

How the Mainstream Learned to Love Online

....reluctantly



New Media World

- More space to fill and more potential
- Able to publish instantly
- Less labour intensive - more efficient medium

The New New Journalism

- Changed ways of writing
- New reporting methods
- Mixed media - audio, still and video
- Hyperlinks and depth of coverage
- Interactivity and Feedback

Writing for the Web

- Usability
- Short concise copy
- Direct headlines - not abstract ideas
- Compatibility with other browsers
- Web audience friendly
- Accessibility
- Meta data/ microcontent: description, subject, page name
- Sensible use of hyperlinks - maintain integrity of the website by not linking outside too much

Road to Interactivity

- Reader feedback - - The Fray*
- Message boards
- Member centers (NYTimes, My Yahoo)*
- Online quizzes and games *
- Interactive Features
- Reader participation in editorial

Mixed Media

- Digital photography
 - Audio clips
 - Video footage
 - Hyperlinks adding new depth to coverage
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Reporting Methods

- New online resources to call on Nexis Lexis
- New deadlines and pressures - sloppy reporting or new weapon in breaking news?
- Using the web to advance stories for print (early convergence)
- A new transparency and accountability - mistakes can be corrected instantly*_

Content

- Should news organizations use the web to present existing work in a new multimedia framework?
- Or should they offer original content on their websites?


Original Reporting Wins

- Most journalists insisted on news websites having original reporting
- Most viewers also expected something new and original
- But original content costs a lot of money
- That meant these websites had to make money

Advertising v Subscription

- Advertising
 - Charge by page rates determined by eyeballs
 - Local vs National markets
 - Page views vs unique visitors
 - Free registration to get demographics
- Subscription
 - General vs Niche audience
 - How badly do you want this information?
 - Full subscription - WSJ*
 - Sneak Peak - Salon*
 - Mixed Content - Economist*
 - Bonus for Print - Fortune*

Success and Failure

- Subscription models have recently proved effective if targeted at niche audiences
 - In the 2001 online advertising crashed with dot-com bust
 - Today it is on the rise
 - Still, no-one has yet recouped their investments in online journalism
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New Breed of Reporter

- If everyone has the power to publish - can anyone be a journalist?
- Blogging has given citizens many of the tools and a lot of the access journalists enjoy - but doesn't training and journalistic judgement matter?

Citizen Journalists

- Who gets to tell the story?
- Citizens Kane? - Wikinews and Wikipedia
- Can citizens cover events better than professionals?
- Is it better to be an expert insider or a generalist outsider?

Sacrifice of Standards?

- Speed of publishing has increased
- Do bloggers check their facts?
- Is it okay to report rumours?
- What about objectivity?
- Do journalists check their facts?
- Do journalists really know their beat?
- Why can't citizens cover the news?
- Who made journalists the guardians of information?

Social Activism

- Seattle 1999_
- RAN: U'wa_*
- Tree Hugger
- Chinese activism through text messages
- Iranian bloggers

Anti-Corporate Action

- Shell Protests
 - Wal-Mart Watch
 - Supermarket Sweep Up
 - Apple Insider
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The Future of Online Journalism?

➤ Find outnext week

