



Relevance of News in the Digital Age

Journalism between Vanishing Business Models and an Unchained Public

Prof. Lutz M. Hagen
IFLA 2017 News Media Satellite Conference, 16.08.2017





The Digital Revolution Fosters the Relevance of News

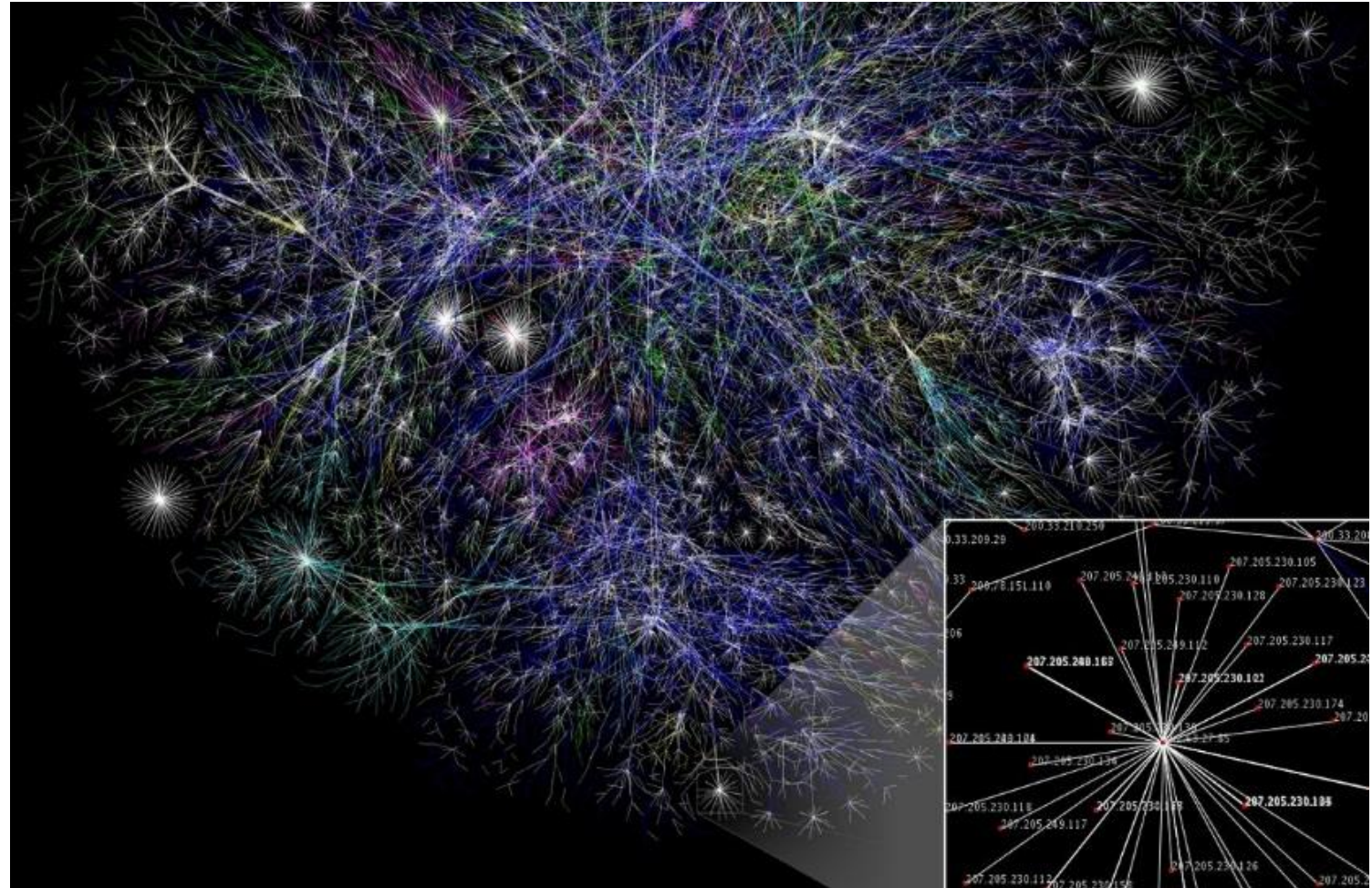


Mediatization

- Perceiving and acting via media
- Abiding by media logic
- Creating reality for media



Increasing Complexity



opte.org

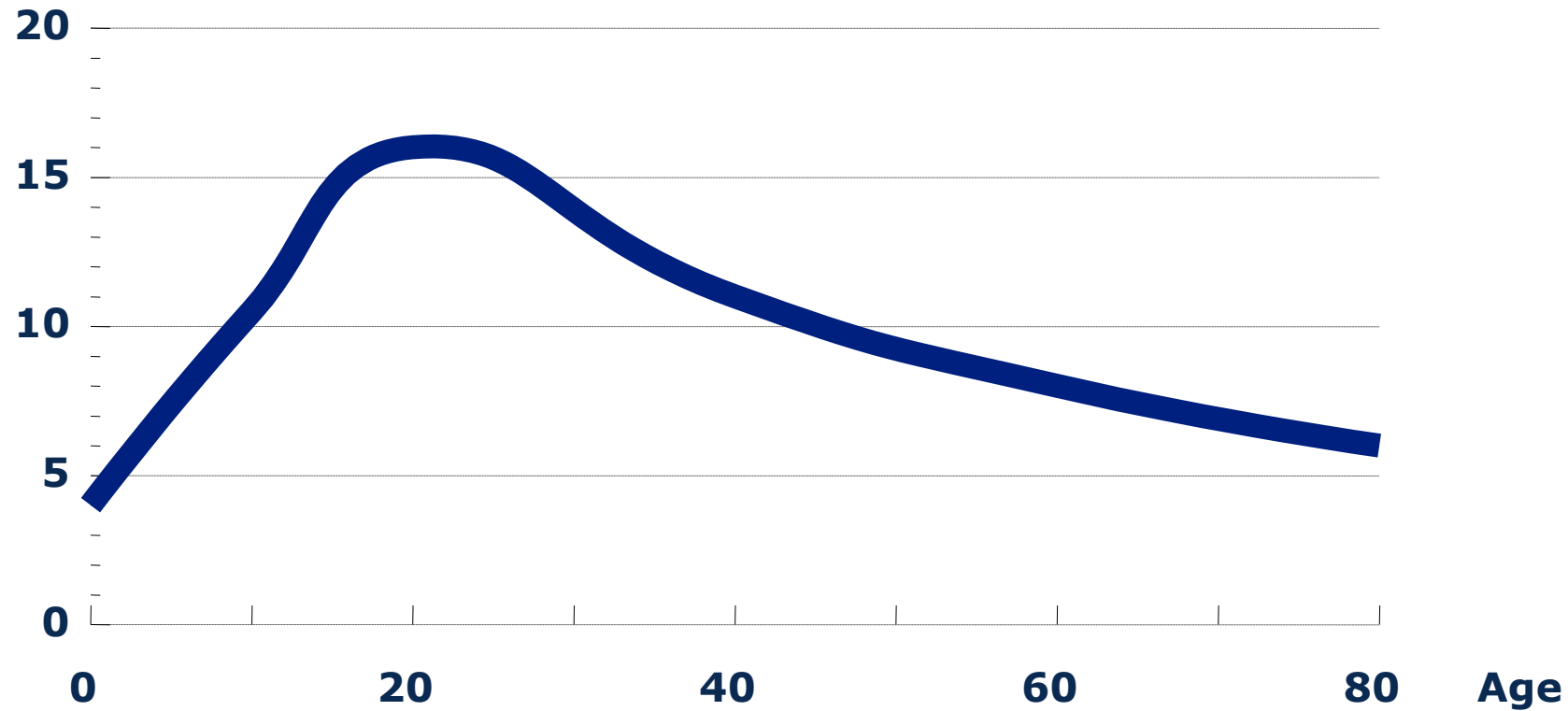
From Information Scarcity to Abundance



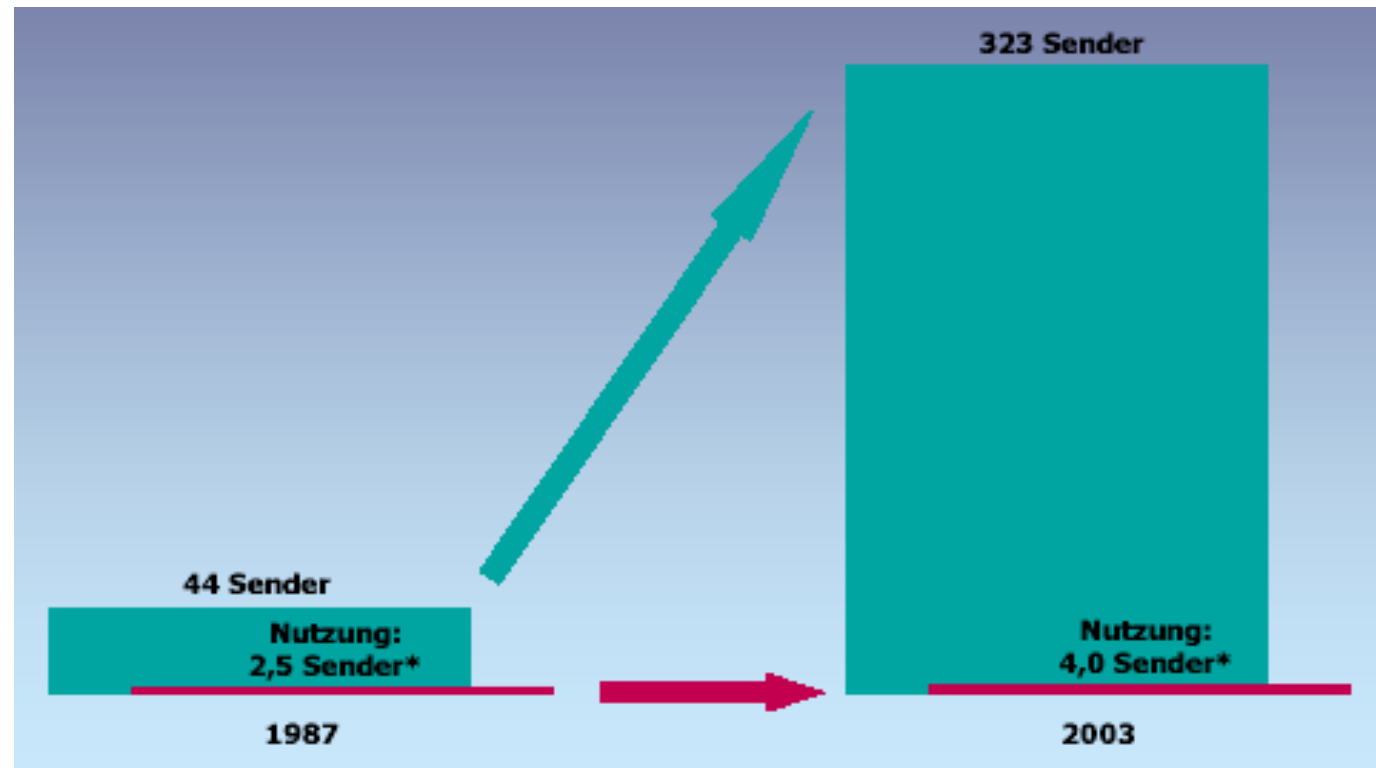
<https://www.go-globe.com/blog/60-seconds/>

Average Cognitive Capacity

Bit/Sec.



