



Sociology of Online News

Prof. Lars Willnat
Indiana University

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Current Trends in Media

- Decline in newspaper readership & ad revenue
- TV networks suffer due to streaming (Netflix)
- Breakup of cable TV subscription model
- Growth in digital advertising
- More news via smartphones & social media
- **But also: Proliferation of new media channels**

2

Instagram News



3

“Short-Style” Journalism: Vine & Snapchat



Vine

Explore a world of beautiful, looping videos.



4

But, these new media might
disrupt established media
products....

THE HUFFINGTON POST

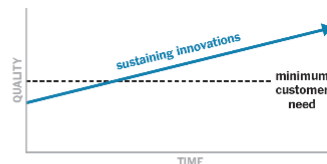
The New York Times

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Impact of Disruptors

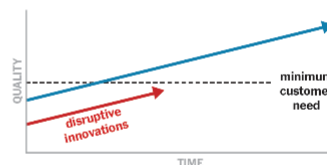
1. Incumbents treat innovation as a series of incremental improvements. They focus on improving the quality of their premium products to sustain their current business model.

For *The Times*, a sustaining innovation might be "Snowfall."



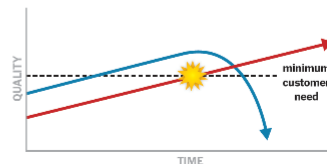
2. Disruptors introduce new products that, at first, do not seem like a threat. Their products are cheaper, with poor quality — to begin with.

For *BuzzFeed*, a disruptive innovation might be social media distribution.



3. Over time, **disruptors** improve their product, usually by adapting a new technology. The **flash-point** comes when their products become "good enough" for most customers.

They are now poised to grow by taking market share from **incumbents**.



Source: NYT Innovation Report 2014

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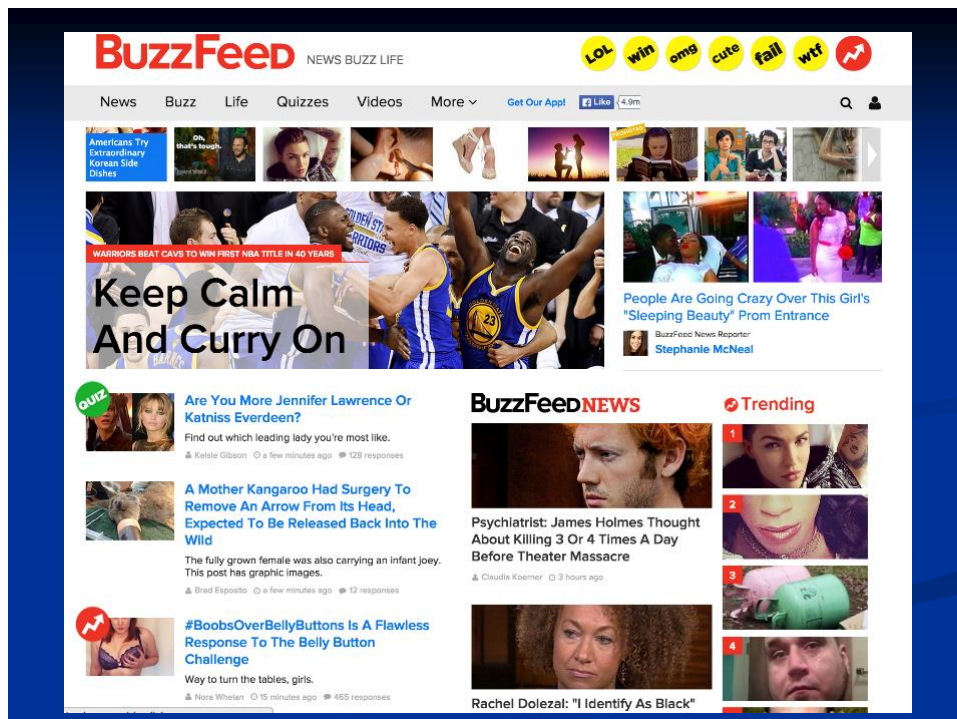
Hallmarks of Disruptors

- Introduced as “outsider”
- Less expensive than existing products
- Targeting underserved or new markets
- Initially inferior to existing products
- Advanced by an enabling technology



Source: NYT Innovation Report 2014

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YAHOO! JAPAN ニュース IDでもっと便利に新規取得 ログイン

キーワードを入力 _____ ニュース ▼ 🔍 +

ユーザページ 購読一覧 ⚙️

トップ 速報 写真 映像 雑誌 個人 意識調査 ランキング

主要 国内 国際 経済 エンタメ スポーツ IT・科学 ライフ 地域

もっと見る

アーカイブ

- 安保法案遅れ 自民異例の迷走
- 車内に女性遺体 知人の男逮捕
- MERS抗体 グチャウ卵で精製
- 男性はね死亡、市議を逮捕
- 大人も驚き ウェアラブル玩具
- 松坂獲得 王氏「強行」の真相
- 退社の栞田アナ 忘れないでね
- グラドルで活躍 有村純穂の姉

行書委員 6月28日 新田文雄外相の辞任に野党が反発して連立。そのまま解散

れ会平 6月 3日 旧田頭一委員長の後継による開会に野党が反発。決断

の和 8日 民主党議員のヤリに情勢の荒びに反発。審議見送り

が會全 12日 厚生労働委員会の選出に賛意。共産党が反発。その後の選挙

たて法 17日 厚労、農林水産両委員会の選出に野党が反発。審議見送り

常正制 特別

安保法案遅れ 自民異例の迷走

おすすめの記事 テーマ

ログインするとフォロー中の記事がみられます。

原監督命名「リ・スタート打線」スタメンも公表

日刊スポーツ - 1時間前

教会乱射で白人容疑者逮捕、別の教会で犠牲者追悼集会

TBS系（JNN） - 54分前

アクセスランキング

- 松坂獲得の責任問題 王会長「強行説」の真相 東スポWeb 6月19日(金)6時28分
- 栞田絵理奈アナが退社報告「毎日の思い出が宝物」 日刊スポーツ 6月19日(金)1時35分
- トヨタの「顔」、逮捕に衝撃 時事通信 6月19日(金)6時0分

1. Production of Online News

Impact of Online News on Journalists

- Demise of gate-keeping role (identity crisis)
- Demands for (new) multi-platform media skills
- Pressures due to increased speed of news
- Need to “co-opt” blogging approach
- Need to cater to niche audiences
- Click-driven journalism
- Need to create “audience engagement”

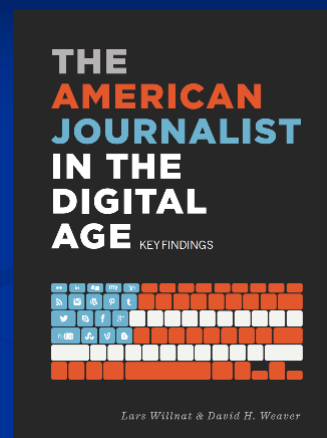
11

THE AMERICAN JOURNALIST

Representative survey of 1,080
U.S. journalists interviewed in
late 2013.

