



EVERYTHING YOU
NEED TO KNOW
ABOUT

GRAD SEASON

2016 - 2018

ditto



GRAD SEASON IN THE MEDIA

Our Approach



Selected 15 key outlets to examine based on readership, prestige, and a variety of target audiences



Reviewed top grad season content from each outlet, as determined by Google's algorithms, to understand themes



Looked at articles posted between March 1 - July 31 in 2016, 2017, and 2018

FEATURING

Fortune Inc Bloomberg

CNBC USA Today

The Wall Street Journal Entrepreneur

Associated Press

Business Insider

BuzzFeed

Fast Company

Refinery29

The New York Times

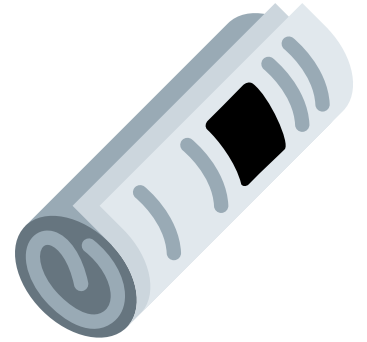
Forbes

mashable

CNBC - 70
Forbes - 66
Inc - 56
New York Times - 51

USA Today - 42
Business Insider - 42
Entrepreneur - 38
Fortune - 37
Refinery29 - 34
Fast Company - 33