Increasing Need for Selectivity



MA

Digital Change Makes News Journalism More Important

- more information
- at a faster pace
- about increasingly complex and distant events and structures

- needs to be filtered, edited, checked, packed, analyzed and commented

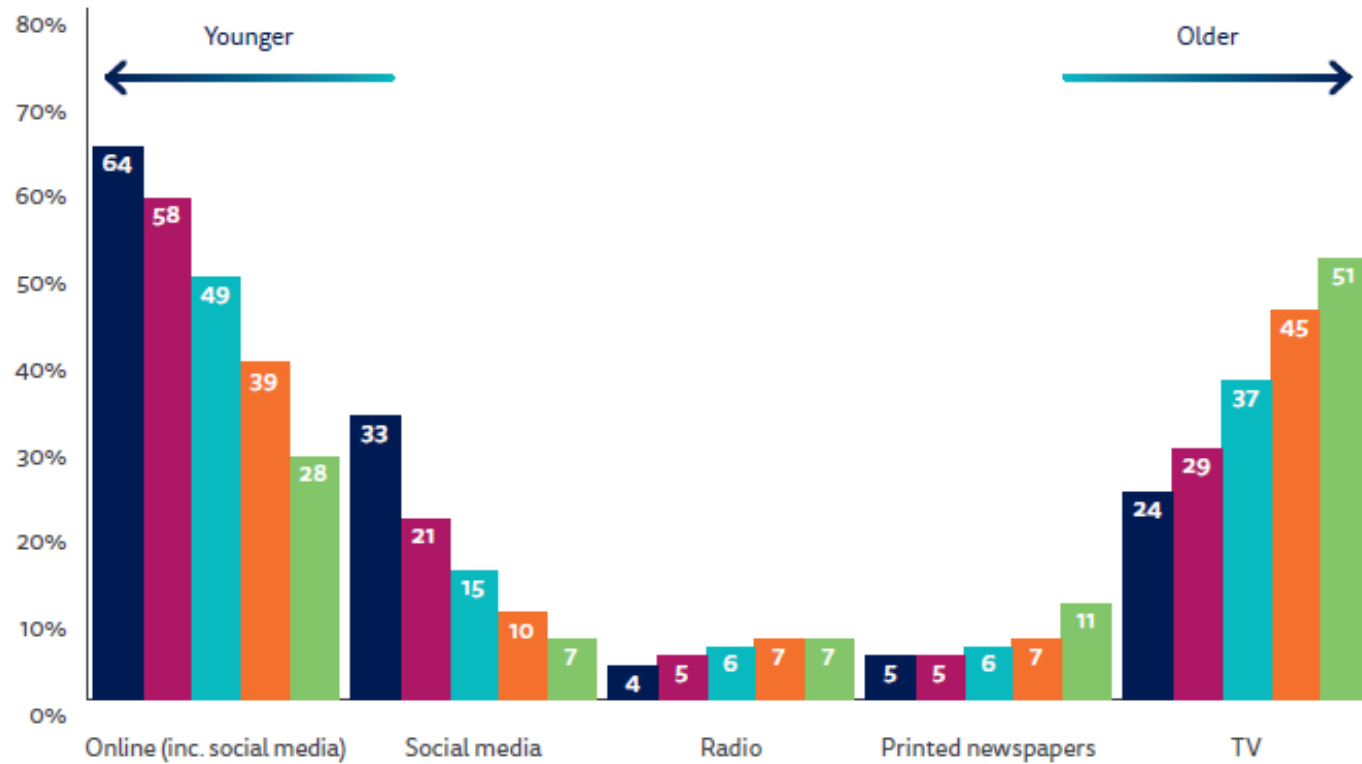
- for the sake of
 - enabling people to participate in public life and civil society
 - enabling people to rationally contribute to the democratic process
 - holding public officials and powerful organisations accountable



Relevance to Users Remains High Too, although Usage-Patterns Change



Main Source of News by Age



Reuters Digital News Survey 2017, n: 71,805 respondents from 36 countries

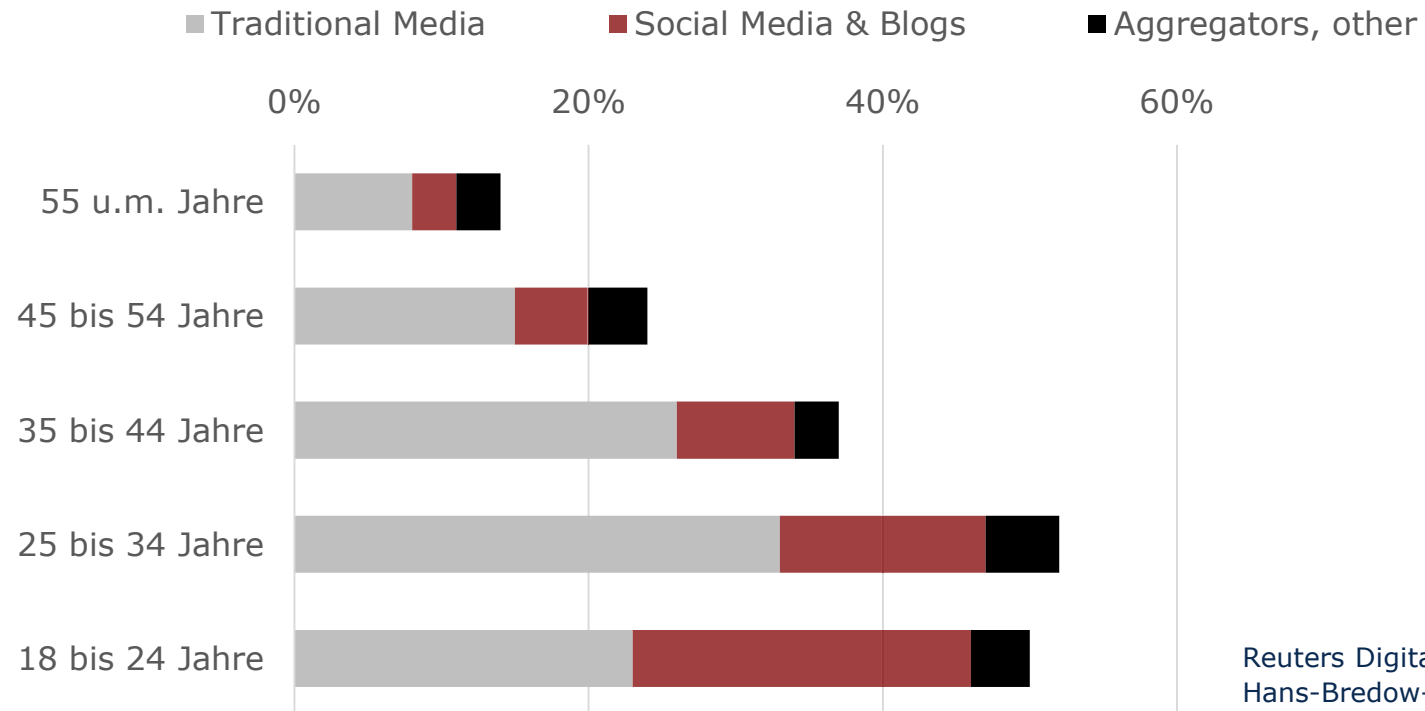
“You say you’ve used these sources of news in the last week, which would you say is your MAIN source of news?”

Base: Aged 18-24/25-34/35-44/45-54/55+ that used a source of news in the last week

- 18-24
- 25-34
- 35-44
- 45-54
- 55+

Main News Sources from the Internet by Age

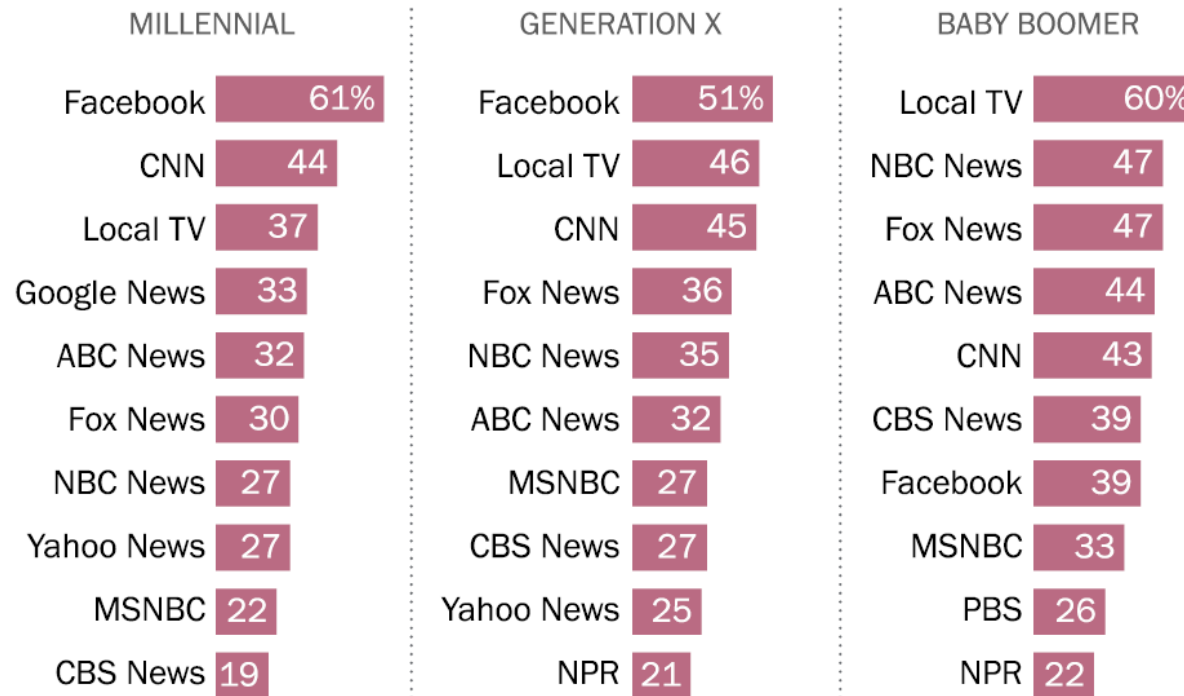
„(...) which would you say is your MAIN source of news?“



