



**CITY UNIVERSITY
LONDON**

THE FUTURE OF BREAKING NEWS ONLINE? A study of live blogs through surveys of their consumption, and of readers' attitudes and participation

Dr Neil Thurman and Nic Newman

Future of Journalism Conference, Cardiff University, 12-13 Sept. 2013



LIVE

Summary headlines



Multimedia element

7.30am: Good morning, and welcome to another day of rolling coverage of the eurozone crisis

Informal tone

This article was corrected on 20 December 2011 because the original described Sony Kapoor as working at Open Europe instead of Re-Define, a London-based thinktank.

Transparent corrections

8.25am: Standard & Poor's has said it won't downgrade South Korea's credit rating following the death of Kim Jong-il.
Our ratings on South Korea take into account temporary uncertainties associated with North Korean security risks as well as contingent liabilities arising from a possible reunification of the North and South.
But it warned that South Korea's rating or outlook could be revised if the succession plan was not properly implemented or if there were other factors.

Date-stamped updates

More details as they come in.
10.22am: FT currency correspondent Alice Rose tweets: "North Korean leader dies: South Koreans won plunges, buying opportunity, claims Sir Glen."
Korea's North Korean leader's death to temporarily increase South Korean assets. North Korean leader Kim Jong-il's death was confirmed today. In our view, the transition of power is already a completed affair, and we expect the market to react positively to this news.

Use of content from Twitter

10.40am: Some interesting research in the FT shows homeowners in some of the poorest parts of the country put themselves at risk of repossession (2) by taking out second mortgages in the run-up to the credit crunch.

Generous use of hyperlinks

10.46am: Some interesting research in the FT shows homeowners in some of the nation's poorest areas have put themselves at increased risk of mortgage arrears or repossession as a result of the sharp rise in which they withdrew equity from their homes in the run-up to the credit crunch in 2007.

3rd-party content signposted

Breaking news: California Rim Fire contained but full control may be weeks away

« || »

US-Israeli missile tests raise tensions over Syria

Last updated four minutes ago



LIVE Israel has confirmed that it carried out a joint missile test with the US in the Mediterranean

592 comments

LATEST

"Syrian online activist The 47th says the Sky News report is correct and a press conference on the defection is planned for 5pm local time (3pm BST) in..."
Syria crisis - live updates

- Syria refugee numbers rise to 2 million
- Ed Miliband hardens criteria for Syria strike
- McCain: rejection of strikes would be catastrophic
- US rejects Syria strike as it sends US bombs

Miliband: scrap lobbying bill



Labour leader says charities and trade unions could find themselves in legal trouble over democratic advocacy

142 comments

- **LIVE** Live blog – calls to delay lobbying bill
- Fears over reach of lobbying bill
- Ed Miliband: 'I am not a lobbyist' and shaming
- The lobbying industry responds

Microsoft buys Nokia handset unit



Deal worth €5.4bn delivers Europe's last big handset maker into US ownership and moves Microsoft firmly into device manufacturing

- Microsoft and Nokia's problems - in three graphs
- **LIVE** Business live - Microsoft-Nokia deal
- The rise and fall of a mobile phone giant
- Twitter reaction to mobile deal

Endurance swimmer Diana Nyad sets record 110 mile swim from Cuba to Florida without shark cage



« || »

The Kalahari Desert's dark side



Food preferences Taste geography



Andrew Brown Pope Francis and the Vatican's 'crows and vipers'

Sport

United land Fellaini after day of farce



Football: Man Utd signed Marouane Fellaini but claims of imposters confused attempts to sign Ander Herrera

- Bale's unveiling worth wait for fans
- Pictures: the best images as Bale joins Madrid
- Video: a day in the life of a world-record signing
- Bale brings mixed feelings in crisis-hit Spain
- **Interactive:** the Premier League ins/outs

Özil seals £42.5m Arsenal move



Football: Arsène Wenger has signed Mesut Özil and the Italian goalkeeper Emiliano Viviano on loan

- Amy Lawrence: Özil can illuminate the Emirates
- Transfer deadline day – as it happened
- David Conn: sustainability limits stretched
- **Football Weekly:** the pod on deadline day

Ireland v England live



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CRICKET ▶ [England win the toss and field against Ireland in the one-day international in Dublin](#) [Rankin, Ballance and Carberry play](#) || ◀ ▶



Sportsday - transfer reaction **LIVE**

Reaction to a record-breaking transfer deadline day, including high-profile moves for Mesut Ozil and Marouane Fellaini.

Transfer Deadline Day



Ozil deal tops record-breaking transfer deadline day
FOOTBALL



Federer beaten by Robredo at US Open
TENNIS

Ireland v England **LIVE**

Live text & TMS commentary, plus Scotland v Australia updates



Man Utd sign Everton's Fellaini for £27.5m
FOOTBALL



Summer transfer window in numbers
FOOTBALL

Headlines

FOOTBALL
Arsenal complete £42.4m Ozil signing

FOOTBALL
Everton complete triple

Scores, Results & Fixtures

Tennis: US Open

[Scores](#) | [Men's draw](#) | [Women's](#) | [Order of play](#)

Horse Racing

[UK & Ireland](#) | [Colombia](#) | [Japan](#)

The University for business and the professions

- Higher reader **engagement**
- Higher levels of **trust**
- Reader preference for public-affairs **topics**
- Higher willingness to **participate**
- More original **sources** used

ScribbleLIVE



AP

DAILY NEWS

TORONTO STAR



THE WALL STREET JOURNAL.



SKY SPORTS



The
Economist



SPIEGEL ONLINE

Frankfurter Allgemeine
ZEITUNG FÜR DEUTSCHLAND

THE GLOBE AND MAIL 



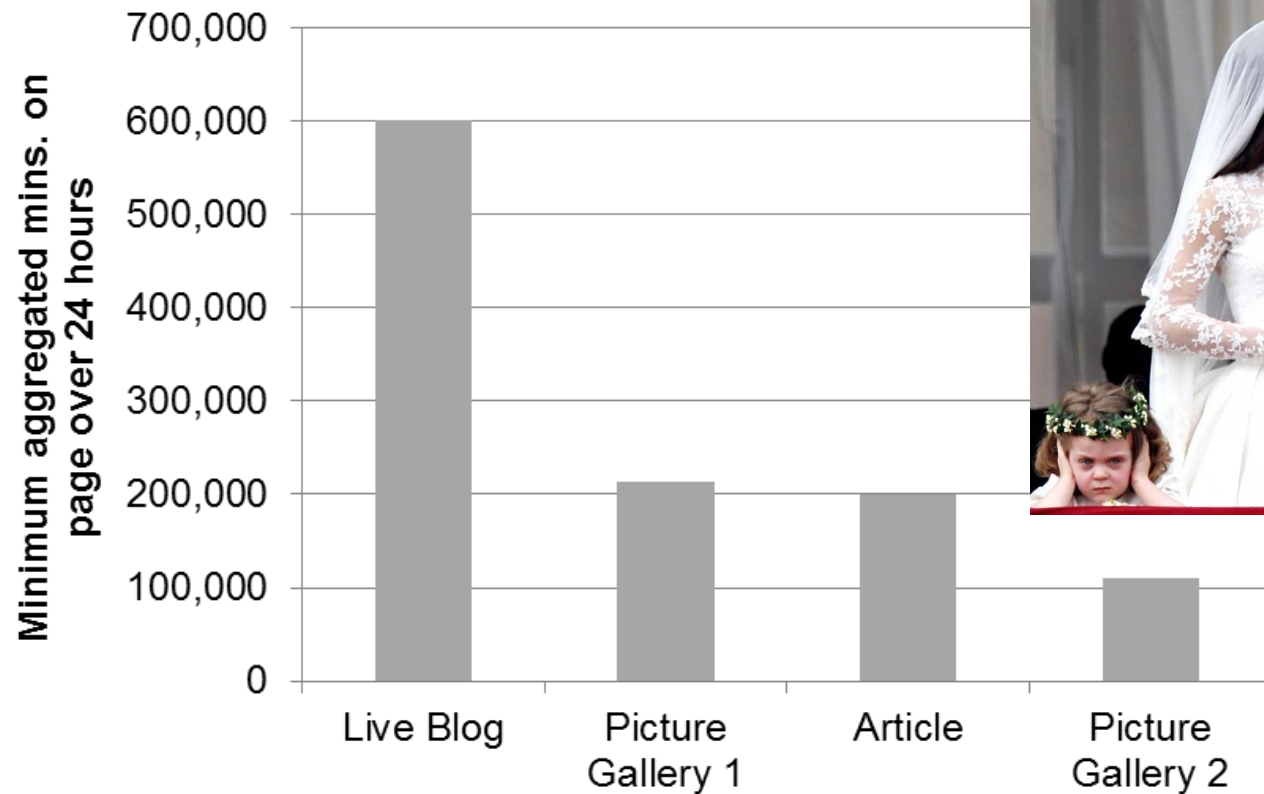
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1. Levels of reader **engagement**
2. How **popular** with news consumers across 9 countries
3. Particular types (e.g. breaking news, on-going political stories) more **popular**?
4. Readers' **attitudes** to live blogs' usability, balance, accuracy, and convenience
5. More **inclusive** of facts and opinions from citizens?



