

Analysis of the Southeast Arrow's Content

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Understanding what types of content students are more likely to engage with

My research in this project revolves around the type of content features that lead to a bigger following for the Southeast Arrow. One area that generally receives the most interaction surrounding any news outlet for a college or news station is the sports section, and for the Southeast Arrow that can also hold true. The Southeast Arrow already covers all sports news related to SEMO Athletics; however, my data shows that while they may cover the event not everyone knows that they do. This shows that there are areas that the Arrow can improve upon to become the main source for content surrounding Southeast Missouri State University.

My biggest takeaway from this research is the fact that The Arrow has the ability to continue to grow into being the main source for SEMO entertainment and news, if they continue to progress in their timely, creative, and eye-catching storytelling. It takes hours of preparation and a love for storytelling to produce the content that can draw in the largest number of viewers, but it's that effort that can allow the Arrow to rise to the top. I believe the Arrow should focus on creating more engaging and creative content that will bring more viewers in and in turn, create more engagement for the Southeast Arrow.

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INTRODUCTION:

I am analyzing the content produced by the Southeast Arrow with the amount of awareness people already have with the Arrow. The data collected from these studies will allow one to understand how a viewer looks at the southeast Arrow and the content they produce. It is extremely important to know how the general public views your content. This is because it's a great look into what content is successful, and you should in turn create more of, and what content isn't as successful, and you may want to revise.

The Southeast Arrow is a SEMO student-run news publication for students, staff, and loved ones of Southeast Missouri State University, to look at and be informed of events and news surrounding the campus and more. Their goal is to reach college students and in order to do that you have to find the content that best fits their desired content, which is a broad range of topics, but for this engagement the focus is on SEMO athletics, which brings in an overabundance of interaction.

In order to analyze what SEMO athletic content students want, one of course must ask the student what they want to see. The following survey was almost 97% completed by people in the general college age group of 18–24-year-olds. The findings in this data show which SEMO sporting events are the primary choice for the people responding to the survey, which mean they are the sports the Arrow should be pushing more content towards to receive more engagement and interaction.

Methods Overview

I created two different surveys, both including around 15 questions to ask people about their brand awareness and use of the Southeast Arrow. The two surveys were created in Google forms as instructed, and they were used to bring together all the data on what media people want to see from the Southeast Arrow. This included however much they have viewed the platform, what media they like to see, what media they interact with, and what sports media they interact with, and what they may want to see more of going forward.

- The survey was made available on June 22nd and went until July 20th, 2023.
- The Survey was released to the public through social platforms and made available to college aged students who would like to participate. Now when you look at the release date for this survey, it is in the middle of the summer, many college aged students do not partake in many school functions or forums during that time so the response rate could be hindered by that fact.

The Questions asked in this survey relate to not only emotions the viewer may feel while viewing content produced by the Southeast Arrow, but also what content they prefer if the Arrow missed the mark. This allows for the views to shape and mold what they want to see, while also having the fall back of seeing their opinions and emotions they have towards the already produced content on the Southeast Arrows multiple platforms.

I used Google Forms to create the survey to gather the results, then I used Microsoft excel to tally up all the results to move along the research.

The survey had 20 participants, 66.7% were Male, while 33.3% were female, all the while the most significant stat is that 88.9% of the participants were the age range of the target audience that the Southeast Arrow is pushing towards.

