a difference between them.

Findings

Young People's Perception Of Youth In The Media And How To Get More Positive Media Coverage		
Q1. How old are you?		
Answer Options	Response Percent	Response Count
Under 16	13.8%	81
16-18	34.4%	201
18-20	16.8%	98
20-22	9.2%	54
22-24	10.6%	62
25 and over	15.2%	89
	answered question	585
	skipped question	3
Q2. Are you...		
Answer Options	Response Percent	Response Count
Male	33.80%	187
Female	66.2%	366
	answered question	553
	skipped question	35
Q3. How would you classify yourself?		
Answer Options	Response Percent	Response Count
White -British	81.2%	467
Any other white background (please specify)	2.1%	12
White and Black Caribbean	2.1%	12
White and Black African	0.7%	4
White and Asian	1.6%	9
Any other mixed background (please	0.3%	2

specify)		
Indian	4.2%	24
Pakistani	2.6%	15
Bangladeshi	0.5%	3
Any other Asian Background (please specify)	0.9%	5
Caribbean	1.4%	8
African	1.4%	8
Any other Black background (please specify)	0.5%	3
Chinese	0.5%	3
Comments		27
	answered question	575
	skipped question	13
Q4. Are you...		
Answer Options	Response Percent	Response Count
Anglican	18.4%	79
Catholic	13.7%	59
Presbyterian	0.2%	1
Other Christian	32.8%	141
Buddhist	1.2%	5
Hindu	1.9%	8
Jewish	0.0%	0
Muslim	9.1%	39
Sikh	0.9%	4
Don't Know	21.9%	94
Comments		116
	answered question	430
	skipped question	158
Q5. Do you feel its important for Young People to be positively represented in the media?		
Answer Options	Response Percent	Response Count
Yes	96.2%	564

No	3.8%	22
	answered question	586
	skipped question	2
Q6. Have you ever been in the media?		
Answer Options	Response Percent	Response Count
Yes	66.0%	385
No (If No move to question 9)	34.0%	198
	answered question	583
	skipped question	5
Q7. If Yes what type of media?		
Answer Options	Response Percent	Response Count
Newspaper	73.1%	275
Radio	10.6%	40
TV	11.4%	43
Magazines	4.8%	18
Comments		44
	answered question	376
	skipped question	212
Q8. Did they represent you fairly?		
Answer Options	Response Percent	Response Count
Yes	92.5%	358
No	7.5%	29
	answered question	387
	skipped question	201

Q9. Do you feel the media has had a bad effect on the image of young people?		
Answer Options	Response Percent	Response Count
Yes	83.9%	479
No	16.1%	92
Comments		336
	answered question	571
	skipped question	17
Q10. Can you think of a piece of positive media about young people in the past week?		
Answer Options	Response Percent	Response Count
Yes	33.4%	191
No	66.6%	381
	answered question	572
	skipped question	16
Q11. Can you think of a piece of negative media about young people in the past week?		
Answer Options	Response Percent	Response Count
Yes	75.8%	435
No	24.2%	139
	answered question	574
	skipped question	14
Q12. Would you be prepared to write articles in newspapers?		
Answer Options	Response	Response

	Percent	Count
Yes	62.0%	359
No	38.0%	220
Comments		274
	answered question	579
	skipped question	9
Q13. Would you be prepared to contribute to any of the following?		
Answer Options	Response Percent	Response Count
Newspaper	37.2%	184
Radio	14.5%	72
TV	13.9%	69
Magazines	20.6%	102
Other (please specify)	13.7%	68
	answered question	495
	skipped question	93
Q14. Have you been involved in any positive activities in the last year? e.g sponsored walks, helping others in the community etc...		
Answer Options	Response Percent	Response Count
Yes	71.3%	404
No	28.7%	163
Comments		261
	answered question	567
	skipped question	21
Q15. Have you ever tried contacting the media in the last year regarding any positive activities you have been involved in?		
Answer Options	Response Percent	Response Count
Yes	21.5%	123

No	78.5%	448
Comments		73
	answered question	571
	skipped question	17
Q16. Can you suggest a maximum of three ways in which young people could get more positive media coverage.		
Answer Options	Response Percent	Response Count
Yes	52.4%	289
No	47.6%	263
Comments		263
	answered question	552
	skipped question	36
Q17. For your chance to win an iPod shuffle, please leave your name and contact details and you will be entered into the prize draw, which will be picked randomly on completion of the questionnaire.		
Answer Options	Response Percent	Response Count
Name	100.0%	417
Email	99.5%	415
	answered question	417
	skipped question	171

1. Our biggest response came from the 16-18 year old category with 34% of respondents being in that category.
2. 2/3 of responses came from females
3. An overwhelming 81% of responses came from young people who identified themselves as White-British.