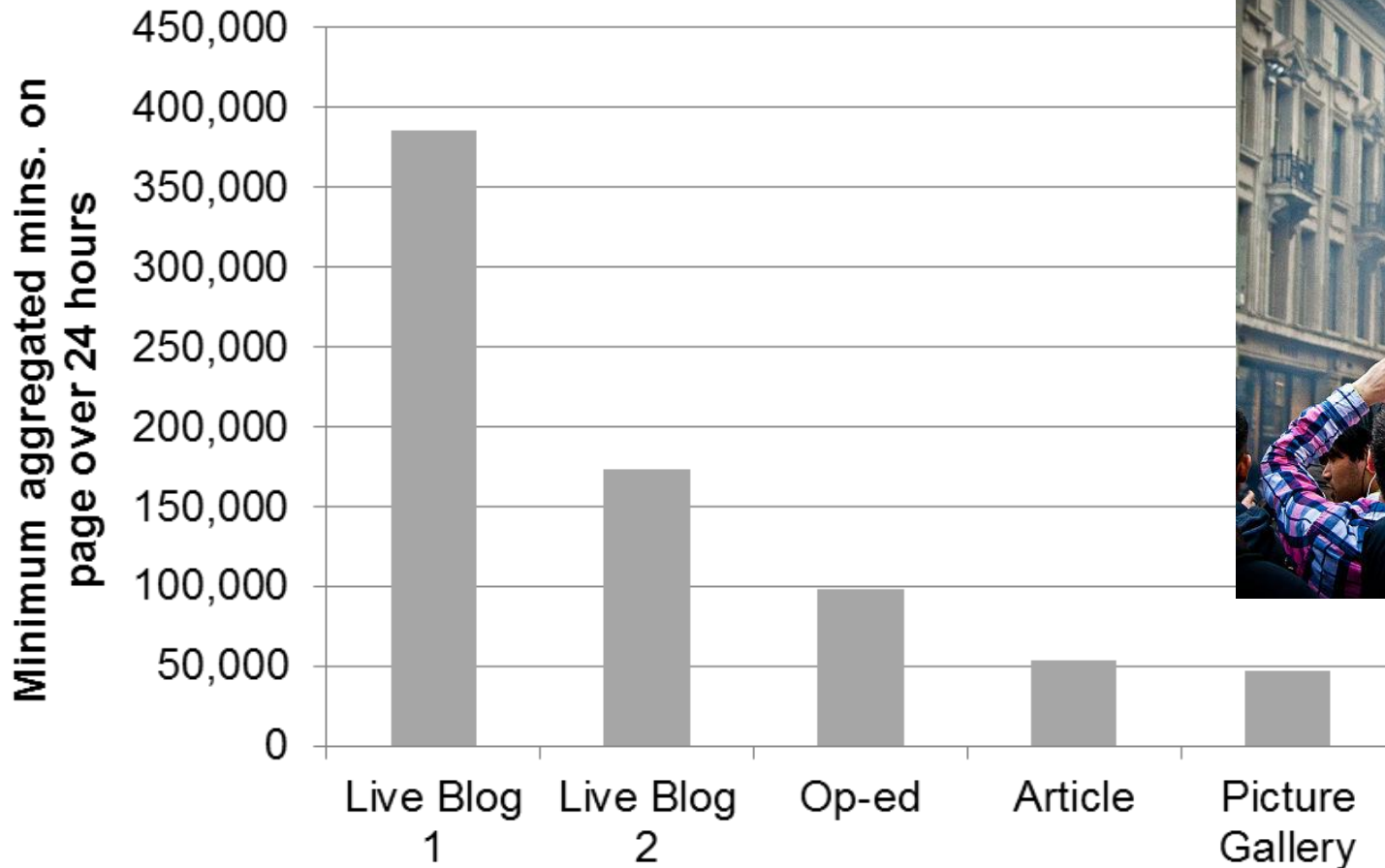


Time spent on 4 news formats, coverage of Royal Wedding, Guardian.co.uk, April 2011