Reuters Digital News Survey 2017 /
Hans-Bredow-Institut; n= 1,950

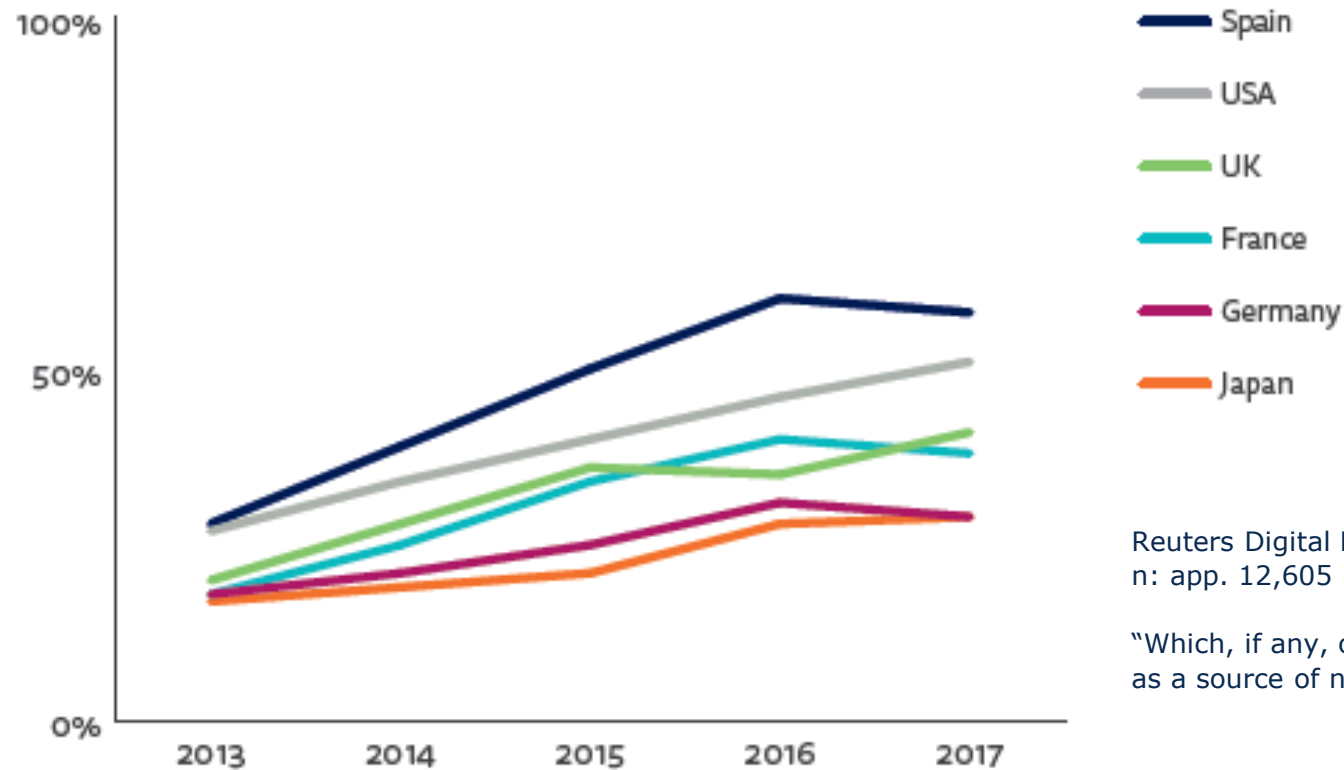
Facebook became most important News Source to Generation „X“ and „Millenials“ in the U.S.

% who got news about politics and government in the previous week from...



PEW Research Center: Millenials and Political News; n: 2.900

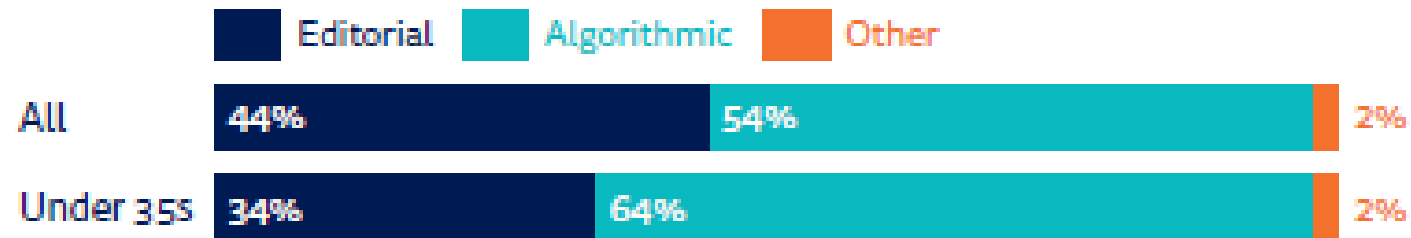
The Rise of Social Media as a Source of News



Reuters Digital News Survey 2017,
n: app. 12,605 respondents per year from six countries

"Which, if any, of the following have you used in the last week
as a source of news? Please select all that apply?"

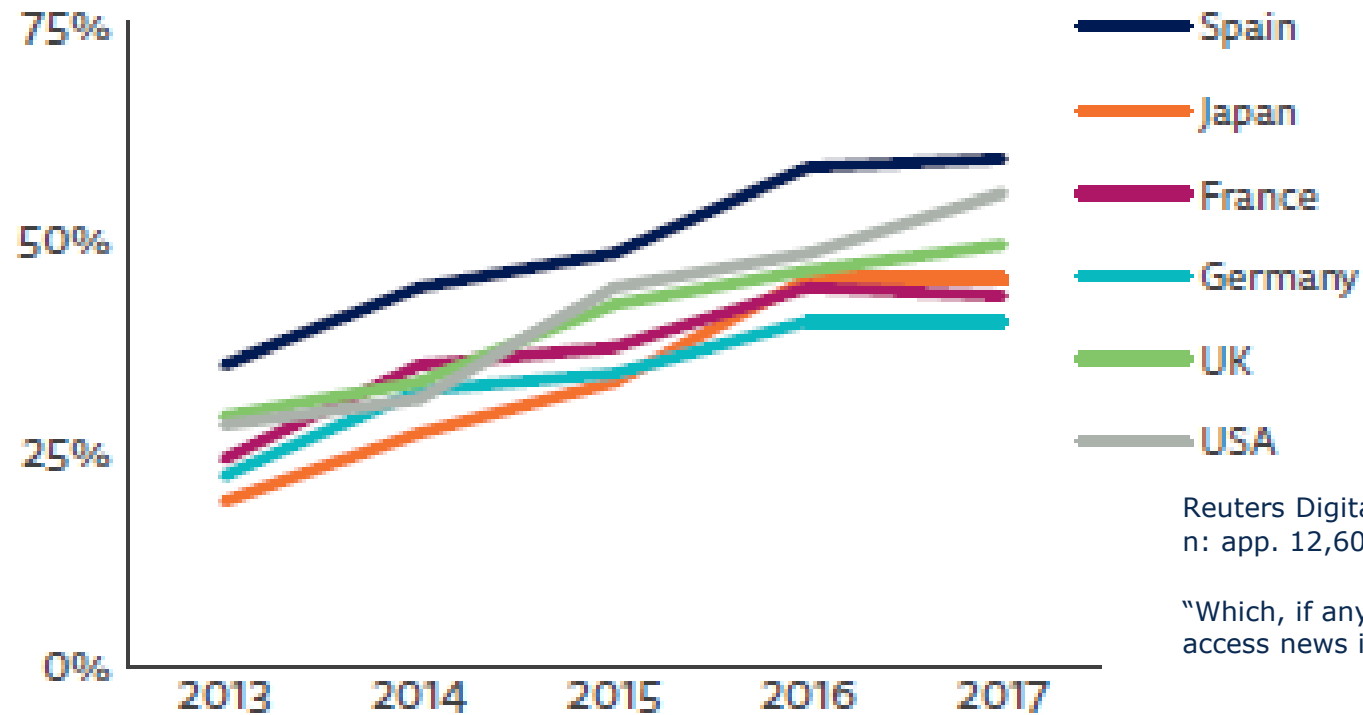
Algorithms Dominate News Selection



Reuters Digital News Survey 2017,
n: 66,230 respondents from 36 countries

“Which of these was the MAIN way in which you came across news in the last week?”

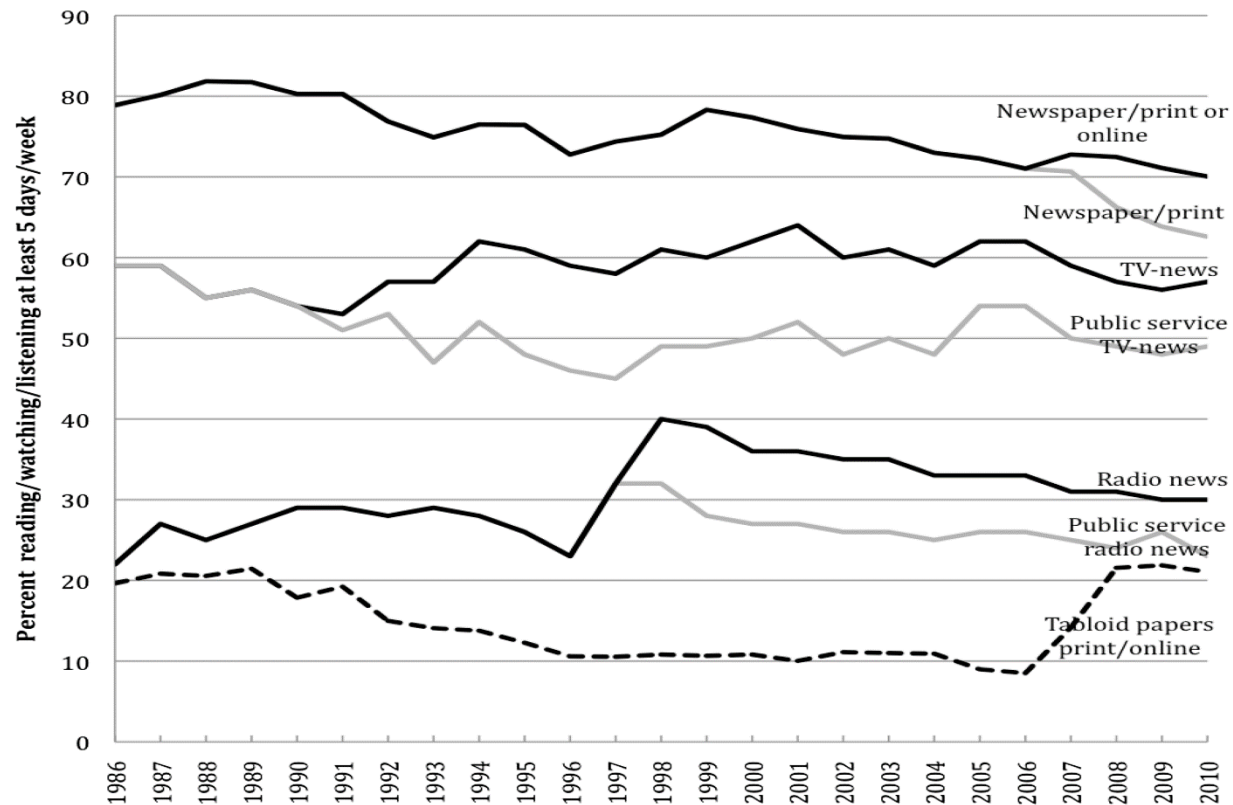
The Rise of Mobile Media as a Source of News



Reuters Digital News Survey 2017,
n: app. 12,605 respondents per year from six countries

"Which, if any, of the following devices have you used to access news in the last week? Please select all that apply."