4. When it came to how young people identified themselves with a religion, the biggest response count came from 'Other Christian' with 33%, 22% didn't know what religion they identified with.

5. Showed us that a whopping 96% of people questioned believed that it was important that young people were represented positively in the media.

6. 2/3 of young people questioned had experience of being in the media. With only 34% saying they had not been in the media.

7. Highlighted that from the 'yes' responses to Q6. Newspapers were the media that most people have been in followed by TV, Radio, and then magazines.

8. From the 2/3 majority that had been in the media, a staggering 93% said that they had been represented fairly.

9. 84% think that the media has had a bad effect on the image of young people. Breaking this down further it told us that 25% of the 84% were males and 52% were female. 16% of total responses thought that the media wasn't having a bad effect on the image of young people, 6% of these responses were male and 9% of responses were female. The next part of the question showed us the scale of how bad the media was with the image of young people, 1 being a bit bad – 5 being terrible, 25% thought 4 and 6% thought 5.

10. 66.6% of responses couldn't think of a piece of positive media in the last week, but 33% could.

Males who said yes = 10%

Males who said no = 21%

Females who said yes = 21%

Females who said no = 40%

11. 33.4% of responses could think of some negative media of young people in the past week. However 24% couldn't think of any negative media of young people in the past week.

Males who said yes = 23%

Males who said no = 8%

Females who said yes = 46%

Females who said no = 15%

12. 62% would be prepared to write newspaper articles but 38% wouldn't. of the people who answered yes,

31% would write monthly

14% would write weekly

8% would write fortnightly

2% would write daily

2% would write once in a lifetime

13. 37% would be prepared to contribute to newspapers
21% prepared to contribute to magazines
15% prepared to contribute to radio
14% prepared to contribute to TV
14 % other where the majority of responses was 'all of the above'

14. 71% of people questioned had been involved in positive activities with only 29% having not been involved.

Males who said yes = 22%

Males who said no = 10%

Females who said yes = 46%

Females who said no = 16%

15. 79% of young people questioned have never tried contacting the media in the last year about positive activities. Only 22% have.

16. 52% could suggest ways to get more positive media coverage, 48 couldn't. The top 3 suggestions were to get young people more involved in positive activities in their community such as volunteering projects, get young people to write articles for magazines and newspapers and give young people some sort of media training at youth clubs, or school. (See Appendix 3)

Conclusions

The results from the questionnaire show us that an overwhelming majority (84%) of young people believe that the media is responsible for the bad image of young people. This clearly shows that young people are feeling misrepresented in the media. 71% of young people have been involved in positive activities, which is a very large figure, clearly being ignored by the media. However it was interesting to find that many young people don't actually approach the media themselves with their positive news stories. This is obviously very surprising news as 84% of young people feel they are being portrayed negatively in the media and yet haven't actively done anything themselves to change this.

2/3 of respondents were prepared to write articles in newspapers about positive activities that they had done, which demonstrates the desire from young people to change their image in the media. Our questionnaire showed that young people are more likely to read about a negative news story regarding young people than a positive one, this surely has to change to accurately reflect the amount of positive activities that are being done by young people.

Young people clearly have to take the lead in changing their image in the media, but the media also has a responsibility to reflect what young people are doing. Our questionnaire shows that young people are willing to change their image in the media. One of the ways suggested from a young person was to get to know

the editor of your local newspaper, so that young people can then find the newspaper more approachable to tell them about the activities that they are up to. Also by getting young people involved in volunteering projects in their community, it highlights their positive activities. They could then report on this to their newspaper, or local radio station, possibly even gaining their own column or time slot, devoted to talking about positive news stories involving young people.

To actually answer our research question what is young people's perception of youth in the media and how to get more positive media coverage, our results prove that there is a problem with how young people feel they are being portrayed in the media; they believe that they are unfairly represented in a negative way. Clearly young people feel that it is the media's responsibility to report in a balanced way, reporting on the positive stories instead of trying to demonise all young people. It is also clear though that the media need to be shown where to look for all the young people out there who are involved in positive activities, and this is the young people's responsibility. They need to form a relationship with their local or even national media, in all forms, newspapers, magazines, radio stations and TV stations. By doing this the media will know where to go to report on the positive activities.