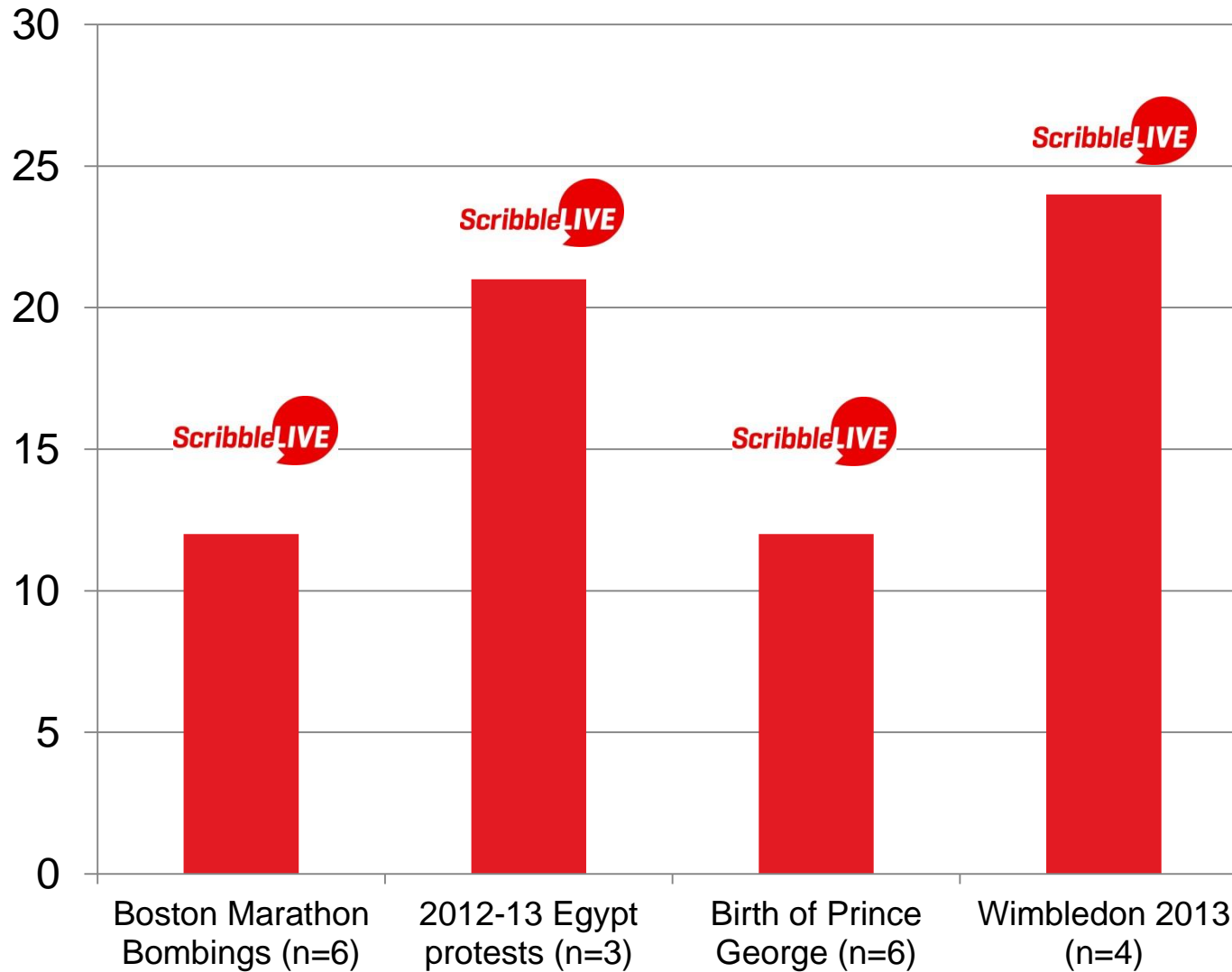




Time spent on 4 news formats, coverage of protest march, Guardian.co.uk, March 2011



Engagement per visitor / visit duration (mins)



Total unique visitor numbers=49 million

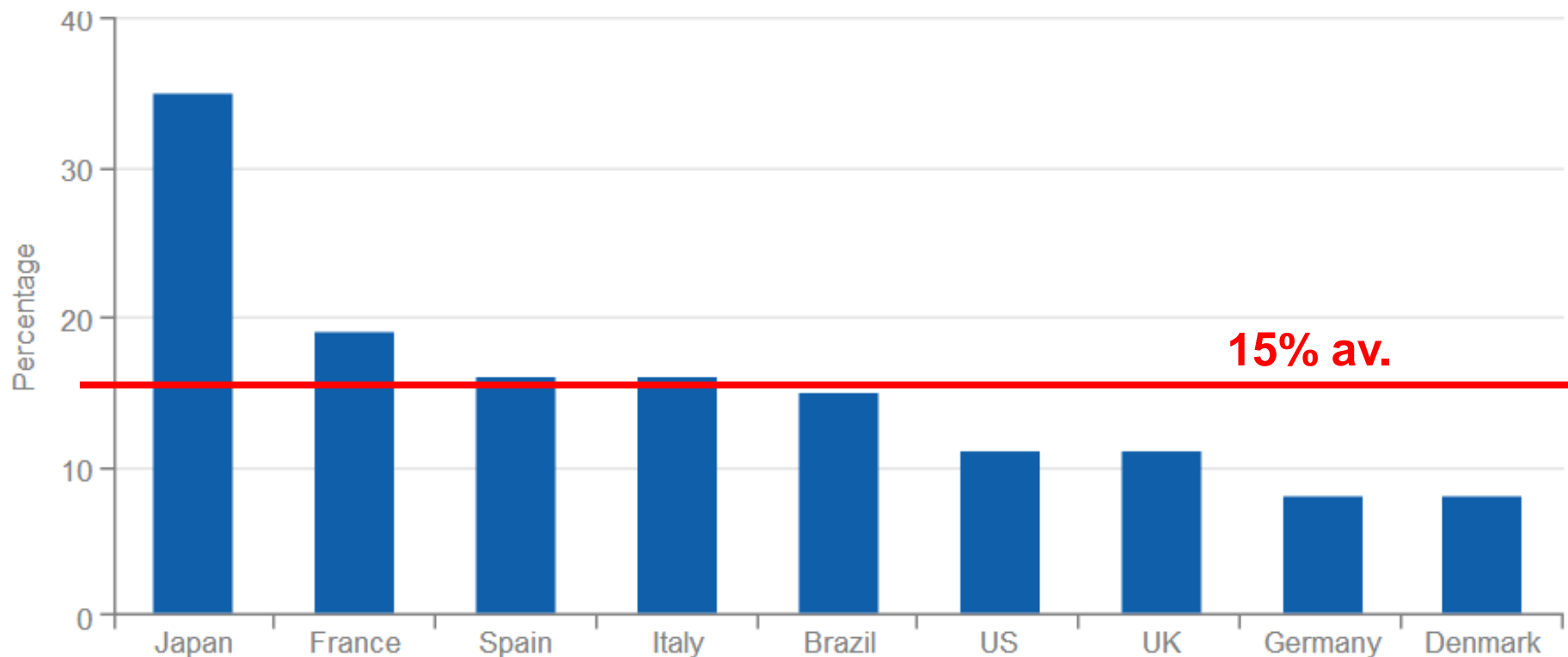


!Online survey. Excluded respondents who'd not accessed news in previous month!

Country	Sample Size
UK	2078
Germany	1099
Spain	1016
Italy	1003
France	1016
Denmark	1024
US	2170
Brazil*	1003
Japan	1004

Field work January 2013

Popularity of live blogs by country



Q11: Thinking of the way you looked at news online in the last week, which of the following ways of consuming news did you use?

Base: All markets UK (n=2078) US (n=2028) Spain (n=979) Japan (n=978) Italy (n=965) Germany (n=1062) France (n=973) Denmark (n=1007) Urban Brazil (n=985)

January 2013

Internazionale 1 - 1 Manchester United

Minute-by-minute guide

guardian.co.uk, Wednesday 17 March 1999 21.47 GMT

2 mins Roberto Baggio is at the hub of good passing from Inter down the left. The move ends harmlessly.

2 mins Ronaldo's first significant touch puts Baggio through but he's well offside.

4 mins Ronny Johnsen's short backpass forces Peter Schmeichel out of his area to hoof clear from the onrushing Baggio.

5 mins Ryan Giggs swings the ball into Dwight Yorke, who loiters on the penalty spot. But the ball is slightly too high for the despairing forward's dive.

6 mins Ronaldo's first run down the inside left channel is snuffed out.

11 mins Diego Simeone feeds Ivan Zamorano who has the edge on Jaap Stam. But Stam recovers to clear for a corner.