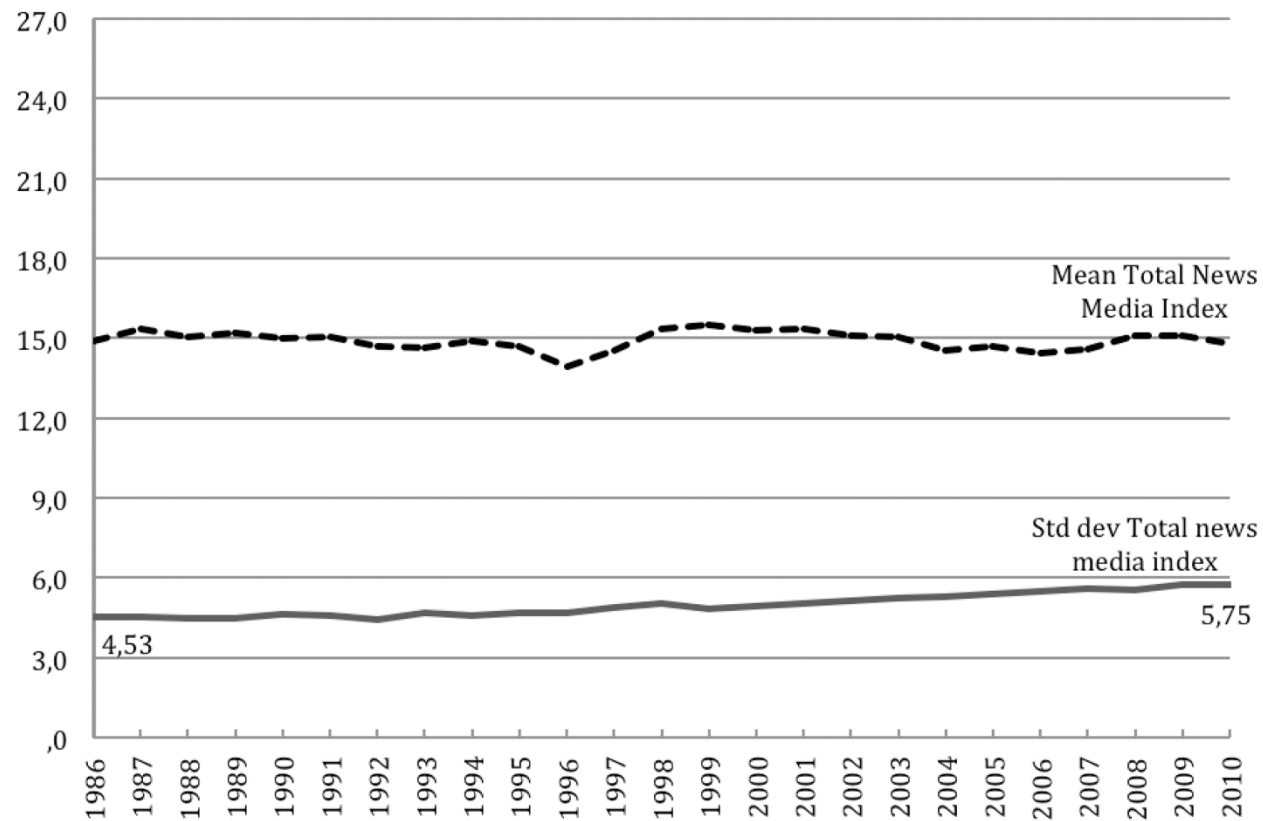
Changing News Sources, Sweden 1986–2010



Sources of the news, "At least 5 days/week" Sweden

Int J Public Opin Res. 2012;25(4):414-435. doi:10.1093/ijpor/eds018

Overall News Consumption Does Not Change



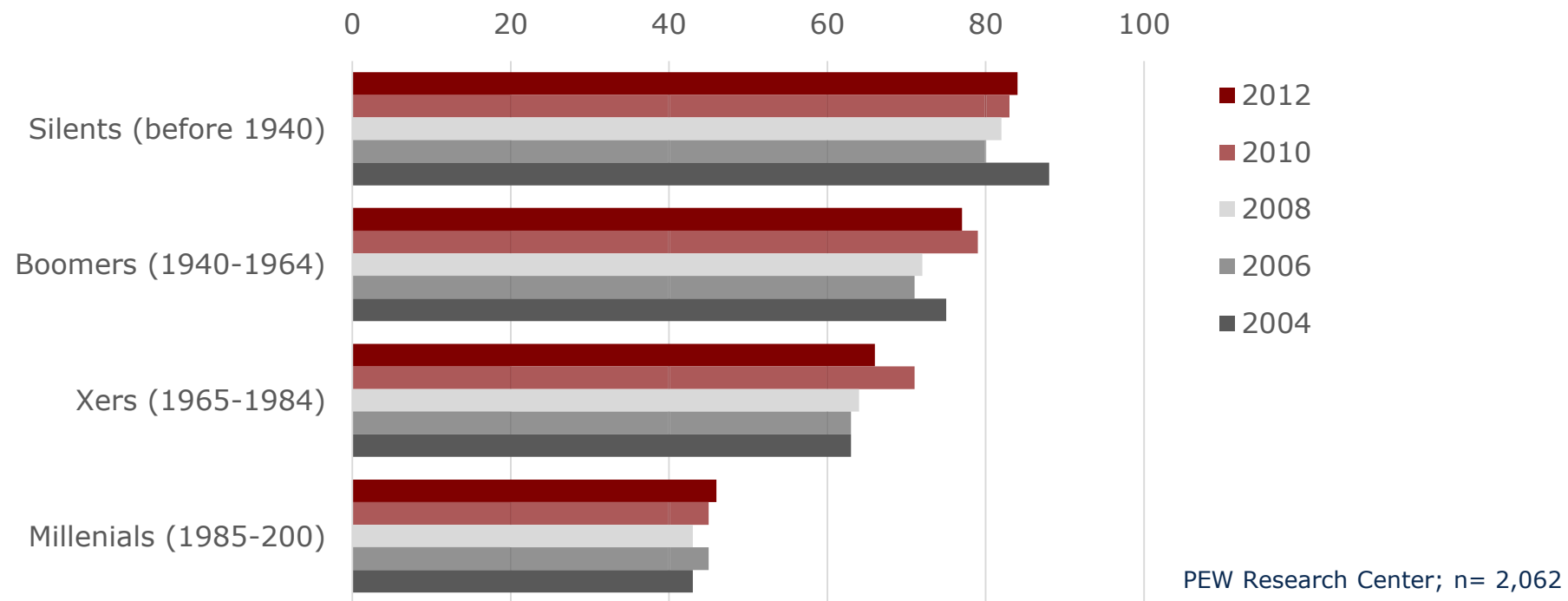
News Index

Sources of the news,
"At least 5 dax/week"
Sweden

Int J Public Opin Res.
2012;25(4):414-435.
doi:10.1093/ijpor/eds
018

But: Big Generational Effects, Little Life Cycle Effects

Average number of minutes per day following the news



Using the News

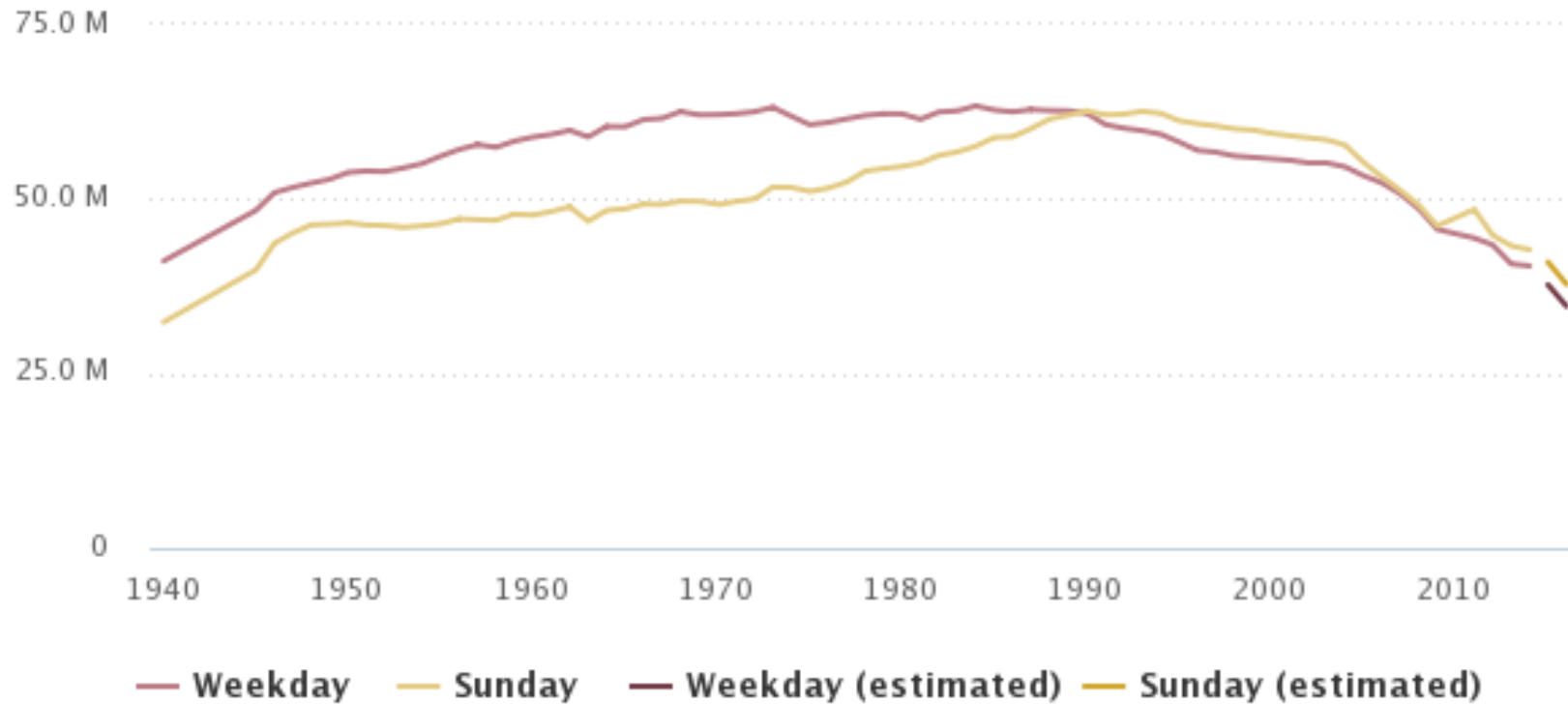
- Patterns of using the news are changing, strongly shifting towards:
 - the internet
 - social media
 - mobile/ubiquitous media
- overall relevance and dedication to news (still) remain on a high level



