



Lava Meetup  
Interactive Storytelling,  
Amsterdam  
20.02.2019



# DO WE CLICK?



## A STORY OF JOURNALISTS AND THEIR AUDIENCES

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# The first website of the New York Times 1996

Welcome! First-time users [register here](#) or [take a QuickTour](#) of the site.

JOIN THE DISCUSSION  
IN THE NEW  
**Forums**

# The New York Times

ON THE WEB

knicks<sup>NEW!</sup>  
celtics  
one on one  
newyork.boston.com

"All the News That's Fit to Print"      Wednesday, December 18, 1996

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**SECTIONS**

- Front Page   • CyberTimes
- Politics   • Business
- Editorials/Letters   • Op-Ed
- Arts & Leisure   • Travel
- Real Estate   • Job Market
- Diversions   • Web Specials

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**NEWS BY CATEGORY**

**CLASSIFIEDS** | **FORUMS**

**SERVICES** | **SEARCH**

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Some Hostages Released in Peru

**LATE NEWS UPDATE**

## Veteran F.B.I. Agent Arrested on Charges Of Spying for Russia

**IN CYBERTIMES**

## Calligraphy Slips In Japan, Pushed By the Computer

**GENERAL STORE**   
**WHERE CAN I GET THAT?**

[Help Center](#) | [Low Graphics](#)

**FREE** personalized daily technology news!  
[Click here](#)

 **People**  
**PATHFINDER**  
Personal Edition

[Copyright 1996 The New York Times](#)

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 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 'News + Buzz' section with various headlines. A video player overlay is also visible at the bottom left of the screen.

**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**

You can make international payments safety

Is this the fanciest way to eat bibimbap?

How do you get the best results?

Watch more news flash >

# Online storytelling & news media

attention economy –  
seeking engagement

increased  
competition

real-time data:  
audience metrics

fake news,  
online  
disinformation

multi media  
opportunities:  
new formats

changed  
consumption  
practices

24/7 focus

interactive  
possibilities

CHALLENGES & OPPORTUNITIES

# Audience metrics influence journalists and journalistic storytelling

According to Hanush and Tandoc Jr. (2017), audience metrics influence how Australian journalists think about their job, and the choices that they make.

Vu (2013) showed that over 30% of American journalists indicate that they use audience metrics to schedule future content , or decide upon where to place current content.

Influence of audience metrics in journalism is biggest in news organizations that rely heavily on advertising income (Tandoc, 2014)

A stylized, handwritten-style logo for Erasmus, featuring a cursive script that reads "Erasmus".

What the news would look like if we would take clicks too serious...



### BIG ACCIDENT ON A12, CHILD IN COMA

Fog on the A12 this morning caused a serious car accident on the A12, near Utrecht >>



### CAT STUCK IN CHAIR

No animal is too big or too small to receive help from fire crews. Sammy, a 2-year old tabby was rescued from an unusual place >>



### TOXIC FIRE AT AIRPORT - ALERT FOR NEARBY RESIDENTS

Schiphol airport alert systems did not detect a fire in the control room >>

### THE 10 WORST #REDCARPETFAILS OF THE ACADEMY AWARDS

by Lisa Goodstory

The Academy Awards are one of the biggest events of the year for an actress. While some choose to shine, others attract our attention for all the wrong reasons...>>