What we are going to do with the research

There is the possibility of creating an online toolkit, teaching young people how to deal and interact with the media, however this is subject to funding.

The research report along with a brief summary and press release will be published in *The Source*, which is UK Youth's online magazine packed with information, features and updates on lots of positive activities done by young people across the UK and beyond. It is also a practical, interactive directory resource for anyone working with young people.

After we have presented the findings at the Young Researchers Network conference (YRN) we will publish our report on the UK Youth website.

1. Default Section

1. How old are you?

Under 16

18-20

22-24

16-18

20-22

25 and over

2. Are you...

Male

Female

3. How would you classify yourself?

White -British

Any other mixed background (please specify)

Caribbean

Any other white background (please specify)

Indian

African

White and Black Caribbean

Pakistani

Any other Black background (please specify)

White and Black African

Bangladeshi

Chinese

White and Asian

Any other Asian Background (please specify)

Any other background (Please specify)

4. Are you...

Anglican

Buddhist

Sikh

Catholic

Hindu

Don't Know

Presbyterian

Jewish

Other Christian

Muslim

Other (please specify)

5. Do you feel its important for Young People to be positively represented in the media?

Yes

No

6. Have you ever been in the media?

Yes

No (If No move to question 9)

7. If Yes what type of media?

Newspaper

Radio

TV

Magazines

Other (please specify)

8. Did they represent you fairly?

Yes

No

9. Do you feel the media has had a bad effect on the image of young people?

Yes

No

If Yes, How bad on a scale of 1-5 (1- a bit bad, 5- terrible)

10. Can you think of a piece of positive media about young people in the past week?

Yes

No

11. Can you think of a piece of negative media about young people in the past week?

Yes

No

12. Would you be prepared to write articles in newspapers?

Yes

No

If Yes, How often? Daily, Weekly, Fortnightly, Monthly, Once in a lifetime)

13. Would you be prepared to contribute to any of the following?

Newspaper

Radio

TV

Magazines

Other (please specify)

14. Have you been involved in any positive activities in the last year? e.g sponsored walks, helping others in the community etc...

Yes

No

Yes (please specify what media coverage was given)

15. Have you ever tried contacting the media in the last year regarding any positive activities you have been involved in?

Yes

No

Please specify

16. Can you suggest a maximum of three ways in which young people could get more positive media coverage.

Yes

No

Please specify

2. Thank You

Thank You for taking the time to complete this questionnaire.

1. For your chance to win an iPod shuffle, please leave your name and contact details and you will be entered into the prize draw, which will be picked randomly on completion of the questionnaire.

Name

Email

Do you want to win an iPod? Who doesn't!



Here's your chance for you to get your hands on one.....

UK Youth are giving three lucky people the opportunity of winning an iPod shuffle; it holds up to 500 songs, so you can listen to your fave tunes whenever and wherever you are!

All you have to do to get one of these fantastic iPod shuffles is complete a quick questionnaire about young people and the media.

Follow the link below to complete the questionnaire

http://www.surveymonkey.com/s.aspx?sm=s15dSrP2FAJUfPY3jh8eag_3d_3d

The responses collected will be used to form a report, which will be written by a team of young researchers, with the key aims of the research being; to raise awareness of problems caused by negative representation of young people in the media; and to find ways of promoting more positive media coverage.

Don't forget to leave your Name and Contact details to be entered into the prize draw for your chance to win an iPod Shuffle!

Appendix 3

Question 16 responses

have a magazine that only tells good stories about young people
doing goof things

dont cover bad behaviour

ontacting schools, interviewiong young people

exam results, charity events sponserd things

stop concentrating on chavs - find out what young people are doing in clubs etc

sponsered activities covered

where there is negative media always give the opinion of a good young person

less focus on hoodies in media

email the papers/ letters/do more positve things

show a positive perspective to their community

volunteering programmes/magazine articles on good young people

more charity work/ get rid of guns and gangs

involve young people in decision making

helping more people to get publicity

write in local paper

More activites, More opputunities and allow young people to get involved with the actual media.

