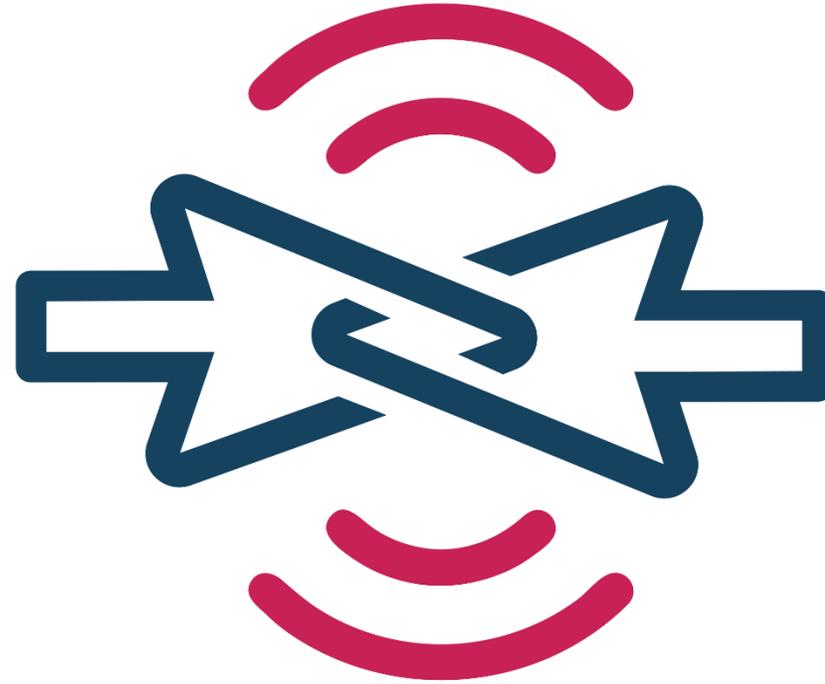


BESSENSAP
21 June 2019

De Rode Hoed
Amsterdam



Dr.
Mijke
Slot

eshcc
EUR
Rotterdam

slot@eshcc.eur.nl

DO WE CLICK?

The digital relationship between journalists and their audiences

Topic

Project

Results



[GA BINNEN](#)

[GASTENBOEK](#)

[ENQUÊTE](#)

NRC Handelsblad op Internet

[Ga binnen](#) en bekijk de Webpagina's van NRC Handelsblad met een dagelijkse **nieuwsselectie**, een rubriek **Tegenspraak** waar lezers hun mening geven, een **Agenda** met een selectie van uitgaansmogelijkheden, een **Archief** met onder meer honderden filmrecensies en het complete IRT rapport. In het **Supplement** vindt u naast speciale produkties de wekelijkse rubrieken "Netstream" (met verwijzingen naar interessante plaatsen op het web) en "Economie voor Jou" (met een grondige uitleg van een economisch of financieel nieuwsfeit).

In het [gastenboek](#) kunt u lezen wat bezoekers van deze pagina's te melden hebben.

De [enquête](#) geeft ons een indruk van wie u bent en als dank willen wij u zo nu en dan per email attenderen op belangrijke ontwikkelingen op deze webpagina's.

Colofon

Hoofredactie

mr F.E. Jensma (hoofredacteur), J. van der Vaart (plv. hoofdredacteur),
dr W. Oosterbaan Martinius (adj.-hoofredacteur) en L. Starink (adj.-hoofredacteur).

Internet

T.J. Rooduijn, drs M.J. Klaver en K. Endenburg (vormgeving)

January 15, 1997



[GASTENBOEK](#)

[ENQUÊTE](#)

Vandaag in het [NIEUWS](#)

Supplement:

- Groot-Brittannië heeft [Hongkong](#) aan de Chinese Volksrepubliek overgedragen. Het einde van een tijdperk voor beide landen.
- In [Netstroom 82](#): Shakespeares theater The Globe, kunst in Detroit, het Internet-abc, verregende affiches en Ding!
- Moet de overheid elk jaar precies uitkomen met het geld dat er aan belastingen en dergelijke binnenkomt? Of mag ze haar uitgaven voor een deel betalen met geleend geld? In [Economie voor Jou](#) de achtergronden van het financieel-economische nieuws.
- [Vaderlandse geschiedenis](#) in Profiel. Over mooie boeken en de genoegens van jaartallen en feiten.
- De courantier van de Wibautstraat in [Boeken](#) deze week.
- Ter afsluiting van het Nederlandse voorzitterschap van de Europese Unie vond in Amsterdam de [Eurotop](#) plaats. Het resultaat is een uitgetekend Verdrag van Amsterdam.

Agenda:

In de [Agenda](#) hoop voor de Bijlmermeer.

3 juli 1997

Donderdag



De

lokatie,

lokatie,

lokatie,

oplossing



VANDAAG **PODCAST NRC VANDAAG**
Aanhoudende protesten Hongkong

SCHRIJF JE IN
Nieuwsbrief Opvoeden

FOKKE & SUKKE
Zitten in de top van Ahold

AEX **560,21**

Sudoku

22° C

[Binnenland](#) [Buitenland](#) [Economie](#) [Den Haag](#) [Cultuur](#) [Wetenschap](#) [Opinie](#) [Sport](#) [Tech en Media](#) [Boeken](#) [Leven](#) [Carrière](#) [Webwinkel](#)

Vandaag



CO2-HEFFING
Planbureaus brengen met positieve doorrekening CO2-heffing dichterbij
Het CPB en PBL zijn positief over plannen van het kabinet voor een CO2-heffing. Bij de alternatieven van de linkse



DREIGING
Extreem-rechts was in Duitsland nooit weg, maar kreeg wel 'een nieuwe dynamiek'
De moord op de Duitse politicus Walter Lübcke is 'een alarmsignaal'. Extreem-rechts in Duitsland is inmiddels veel

Advertentie

Elke dag helpen wij onze klanten, groot en klein, met het realiseren van hun doelstellingen. Met Workday heeft u een échte partner.