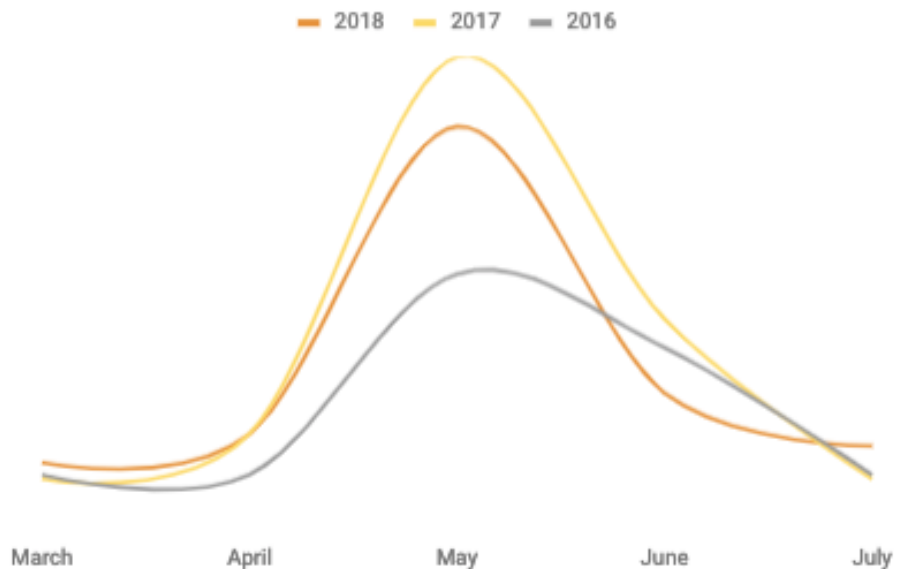
Top Articles Per Outlet



Associated Press - 24
WSJ - 24
Mashable - 24
Bloomberg - 21
BuzzFeed - 17

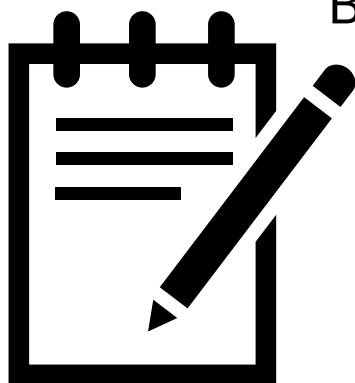
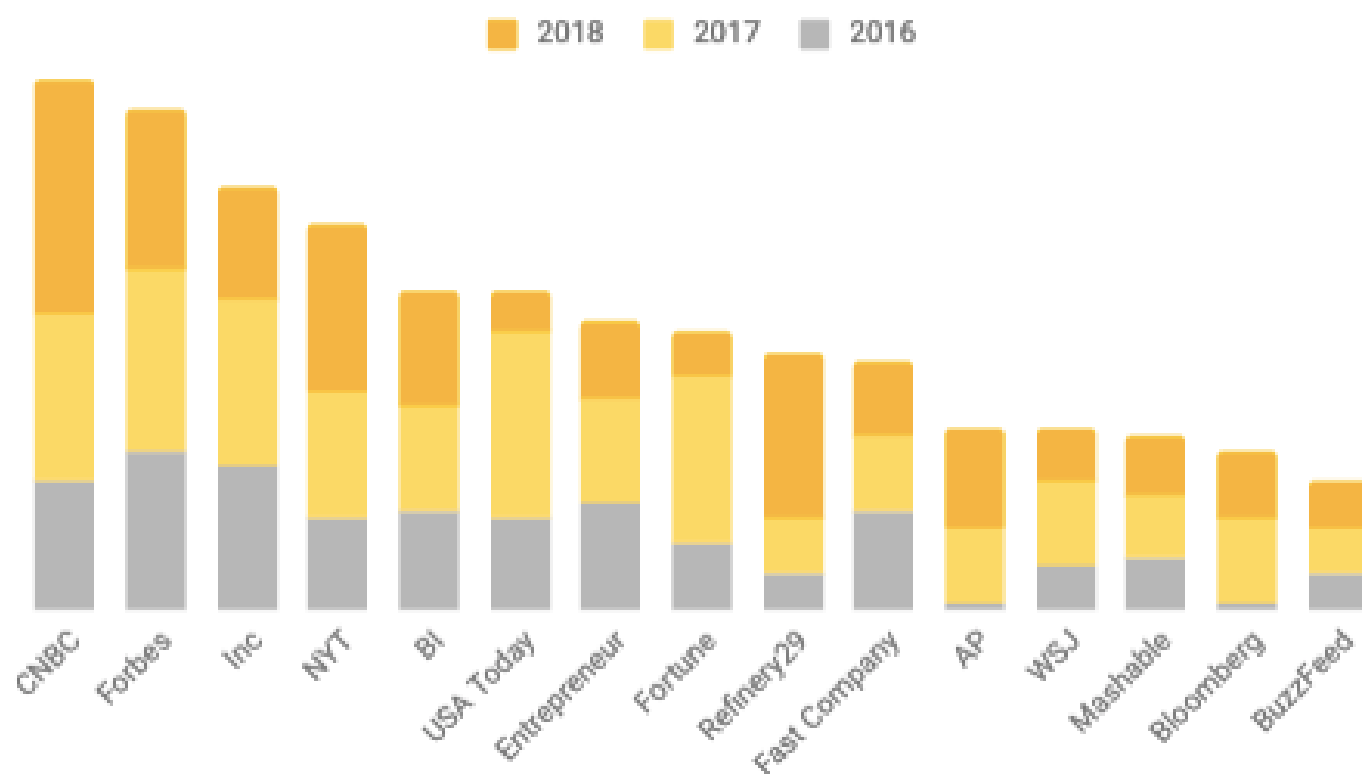
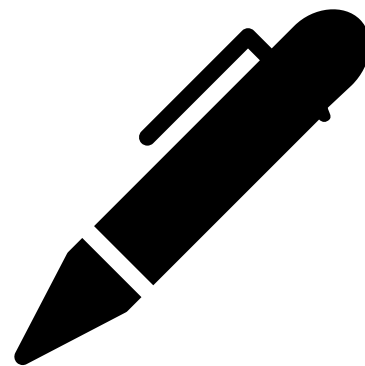
Grad Season Coverage Peaks

in
May



More high-profile stories ran in 2017, especially in **Fortune** and **USA Today**.

Many top stories from **Mashable** and **BuzzFeed** were non-substantive and not included



But the total number of grad season articles has **increased each year since 2016**

In particular, coverage in **Bloomberg, AP,** and **Refinery29** dramatically **increased**

MOST PROLIFIC WRITERS



10* Lydia Dishman,
Fast Company

09 Jessica Dickler,
CNBC

08 Judith Ohikuare,
Refinery29

07 Áine Cain,
Business Insider

05 Marguerite Ward,
CNBC

05 Frances Bridges,
Forbes

* 1 written for Fortune in 2016

TOP THEMES

Career / Advice

Commencement Speeches / Grad Ceremonies

Human Interest

Student Loans / Financial Aid / Cost

Social Issues / Graduation Gap

ONGOING TRENDS



Most Frequently Cited

- Professors and university officials
- Students and recent grads
- Execs from companies connected to finance or student loans
- industry research