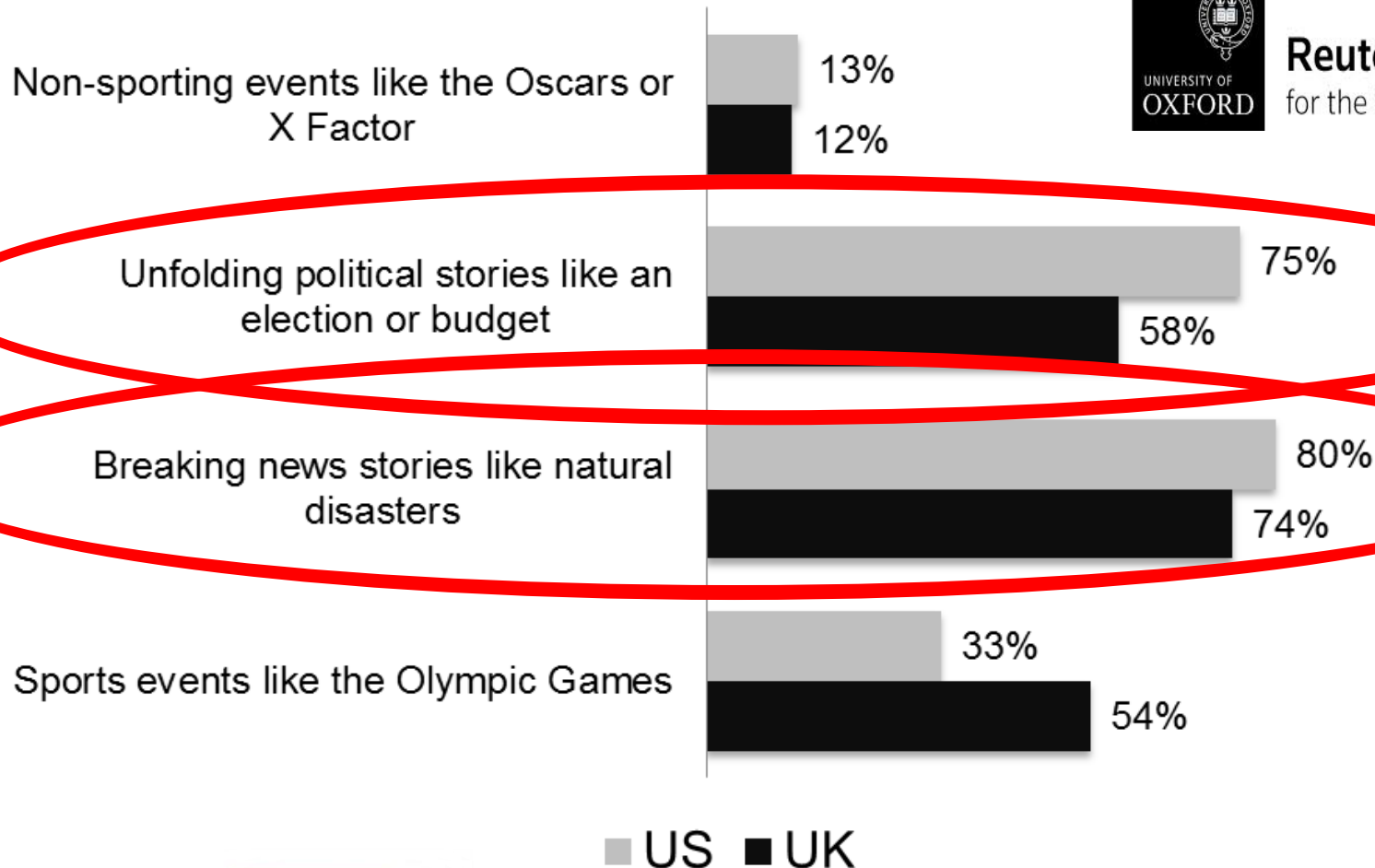
13 mins Zamorano again finds some space: Gary Neville concedes a corner.



Popularity of different types of live news pages (live blogs) with US and UK news consumers, January 2013.



Reuters Institute
for the Study of Journalism



Popularity of different types of live news pages (live blogs) with US and UK news consumers. January 2013.



Reuters Institute
for the Study of Journalism

Non-sporting events like the Oscars or X Factor

13%

12%

Unfolding political stories like an election or budget

75%

58%

Breaking news stories like natural disasters

80%

74%

Sports events like the Olympic Games

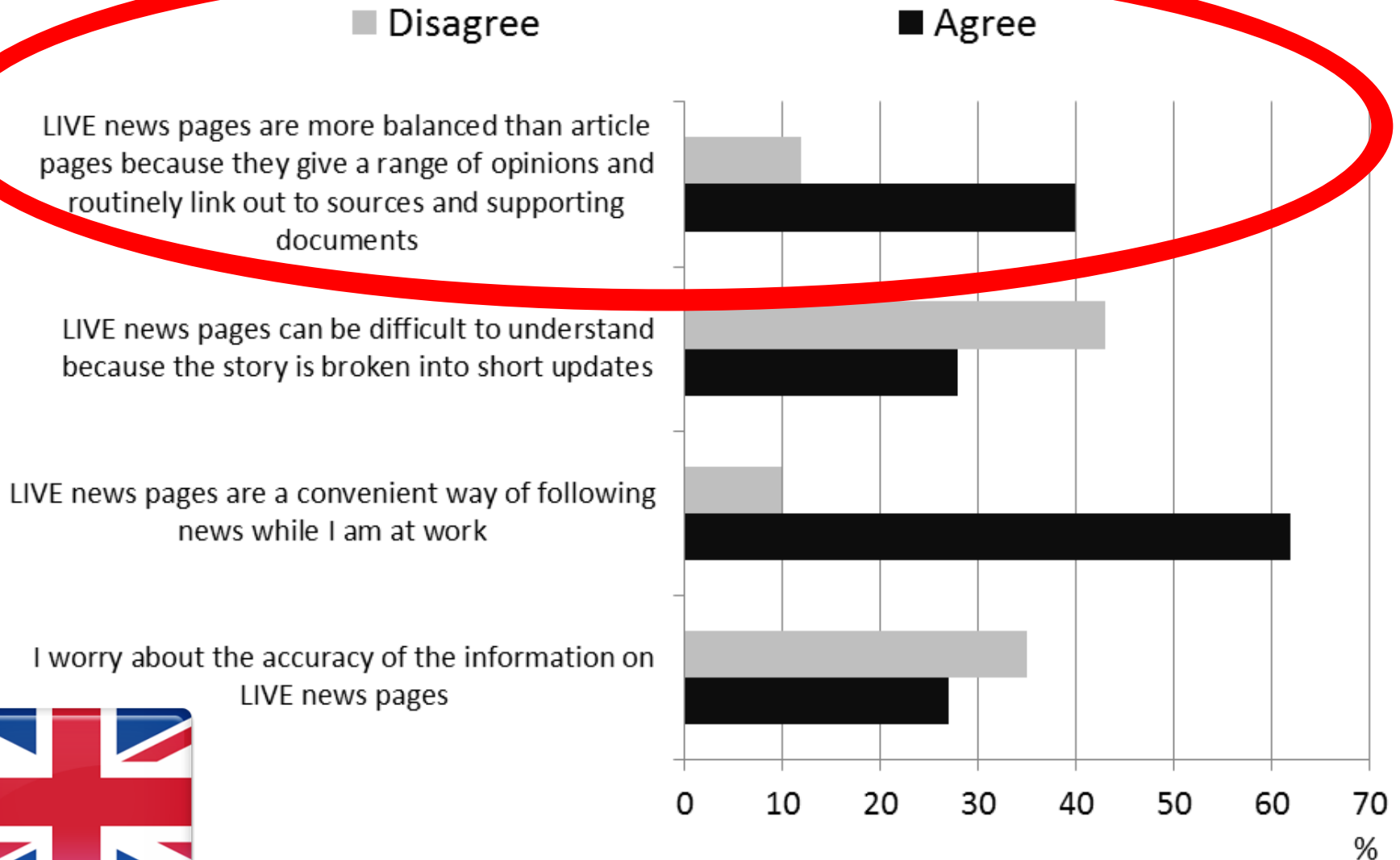
33%

54%

■ US ■ UK



Usability, balance, accuracy, convenience: UK readers' attitudes



“We'll try to link to our sources on stories as much as possible, whether it's a police press release or a local government report”

BBC on their ‘Local Live’ initiative, April ‘13.

