



Do Your Own Research: The 2021 Capitol Riots

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Content Mission Statement

“... [W]e plan on creating an online interactive timeline and map...”

“... [T]o bring awareness to January 6th...”

“... [T]o increase the literacy of January 6th for people...”

“... [P]otential mistrust, confusion, and unawareness that our audience may have.”

“... [F]or people that are untrustworthy or wary of institutional media...”

“... [A]ppeals to our audience’s practice of ‘doing your own research’ and consuming amateur media.”

“Do Your Own Research: The 2021 Capitol Riots is a repository of information where young, politically engaged voters can compare and contrast primary and diverse, secondary accounts to make their own conclusions about what happened on January 6th, 2021.”

Secondary Research Findings

F1: Low Trust in Mainstream Sources of Political Media, Within Partisan Divides

F2: Reliance on Social Media for News, Within Bubbles

F3: Views on January 6th Differ, Reflecting Political Fragmentation and Polarization

Knowledge Gaps : How do prospective users seek, validate, share, or verify political media? How exactly do they describe the events of January 6th, 2021?

Survey Analysis Findings

16-item survey completed by 32 respondents...

**T1: Strong Preferences
for Timeline of Events,
With Primary Sources**

**T5: Strong Interests in
Causal Factors,
Participants' Motivations,
and Legal Proceedings**

**T2: Characterized
January 6th as a Riot
Performed by
Right-Wing Extremists**

**T3: Strong Divisions
Between Just-the-Facts
and Analytical
Presentation**

**T4: Multiple Strategies and
Heuristics to Evaluate and
Verify Political Media**

Survey Analysis Decisions

D1: Prioritize key facts with minimal interpretation.

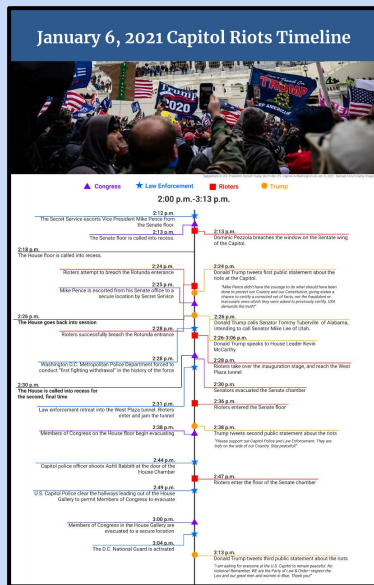
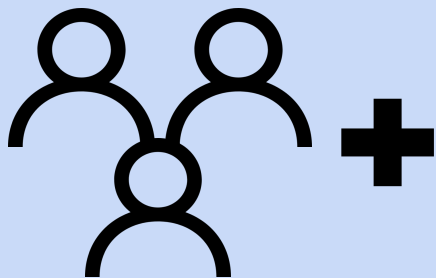
D2: Present key facts on a vertical timeline annotated with media and sources.

D4: Describe the events of January 6th as only a *riot* perpetuated by *conservative* or *Republican extremists*.

D3: Emphasize events and resources relating to:

- Potential instigators, motivates, causes;
- Security forces' response and behavior;
- And legal and constitutional proceedings.

Message Testing Findings



T1: Appreciation of Just-the-Facts, Timeline-Based Approach

T2: Perception as Tool for Civil, Political Discourse

T3: Supporting of Learning and Information-Seeking Behaviors

T4: Reaffirmation of Planned Content Emphasis