[Meer informatie](#)

Laatste nieuws

19:35 **ISOLEERCEL**
VN willen onafhankelijk onderzoek naar dood oud-president Morsi

CO2-HEFFING

We have
come a long
way...

The image features a collage of digital content overlaid on a laptop screen. In the background, a person is seen reading a green book. The laptop screen displays a news website with a 'NEWS' header and a world map. A prominent dark blue overlay with a white computer monitor icon contains the text 'NEWS UPDATE' and a 'Subscribe for newspaper online' button. Other overlays include a 'World Stock Market' section with a line graph, an 'EXCHANGE RATE' section with a table, and a video player showing a person at a construction site. The overall scene suggests a transition from traditional reading to digital news consumption.

NEWS

NEWS UPDATE

Subscribe for newspaper online

World Stock Market

We are creating a system where very talented creatives can develop their own style and share everything.

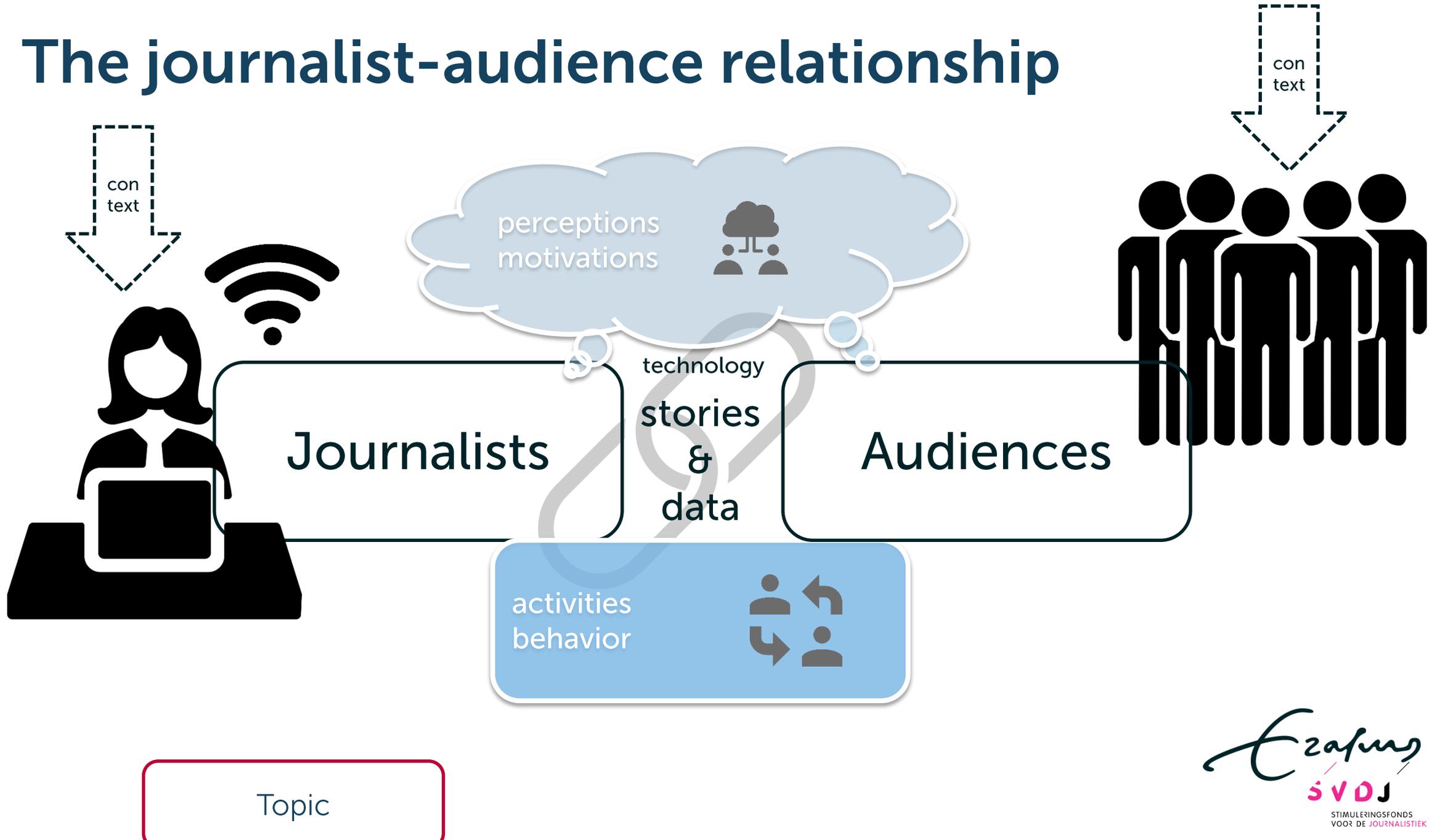
EXCHANGE RATE

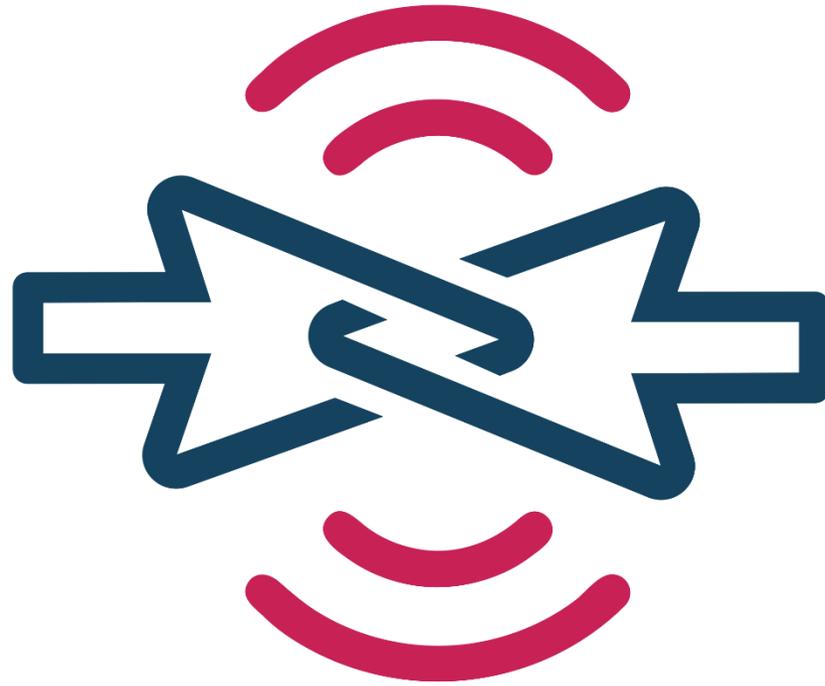
News + Buzz

International payments problems - 23 Mar

Watch more news flash >

The journalist-audience relationship



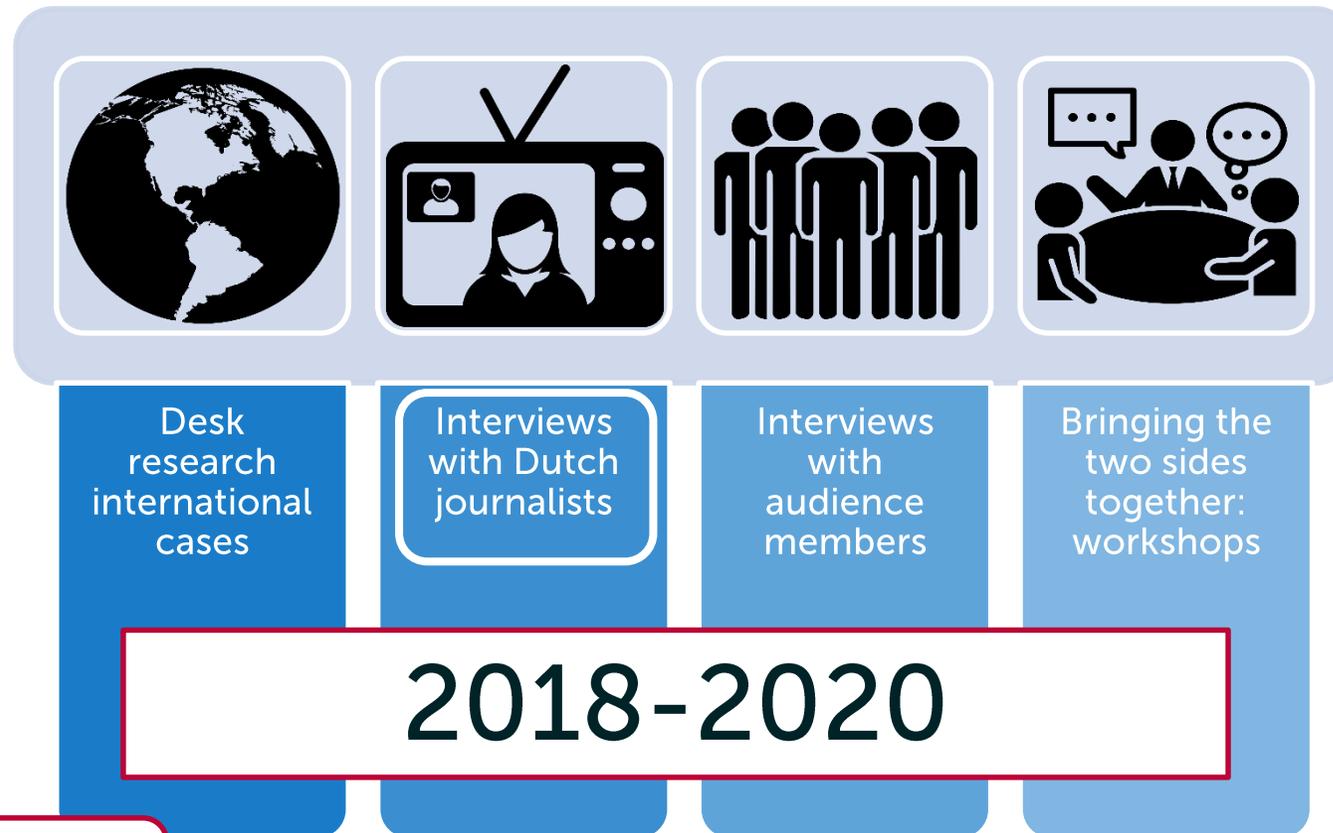