BBC Sign in News Sport Weather iPlayer TV Radio More... Search

Environment Technology Entertainment & Arts

BBC Local Live

LATEST UPDATES

- £189m library: Malala opens building
- Refurbished Rep: Theatre reopens
- Listen: BBC WM

YOUR VIEWS
1419: We've introduced BBC Local Live to bring you the latest news, sport, travel and weather all in one place. [Tell us what you think.](#)

CRASHED CAR
1359: Perry Barr Fire [tweets](#): Busy day for white watch so far. Here's a photo of a roof removed from a car crashed on the M6 south this morning



Live from 08:00 to 18:00 every day

Get in touch
[Tweet @bbcwm](#)

Tribute for 'generous' crash victim

Sikh 'code of silence' over grooming

'One in four' share single cells

Videolink evidence 'to save £309k'

Usability, balance, accuracy, convenience: UK readers' attitudes

■ Disagree

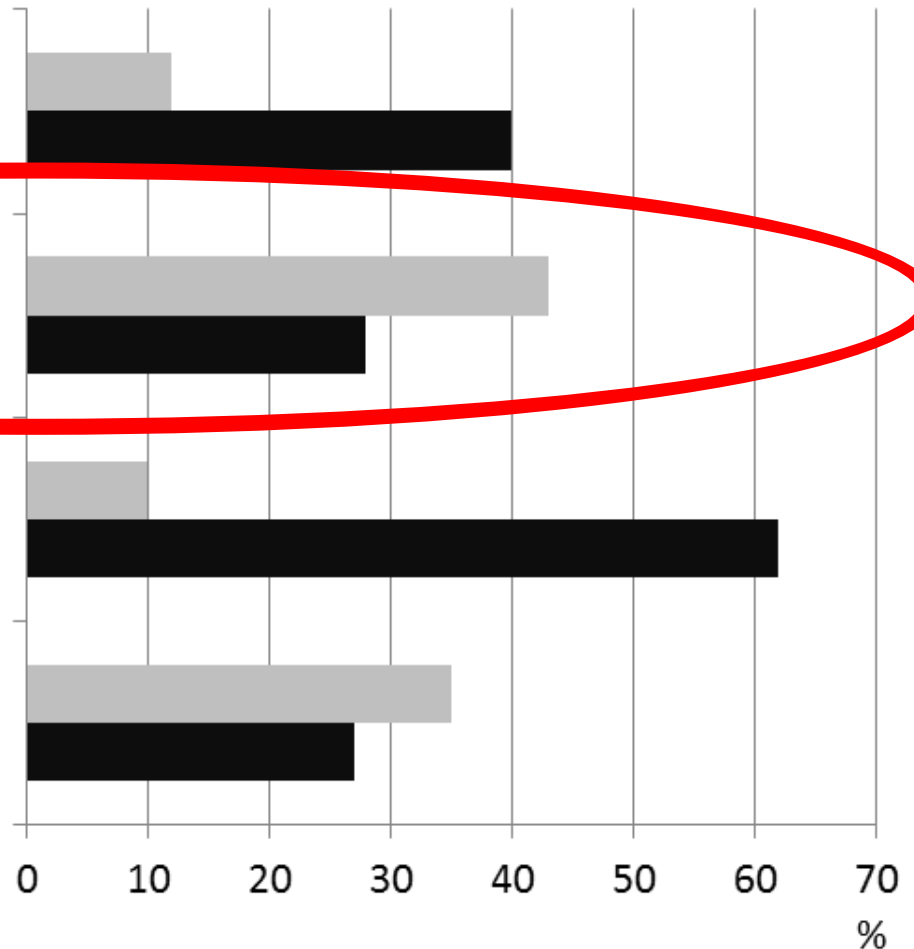
■ Agree

LIVE news pages are more balanced than article pages because they give a range of opinions and routinely link out to sources and supporting documents

LIVE news pages can be difficult to understand because the story is broken into short updates

LIVE news pages are a convenient way of following news while I am at work

I worry about the accuracy of the information on LIVE news pages





2 MINUTES AGO [TEACHERS TO STRIKE IN AUTUMN](#)

Strikes over performance-related pay 'disappointing'

“ It is disappointing that the NUT and NASUWT are striking over the Government's measures to allow heads to pay good teachers more.

In a recent poll, 61% of respondents supported linking teachers' pay to performance and 70% either opposed the strikes or believed that teachers should not be allowed to strike at all.

— DEPARTMENT FOR EDUCATION SPOKESPERSON

UK • Unions • Teachers

+ Share



4:47PM, TUE 16 JUL 2013 HOSPITALS FACE 'SPECIAL MEASURES'

The 11 hospital trusts placed in 'special measures'

- last updated Tue 16 Jul 2013

Health • NHS

Recommend 9 Tweet +1



The Health Secretary said "fundamental breaches of care" uncovered in the Keogh Review Photo: Neil Hall/PA Wire

Health Secretary Jeremy Hunt has revealed 11 out of 14 hospital trusts investigated over high mortality rates are to be put in special measures.

Mr Hunt said "fundamental breaches of care" uncovered in the Keogh Review had led to these steps being taken.

The trusts in special measures are as follows:

Tameside Hospital NHS Foundation Trust

Tameside Hospital NHS Foundation Trust

The trusts in special measures are as follows:

these steps being taken:

Mr Hunt said "fundamental breaches of care" uncovered in the Keogh Review had led to

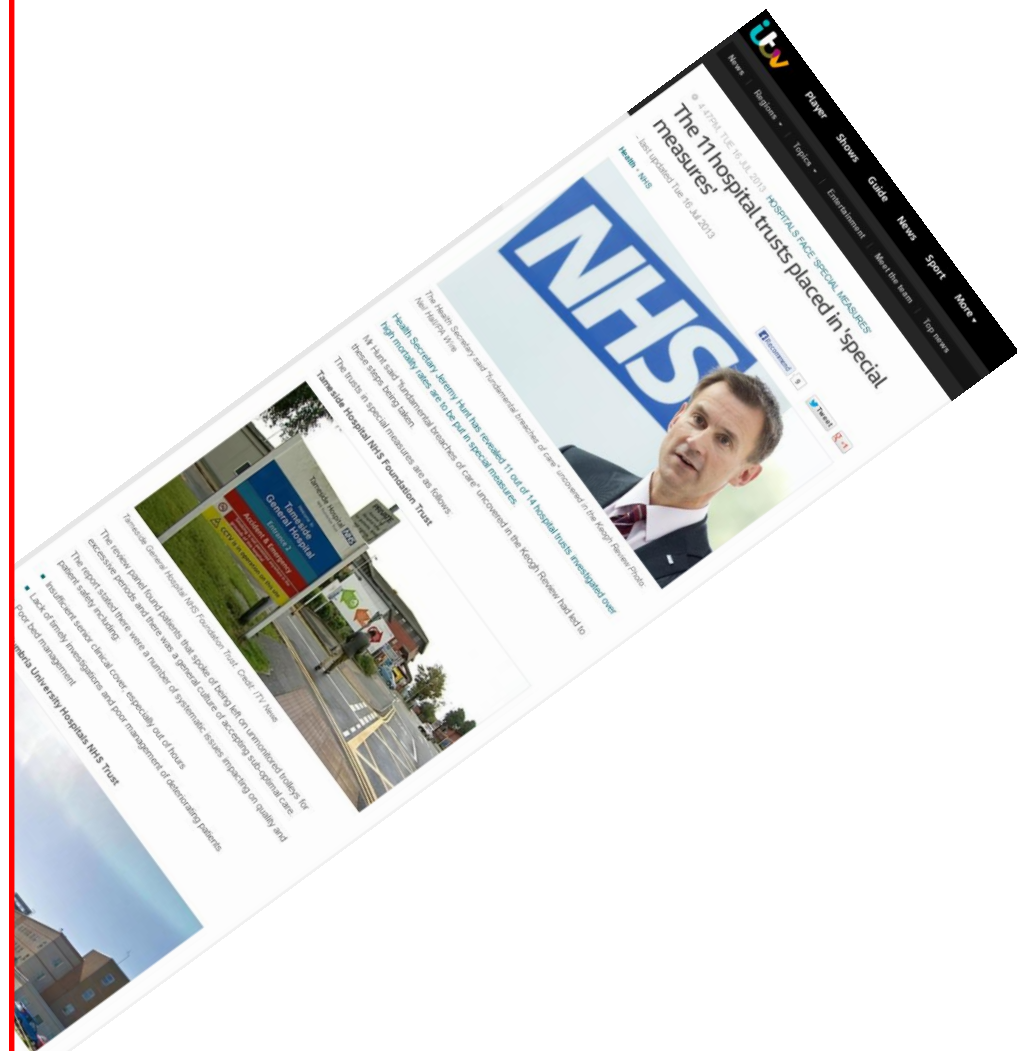
high mortality rates are to be put in special measures