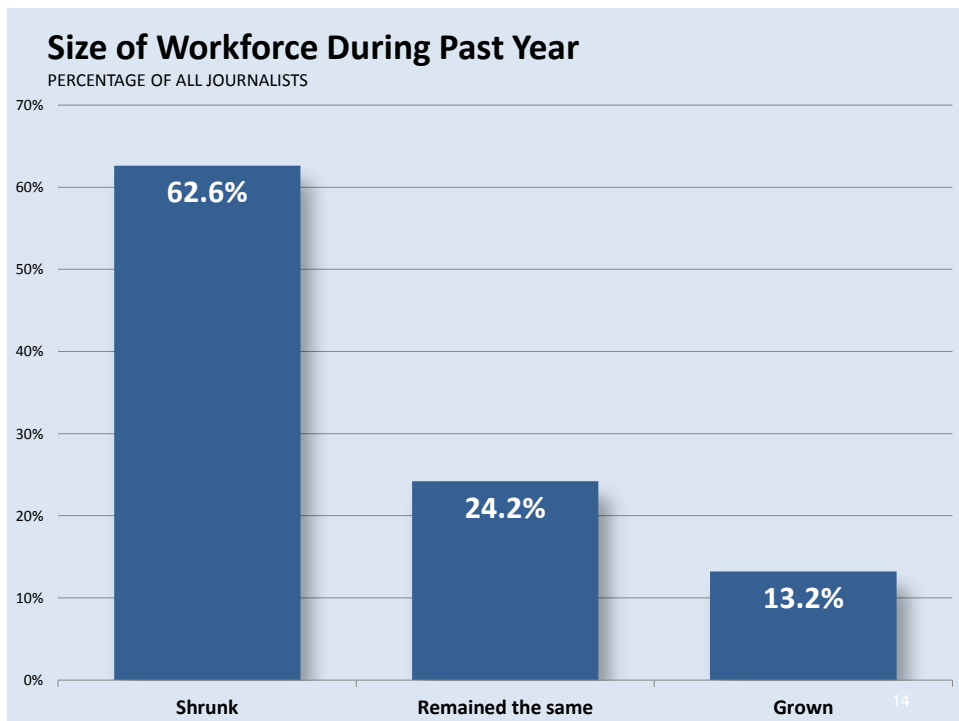
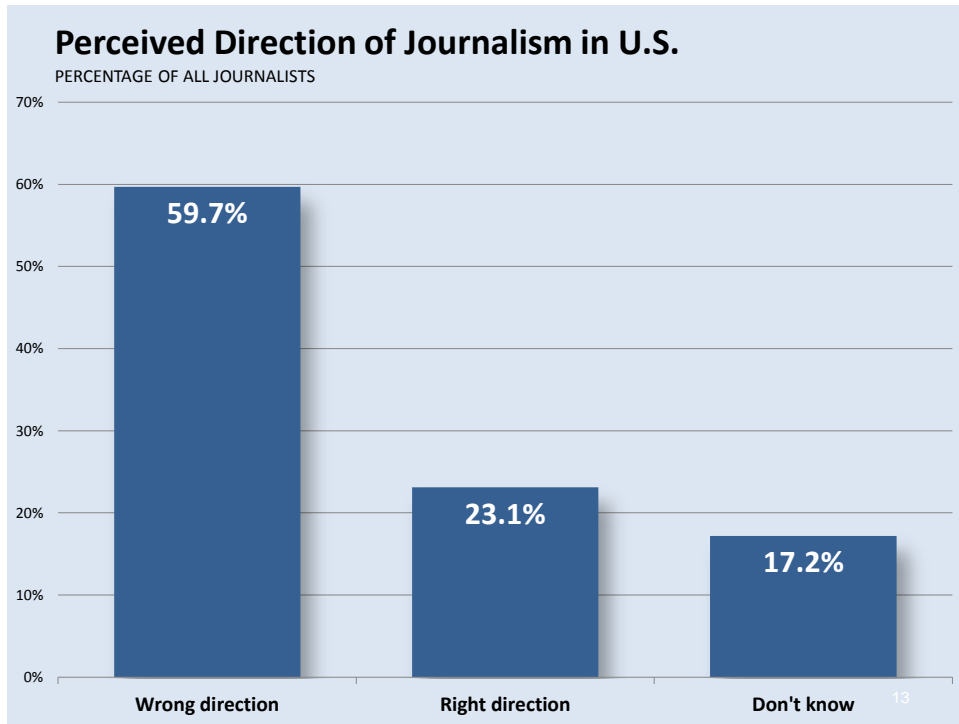
“Journalist Census” conducted
every 10 years at Indiana
University since 1982.

