# Article information:

Radio: The resilient medium in today’s increasingly diverse multiplatform media environment - Guy Starkey, 2017  
<https://journals.sagepub.com/doi/full/10.1177/1354856516673354>

# Article summary:

1. Radio has demonstrated remarkable resilience in response to competition and is adapting to the developing environment.

2. The portability of radio played a large part in its continued popularity, allowing for individual control and fragmentation of the traditional family unit.

3. Radio's essential characteristics suggest it may remain a more resilient medium than predicted, with its ability to dominate electronic media consumption throughout the day.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article "Radio: The resilient medium in today’s increasingly diverse multiplatform media environment" by Guy Starkey provides a historical overview of radio and its resilience as a medium. While the article presents some interesting insights, it also has some potential biases and missing points of consideration.

One-sided reporting is evident in the article's focus on the resilience of radio without exploring any counterarguments or potential risks. For example, while the article mentions that radio has adapted to new sources of competition in the past, it does not consider how radio may adapt to current and future competition from digital platforms. Additionally, the article does not explore any potential risks or challenges that radio may face in the future.

The article also has some unsupported claims, such as when it suggests that radio may be more resilient than receiving devices like radios. This claim is not backed up with evidence or analysis and seems to be based on speculation rather than research.

Missing evidence for claims made is another issue with this article. For example, while the author suggests that radio's portability played a large part in its continued popularity, there is no evidence presented to support this claim. Similarly, while the author suggests that fragmentation of traditional family units contributed to radio's popularity among individuals, there is no evidence presented to support this claim either.

Promotional content is also present in this article, particularly when discussing the history of broadcasting in Britain and the establishment of the BBC. While this information may be relevant to understanding radio's resilience as a medium, it seems unnecessary to provide such a detailed history unless it serves a promotional purpose.

Overall, while this article provides some interesting insights into radio's resilience as a medium, it also has some potential biases and missing points of consideration. A more balanced approach would have explored both sides of the argument and provided more evidence for claims made.

# Topics for further research:

* Potential risks and challenges for radio in the digital age
* Radio's competition with streaming services and podcasts
* The impact of changing listener habits on radio's resilience
* The role of advertising and revenue in radio's resilience
* The future of radio in a multiplatform media environment
* The relationship between radio and social media in modern broadcasting

# Report location:

<https://www.fullpicture.app/item/b72adcdeff3aed7c6ae51d7af5180302>