Vanishing Business Models

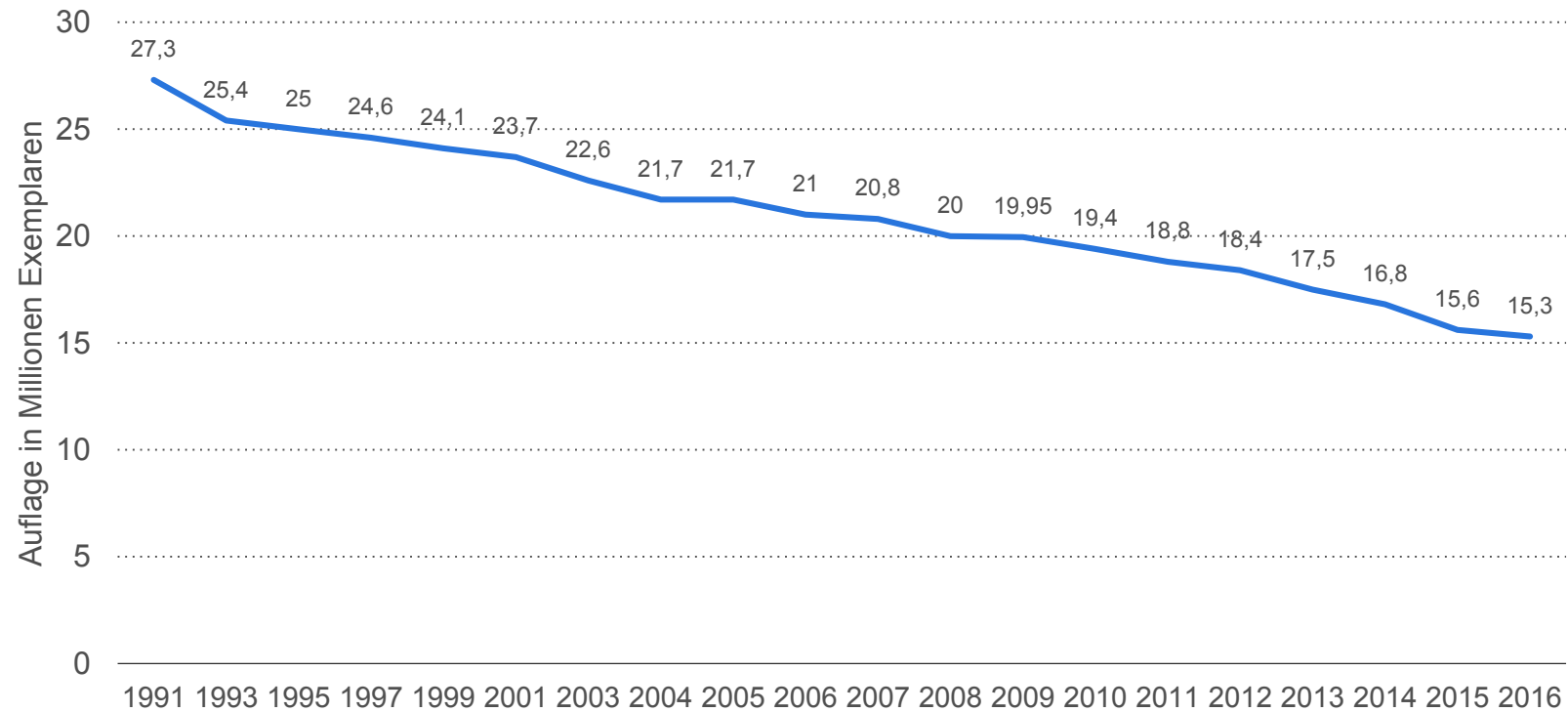


Circulation for U.S. Dailies going down



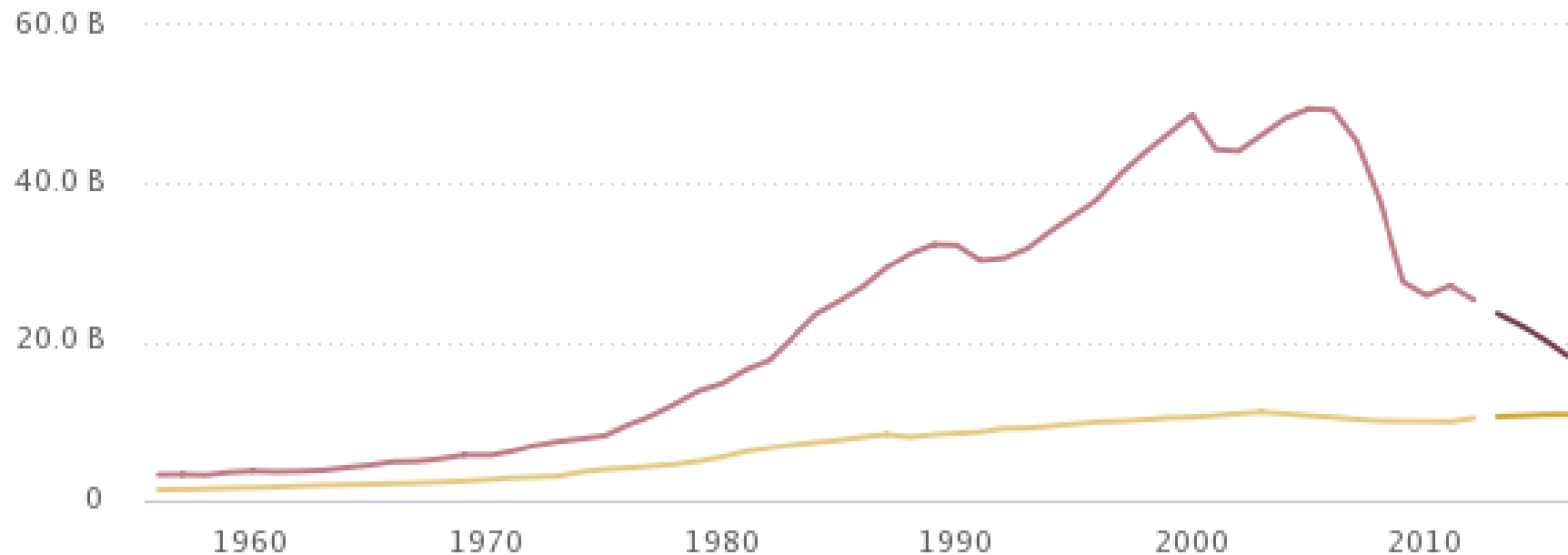
PEW <http://www.journalism.org/fact-sheet/newspapers/>

Circulation of German Dailies: Halved since Reunification



IVW

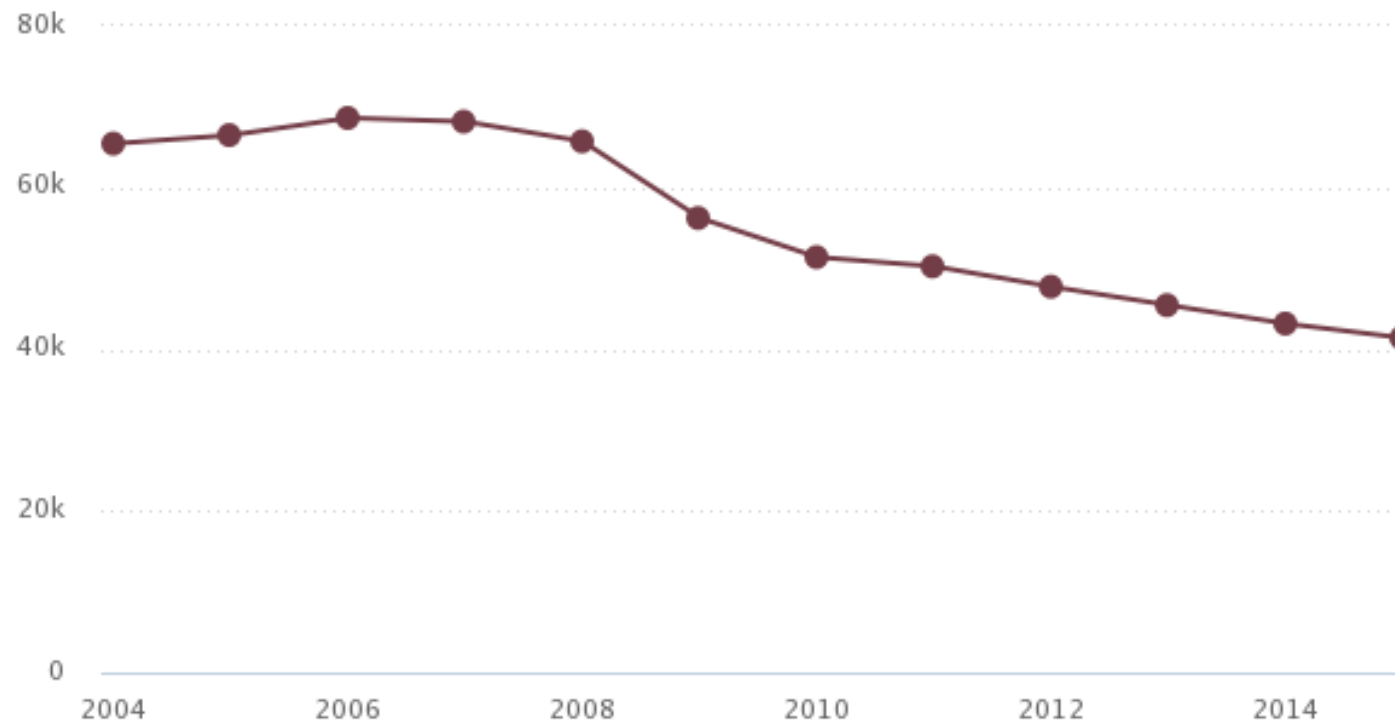
U.S. Newspapers Advertising and Circulation Revenue