don't do bad thinigs and give something back torbay

participate more often in volunteer work, give them a chance to have a say ie via interview,

...

get to know the name of the editor, write letters to the editor, send in positive information about activities

Less exploitative media, more articulate young people, spokespeople

Sports, Helping in the community, More TV coverage

schools, radio, television

Getting involved more

Community service, helping in elderly homes

film young people helping in the comunity

sport, charity and education

volunteer, the arts, and sport

Being seen active in the community,doing charity work and also gettin good education and helping peers and then beeing shown in results.

no chavs :)

sport, charity

be more positive

Appendix 3

Question 16 responses

Helping there community more, charity work

By doing positive things for there community, charity work, helping people in there area.

tell people how they wont to be treated

Set up campaigns to place positive articles about young people in newspapers and/or magazines. Make regular and popular online blogs regarding young people doing positive activities.

tell them they can do it, make it something they like, make sure its interesting

not jusged by what they look like or how they dress

Not be judged by what they look like. they should be more involved in community activities rewarded for good things they do

allow graffiti artists to 'decorate' specific areas, monitor vandals closer

highlight the amount of volunterering young people do

more positive news storys

help out people that are less fortunate or are old or poorly

voice opinions. think for yourself. stay out of trouble.

if they did more out shide of school activertis reather then hanging around the street

do good things, help other people and don't give media the cahnce to talk bad about youths

exam results, sporting achievements, charity work

Write in about fundraising etc., Go on radio about positive things they do in / out of school, write a column in newspaper

do something,acheive,charity work

doing things for the local community

inviting more journalists along to events, perhaps advertising opportunities for young people in newspapers or magazines

By stop acting so aggressively and irresponsibly in real life. Making an effort to not make those around them feel threatened.

1) Do more good things! 2) Make sure local press is notified well in advance

1. Promotion of high young achievers, advertising etc. 2. More events just for young people.

more artcles about good stuff Y.P are doing. local youth club work being reconised

volunteering, doing well in school

Contact the media of any positive contributions young people have made. Have media coverage at all award ceremonies, conferences etc.

approach the government to make this compulsory

A TV documentary following people who are trying to make a difference at schools, youth clubs or any other outreach style activities.

young people to get more involved in it (unfortunately the medias general spin (not specific to youth) is towards negative news), promote more youth community benefiting activities (duke of edinbrough awards, prince's trust etc)

benefiting those less able, young carers and those going to good universities from underprivilged backgrounds

More proactive about contacting media with positive deeds, rather than the media being reactive to bad event. Most news is negative - no news is good news!

when they are doing something positive for the community write about it, dont charge for the space on the page when they are doing good, equal the amount of negative with positive coverage so it's not always bad

Appendix 3

Question 16 responses

write articles for papers/magazines, do additional work to lose the bad reputation
Voluntary work, positive work in the community, achievements at school, college or fundraising.
to show the work the young people do in their community, to show that not all young people are bad
Do a presentation at their local neighbourhood forum ,Advertise in the local news letters about the positive work they do
More of us making the effort to help other people, Letting people know when we do good things, Keeping the bad things to a minimum.
YP Workshops with media, question and answer with media, young people writing for the media etc
charity events
Publish the good points about themselves
Regular stories of positive happenings, young person column in local paper, young people sides to stories media
Highlight the good things they do and contact local newspapers to get these things published
stop using knives, stop drinking, help communities
wide positive coverage of voluntary/participation work/groups, less use-age of stereotypes i.e. youths/jobs.
a youth committee for the media, a youth section in the local newspaper, more positive activities to be covered by the media.
Less negative news portrayals and stereotypes - more positive things, e.g. focus on achievements rather than punishments or petty crimes.
do more positive things!, encourage media to focus on the positive more,
a regular space in the newspapers for v-involved volunteers; videoing every v-involved meeting
more awareness of young people's organisations, so then they can become involved in more positive activities
looking at positive things young people do eg youth clubs, guides, scouts etc.
1, by covering every negative one with a positive one, 2, go to the youth centres and see what the young people are doing there. 3, stop portraying the negative sides of young people because there are many positives that get shadowed and forgotten because of the negatives.
doing something for the community like i have i have changed my life around because of that
awards
More sponsored things
Reports that state school success
weekly contributions to newspapers, more positive coverage in local paper, recognition of good work by guides and scouts
show activity achievement
Organise as many positive activities and contact the media
sack the editors
stop being stereotyped
By work involving young people
charity work, fundraising
Doing good in A levels and getting into the media more
show what young ppl are really doing