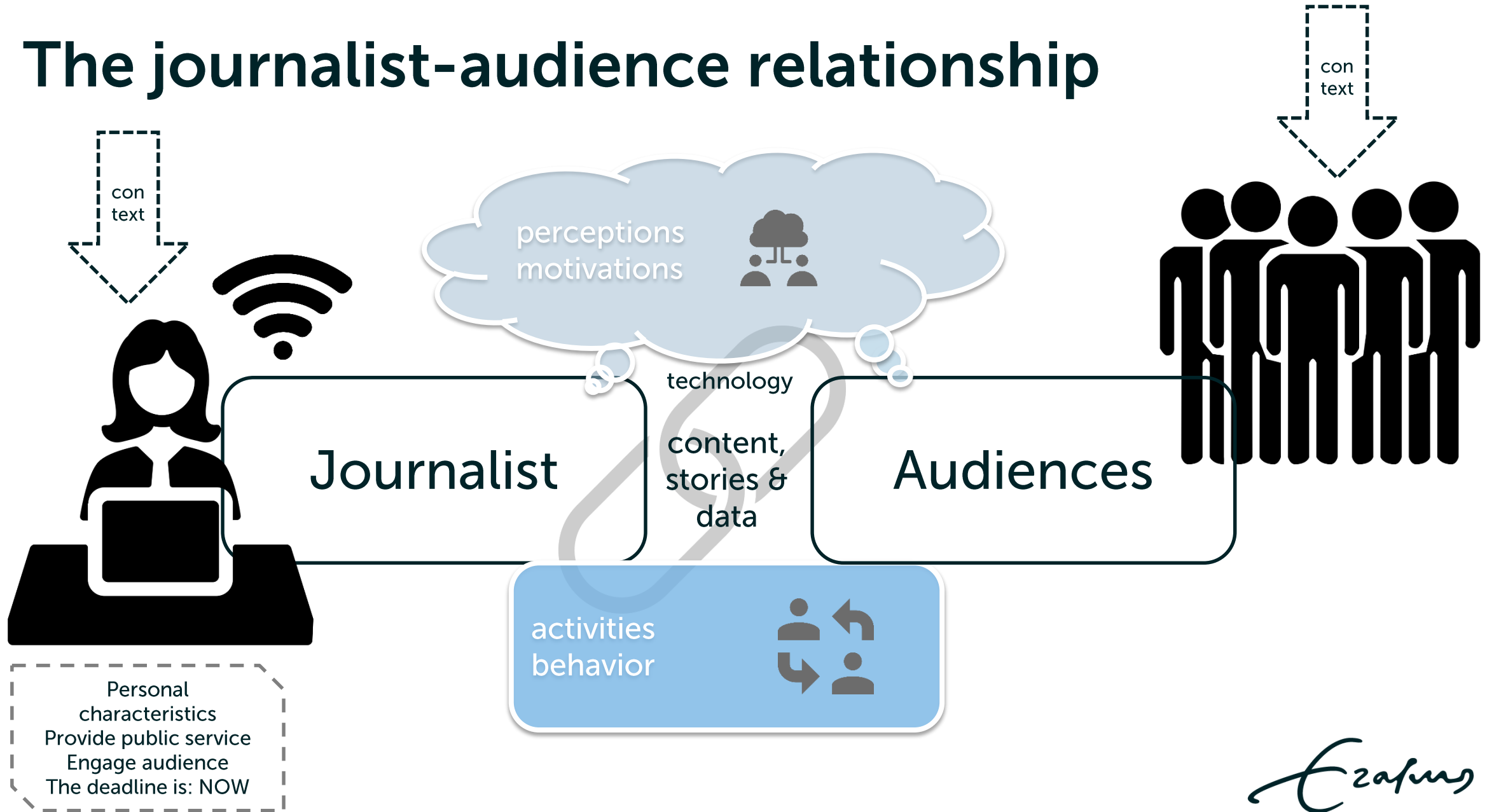
CONTINUED TO P. 04

*Erasmus*

Finding a balance between engaging and informing

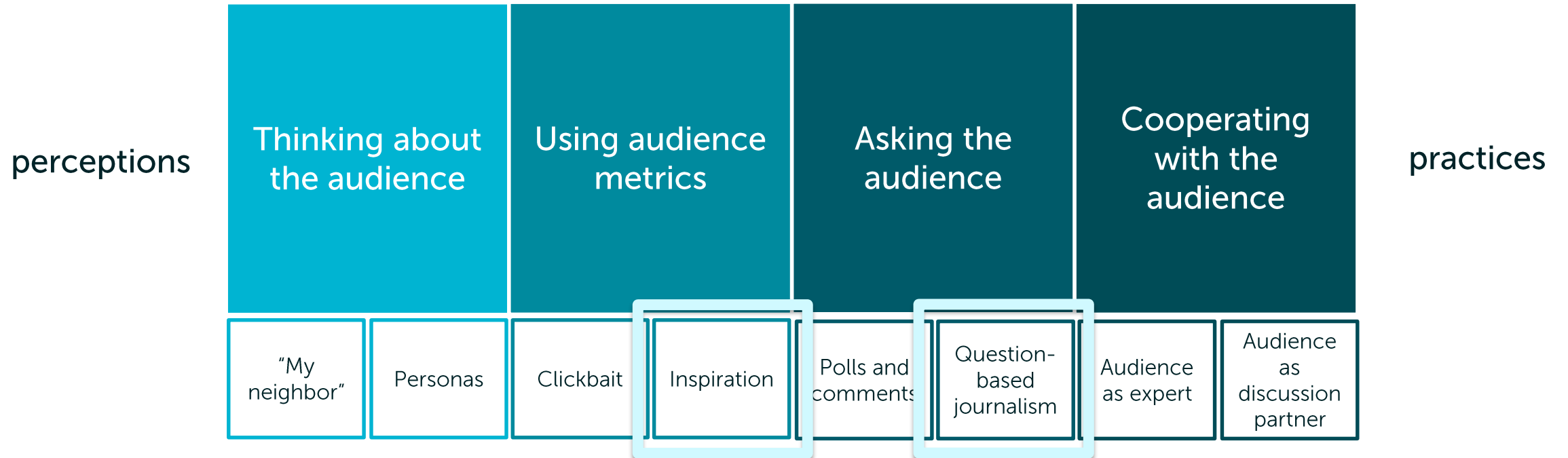


# The journalist-audience relationship





# Storytelling and audience input



*Erasmus*

# Audience metrics as inspiration

Google News Initiative

Digital News Innovation Fund



## Mittmedia

“distribute the right content to the right user at the right time and in the right context – increasing engagement and loyalty, and boosting conversion and retention.”