Health Secretary Jeremy Hunt has revealed 11 out of 14 hospital trusts investigated over

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"The article isn't dead ... there are some stories that don't necessarily stream in themselves"
— **ITV News Web Editor, Jason Mills**
(personal communication, July 2013).

Usability, balance, accuracy, convenience: UK readers' attitudes

■ Disagree

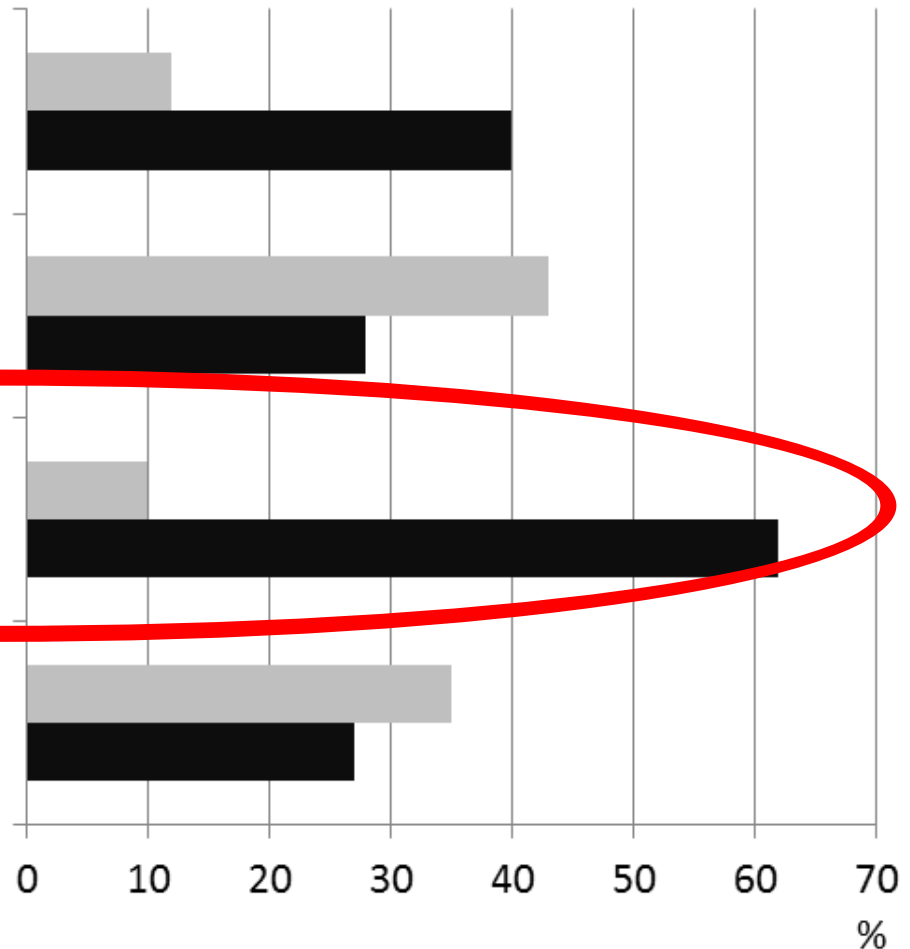
■ Agree

LIVE news pages are more balanced than article pages because they give a range of opinions and routinely link out to sources and supporting documents

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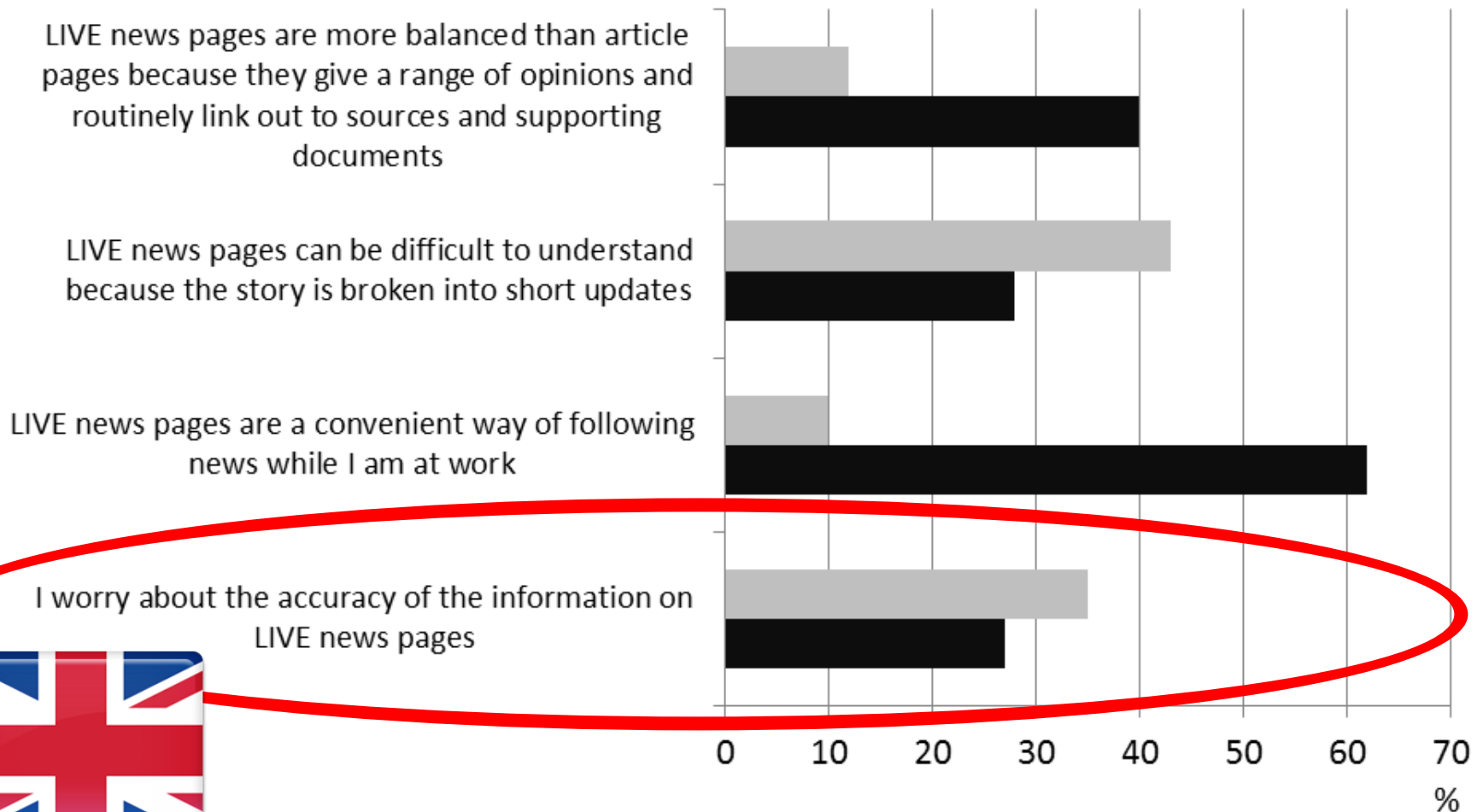
I worry about the accuracy of the information on LIVE news pages