Appendix 3

Question 16 responses

Press releases from young peoples organisations about their positive work. Young people cutting back on the negative things stabbings etc.
Being represented by other young people. Looking at individuals & their stories not just young people in general
instead of advert boards, put pics of kids who have achieved something, local award events, more encouragement from media to do good things
writing in newspaper positive things, ensuring people know it is only a few doing bad things
charity work. volunteering and youth groups
charity work. volunteering and youth groups
informing local papers, radio of good things they're involved in
By being positive in the community, helping others and using music to create awareness for important issues
more projects done with young people (in which they are doing something for the community)with media coverage, peer led work young people helping
young people again with media coverage, more funding resources
programmes and magazines completely based on their recent success', projects etc
more coverage of young peoples achievements
more coverage of young peoples achievements
1.newspapers actually making headway with positive stories 2. special segments of local/global news dedicated to positive media coverage. 3. more radio
stories about positive youth actions
Allowing young people to have a say in the stories that are used and Showing events like volunteering which involve young people
Young people taking control of the media and showing events and activities around their communities which they support and help. Blogging about what
they get up to through volunteering. Writing into newspaper with their views on topics, or getting together and writing articles. Also setting up their own
networks or web communities.
School results, charity fundraisers, documentaries
helping people who are in less fortunate situations than ourselves eg victims of abuse
Actually do something worth putting in the media which is good
Young Peoples Sections in Media
community support and other social activities
train journalists better re dangers of stereotyping ,alert yp to ways successful projects can be celebrated and publicised; phone into radio stations with news items ?
A young peoples column run by young people in local newspaper
make a dedicated paper written by and for young people under the age of 29 like such big papers as the sun daily sport mail etc but this will be a dedicated
one called youngns or something lol
helping others, doing qualifications and helping the environment
doing a sponsored walk, helping the older generation with shopping, keeping their area safe
ITV Fixers, Youth groups exploring media coverage, Local radio stations
organising large group volunteering/community-focused activities
young people running the media themselves/ showing positive contribution to the community/ young people in positions of power such as youth panels, young leaders etc./
youth centres, sports events and volunteering

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Question 16 responses

Young people commissioned to make their own media content. +ve activity coverage, control of own youth media
interviewing them re their thoughts, media coverage of positive actions they are involved in, magazine articles about survival stories and positive steps they are taking after a difficult background

Kid's Radio shows, Magazines and/or Newspaper Articles or Columns

you could set up a radio station for Lancashire run by teenagers, a magazine. It could include all about good school work, good volunteering experiences, good events and anything up to date about teenagers.

Help out more in the community, get recognition to all young people being positive and really make an effort for yourselves and other young people, get your voices heard and make your mark

Try and get it into the newspapers! If you don't try, you don't get

Inclusion of young people in charity and community events, young people's views expressed in media

Media presence at award ceremonies for schools and youth organisations; ensuring media coverage at community events; finding ways to help people creatively, e.g. giving away sweets and cakes

applying for grants for youth schemes

Reduce knife crime, have more clubs or generally things for young people to be involved in, start getting the media to produce positive article - this might inspire more young people leading to more positive media coverage.

1) Ask the media to promote volunteering by young people 2) Challenge the media to find good stories of young people

young people contact the media; schools/youth groups contact the media if they young people do something positive; family/friends contact the media to recognise the event/achievement

If the press were interested they could come and see all the good work that young people do, charity work, fundraising, project work, making a positive contribution to their community. But the press are not interested!

Media should show more interest in good news stories, not just negative press, yep need to know how to get their positive actions in local and national media – not always obvious

Young people against knife crime, healthy young celebs as role models, inspirational stories

Major print & TV media to accept young people do good things. Less scare stories drugs/guns/knives

the media seem to specify more on the negative things that young people do, however when positive things are undertaken by young people then these stories only receive a small space in the newspaper etc, however this can be viewed as due to the public wanting or preferring negative news and therefore due to the viewing/selling figures the media prefer to put negative news in.

engaging with them, tv documentaries about them with them - eg knife and gun crime

1. Young people appearing in the media with positive thoughts, 2. Young people making a film about their positive activities and contributions and showing this on TV, 3. Young people creating a newspaper for themselves, about themselves but available for everyone.