DO WE CLICK

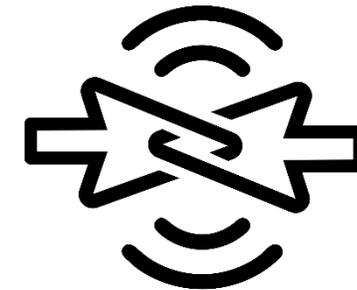
Project

Research project

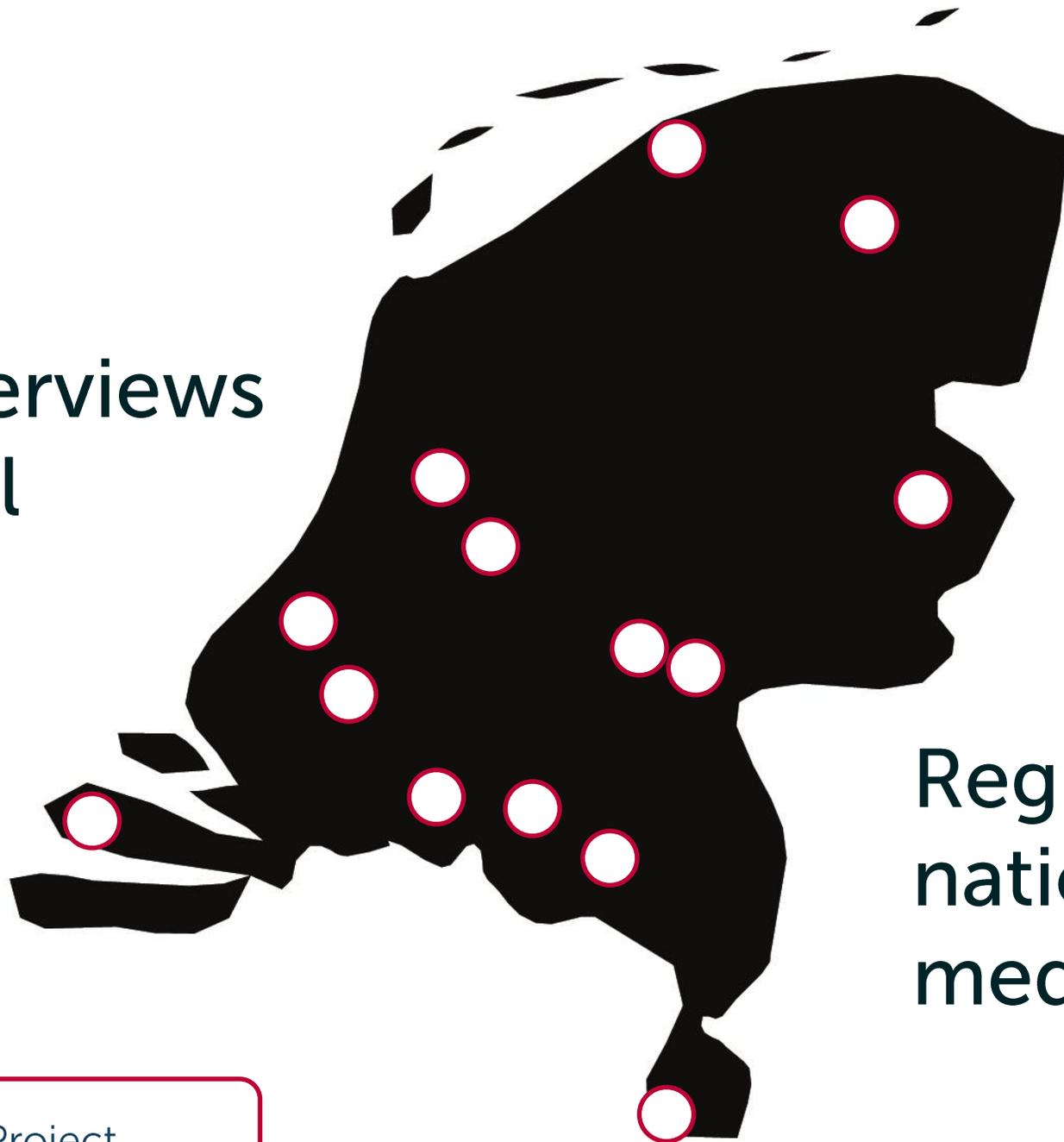
Which role do online technologies play in the relationship between Dutch journalists and news users?



Project



40 interviews
in total



Journalists born
between 1957-
1995

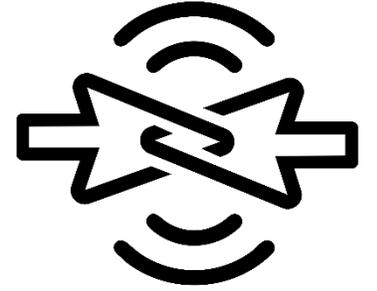
Regional and
national news
media

Project



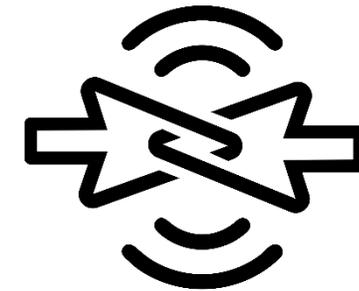
DO WE CLICK

Results



Clicks are **not** about
metrics

Results



Clicks are about building relationships

Results

Technology makes the relationship I have with my audience...