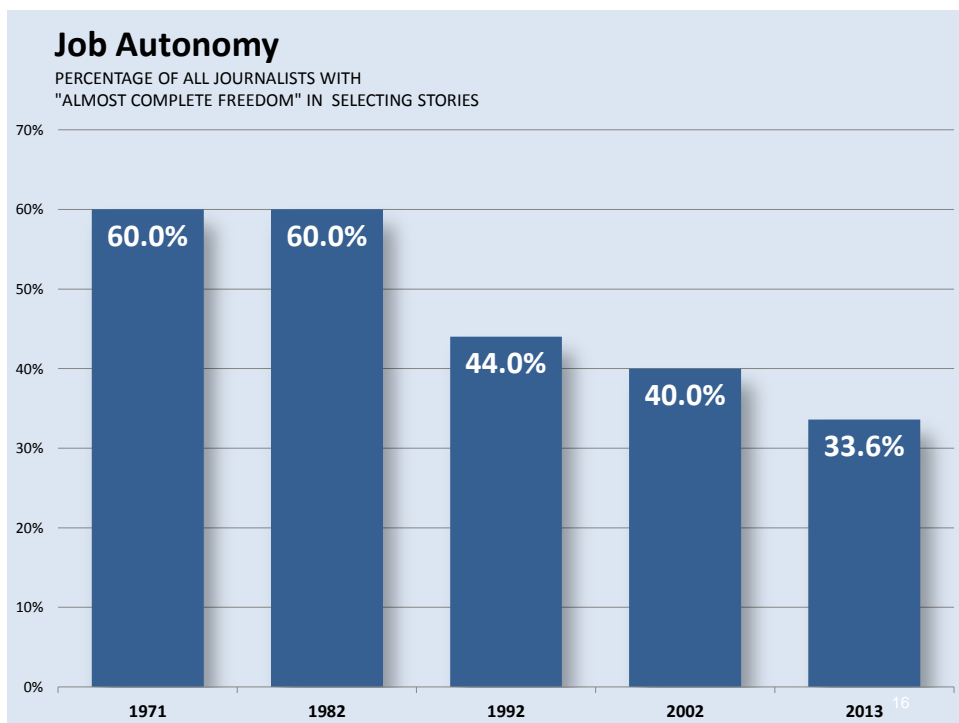
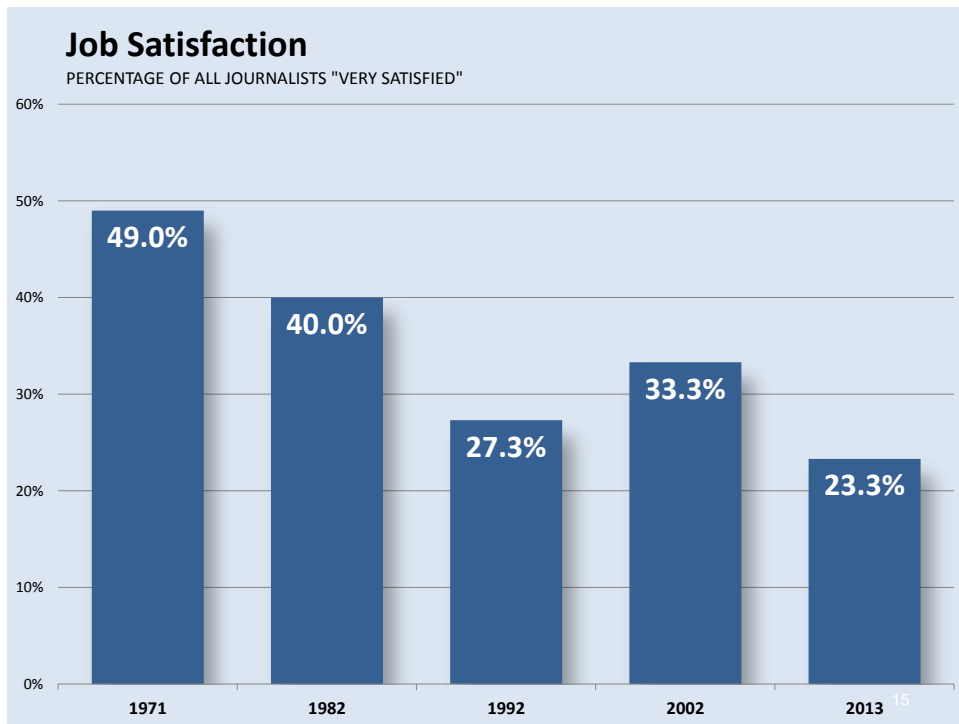
Analysis of journalists’
demographics, role
perceptions & attitudes
toward journalism practice.

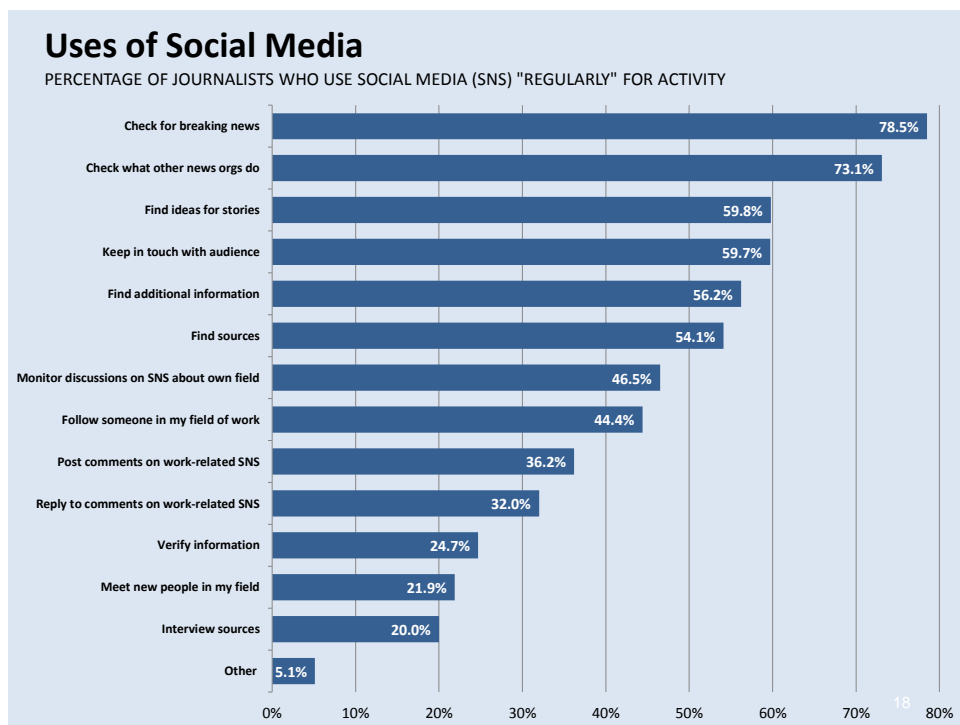
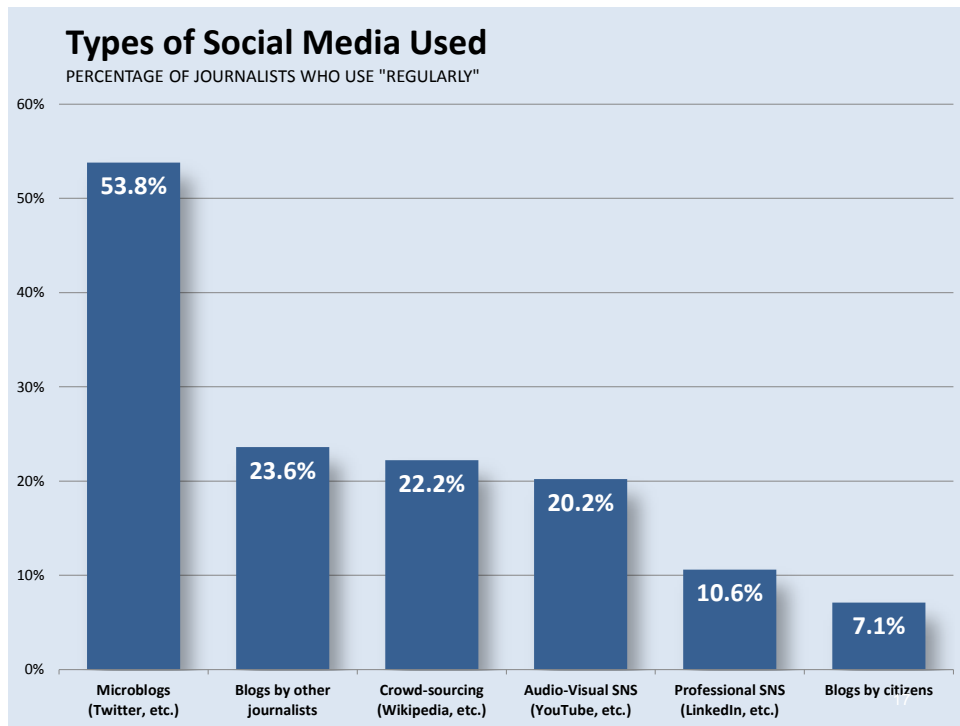


