

Journalism in the Age of Social Media ICS Research Seminar 2013-11-06

1. Introduction

1.1. Metadata

- Journalism in the Age of Social Media ICS Research Seminar 2013-11-06
 - <https://docs.google.com/document/d/1lcCA1HnovPwnZ9f3b6CuKmAfFpt53EDEOpcg0R6VmLk/edit>
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- [Andy Turner](#)'s notes from the Journalism in the Age of Social Media ICS Research Seminar 6th of November 2013

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2. Notes

2.1. Introduction

- Dr Claire Wardle
- @cward1e
- Now freelance
- Storyful
 - <http://storyful.com/>
- UGC@BBC report
 - <http://www.bbc.co.uk/blogs/knowledgeexchange/cardiffone.pdf>

2.2. Changing audience behaviour

- The audience can produce and access the same content as the journalists at the same time
- Peer to peer networking
- Co-production

- Feedback and wanting the audience to be part of the journalistic process
- Timeline examples
 - BBC User Generated Content (UGC) Hub 6 month pilot
 - December 2004 Tsunami
 - July 2005 London bombings
 - UGC hub was about to be closed down, but then this
 - It became core to BBC journalistic process
 - April 2007
 - School shootings in Virginia
 - On line eyewitness reports on Facebook
 - January 2009
 - Plane crash in New York
 - How to find and verify pictures
 - November 2012
 - Obama Tweeted that
 - 2013
 - Boston Marathon bombings
 - Military coup in Egypt
 - Syrian Chemical Weapons
 - Earthquake in Pakistan
 - Shootings in Kenya
 - Instagram

2.3. Changing Newsgathering Techniques

- Accidental journalists
- Citizen journalists
- Most social media postings are not newsworthy
 - Discovery and verification
 - How do you find the newsworthy stories?
 - How do you verify the source/story?
- <http://blog.storyful.com>
- Linking the stories from both sides of the war
 - This is increasingly what journalism is about
- Verification
 - Image and geolocation pattern matching
 - False positives
- Crediting
 - People should be crediting specifically
- Every news event creates a community
- Twitter Lists
- Can you find things and link them faster than others?
- Vertical video syndrome (VVS)
 - People filming the wrong way round

2.4. Verification as a Process

- Location Source Date (LSD)
- Confirmed Corroborated Unconfirmed
- Syrian bodies dumped in river example
 - Shadows
 - Peoples action
 - Topography, names, signs, markings
 - Source
- One direction case study

2.5. Changing publication/consumption of news

- Articles verses atoms
- Mobile phones and tablets
- How to attract attention
 - Viral videos
 - Pig saving a goat example
 - Best ones now done by PR/geodemographic classifier organisations
- Ethical issues
- Permissions and rights
- People following their own relaying information to news organisations cross-referencing with their news feeds
 - Example of London Student protests 2012

2.6. Feedback

- Digital divide/digital exclusion
- Ushahidi
 - <http://www.usshahidi.com/>
 - Testimony
 - Verification
 - Platform for collective evidence creation (crowdsourcing)
- Armchair journalism
- Language barriers
 - Language coding and code words
- Local knowledge
- Interviews
- Protecting sources
- Personal brand
- Creating a dialogue with the audience
- Feedback from the audience is key and can drive the process
- This is a new golden age of journalism get excited and get active :-)

3. References

- ICS Research Seminars
 - <https://docs.google.com/document/d/1VSiP91lf8-vpvNgZS56xrAUyPgcCKg8Nz8JgMgFeia0/edit>
- Storyform
 - <http://storyform.co.uk/>
- ...