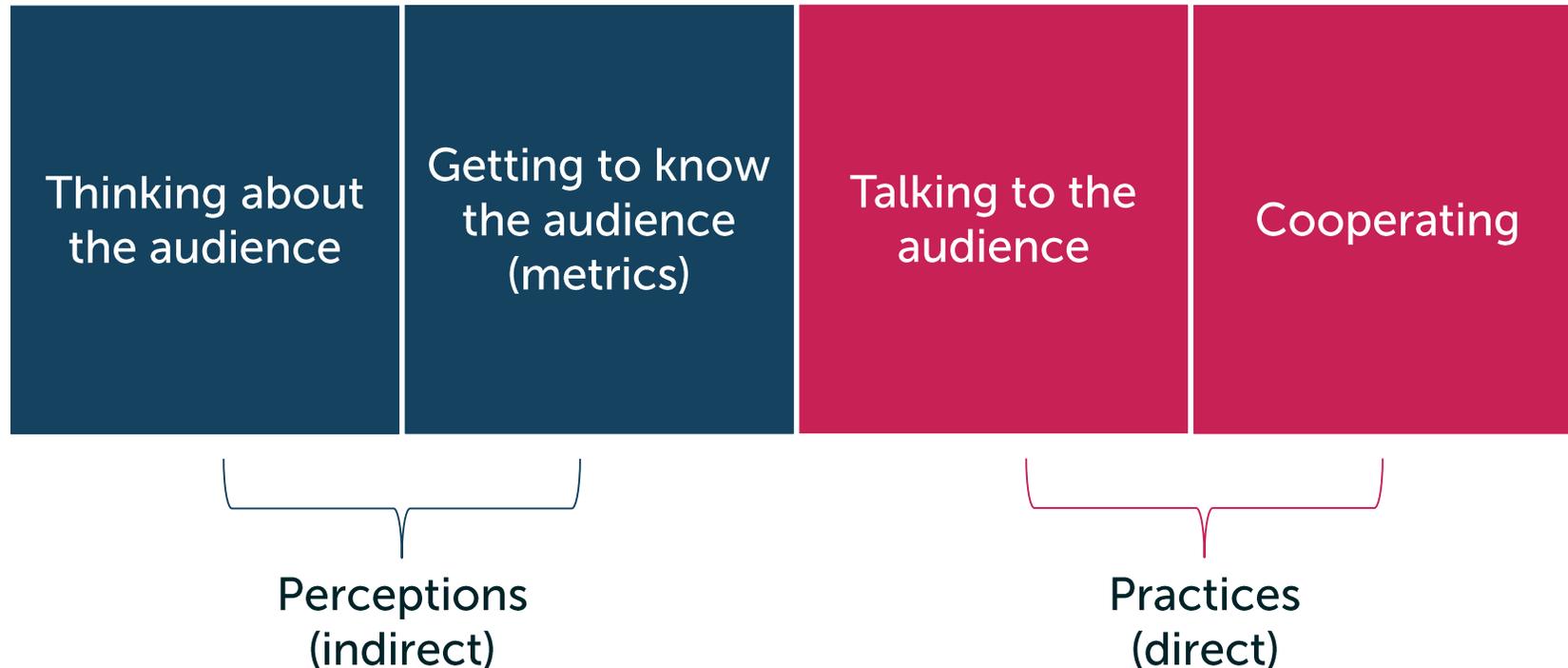
Results



“I think it is really 200% better as compared to the past; you are working in a much **less isolated** way.”

(Respondent 2, male, national newspaper)

Different levels of interaction – the journalist perspective



Results

DAILY NEWS

World - Business - Finance - Lifestyle - Travel - Sport - Weather

Issue: 240104

THE WORLDS BEST SELLING NATIONAL NEWSPAPER

Est - 1965

First Edition

Monday 5th June

Who are you?

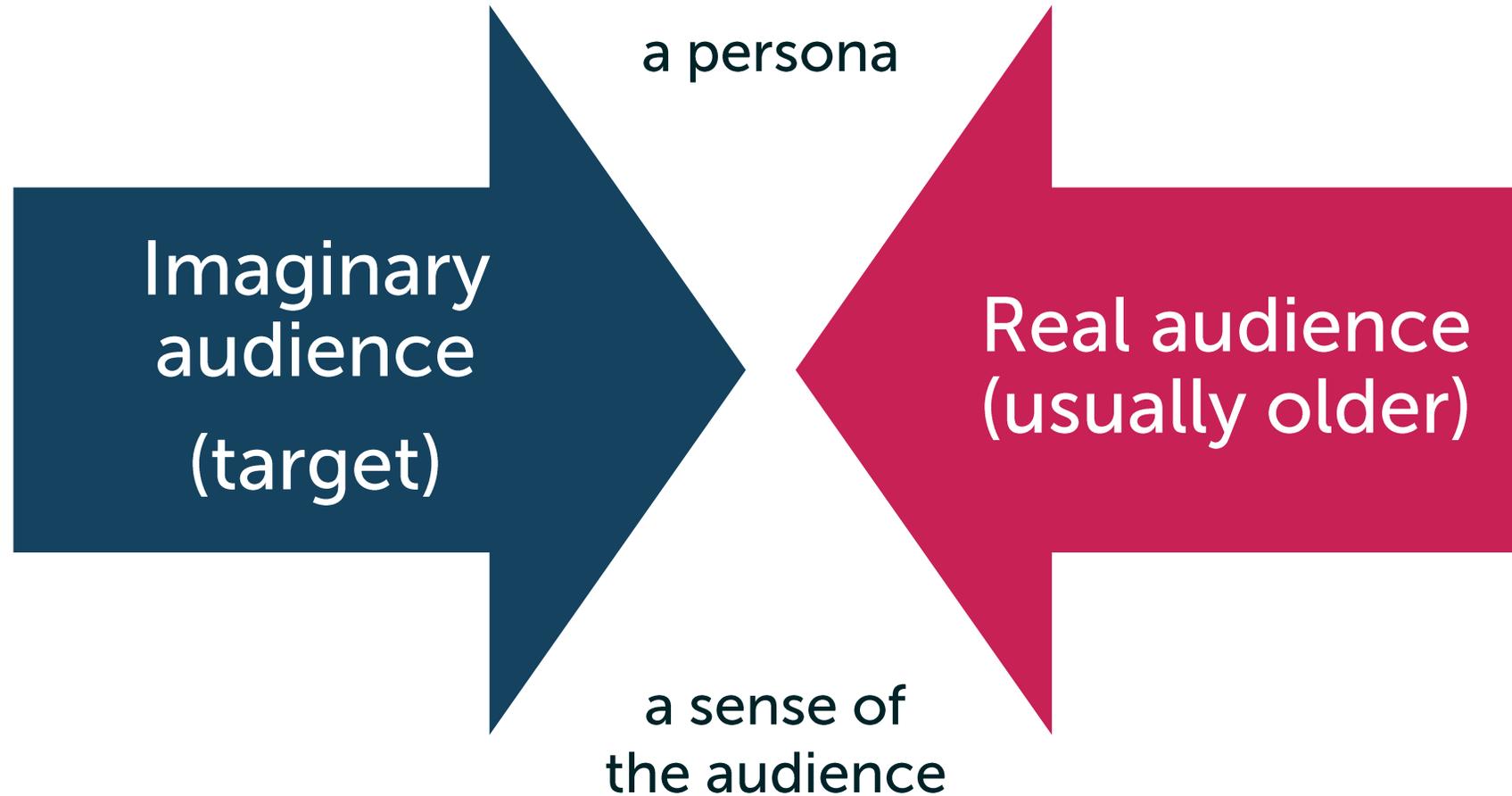
Journalists don't know a lot
about their audience...