PEW <http://www.journalism.org/fact-sheet/newspapers/>

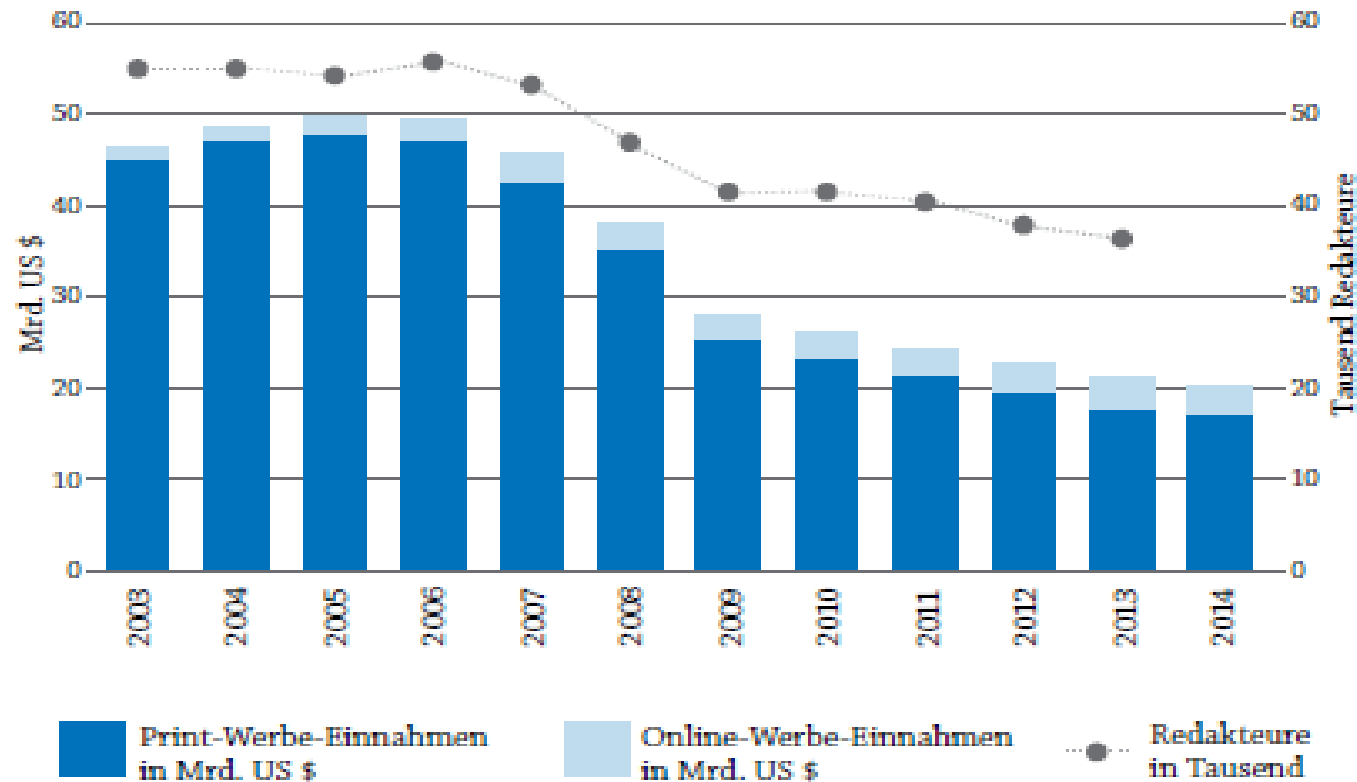
— Advertising — Circulation — Advertising (estimated)
— Circulation (estimated)

U.S. Newsroom employment, Number of Employees

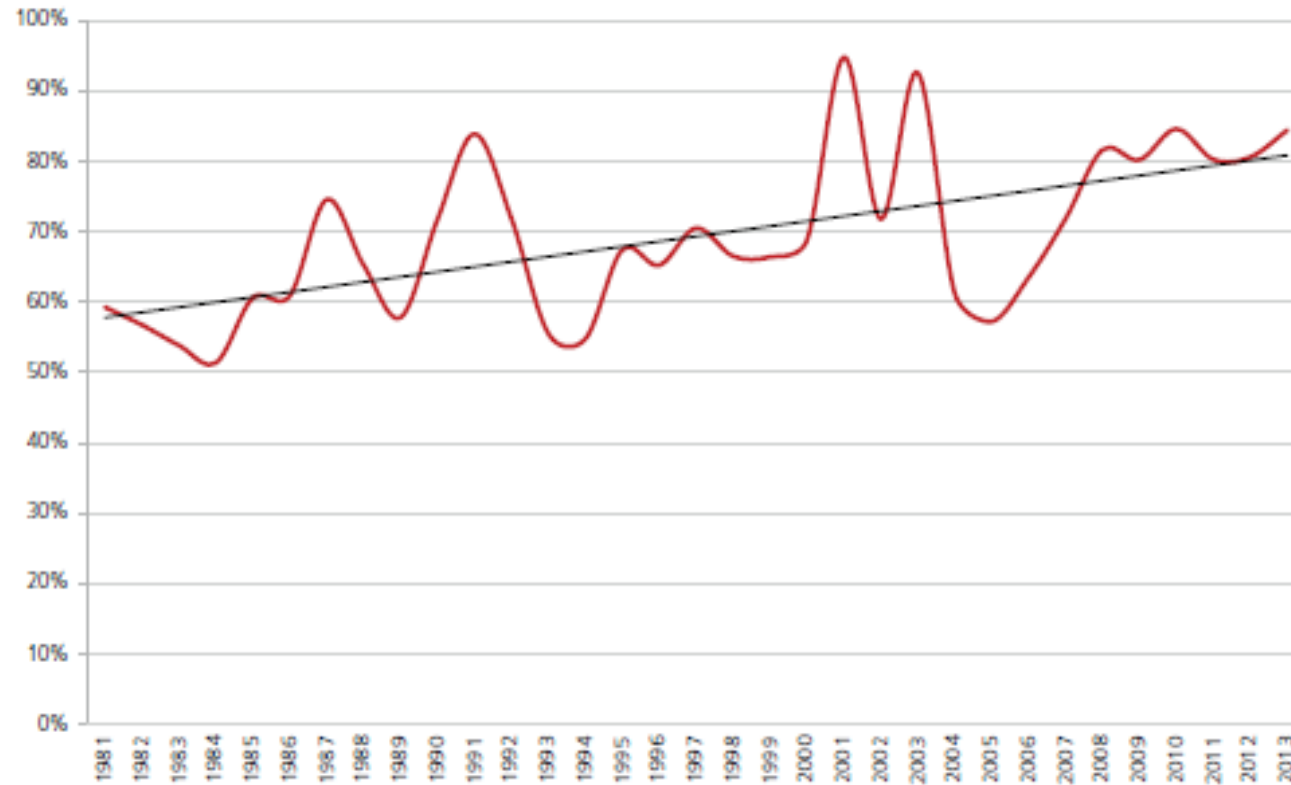


PEW <http://www.journalism.org/fact-sheet/newspapers/>

Revenues and Employed Journalists at Newspapers



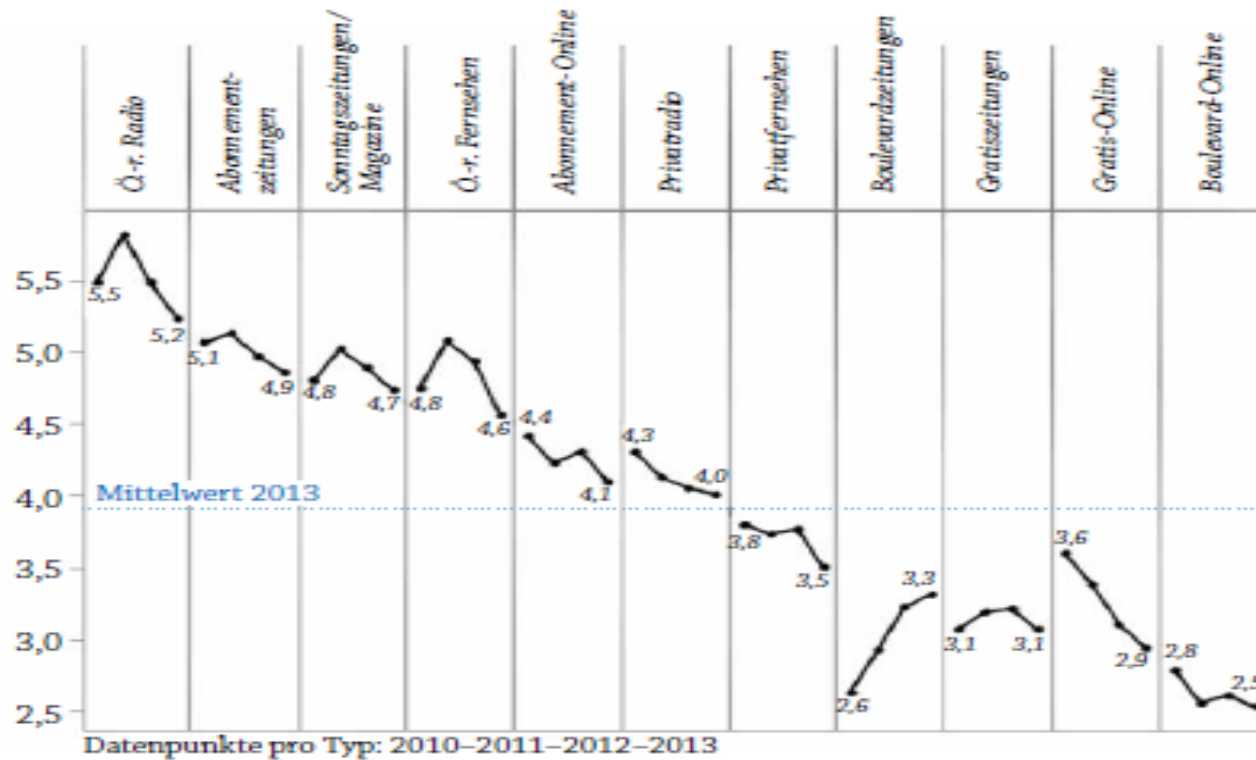
Decreasing Diversity



Percentage of Same Issues
among Top News of Leading
Swiss Dailies

fög Uni Zürich

Decreasing Quality-Index



Index of different indicators of news quality:

Relevance,
background information,
factuality

Base: 48 Swiss media outlets

fög Uni Zürich

Financing of the News

- Strongly diminishing financial resources for journalists
- News producers loose
- Intermediaries win
- Less professional journalists
- Quality declines



TECHNISCHE
UNIVERSITÄT
DRESDEN



The Audience Unchained



DRESDEN
concept
Exzellenz aus
Wissenschaft
und Kultur

Echo-Chambers an the Demise of Civility



The screenshot shows four comments from users whose names are redacted with orange bars. The comments are:

- Comment 1: "Ich finde es sogar richtig das mal ein Schiff von denen absoffen ist ruhig noch mehr davon 😊" (1 Std. - Gefällt mir - 1)
- Comment 2: "Patrolie fahren und Schuss auf den Bus geben Blub Blub Wech sind se" (1 Std. - Gefällt mir)
- Comment 3: "ch hab nen bohrerdamit gehts schneller" (22 Std. - Gefällt mir - 2)
- Comment 4: "da sind noch 4 nullen so wenig [Anm: es waren 400 Tote, die beklagt wurden]" (22 Std. - Gefällt mir)
- Comment 5: "das geht mir am Arsch vorbei !! selber drann Schuld !! von mir aus können die alle weg !! Habe gerade mit meiner Mutter telefoniert , die müssen jeden Euro umdrehen als Rentner . Dieser Staat ist eine Frechheit !!" (21 Std. - Gefällt mir - 11)

Comments on the
facebook-Page of
PEGIDA

Trolls

Nasty comments on Angela Merckels Instagram-Profile



bundeskanzlerin Folgen
Vor 2 Tagen
Bundeskanzlerin Angela #Merkel und die Staats- und Regierungschefs der Europäischen Union gedenken mit einer #Schweigeminute kurz vor Beginn des Europäischen Rates der Opfer des Terroranschlags von Tunis, 19/03/2015 #Brüssel #EU #europäischerrat #Toppics

vany.girl.02, _____reda_____ hashtagoutside und 209 anderen Personen gefällt das.

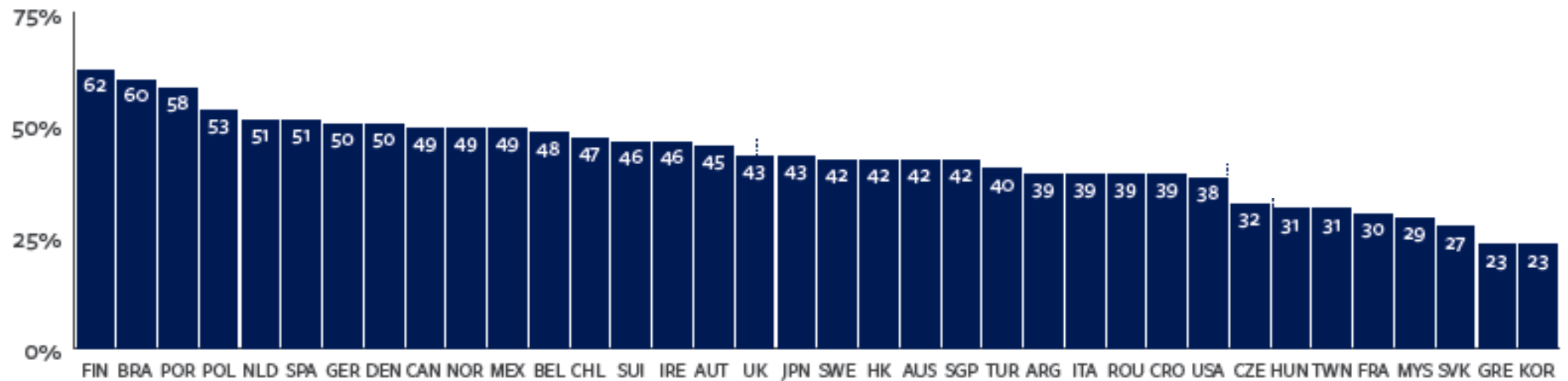
maxmerk
Зачем и кому нужно чтоб г.Меркель удалила свой аккаунт? @besprozv

maxmerk
Зачем и кому нужно чтоб г.Меркель удалила свой аккаунт? @besprozv

stasherin
Россия вперед!!!

4isan4i
1941-1945

Overall Trust in Media in Different Countries



Reuters Digital News Survey 2017,
n: 71,805 respondents from 36 countries

"Please indicate your level of agreement with the following statements. - I think you can trust most news most of the time/I think I can trust most of the news I consume most of the time *Base: Total sample in each market.*"

Watchblogs



Bild.de, focus.de, Huffingtonpost.de, N24, Tagesschau etc.

Absturz des Journalismus

25.3.2015, 22:40
Mats Schönauer

Alle Unkenntlichmachungen in diesem Beitrag stammen von uns.

Als BILDblogger schaut man jeden Tag in die Abgründe des Journalismus, aber es gibt Tage, an denen vor lauter Abgründen kaum noch Journalismus zu sehen ist. Gestern war so ein Tag.

Am frühen Mittag, weniger als eine Stunde nachdem bekannt geworden war, dass die Germanwings-Maschine 4U9525 über Frankreich abgestürzt ist, umfasste der Liveticker bei Bild.de schon über 35 Einträge. Bei „Focus Online“ über 20.

Das ist eine dieser furchtbaren Eigenarten des deutschen Onlinejournalismus: Dass die Portale in den ersten Stunden nach solchen medialen Großereignissen alles rausjagen, was sie in die Finger kriegen, egal, wie irrelevant, spekulativ oder nichtssagend die „Nachricht“ auch sein mag. Hauptsache Content. Hauptsache Klicks.

Bild.de zum Beispiel.

12.16 Uhr

Germanwings-Seite nicht mehr zu erreichen

Die Internetseiten von Germanwings und Flughafen Düsseldorf sind zusammengebrochen und momentan nicht zu erreichen.



- Was passiert hier?
- Sachdienliche Hinweise?
- Werben auf BILDblog
- BILDblog unterstützen

Suche nach Medium

Anzeige



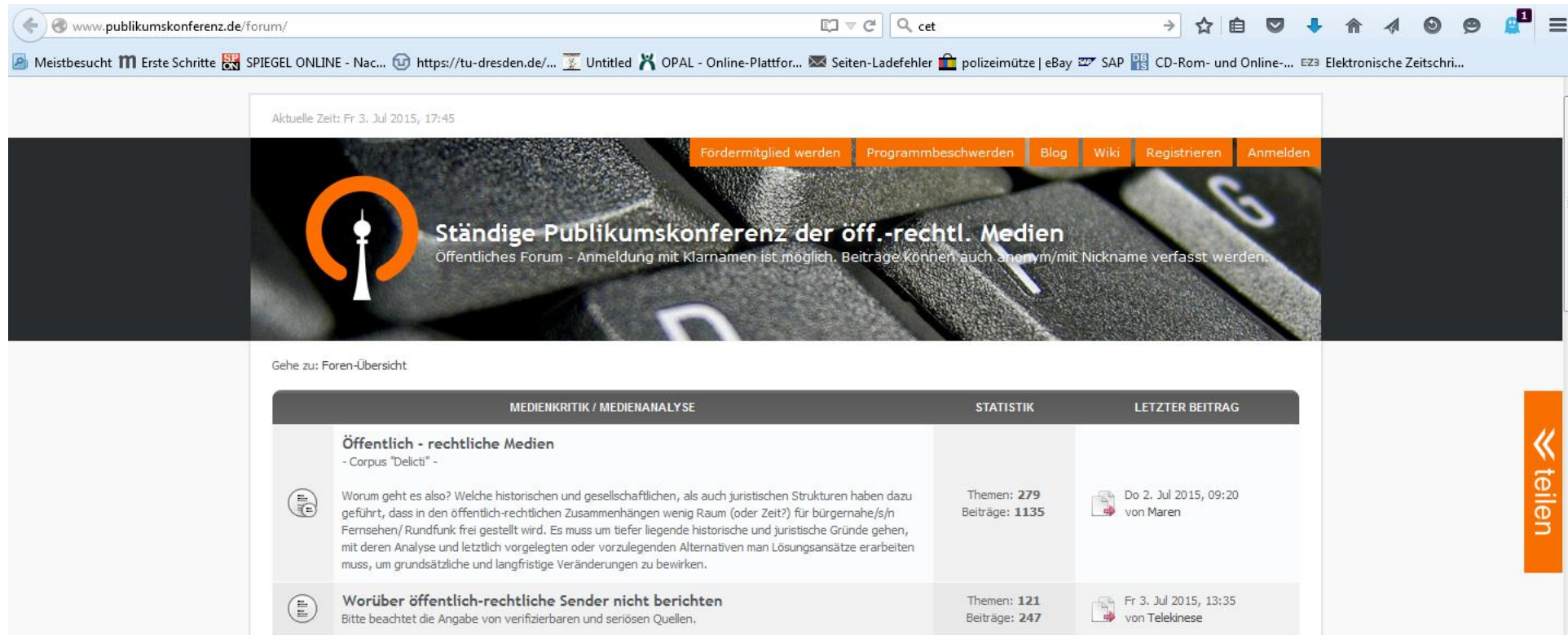
BILDblog abonnieren

- NEU: Updates per E-Mail

Twitter

- RT @SPIEGEL_Medien: Jetzt im Livestream vom #nr15: Im Visier der Meute. Christian

Watching the Watchdogs



Aktuelle Zeit: Fr 3. Jul 2015, 17:45

Fördermitglied werden Programmbeschwerden Blog Wiki Registrieren Anmelden

Ständige Publikumskonferenz der öff.-rechtl. Medien
Öffentliches Forum - Anmeldung mit Klarnamen ist möglich. Beiträge können auch anonym/mit Nickname verfasst werden.