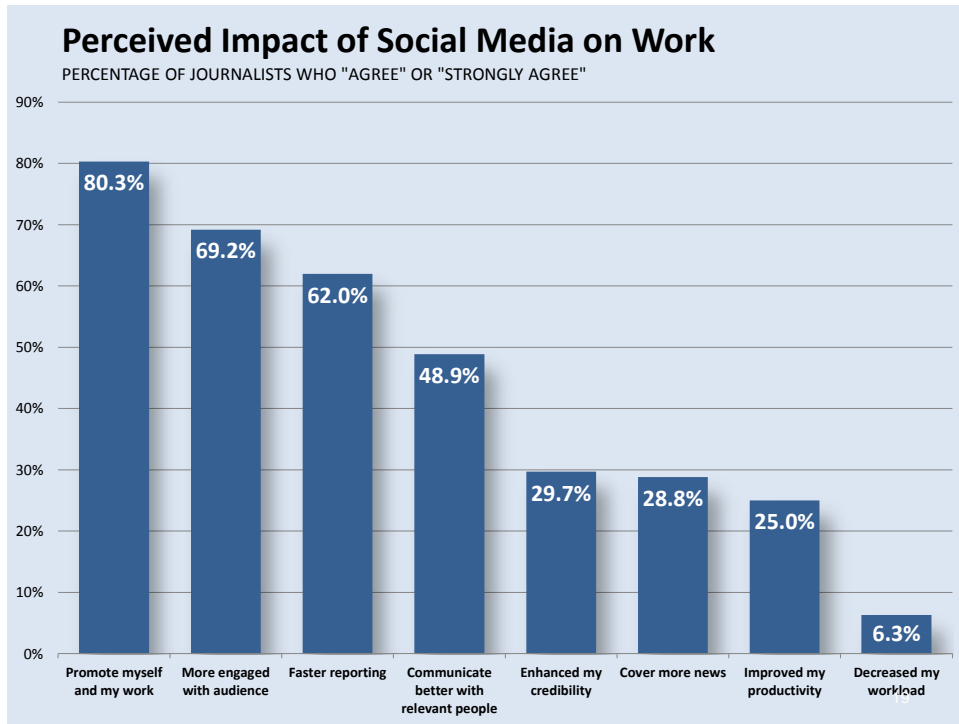
Peter Lang, in progress

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How Do Media Adjust to the Internet?

A Quick Look at *The New York Times*

NYT New Media Strategy

What Are We Trying to Do?

OUR GOAL

There are many good ideas for innovation in the newsroom, but we focused on those that will help us find more readers for more of our journalism.

THE CURRENT NEWSROOM APPROACH

The main newsroom strategy for attracting more readers is to produce excellent journalism.

OUR FOCUS

In this report, we explored additional ideas to attract new readers and deepen our connection with loyal subscribers.



QUALITY JOURNALISM



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NYT on Facebook & Twitter

Facebook Profile:






- Page Name: The New York Times Opinion
- Category: News/Media Website
- Likes: 144,844
- Post: "Today's campus activism - what's going on after the shooting?"

Twitter Profile:

- Username: @nytopinion
- Followers: 41.7K
- Tweets: 1,422
- Following: 167K
- Media: 3,461
- Website: nytimes.com/opinion
- Joined: October 2009
- Recent Tweet: "NYT Opinion interviewed @BenGreenhouse..."

NYT Most Emailed & Watching


MOST EMAILED
MOST VIEWED
RECOMMENDED FOR YOU


- Caitlyn Jenner, Formerly Bruce, Introduces Herself in Vanity Fair

- Medicine's Hidden Roots in an Ancient Manuscript

- Paris Bridge's Love Locks Are Taken Down

- OPINION
Guess Who Doesn't Fit In at Work

- CULTURAL STUDIES
Let's Celebrate the Art of Clutter


Watching

13m
A man who was under surveillance in Boston by an FBI counterterrorism unit was shot dead by officers after he "came at" them with a large knife, the police chief said.
The Boston Herald »

26m
Delays in medical care and poor conditions in Baltimore's detention center have led to suffering and deaths among the inmates, the A.C.L.U. said in a motion. Article to come.
The New York Times

40m

Jess Bidgood
@jessbidgood
Follow
Dias Kadyrbayev, friend of #Tsarnaev, sentenced to 6 years in prison for role in hindering marathon bombing investigation.
The Times reporter is covering the trial related to the 2013 Boston Marathon bombing, via Twitter. Dzhokhar Tsarnaev was condemned to death last month for his role in the bombing. »


42m

Four out of five teenagers turn to the internet for health information, but they do not always put much stock in what they find, according to a national survey.
The New York Times

NYT Recommendations & Email Briefs

Log in to discover more articles based on what you've read.