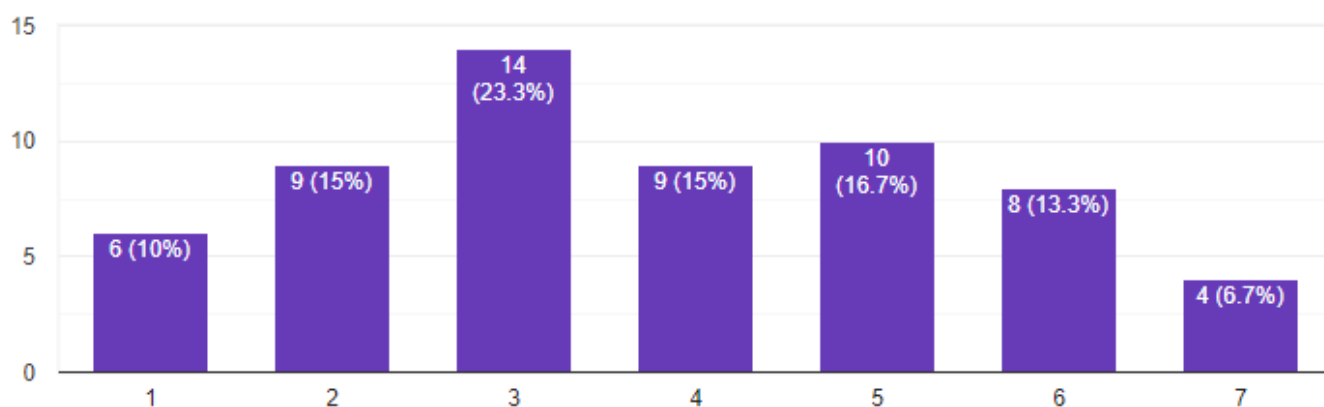
The exposure and knowledge of the Southeast Arrow at SEMO –

This first section of the analysis process allows the reader to have a general observation of the anonymous test subjects preconceived knowledge of the Southeast Arrow. Knowing this information is important throughout the rest of the report as it serves as a precursor, showing how much people actually know of the top of their head about the platform.

How familiar are you with the Southeast Arrow?

 Copy

60 responses



Familiarity

When using a Likert scale, the data you collect is based upon the respondent's agreement level. The agreement level of the respondent in this case can be broken up into three different categories, the 1-3 range (not familiar), 4 (middle of the pack or undecided), and 5-7 (familiar to the Arrow).

60 responses were made to this question, of the 60 responses.

- 48.3% of the responses showed that people were not familiar with the Southeast Arrow, voting in the 1-3 range.
- 15% voted middle of the pack right at the four spots, not leaning either way.

- 36.7% voted in the 5-7 range, showing they are familiar with the platform the Southeast Arrow.

This data gives the viewer a general idea of how college students may view and understand the arrow, as 96.7% of the responses were college aged students responding to the questions (people between the ages of 18-25).

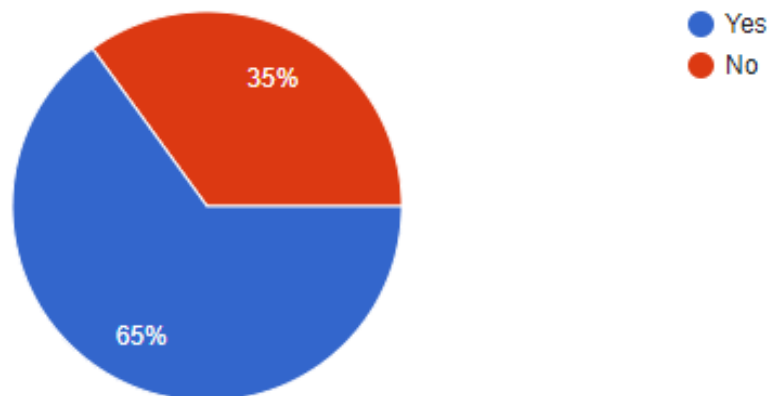
- Because of these results, I would argue that there needs to be more exposure to the Southeast Arrow to bring more students in to view and understand the content produced by the college aged, and student run publication. The program is directed towards students and student life, so bringing in more students should be the number 1 priority.

Following of the Southeast Arrow

While the majority of people in the last Likert scale voted that they were not really familiar with the platform the Arrow the next stat may come as a little bit of a surprise.

Do you follow the Southeast Arrow?

