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ONLINE QUIZZES INCREASE INTEREST IN POLITICAL NEWS

With the ever-increasing popularity of online quizzes, the Center for Media Engagement (CME) recently conducted a study that sought to understand whether online quizzes about politics could spark people's interest in the news and politics and increase their intentions to become politically engaged.

Five hundred and eighty-five U.S. adults participated in CME's online experiment consisting of four different quizzes created using the free open-access quiz tool available on the Center for Media Engagement's website. Two of the quizzes were centered around politics and asked nonpartisan political knowledge questions such as, "What are the first 10 amendments to the Constitution called?" The other two quizzes were focused on celebrities and pop culture with questions such as, "What is the name of Prince Harry and Kate Middleton's second child?"

Each participant was randomly assigned to take one of the four quizzes. Each quiz was made up of eight multiple choice questions with three possible answers.

After completing their randomly assigned quiz, the participants were asked a series of questions about how politically knowledgeable they felt, their interest in politics, their interest in political news and likelihood to read political news, and their intentions to participate politically both online and offline by doing things such as attending a rally or following a politician on social media.

The results of the study show that in comparison to those who completed a celebrity quiz, those who completed a political quiz reported:

- Feeling more knowledgeable about politics
- Having more interest in political news

These findings suggest that news organizations should consider implementing quizzes about politics on their websites. "This is good news for news organizations," said Dr. Gina Masullo Chen, assistant director of the Center for Media Engagement. "Quizzes are fun for the audience, and the fact that they may actually do some good makes them even better."

This study also demonstrates that interactivity, like that created by quizzes, can encourage people to engage with content in ways they would not have the ability to do so with static content.

About the Center for Media Engagement

The Center for Media Engagement envisions a vibrant American news media that more effectively empowers the public to understand, appreciate, and participate in the democratic exchange of ideas. Learn more at mediaengagement.org