For a gift guide deep dive, check out our blog! - Ditto

Most coverage runs **neutral**



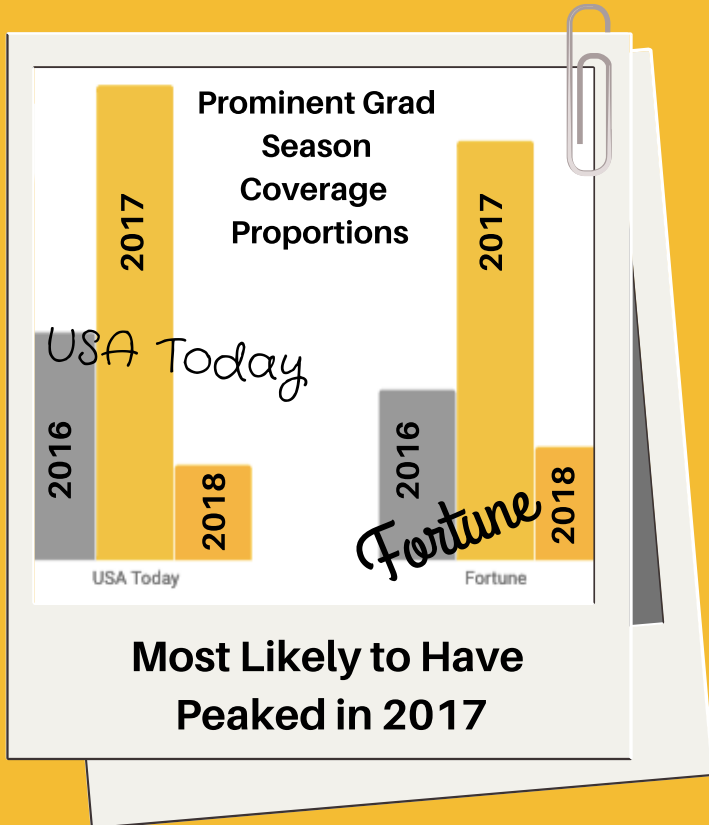
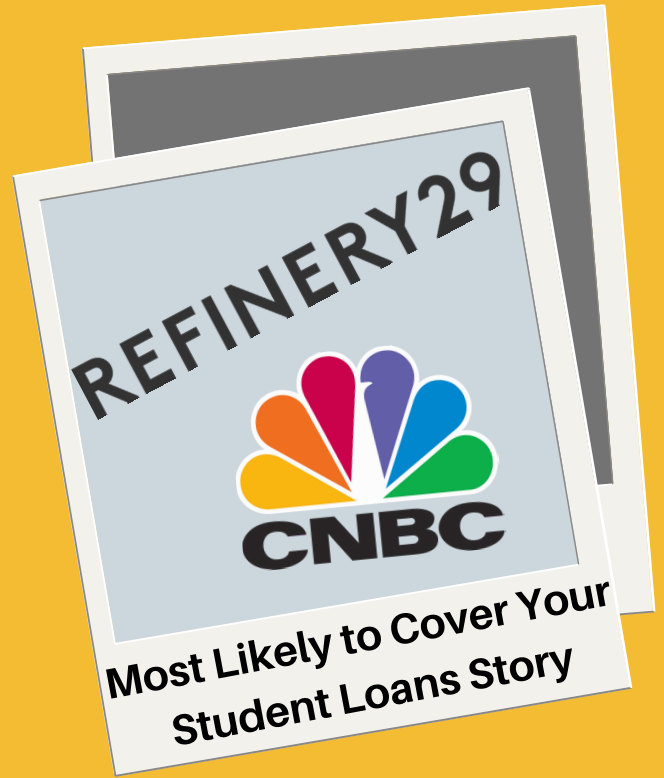
Most pieces are aimed at **new grads**

Grad gift guides ran in multiple publications



SUPERLATIVES

Least substantive stories



Most Likely to Do Their Research

The New York Times

The New York Times consistently included more sources than other outlets

CLASS OF 2016

3/1/16 - 7/31/16

Less **high-profile** graduation content

Lowest volume overall

Lowest proportion of **positive** topics

More stories about **retirement** ran in 2016



Lydia Dishman:
#1 author of
2016



A **higher proportion** of top content focused on **career advice**

Several articles noted new grads were **underprepared**

Thanks Lydia! - Fast Company

CLASS OF 2017

3/1/17 - 7/31/17



2017 had the **highest number** of high-profile articles within our sample

COMMENCEMENT SPEECHES

In 2017, there was more top content about **commencement speeches** due to a number of **high-profile and controversial speakers** such as:



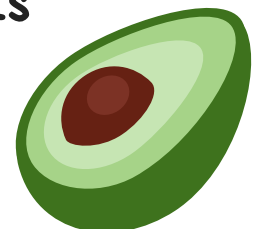
Betsy DeVos
Hillary Clinton
Joe Biden
Justice John Roberts
Mark Zuckerberg
Mike Pence
Oprah
Tim Cook



Several publications ran stories about **bad career advice** given to new grads

And pieces discussing **parents' student loan responsibilities**

What happened to the human interest stories?? I wasn't even in these!
- Millennials



CLASS OF 2018

3/1/18 - 7/31/18

Refinery29 ran two series of **human interest** features in 2018:

Great Recession Grads

2008 grads reflected on the differing landscape in 2018

Class of '29

Spotlights on recent grads

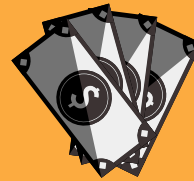
RISING THEMES



Human Interest



Social Issues



Post-Grad Compensation



Cost of College

These topics became more prevalent within top content since 2016

Several articles noted the **favorable economic landscape** 2018 grads were entering



Will grad season content continue to rise in 2019?

see you next year!
- Ditto