60 responses



So, while the majority of people may not be familiar with the Southeast Arrow, this graph shows that the majority of them do in fact follow the platform on some form of social media. This statistic can lead people to the conclusion of do people just follow the accounts aimlessly or is the content not narrow

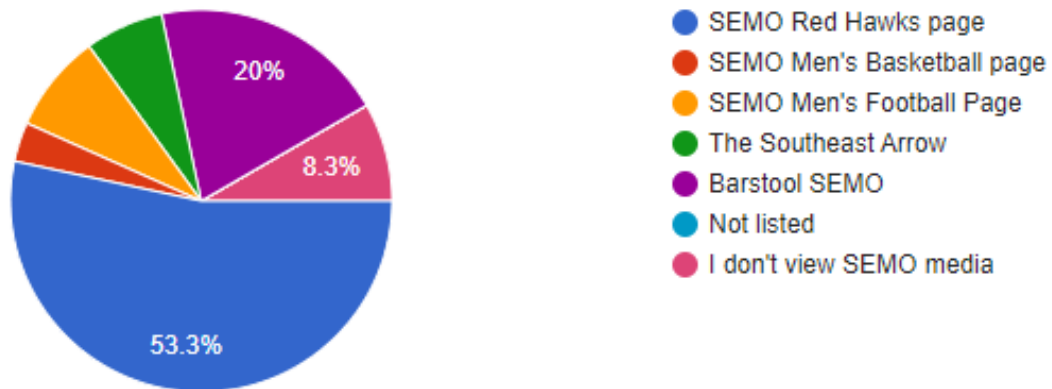
enough to allow people to really understand what they are trying to produce, or of course is the general audience just not seeing the content produced on social media?

Recognizing who students follow

As previously stated, 96.7% of the respondents to this survey are college aged people meaning the results are mainly from students. Because the southeast Arrow is a publication focusing upon students, it is important to understand what platform students think of and look towards when they want quick information about the campus, student life, sporting events, or anything related to SEMO.

Which SEMO media outlet do you see the most content from on social media?

60 responses



This pie chart shows us what people think of when they recall SEMO media platforms, they think of which platform they have seen the most content from and recognize the quickest. As you can see from the results, 53.3% of people best recall the SEMO Red Hawks page. This answer may have an easy advantage as when you originally want to view SEMO media you would likely just look up 'SEMO' or SEMO 'Red Hawks' allowing this page to receive quite a bit of engagement. All the while, of the 60 responses to this question, only 6.7% of people (4 people)

responded saying they see the most content from the Southeast Arrow. Obviously, any publication would like to be much higher on this list as their main goal is to push out content to receive engagement.

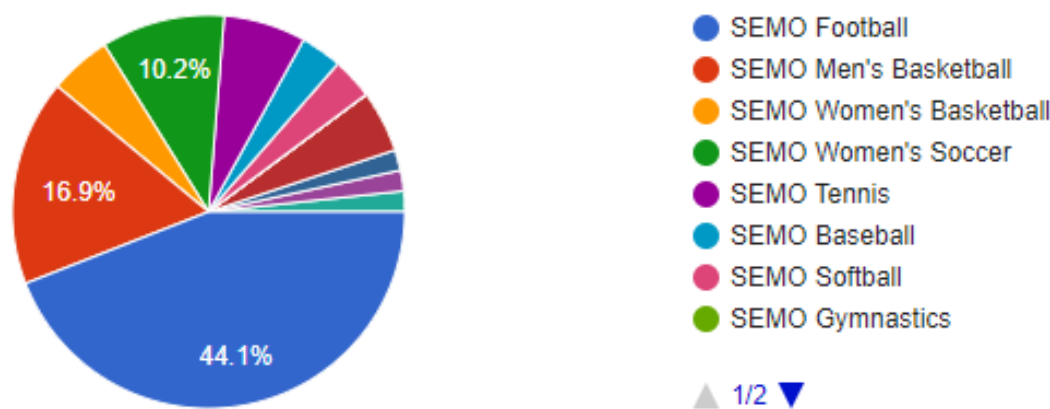
Producing the Content students want to see.