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REGISTER NOW

[What's This?](#) | [Don't Show](#)



Morning Briefing

What you need to know to start your day, delivered to your inbox. Monday through Friday.
[See sample.](#)

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NYT Mobile Website & App

NYTimes Mobile Website

Access the World's Finest Journalism
Wherever You Go

Go Now



Experience The New York Times optimized for your smartphone.

Read your favorite sections of The New York Times on your mobile device. Now optimized for hundreds of smartphone devices, operating systems and browsers, including Safari on iPhone and Chrome on Android. Easy navigation, mobile-friendly high-resolution graphics and touch-friendly, swipeable experience. Users can access 10 free articles per month from any section on the mobile website.

The NYT Now app for iPhone®

Now the news keeps up with you.



NYT Now features editors' selections of the day's top stories, summarized and updated to keep you current on the news you need to know.

- Top stories from the New York Times, hand selected by our editors
- Article summaries to get you caught up quickly on need-to-know items
- A daily morning briefing, offering a look at the news day ahead
- Our Picks, a curated stream of the best stories from other sources

The app is free to download. All users can access up to 10 Times articles per month for free. Subscribers get unlimited access to the NYT Now App and access to NYT Now stories on NYTimes.com with a subscription.

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The NYTimes app for iPhone® & iPod touch®

Faster. Smarter. Simpler. Better.



Experience The Times's award-winning journalism, elegantly designed with enhanced imagery and multimedia, clean design and streamlined navigation.

Features of this app include:

- **Multimedia** — view videos and slide shows within articles and in the Videos and Photos sections
- **Save** articles to revisit later from any device, and add your favorite blogs to your section list so that they are always updated and easily accessible
- **Share** articles, photos and videos through Facebook, Twitter, email, SMS and AirDrop
- **Breaking news notifications** — enable alerts about major developing

The NYTimes app for iPad®

Faster. Smarter. Simpler. Better.



Experience The Times's award-winning journalism, elegantly designed with enhanced imagery and multimedia, unique section home and streamlined navigation.

Features of this app include:

- **Multimedia** — view videos and slide shows within articles and in the Videos and Photos sections
- **Save** articles to revisit later from any device, and add your favorite blogs to your section list so that they are always updated and easily accessible
- **Share** articles, photos and videos through Facebook, Twitter, email, SMS and AirDrop
- **Breaking news notifications** — enable alerts about major developing stories, including custom notifications for Business, TV, Local, Sports

In Short:

- Legacy media struggle to adjust to the new online media environment
- Main goal is to increase online readership

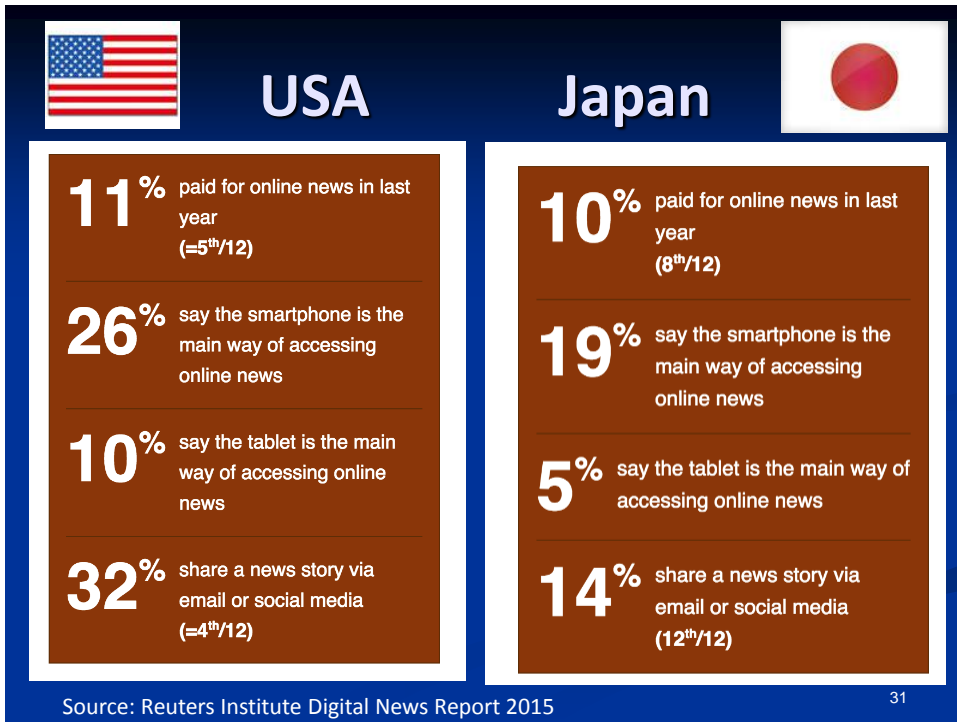
Strategy:

- Target mobile media & social media users
- More audience engagement with news
- Better packaging of content