Journalists not focussing on the 5% or less of young people involved in crime, more coverage of projects such as v and more localised reporting on young people's success whether it be academically, sport or art

Help them to generate press releases and take photos and send to local press. Also get positive websites up and running

Local media are more accessible than national, train youth organisations on how to work with the media,

all the events that are for young people and are put on by young people should have a lot more coverage

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Specific slots on local TV highlighting positive contributions from YP, More prime time tv highlighting issues affecting YP, National challenge that all YP could contribute to endorsed by celebrities and results featured on TV - eg fund raising en masse sponsored walk.

ARTICLE IN THE PAPER ABOUT THE GOOD THINGS YOUNG PEOPLE HAVE DONE, POSTER ABOUT COMMUNITY WORK BEING DONE BY YOUNG PEOPLE

encourage good education results

Volunteering in the community. Fundraising for charities & Positive workshops on youth culture.

organise, cover events themselves, opportunities to work at newspapers, young peoples papers etc

Show a TV progrma to emphasize their career paths, what they are going to do after they leave school and their options. Show successful people and the not successful.

Contact media about positive things they've done, do more positive things!, stop doing things that give young people a bad reputation.

doing good deeds, good results, contributing themselves

Young people directly approaching their local newspaper, young people choosing to consume media that represents them fairly

do more important things to be noticed, contribute things to needed.

do more important things to be noticed

by contacting places themselves

getting people to get in touch with the media, make sure there is something good to report

stop binge drinking

The media could cover all the good things we are doing, for example youth council's, www.thejitty.com, charity work

Young people get recognised for the good positive things they do not negative all the time.

Charity events

better local response, more advertising, bigger company response (eg sponsorship, help)

More teenage-specific community groups, online groups, volunteer magazines etc.

Volunteering work congratulated by media, charity work, academic success

get reports to report on positive images of young people not just negative, getting involved in more community projects, show how and what young people can offer the communtiy and country

Stop stereotyping e.g. 'hoodies', generally just stop covering negative stories in the same way do there's more 'room' for the positive

turn things into positives, get youth doing more positive things

Local free papers

youth columns, social action projects, large visible protests against the negativity

"Hoodie" culture being overcome - people being aware that the garment is not bad in itself by face-to-face campaigns on the street

send in positive articles to newspapers - are receptive if proactive

Let the media know of positive activities, participate more, do the media themselves

When doing voluntary work, tell media and push themselves forward. Generally be more courteous

By getting young people involved in writing the stories, getting feedback from young people

changing something they dislike, showing the good young people that are around and not the minority. Your normal student young person that goes out of there way to help someone or to do something

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young people should be producing more media to give young people a voice

By showing values that the whole community share, being in a team ie sports, getting involved in there community, or doing something worthwhile.

By not breaking the law

Let people be more aware of youth within the community i.e. getting more envolved in local activities or writing regluar columns for local newspapers and or magazines

better comments about them , dont say lots of bad things

Less gangs nad grafiti , rather be in youth clubs than on the streets

Community action, Sports achievement, Academic achievement

tell people what hey are up to and get more involved in thier community

helping people,sponsered events and general kindness in there community

charity work, sporting achievements and being a good role model ie mentoring etc

Youth workers promote activities - get dignitories involved in projects

More positive activities, volunteer to benefit communities

police being involved in youth groups but in a fun capacity, local newspapers being more open to printing positive YP in the community (always want bad sensational stories), job swap day with YP.

To use resources available for young people and for the staff to encourage the young people to contact media and feel confident to talk about their interests and positive activities.

a young persons national newspaper, accessible formats and language and young persons ownership

Doing charity work and presenting themselves in a good way to society.

emphasise the achievements of young people more than the focus on YOB behaviour, ask young people to contribute and enocurge them to write about their acheivments, encourage the media to try and get a more balanced perspective and to reduce exaggeration

More funding for youth media projects so young people can promote a positive image of Youth.

help out at sponserd avents write local articals to newspapers and start doing somthing good in the area

young people could work with the media and visit schools to talk about the negativeness of bullying and racism. Young people could also get involved in charity work and sponsored walks.

You mean If yes please specify? No I can't. I'm sure there are many youth groups etc contacting local media daily to try to boost the advertising/knowledge for their particular group/events etc but none of them ever get heard. Most news has to be bad news for it to have a significant page coverage.