Usability, balance, accuracy, convenience: UK readers' attitudes

■ Disagree

■ Agree



“For the first time continuous TV news has come in second. ... Now, essentially, Twitter is first”

Mark Thompson, CEO of *The New York Times*, on Boston marathon bombings (Perry, 2013).

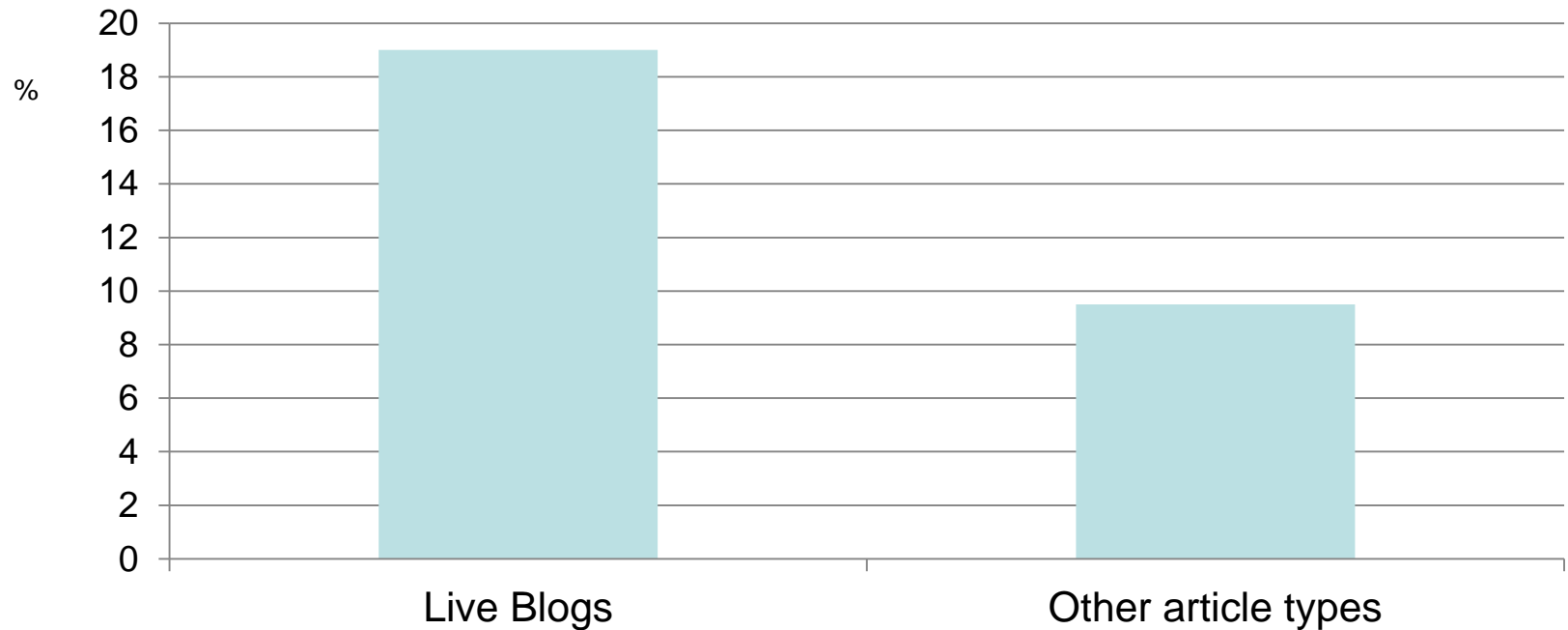


“We will need to make sure we are seeking the best user generated content ... *and providing our own verification and context*”

Steve Herrmann, Editor BBC News Website, personal communication, July 20, 2013.

