

Development of Online Journalism

From Netscape to Netscape



Online

Journalism's Greatest Challenge?



A New Era of Communication

- The Power to Publish
- Niche Demand for Information
- Desire to Have Our Say

Online Media Today

➤ Mainstream Media (MSM)

- Print
- TV
- Trade Press
- Online magazines

➤ The Blogosphere

- New trade press
 - MSM blogs and podcasts
 - Citizen journalism
 - Bloggers
- 

What Did Online Media Look Like 10 Years Ago?

- Digital Cities
- San Jose Mercury News
- NY Times.com
- Electronic Telegraph
- Bulletin Boards (BBS)
- Websites of a few TV stations

What Keeps Journalists Awake at Night

- Is the new “new” media a threat to MSM?
- Is online the saviour of journalism or its executioner?
- Is journalism a profession or just a trade?
- What does it mean for big media when it can no longer control the conversation?
- Do your readers really know more than you?

Journalism Core Values


- Accuracy
- Speed
- Objectivity
- Pursuit of the Truth?

Is online eroding those values or do they transcend all mediums of journalism?

Speeding up the News Cycle - A Very Rough History!

- 18th century - Birth of Print
- 19th century - Rise of the Newspaper
- 1920s - Birth of Radio
- 1950s - Rise of TV
- 1970s - Live Reports from Vietnam
- 1990 - Birth of Cable News (CNN)

World Wide Web - Not a Bad Idea

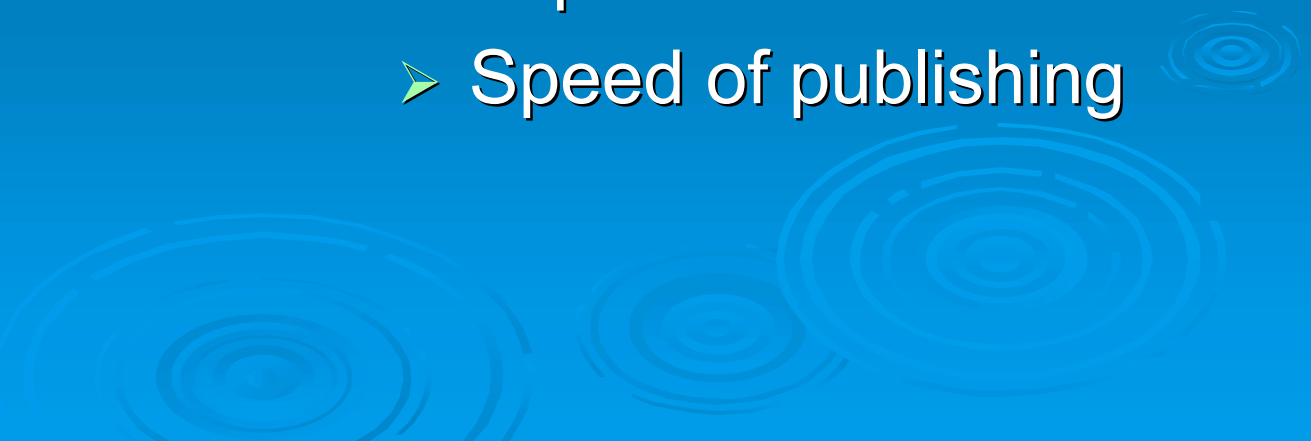
- 1990 - Tim Berners Lee conceives the World Wide Web
 - His central idea - a multi-user read/write online communication area
 - 1994 - Netscape Founded
- 

The People's Web Gets Hijacked

Internet pioneers saw the Web as a utilitarian place for sharing ideas and building community.

Big Business and Mainstream Media saw it as something very different.

Media Suspicious of Online


- How do we make money from it?
 - How do we write for it?
 - Seen as a lower form of life to write online
 - Yet, at same time, journalists were also realizing the power of Online
 - Use of multimedia
 - Hyperlinks to add depth
 - Speed of publishing
- 


The Guardian


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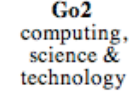

RecruitNet
virtual world, real jobs



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Hamilton
updated regularly



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shift control
it's time...

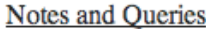

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eurosoccer.com
where Europe talks
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Guardianweekly
Guardian Weekly
bringing the world to
your door

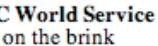

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The New York Times

ON THE WEB



"All the News That's Fit to Print" **Monday, March 10, 1997**

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Dot Com Crash and Open Source

- 2000 crash saw the destruction of online advertising dream
- At same time, a new movement gaining popularity - open source programming
- As Big Media gets cold feet about online innovation, tech-thinkers are challenging the “broadcast model” of Net communication

Birth of the Blog Generation

- 2000 Election - covered better online than in print or on TV
- Yet suspicion the Big Media didn't tell the full story.
- 9/11 - a seminal moment in US publishing and citizen reaction - phone service failed but broadband connections worked
- People felt a need to share feelings and information
- Blogs gave them that power and also a sense that everyday people could capture the news

Eroding of Confidence in the Official Story

- Nothing new here - people have always questioned authority and the mainstream POV
- Now though - they had the publishing tools to tell their stories and they could make more choices about which type of media they wanted

Rise of WeMedia

- 2001 Manilla, Phillipines - the anti-Estrada Smart Mob
- South Korea - OhMyNews
- Technology gives rise to User Generated Content/Citizen Journalism

Big Media Has Money Problems

- Print models continue to fail
- Advertising abandons traditional TV
- A huge shift of advertising money online
- Barriers to entry for starting new publications much lower online

Big Media Comes to Respect the People

- 7/7 - the next big moment in online journalism
- Eyewitness cameraphone photos become a major part in the media's coverage of the London bombings
- Citizen media is very messy - but it has value

Big Media Online Today

- The NY Times - blogs, podcasts, video. Is this a newspaper?
- The Guardian - Comment is Free, the most audacious media experiment on the web
- BBC.co.uk - Have Your Say...blogs and comments

The Other Big Media

- Yahoo
- Google
- YouTube
- Wikipedia
- MySpace



Who Gets to Tell History?

- Archiving just got a whole lot more complicated.....and a great deal more democratic
- Those with a voice online now have a stake in current affairs and the telling of history
- Give the billions of people not currently online a voice and things will get even more interesting.....