One way many schools and publications get more viewership and engagement is through their sports content. There is and always has been an overabundance of money and engagement to be made in the sports industry, and there always has been. In fact, whenever SEMO made the March Madness First Four game back in March, the Southeast Arrow article on the opponent we would be facing was the most viewed article in a 24 hour time period for a long time for the Arrow. Because of the amount of content that can be made for sports it is easy to

estimate that a school publication should be creating content surrounding its school’s sports teams. Below are two charts that help viewers see which sports teams on campus students follow the most, and which they see the most content from.

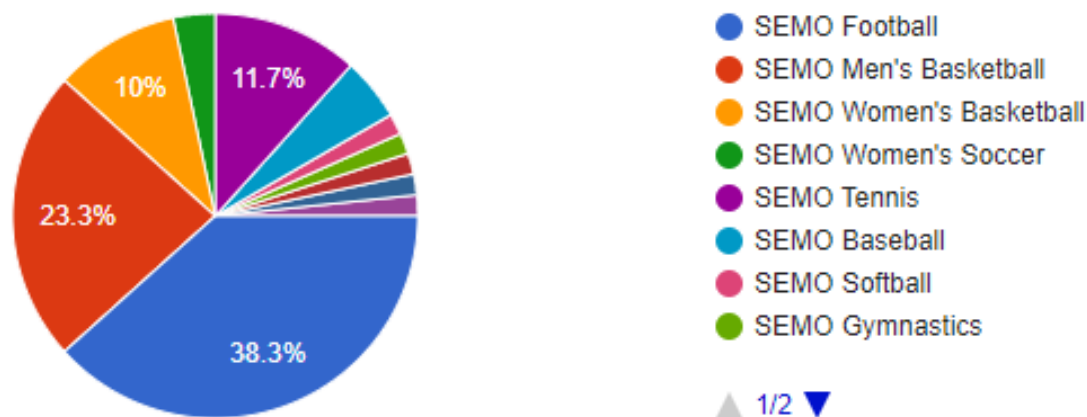
Which SEMO athletic team do you follow the most?

59 responses



Which SEMO athletic team do you see the most content from?

60 responses



These results can truly tell a story for the individual trying to figure out where to spend the most time creating and pushing content towards. Publications want to create content that is going to be interesting and engaging for the viewer, they want interactions, headlines, and hot topics to follow and release for their viewing audience. Lucky enough for people working at the Southeast Arrow they are following some very successful teams from SEMO as they have multiple OVC Champion teams.

Winning brings in even more content, and seeing which teams' people already follow can help show people where they can create more content for the majority to engage with. On top of that, it can also show where they may need to create more content to build more stores upon, to later bring in more viewers to showcase other sports.

These graphs show that-

- 44.1% of people follow SEMO football the most over any other sport, the other graph shows that 38.3% of people see the most SEMO sports content for the football team as well.
- 16.9% of people reported that they follow the SEMO Basketball team over the other sports. The following graph showed that 23.3% of people recall seeing the most content from the SEMO Basketball team.

These numbers show the viewers which two sports run away with the highest viewing numbers which tells the content creators which sports they may want to put the most attention towards creating content for.

Analysis Conclusion –

After analyzing the students understanding of the content produced by the Southeast Arrow it's evident that there are areas that the platforms can change and grow to draw in more viewers and engagement, not to 'please' everyone, but to have the most diverse range of content to please the widest range of students that it can.

In conclusion, the Arrow has plenty of engagement waiting for them with sports content, one can already go and look at their previous sports content and see just how much engagement is already there. Because of this the Southeast Arrow should look to continue creating the most accurate, eye-catching, and engaging sports content they can in order to draw in more engagement and compete with other SEMO social media sites to become the best destination for SEMO media and sports media.

RESEARCHER

INFORMATION

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Google Forms –

Google forms is a platform that allows the user to create any survey form they would like with complete customizability for their liking. It is completely user-friendly with up to the minute live updates of the results to the survey. It gives you the pie charts and graphs to the results and allows you to create a variety of different questions. It is also usable on all devices and platforms through google.