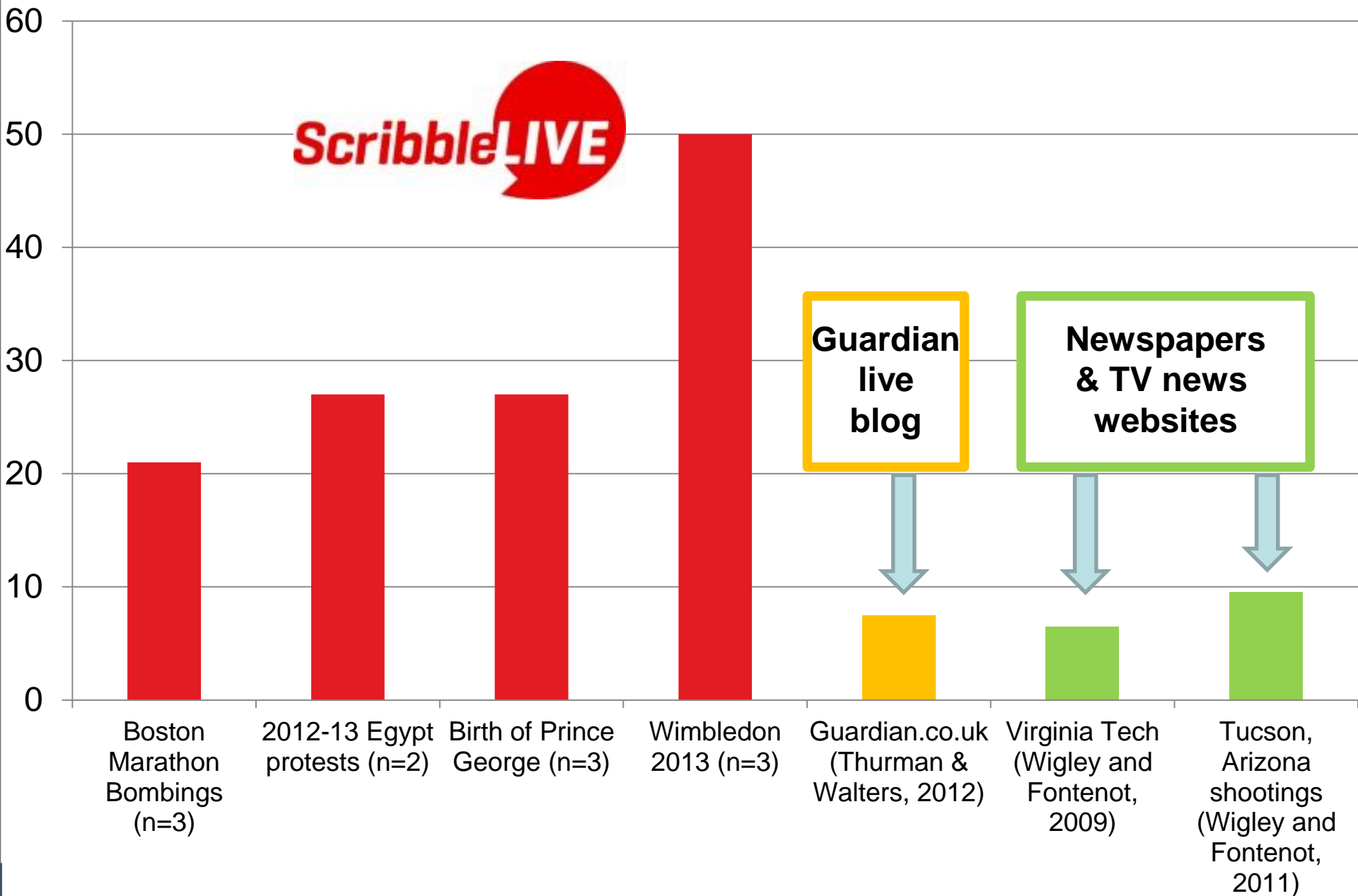


Likelihood of users to participate in news formats at Guardian.co.uk



Source: Thurman and Walters (2012), n=189

% user-generated content



Series: Eurozone crisis live

Eurozone crisis live: Italy faces 'billions of euros of losses' on derivative contracts

LIVE Italy risks losing around €8bn over debt deals made as it tried to improve its finances before joining the euro, the Financial Times reports.

- Details
- Early reaction
- German confidence hits six-year high
- Commodities pioneer Marc Rich dies



Graeme Wearden

guardian.co.uk, Wednesday 26 June 2013 10:44 BST

Jump to comments (120)



Open for comments. [Sign in or create your Guardian account](#) to join the discussion.

119 comments. Showing conversations, threads , sorted

8 PEOPLE, 9 COMMENTS



Antiehypocrite

26 June 2013 8:23am

46

Let me guess..... Goldman Sachs was advising



kizbot ▶ **Antiehypocrite**

26 June 2013 8:30am

8

@Antiehypocrite 26 June 2013 8:23am. Get [cifFix](#) for Firefox.

Lol... beat me to it.



Gelion ▶ **Antiehypocrite**

26 June 2013 8:31am

14

It's only €8 billion.

The UK lost about £750 / €900 billion to the bankers since 2008 in QE, unemployment and loss of taxes, loss of SME loans, the devaluation of sterling, directly propping up the banker balance sheets (at least that money might come back).



Scaff1 ▶ **Gelion**

26 June 2013 8:38am

4

Warning: This is the Guardian's most controversial comment thread of all



REUTERS

EDITION: U.S.

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Iran Elections: Iranians Vote for the Islamic Republic's Next President

Friday's presidential election in Iran is unlikely to bring significant change to the Islamic republic, whose supreme leader has ensured hard-line candidates dominate the field. But the sole moderate could upset the race. Reuters World brings you live coverage of the elections, including in-depth reporting, analysis, photography, interactive graphics, video and more for this event.

< OLDEST | 1 | 2 | 3 | 4 | 5 | 6 | 7 | NEWEST >

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Arash Karami @thekarami

June 14 at 7:46 PM

Kayhan, close to Khamenei is reporting 75% turnout, that's 37.5 million people.



READER COMMENT: I've been at odds with whether to VOTE or not. and I did eventually at 10:45pm. There are still people queued in order to vote. Honestly I couldn't believe it! I feel relieved right now. I think it was worth another shot.

by MiAd Frqn edited by Margarita Noriega (Reuters) June 14 at 7:52 PM



Golnaz Esfandiari @GESfandiari

June 14 at 8:12 PM



WORLD NEWS



Putin rules out handing Snowden over to United States

MOSCOW/NAANTALI, Finland -

Russian President Vladimir Putin confirmed on Tuesday a former U.S. spy agency contractor sought by the United States was in the transit area of a Moscow airport but ruled out handing him to Washington, dismissing U.S. criticisms as "ravings and rubbish". | [Video](#)

Russia, U.S. fail to set up Syria peace talks

Scalpel in hand, Chinese Premier Li stirs reform hopes

Unrest leaves 27 dead in China's troubled Xinjiang: Xinhua

Argentina asks U.S. Supreme Court to hear debt appeal

Rousseff's referendum plan for Brazil runs into trouble

Political will and big spending put Austrians to work

Australian PM Gillard faces leadership battle ahead of poll

» More News

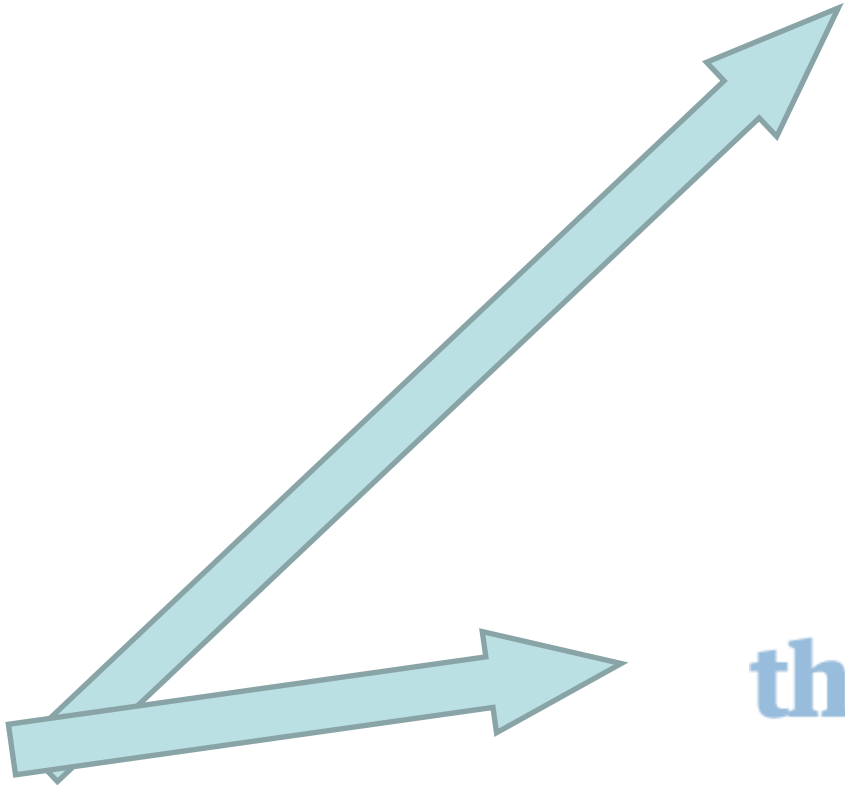
Non-official
sources



Official
sources

Non
technology-mediated
source interaction

Technology-mediated
source interaction





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Reuters Institute
for the Study of Journalism

	UK	Germany	Spain	Italy	France	Denmark	US	Urban Brazil	Japan
Share a news story via social network	11%	8%	30%	33%	14%	13%	22%	44%	8%
Share a news story via email	10%	10%	24%	19%	18%	10%	23%	32%	4%
Talk with friends and colleagues about a news story	44%	39%	55%	50%	34%	49%	51%	43%	17%

- 61% did not share Live Blogs by email, word of mouth or by using social media.
- Respondents less likely to share a Live Blog than other types of article.



(Thurman & Walters, 2012)



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“There is still a need for structured reporting ... its relationship with the live stream is still developing. We are working to understand how they can best complement one another ... and the implications of trying to do both”

Steve Herrmann, Editor BBC News website, personal communication, July 2013.





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