DO WE CLICK?

A STORY OF JOURNALISTS AND THEIR AUDIENCES

Dr. Mijke Slot, Erasmus University Rotterdam
Erasmus School of History Culture and Communication
slot@eshcc.eur.nl
ERMECC/SvdJ
Welcome! First-time users register here or take a QuickTour of the site.

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

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

Copyright 1996 The New York Times
We have come a long way...
Online storytelling & news media

- Attention economy - seeking engagement
- Fake news, online disinformation
- Increased competition
- Real-time data: audience metrics
- Multi media opportunities: new formats
- Changed consumption practices
- Interactive possibilities
- 24/7 focus

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)
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... ►
Finding a balance between engaging and informing
The journalist-audience relationship

Journalist
- technology
- content, stories & data
- perceptions
- motivations

Audiences

activities
behavior

Personal characteristics
- Provide public service
- Engage audience
- The deadline is: NOW
Storytelling and audience input

- Thinking about the audience
  - "My neighbor"
  - Personas

- Using audience metrics
  - Clickbait

- Asking the audience
  - Inspiration
  - Polls and comments

- Cooperating with the audience
  - Question-based journalism
  - Audience as expert
  - Audience as discussion partner

perceptions | practices
“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

A (complicated) story of retention, conversion and churn

Editorial toolbox

ARACUA

Soldr

Data platform and sales tool

REACHER

Source: https://medium.com/mitтmeda/soldr-personalization-service-mittmedia-innovation-for-survival-fda26f7c8bee
“a hybrid approach between content-based filtering and collaborative filtering, plus making sure recent articles are being taken in.”

Source: https://medium.com/mittmedia/soldr-personalization-service-mittmedia-innovation-for-survival-fda267c0bee
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

<table>
<thead>
<tr>
<th>Naam</th>
<th>E-mail</th>
<th>Tel. nr.</th>
</tr>
</thead>
</table>

☐ Mijn naam niet publiceren

Verstuur
“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.

www.hearken.com
Vreugdevuren: 'Hoe zit het met de uitstoot?'

Een snelle parkeerboete? Lees hier hoe dat komt

Two examples of question-based journalism projects

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?

Desk research international cases
Interviews with Dutch journalists
Interviews with audience members
Bringing the two sides together: workshops
Want to know more?
Follow my monthly research podcast

doweclick.podbean.com
Or add me on LinkedIn