Highlight god behaviour instead of bad, get more coverage of working together with community,

not just reporting on criminal activity

organsiations working with young people make a concerted effort to get the good things they do recognised. Media try and seek out good news stories rather than potrying only one side of youth culture. Young people actviely promote the good things they do inthe media

writing their own positive articles, focusing on charity and community work

1.More project work in our area eg. litter picking. 2.Applying for funding for a youth centre based project. 3.By doing better at school!

be confident, join clubs, have fun

For young people to get a paper to give them a weekly spot about what they have been doing, by advertising their activities themselves on local radio,

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Get them involved in the reporting

When young people run their own events, taking control of how the media reports events by using media groups run by young people, (Live mag is an example!) sporting achievements, education achievements, own point of view

voluntary work

media looking for positive stories too, better coverage of positive activities, better promotion

School work, community work and achievements in after school activities, dance, tennis, football etc

Youth leaders reporting in local paper about clubs, charities and the young people working there. Promote any youth events run by youth.

Young people must first opt for more positive experiences and services. Articles need to be published about these things, and positive events need a proportional amount of media coverage relative to how often they compare to negative occurrences. It is extremely important for people to see the potential positivity and humanity of young people.

running their own programme on the radio, writing their own newspaper, more support groups run by young people to help young people that are struggling

unbiased reporting, actually acknowledging the work young people do and helping prevent negative behaviour

celebrate their success more often, invite the media to positive events, challenge the stereotypes

Show the many young volunteers across the country; Set up a youth newspaper run by young people for everyone;

Join the New Generation Society - www.newgenerationsociety.com or attend our NGS London launch on 7th October (see Facebook)

Recognising the excellent work people across the UK in St John Ambulance do every day without any expectations of reward.

through our "Young People Doing Good" Project based at STEPS, Weymouth, Dorset

personal profiles. interviews with young carers.

sporting achievements, volunteering commitments. fundraising for local youth projects

young persons groups, young helpers, local events

positive police involvement in projects, surveys on their views from cross-section, breaking barriers

positive community links, achievements, awards

Young people get involved in national events; inform press of local events that show young people positively; young people get involved in contradicting negative press (i.e. write articles or letters that campaign for a more balance and positive representation of young people in the media)

Build relationships with the media, work towards their campaigns and agendas, have the skills to be useful media ambassadors

be part of the broadcasting, eg. write stories for the paper, help with the presenting, contribute to magazines such as children and young people now or 3rd sector.

working hard, charity work, undertaking challenging pursuits

Stop gang / knife crime, generally help people, stay in school and try hard to learn

community activities, sports and drama

community activities, sports and drama

do more young people and community stuff

concentrate on good things

arts and design, debating, general chatshows

do more for community

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do more for community

Volunteer for community projects - produce radio programmes that feature other generations

Prasing at smaller good experiences, Hobbies, Individuals success

Help the communitiey, A more Postive to education,

putting on youth led events, highlighting young role models and their contributions, sending out more media coverage and positivly showing young people and their efforts

better relationships, youth run media, more money for yp

getting involved in youth inclusion groups

Respect one another, Get involved, Recognise they good work

Focus on the positive-highlight "good" kids activities-others will see that THEY get all the attention & ball will start rolling encoraging more young people to behave positively,I hope

changing local services - speaking out on behalf of their communities - encouraging journalists to quote directly

media visiting more clubs, visits to school,duke of edinburgh coverage

Following progress of individuals, promotion of their organised activities, celebration of acheivements

reports from community and youth projects to be summarised in local papers, online.

Newspapers to report more positive story's, young people to campaign against media coverage, young people to become reporters themselves

positive input to communities/schools. celebration of local successes (GCSE's, A-Levels). regular discussion with Different youth to represent views.

send more press releases, get a column in local paper, set up own newsletter

raising young people's awareness that they could get their activities covered in the media.

Awards won by young people, positive school reporting, bravery and courage from young people

"Doing good" scemes

Fair reporting of positive activities and encourage less reporting of non-stories which demonise young people

Activities for young people, positive community events

not become the image the media protray

Keeping out of trouble because some young people give us all a bad name

More yp lead publishing i.e. teen mags, columns etc, FAIR representation in the media which is proportionate, coverage of youth groups

get the media to attend more events. stop stabbing each other

Closer working relationships with media bosses, better coverage of what young people do, try to remove the YOB views from the media