“Our audience is **everybody**
living in Brabant.”

(Respondent 11, male, regional newspaper)

Journalists don't know a lot about their audience



Results

Check
podcast
episode 4



“I always keep **my neighbor** in mind. I think he is a very ordinary, **average** man. My story must be important for him, or for his family.”

(Respondent 13, male, national broadcaster)

DAILY NEWS

World - Business - Finance - Lifestyle - Travel - Sport - Weather

Issue: 240104

THE WORLDS BEST SELLING NATIONAL NEWSPAPER

Est - 1965

First Edition

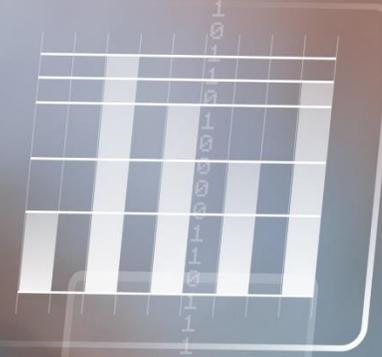
Monday 5th June

Great tool or perverse incentive?

Metrics are flawed proxys
for audience engagement



3.1415926535 8979323846 2643383279
5028841971 6939937510 5820974944
5323078164 06278620899 8626034825
3421170679 0214808651 3282306647
0938446095 5058223172 5359408128

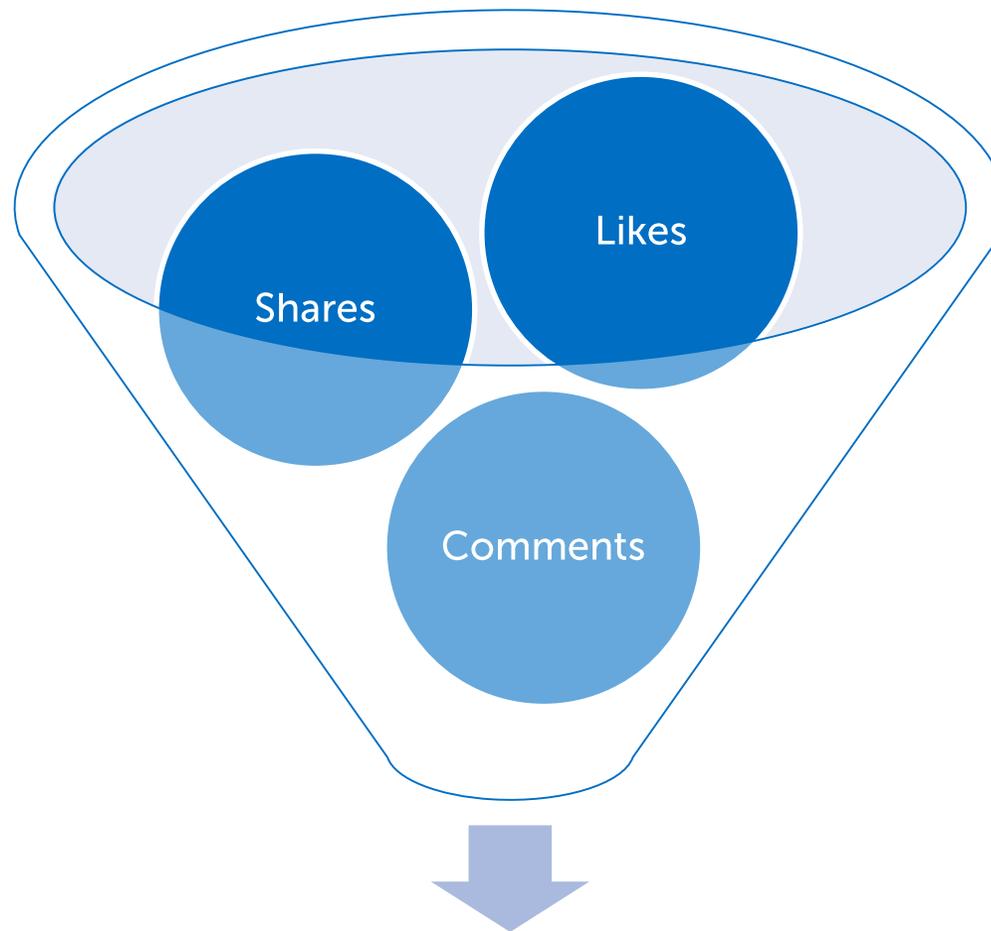


“Only **measuring** clicks, says nothing at all. [...] There are many more ways to measure impact. What we like, for example, is: when someone post’s their first **contribution.**”

(Respondent 3, female, news website)