# Soldr

Editorial toolbox



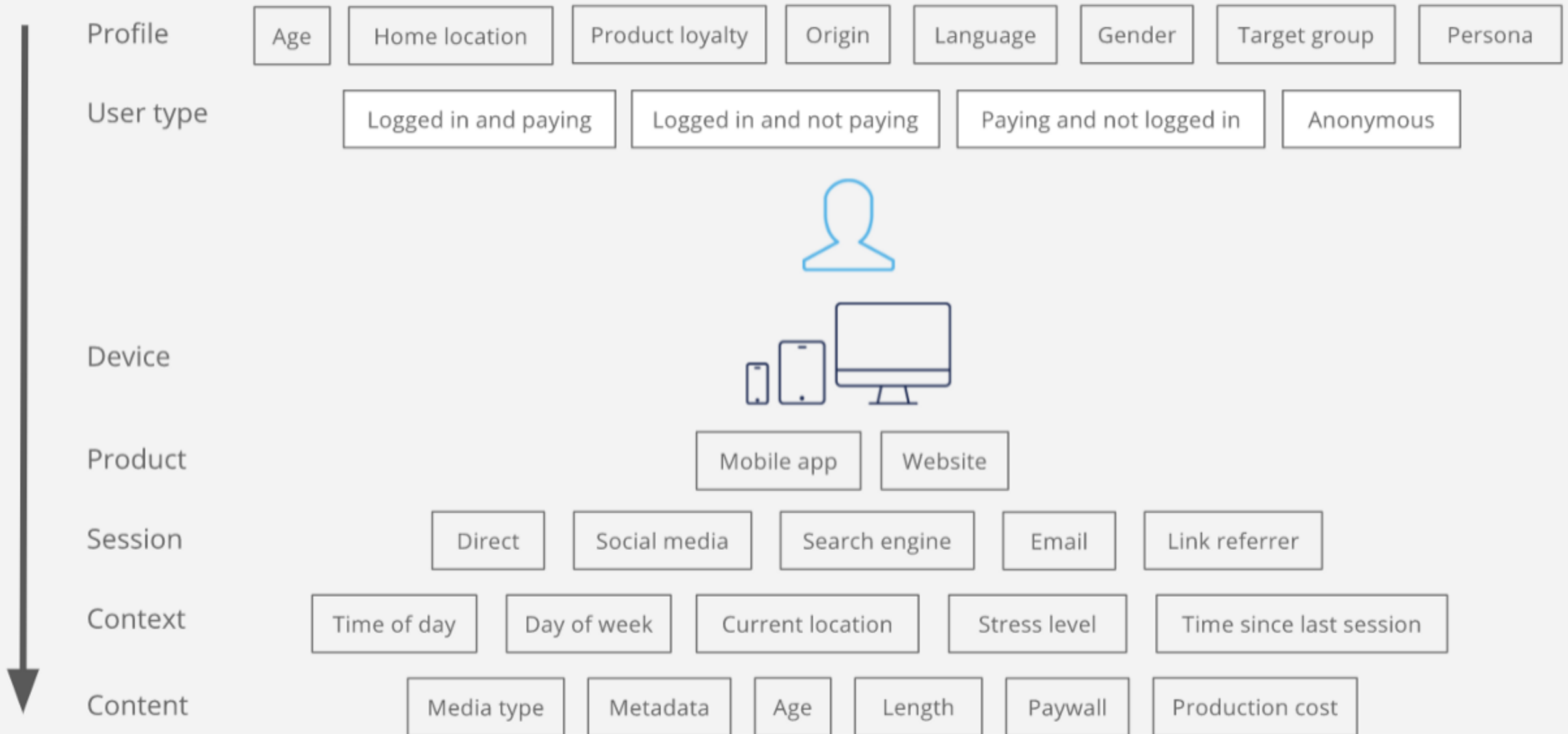
# Soldr

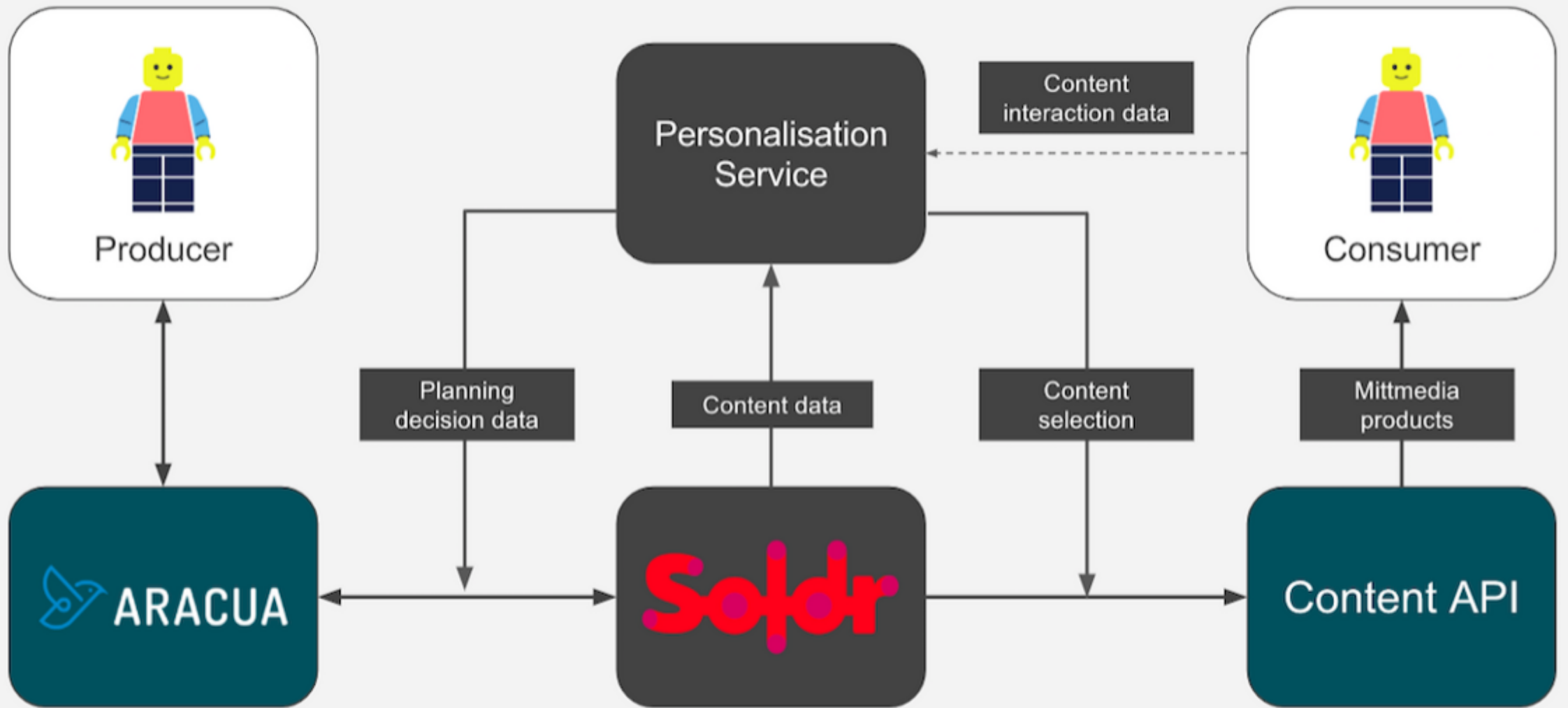
A (complicated)  
story of  
retention,  
conversion and  
churn



Data platform and sales tool

# User profiling - quantifiable parameters





“a hybrid approach between content-based filtering and collaborative filtering, plus making sure recent articles are being taken in.”

# Question-based journalism

Omroep West

# You can always ask...



Wat heb jij altijd al willen weten over jouw stad, dorp of regio? Stel jouw vraag aan Omroep West hier!

140 tekens over

## Jouw contactgegevens

*We nemen contact op als we een antwoord hebben*

Naam

E-mail

Tel. nr.

Mijn naam niet publiceren

Verstuur

Powered by [Hearken](#)

“public-powered journalism”



### HEARKEN HELPS CONVERT PAYING SUBSCRIBERS

One Hearken partner, a daily newspaper in a large metropolitan market, saw Hearken-powered stories in its first four months outperform other stories in pageviews, time per page, **conversions and path to conversions.**

The path to conversion on Hearken-powered story pages had an average that was **almost double the average recorded for all stories.** Average **conversions** for Hearken-powered stories **were more than twice as many as all stories combined.**

Our consulting services help transition newsroom staff from a production-oriented mindset to an audience-focused mindset. We allow them to re-envision the public not as consumers, but as partners who have valuable insights to contribute to their work.





## Vreugdevuren: 'Hoe zit het met de uitstoot?'



Bezoekers kijken naar het vreugdevuur op Scheveningen. Foto: ANP

**RAKE  
VRAGEN**

Two examples of question-based journalism projects

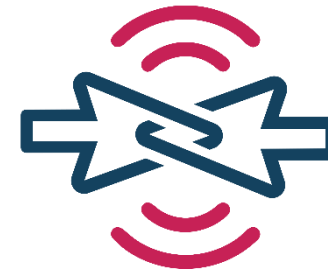
## Een snelle parkeerboete? Lees hier hoe dat komt