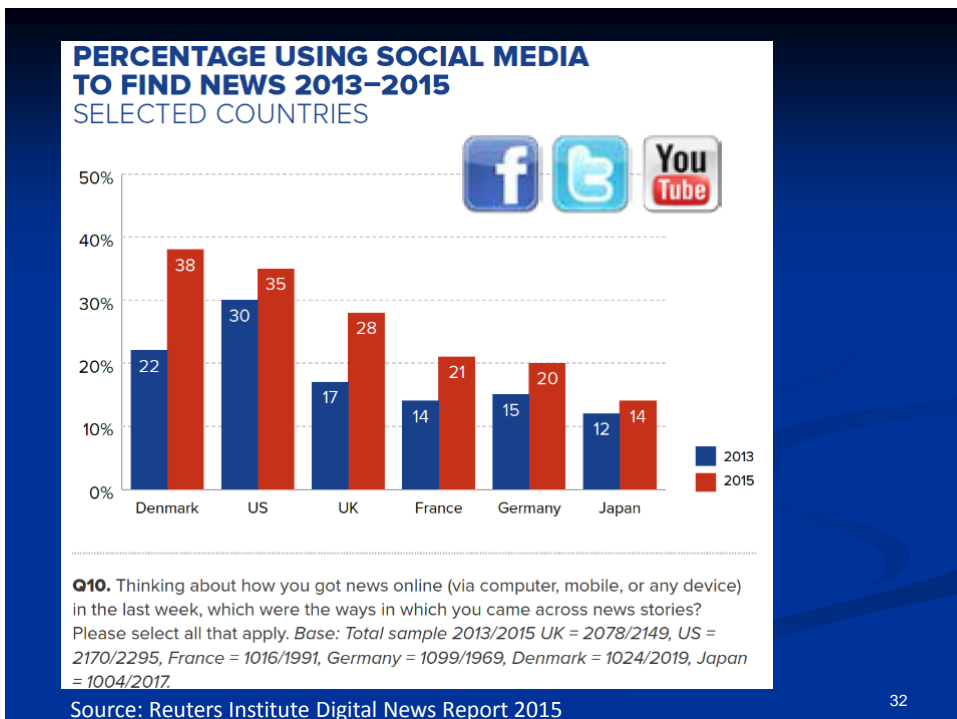
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2. Consumption on Online News

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Online Traffic to News Sites

Starting points for news – all countries

	UK	US	France	Germany	Ireland	Denmark	Finland	Italy	Spain	Japan	Urban Brazil	Australia
Direct to news brand	52%	36%	27%	26%	44%	54%	63%	20%	36%	15%	46%	33%
Search	32%	40%	40%	45%	46%	29%	26%	66%	54%	54%	52%	49%
Social Media	28%	35%	21%	20%	36%	38%	28%	33%	35%	14%	48%	41%
Email	10%	25%	21%	15%	9%	24%	9%	17%	14%	15%	23%	20%
Mobile notifications and alerts	10%	13%	14%	9%	9%	9%	7%	7%	8%	7%	11%	9%

Q10. Thinking about how you got news online (via computer, mobile, or any device) in the last week, which were the ways in which you came across news stories? Please select all that apply.

Base: Total sample in each country.

Source: Reuters Institute Digital News Report 2015

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Who Are Online News Consumers?

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Twitter & Facebook News Consumers

- * higher income
- * younger
- * fewer minorities

Facebook

- * more women

Twitter

- * more educated

Profile of the Twitter News Consumer

% of Each Population

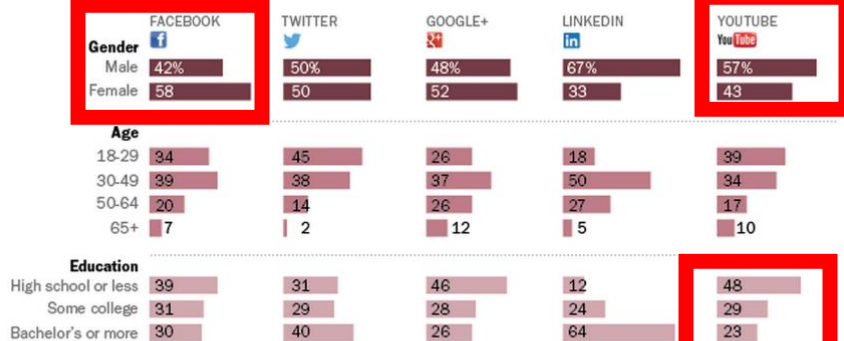
	Twitter News Consumers %	Facebook News Consumers %	Total Population %
Get news at least sometimes from a...			
Mobile device	85	64	40
Desktop or laptop computer	87	82	65
Male	50	42	48
Female	50	58	52
<\$30,000	17	22	24
\$30,000-\$74,999	35	37	37
>\$75,000	48	41	39
18-29	45	34	21
30-49	38	39	33
50-64	14	20	29
65+	2	7	18
High school graduate or less	31	39	42
Some college	29	31	29
Bachelor's or more	40	30	29
White, Non-Hispanic	57	63	67
Non-White	43	37	33
	N=359	N=1,429	N=5,173

Facebook News Survey Aug. 21-Sept. 2, 2013

PEW RESEARCH CENTER

Audiences for News on Each Social Platform Differ

Percent of news consumers for each site



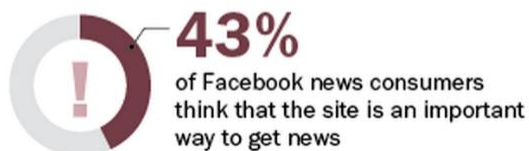
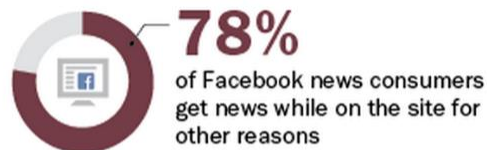
Note: Based on Facebook news consumers (N=1,429); Twitter news consumers (N=359); Google Plus news consumers (N=194); LinkedIn news consumers (N=144); YouTube news consumers (N=456). Aug. 21-Sept. 2, 2013.

PEW RESEARCH CENTER

How Do People Consume Online News?

37

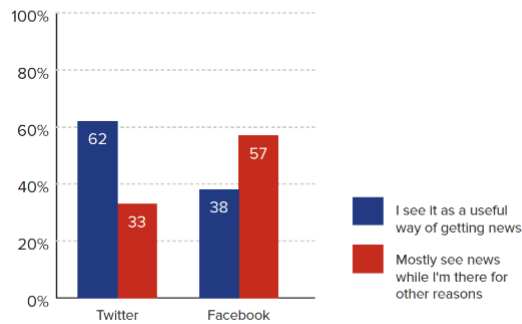
Most Online News Exposure on Facebook is **Incidental**



38

We Seek News On Twitter But Bump Into It On Facebook

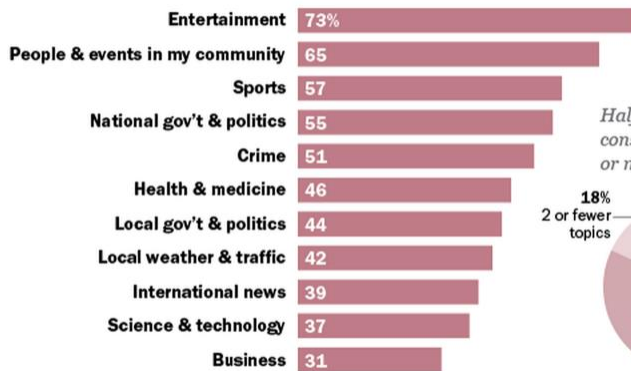
RELATIVE IMPORTANCE OF NEWS
TWITTER AND FACEBOOK COMPARED



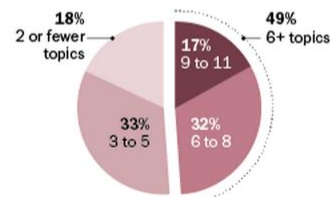
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Broad Range of News Topics on Social Media

Percent of Facebook news consumers who regularly see news on Facebook about...