Gehe zu: Foren-Übersicht

MEDIENKRITIK / MEDIENANALYSE	STATISTIK	LETZTER BEITRAG
<p>Öffentlich - rechtliche Medien - Corpus "Delicti" -</p> <p>Worum geht es also? Welche historischen und gesellschaftlichen, als auch juristischen Strukturen haben dazu geführt, dass in den öffentlich-rechtlichen Zusammenhängen wenig Raum (oder Zeit?) für bürgernahe/s/n Fernsehen/Rundfunk frei gestellt wird. Es muss um tiefer liegende historische und juristische Gründe gehen, mit deren Analyse und letztlich vorgelegten oder vorzulegenden Alternativen man Lösungsansätze erarbeiten muss, um grundsätzliche und langfristige Veränderungen zu bewirken.</p>	<p>Themen: 279 Beiträge: 1135</p>	<p>Do 2. Jul 2015, 09:20 von Maren</p>
<p>Worüber öffentlich-rechtliche Sender nicht berichten Bitte beachtet die Angabe von verifizierbaren und seriösen Quellen.</p>	<p>Themen: 121 Beiträge: 247</p>	<p>Fr 3. Jul 2015, 13:35 von Telekinese</p>

teilen

Fact Checking

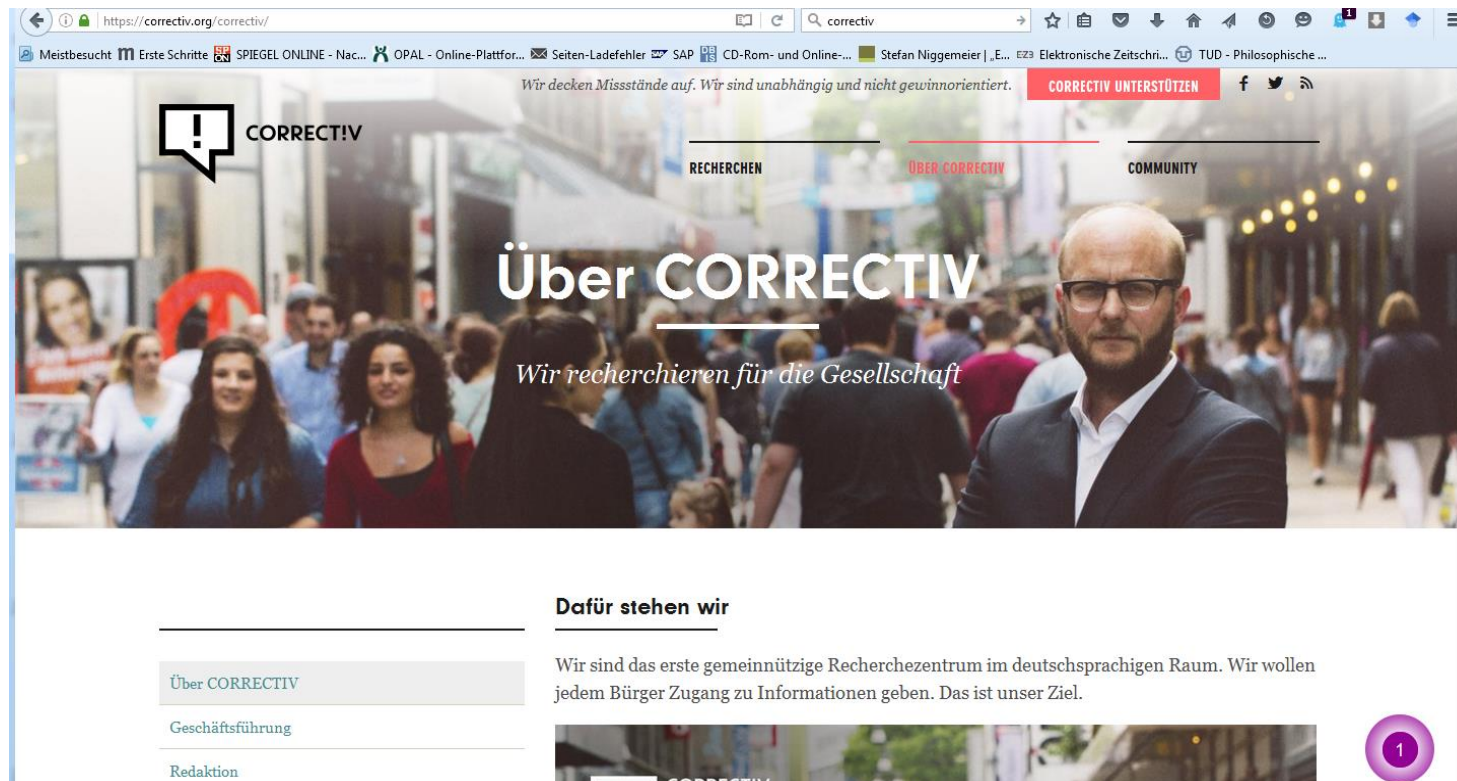
The screenshot shows the StopFake.org website interface. At the top left is the logo "STOP FAKE.ORG" with the tagline "Struggle against fake information about events in Ukraine". Navigation links include HOME, ABOUT US, OPINIONS, CONTEXT, VIDEOS, MEDIA ABOUT US, and TOOLS. A search bar is located on the right side of the main content area.

The featured news article is titled "Russia 1 Wrongly Reports of Energy Ministry Appointment" and is dated "JULY 01, 2015 - 18:42 - NEWS". The article text states: "On June 30 the site Vesti.ru (Russia 1 TV channel) incorrectly reported that Ukraine's President Petro Poroshenko appointed 24-year-old Dmitry Vovk as Ukraine's Minister of Energy. Dmitry Vovk was in fact appointed head of the Power and Utilities National Commission by the president on June 29. Volodymyr Demchishin remains Energy Secretary..."

To the right of the article is a "SOCIAL STATS" section with the following data:

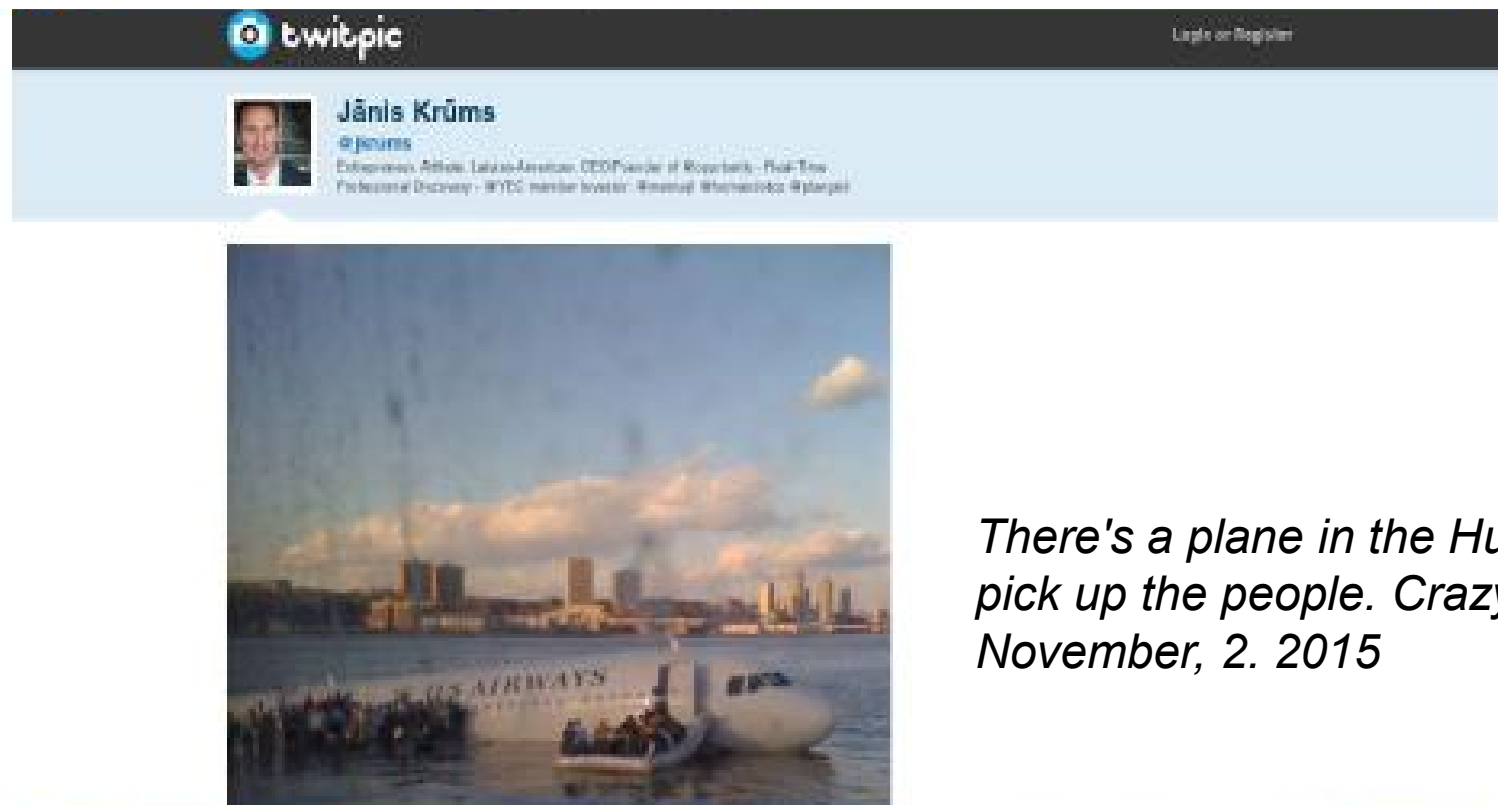
42.6K FANS	2.2K FANS
490 FOLLOWERS	29.6K SUBSCRIBERS
51.5K	126.4K

Charitable Journalism



The screenshot shows the homepage of CORRECTIV, a charitable journalism organization. The browser address bar displays 'https://correctiv.org/correctiv/'. The page features a navigation menu with 'RECHERCHEN', 'ÜBER CORRECTIV', and 'COMMUNITY'. A prominent banner reads 'Über CORRECTIV' with the tagline 'Wir recherchieren für die Gesellschaft'. Below this, a section titled 'Dafür stehen wir' explains their mission: 'Wir sind das erste gemeinnützige Recherchezentrum im deutschsprachigen Raum. Wir wollen jedem Bürger Zugang zu Informationen geben. Das ist unser Ziel.' A sidebar on the left lists 'Über CORRECTIV', 'Geschäftsführung', and 'Redaktion'. A purple circular icon with the number '1' is visible in the bottom right corner of the page.

User Generated Content as a Ressource for Journalism



There's a plane in the Hudson. I'm on the ferry going to pick up the people. Crazy. Jānis Krūms (@jkrums), November, 2. 2015

The Public Unchained

- Second public sphere: Delegation of mass media
- Reactance against powerful media
- Demise of civility: Trolls poison the discourse
- The public as a watchdog for the watchdogs
- Lay Journalism as a resource for professional journalism
- Networking journalism



Conclusion



Theses

1. Professional journalism is more relevant than ever
2. No massive turning away of users from the news (at least until now)
3. News organizations permanently lose advertising revenue
4. Number of employed journalists declines
5. News Quality is on the decline
6. The audience massively emerges as a resource and watchdog for professional journalism
7. More in depth research is needed