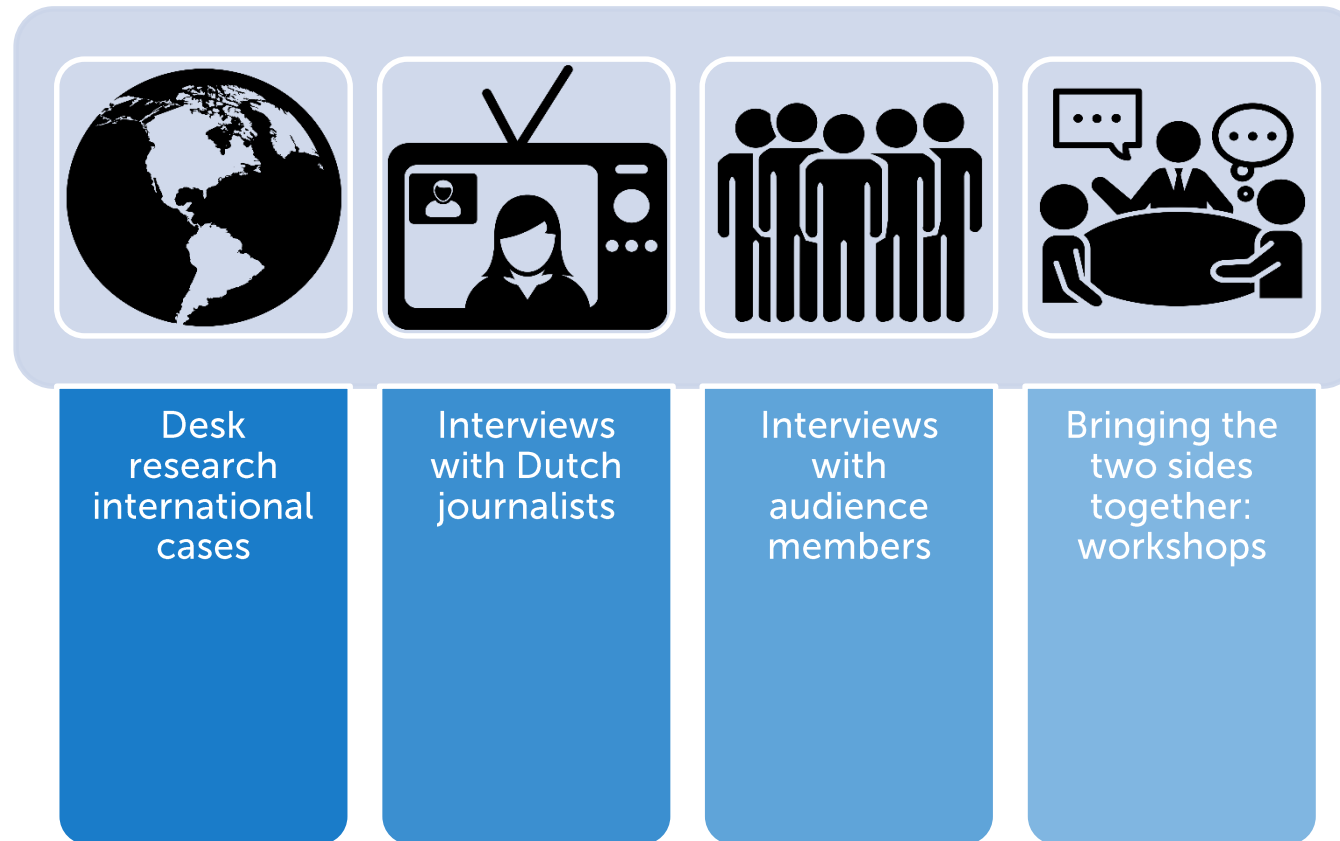
Den Haag heeft 4 scanauto's voor de handhaving van betaald parkeren

[www.omroepwest.nl/rakevragen](http://www.omroepwest.nl/rakevragen)

# My research project, do we click?



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



*Erasmus*



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