Half of Facebook news consumers see news about six or more topics on the site...



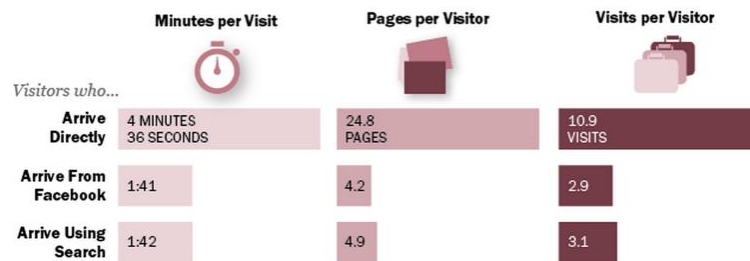
Based on Facebook News Consumers (N=1,429)
Facebook News Survey, Aug. 21-Sept. 2, 2013

PEW RESEARCH CENTER

Visitors who come to a news site through social media have **far lower engagement** with news outlet than those come directly

Referral Traffic to News Sites

Average monthly...



Aggregation of all sites, average of April, May and June, 2013.

PEW RESEARCH CENTER

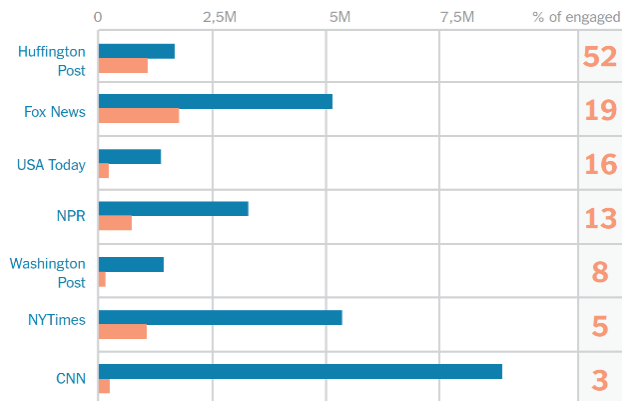
41

Need for Audience Engagement

FAN BASE

The number of Facebook followers counts for a lot. But a more telling indicator of reader engagement is how many of them interact with content, by posting comments and "liking" stories. By this measure, many of our competitors are doing better than us.

■ Number of fans ■ Number of 'engaged fans'



52% of
HuffPost
readers
engaged
online

5% of NYT
readers
engaged
online

42

Engagement with Facebook News



Ways that Facebook News Consumers Interact with News Posts

Percent of Facebook News Consumers Who...

	Often	Sometimes
Click on links to news stories	16%	49%
See headlines about the latest stories in the news	17	48
"Like" or comment on news stories	19	40
Post or share links to news stories	10	33
Discuss issues in the news with people on Facebook	6	26
Post news photos/videos on a news org./reporter Facebook page	6	17

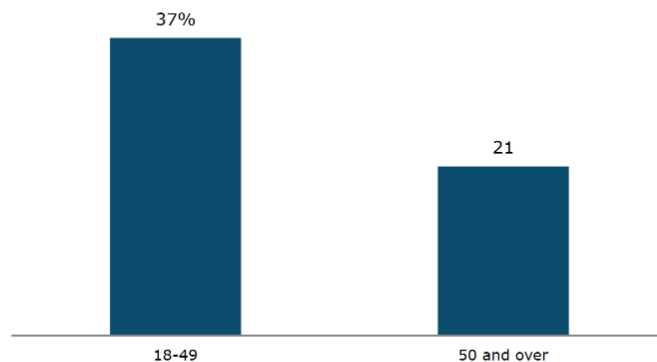
Based on Facebook News Consumers N=1,429
Facebook News Survey Aug. 21-Sept. 2, 2013.

PEW RESEARCH CENTER

Younger More Likely to Share News

Younger Generations Share More News

Percentage of tablet news users who share news through email or social networking sites

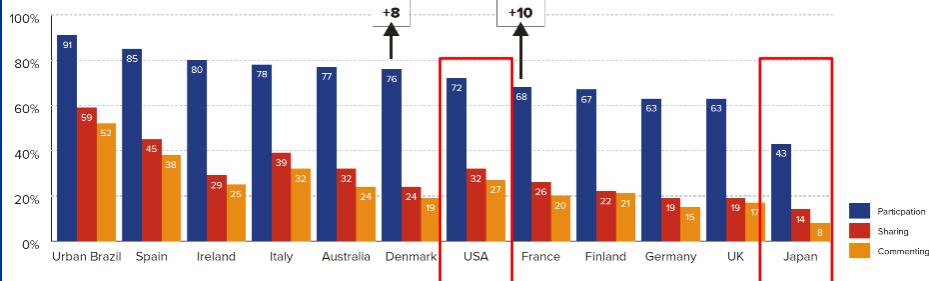


N=810.

PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM

News Sharing & Engagement Internationally

TOTAL PARTICIPATION, SHARING AND COMMENTING BY COUNTRY



Q13. During an average week in which, if any, of the following ways do you share or participate in news coverage? Please select all that apply. *Base: Total sample in each country.*

Types of participation: Share via SNS, share via email, rate or like story, comment in SNS, comment on news website, write news blog, post picture on SNS, post picture on news sites, online vote, campaign online, talk to friends online

Source: Reuters Institute Digital News Report 2015

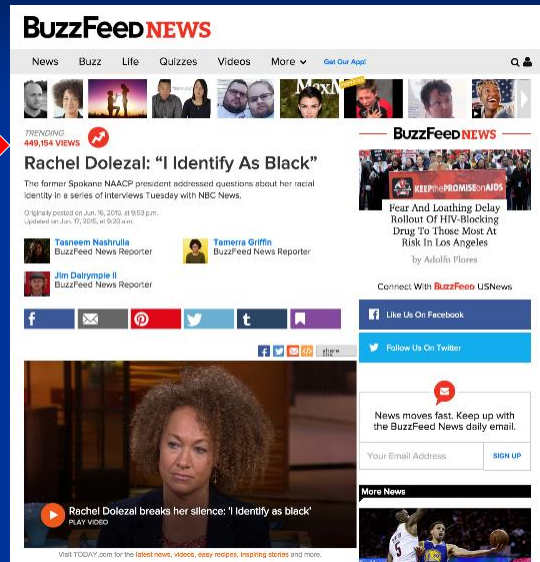
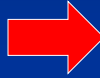
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3. Problems in Online Journalism

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Threat of Click-driven Journalism

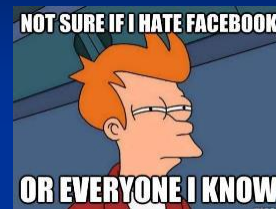
Trending
450,000 views



47

Echo Chambers & Filter Bubbles

- **Facebook News Feed Filtering**
 - Based on user's own preferences
- **News links** people receive from their friends
 - Based on friends' preferences
- Most research indicates that **cross-cutting news** increases political engagement and tolerance



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Algorithms as Editors



HOME SEARCH The New York Times

MEDIA

At Yahoo, Using Searches to Steer News Coverage

By JEREMY W. PETERS JULY 5, 2010

Email Share Tweet Save More

ME AND EARL AND THE DYING GIRL

Welcome to the era of the algorithm as editor.

For as long as hot lead has been used to make metal type, the model for generating news has been top-down: editors determined what information was important and then shared it with the masses.

But with the advent of technology that allows media companies to identify what kind of content readers want, that model is becoming inverted.

The latest and perhaps broadest effort yet in democratizing the news is under way at [Yahoo](#), which on Tuesday will introduce a news blog that will rely on search queries to help guide its reporting and writing on national affairs, politics and the media.

Filter Journalism

Media-centric Filters

- Polarized news tailored toward niche partisan audiences
- Algorithms as editors
- Self-reinforcing search and ranking spirals

Audience-centric Filters

- Automated selective exposure and attention
- Homophilic social networks as filters

See: Scheufele, D. A., & Nisbet, M. C. (2012). Online news and the demise of political disagreement. In C. T. Salmon (Ed.), *Communication Yearbook* (Vol. 36, pp. 45-53). Newbury Park, CA: Sage.

Reader Comments Affect Perceptions of News



U.S.

1607 COMMENTS

Rachel Dolezal, Ex-N.A.A.C.P. Official: 'I Identify as Black'

By RICHARD PÉREZ-PEÑA JUNE 16, 2015

Email

Share

Tweet

Save

More

In her first interviews since being accused of misrepresenting her racial background and stepping down as an N.A.A.C.P. official, [Rachel A. Dolezal](#) did not back down on Tuesday, stating "I identify as black," although she has white parents.

When Matt Lauer of NBC's "Today" show asked, "When did you start deceiving people?" Ms. Dolezal would not concede that she had done so.

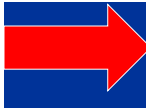


mistress
america
august 14

thrlrgrp NJ • 5 hours ago

Pathetic and sad. You are what you are, be proud of it and don't fake it. More proof that there's nothing authentic about the left in the country, all frauds.

Reply • 4 Recommend



And these comments influence how we think about news...



- News is not consumed in isolation anymore but contextualized by reader comments.
- "Like" buttons provide important cues about how popular, relevant or true a story or issue is.

See: Anderson, A. A., Brossard, D., Scheufele, D. A., Xenos, M., A., & Ladwig, P. (2014). The "nasty effect": Online incivility and risk perceptions of emerging technologies. *Journal of Computer-Mediated Communication*, 19, 373-387.

1607 COMMENTS

All 1607 Readers' Picks 758 NYT Picks 43

massimo podrecca NY, NY • 10 hours ago

She is absolutely correct. Race is not a genetic fact. Race is merely a social/cultural distinction.

Reply • 65 Recommend

Strato Maine • 10 hours ago

Race is a social construct, with no basis in biology. If Ms. Dolezal identifies herself as black, that is fine. My Italian-American friends have adopted two girls from China: they are kids whose de facto heritage is Italian-American. Another couple I know adopted two daughters from Peru: the girls' parents were Peruvian Native American, but the girls' de facto heritage is white American. Was Benjamin Cardozo a Jewish Supreme Court justice or a Hispanic one? Does it matter?

Reply • 93 Recommend

nsterngold Tampa FL • 10 hours ago

How is this different from any person asserting they are not the biological gender they were born into, i.e., a transgender person such as Bruce Jenner and Chaz Bono? Ms. Dolezal insists she has always identified as black, not white. If a biological identity can be set aside in favor of an identity that a person's heart, mind, and imagination prefers, why can't this woman change her ethnicity?

Reply • 95 Recommend

The “Nasty Effect”

SCIENCE

WHY WE'RE SHUTTING OFF OUR COMMENTS

STARTING TODAY, POPULARSCIENCE.COM WILL NO LONGER ACCEPT COMMENTS ON NEW ARTICLES. HERE'S WHY.

By Suzanne LaBarre Posted September 24, 2013



95.1K Shares

Comments can be bad for science. That's why, here at PopularScience.com, we're shutting them off.

It wasn't a decision we made lightly. As the news arm of a 141-year-old science and technology magazine, we are as committed to fostering lively, intellectual debate as we are to spreading the word of science far and wide. The problem is when trolls and spambots overwhelm the former, diminishing our ability to do the latter.

A Few Concluding Remarks

- Search for new business models in journalism
- Multi-platform journalism is the new normal
- New forms of journalism are emerging
- Mobile news consumption is norm
- News must engage audiences
- Increasingly fragmented audience
- Growing demand for more curated news?

Thank you!

Lars Willnat
lwillnat@indiana.edu

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