Metrics are flawed proxys for audience engagement

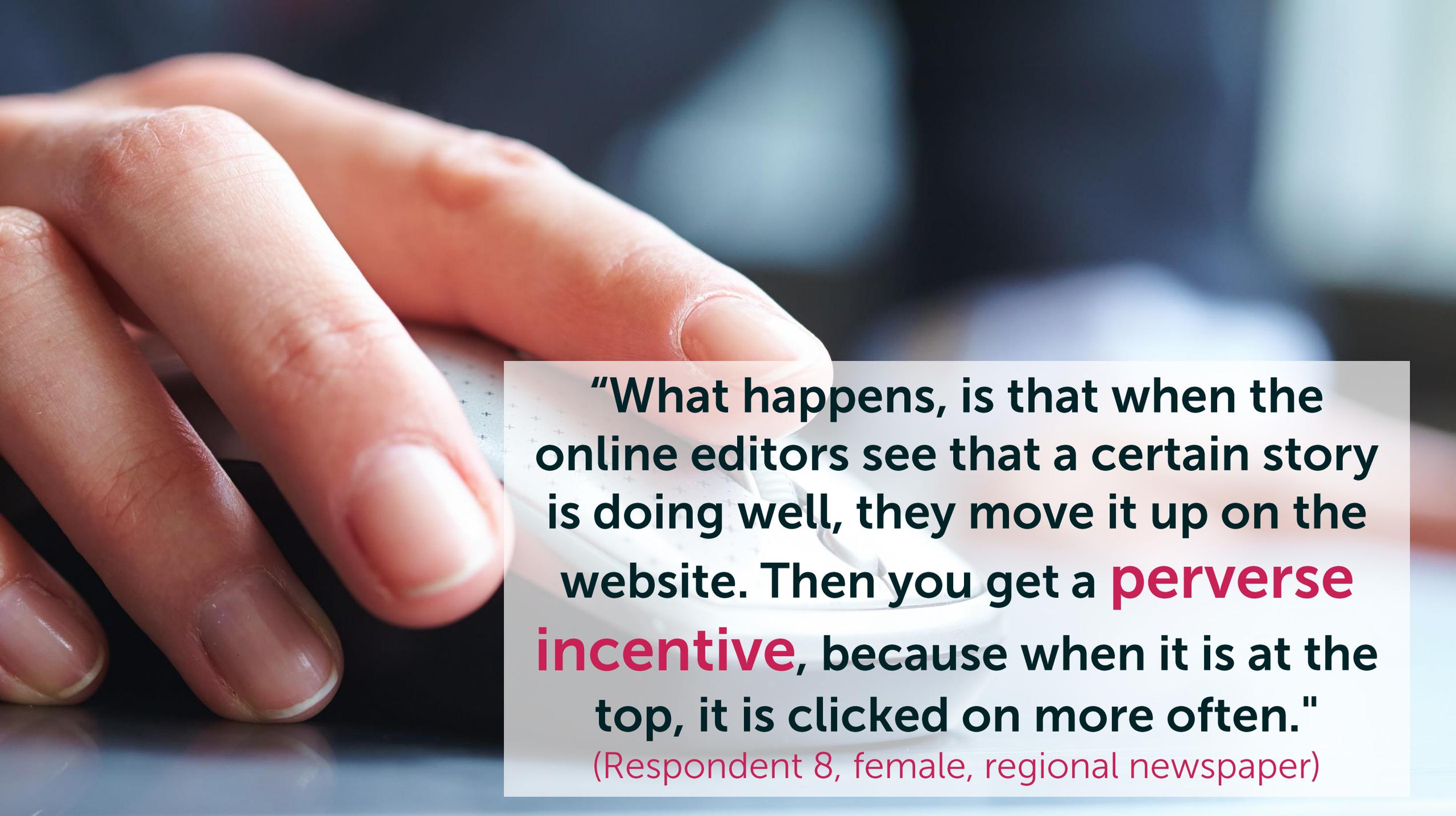
The audience dilemma: finding a balance between engaging and informing



Results

Engagement

Check podcast episode 2, 7 (July) and 8 (August)



“What happens, is that when the online editors see that a certain story is doing well, they move it up on the website. Then you get a **perverse incentive**, because when it is at the top, it is clicked on more often.”

(Respondent 8, female, regional newspaper)

DAILY NEWS

World - Business - Finance - Lifestyle - Travel - Sport - Weather

Issue: 240104

THE WORLDS BEST SELLING NATIONAL NEWSPAPER

Est - 1965

First Edition

Monday 5th June

Let's invite them for dinner!

The ten things you did not know
yet about audience engagement



“We don’t communicate directly often, except via our Facebook inbox or WhatsApp, but these are often people who send us tips or people who simply inform us about their event or people who just want to say hello.”

(Respondent 14, male, regional broadcaster)

Main focus on lower levels of audience engagement

Comments
(mostly social
media)

Asking for
pictures
(weather/pets)

Polls

Live Q&A

Question-
based
journalism

Events

Results

Check
podcast
episode 6

"We removed the comments on our website, because it turned out that many of the same people responded, and the comments had nothing to do with the subject."

(Respondent 10, female, regional newspaper)



DAILY NEWS

World - Business - Finance - Lifestyle - Travel - Sport - Weather

Issue: 240104

THE WORLDS BEST SELLING NATIONAL NEWSPAPER

Est - 1965

First Edition

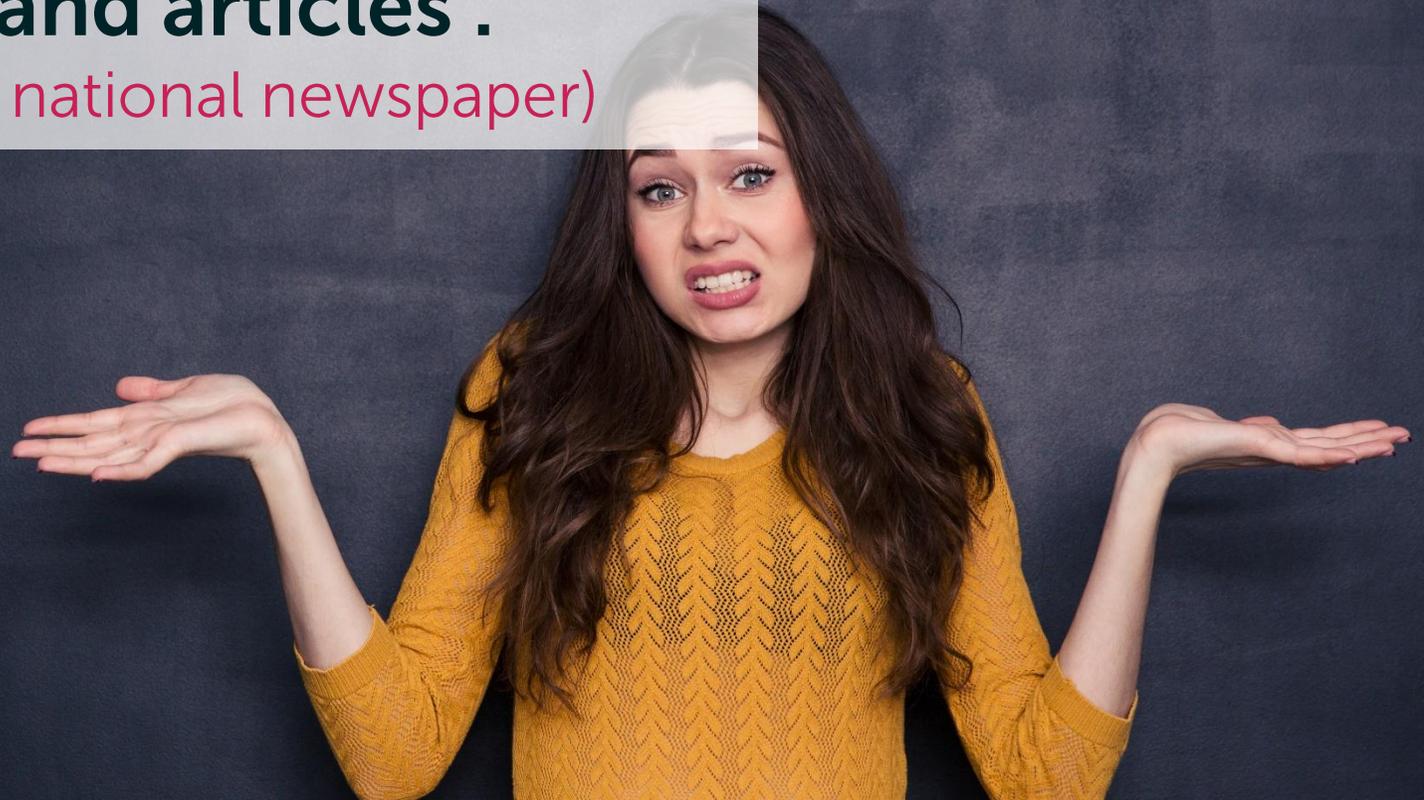
Monday 5th June

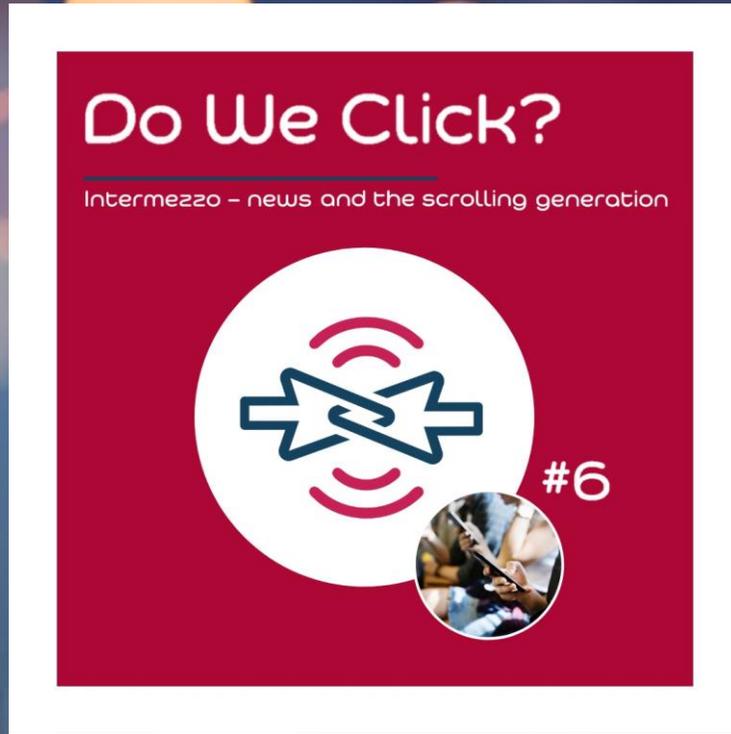
**I don't have time for
this.**

Cultural change and making
choices

"I am up to my elbows in interaction and engagement, so I think it is super important – while some journalists just shrug and say 'what am I supposed to do with this? I have to write a hundred thousand articles'."

(Respondent 1, female, national newspaper)





Want to know more?

Follow my monthly research podcast

doweclick.podbean.com



The screenshot shows a LinkedIn profile for Mijke Slot. At the top right is the LinkedIn logo. Below it is a circular profile picture of Mijke Slot, a woman with long brown hair. To the right of the profile picture are three buttons: 'Add profile section' (blue), 'More...' (white), and a pencil icon. Below the profile picture, the name 'Mijke Slot' is displayed, followed by her title 'Assistant Professor Media & Communication' and her location 'The Hague Area, Netherlands'. There are two links: 'See 500+ connections' and 'See contact info'. To the right of the profile information, there are two university logos, both for 'Erasmus University Rotterdam'.

Want to cooperate?

Get in touch!

slot@eshcc.eur.nl