

News media content personalization: Converged, commodified, and contracted out




ICA Annual Conference, Fukuoka, Japan, 9-13 June 2016

Neil Thurman

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@neilthurman

SOURCES OF NEWS BY COUNTRY (January 2015)

	 UK	 GER	 JPN
TV	75%	82%	73%
Radio	37%	50%	17%
Printed Newspapers	38%	38%	44%
Online (inc. social media)	73%	60%	70%

Q3. Which, if any, of the following have you used in the last week as a source of news? Please select all that apply.

Starting point for online news (January 2015)

	 UK	 US	 FRA	 GER	 IRE	 DEN	 FIN	 ITA	 SPA	 JPN	 BRA	 AUS
Direct to news brand	52%	36%	27%	26%	44%	54%	63%	20%	36%	15%	46%	33%
Search	32%	40%	40%	45%	46%	29%	26%	66%	54%	54%	52%	49%
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Mobile notifications and alerts	10%	13%	14%	9%	9%	9%	7%	7%	8%	7%	11%	9%
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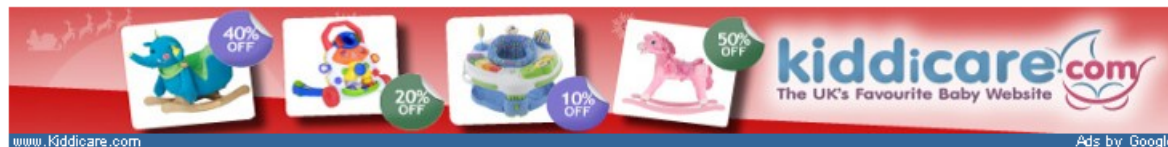
Q10. Thinking about how you got news online (via computer, mobile or any device) in the last week, which were the ways in which you came across news stories? Please select all that apply. *Base: Total sample in each country.*

The New York Times

Wednesday, January 27, 2010

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- Toyota's Woes in America Raise Concern in Japan
- The Radiation Boom: While Technology Surges, Radiation Safeguards Lag
- Haiti's Children Adrift in World of Chaos
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- Offer to Take Over Ailing Hospital Stirs Outcry
- Hostile Grilling and Angry Witness Mark Officers' Trial in Abuse Case
- Amid Budget Worries, Mayor Finds Jobs for Campaign Staff
- City Panel Approves Closing of 19 Schools
- Judge Bars Youth Prisons From Routine Shackling
- 1,500 Workers in L.I. Diocese Will Receive Buyout Offers
- An Underdog Who Isn't Daunted by a New Try for the Senate
- Pro-Wall Street Democrat Takes On a House Veteran
- Gillibrand Lashes Out at Remarks From Ford
- M.T.A. Short on Security System Cash

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Guardian Unlimited Arts

[Edit](#) **Question time with Hannah Pool: Stephen Merchant**

Comedy: The Office and Extras' second string Stephen Merchant on Ricky Gervais, his 'obscene' wealth, and teenagers shouting 'Oi, Office!' at him in the street.

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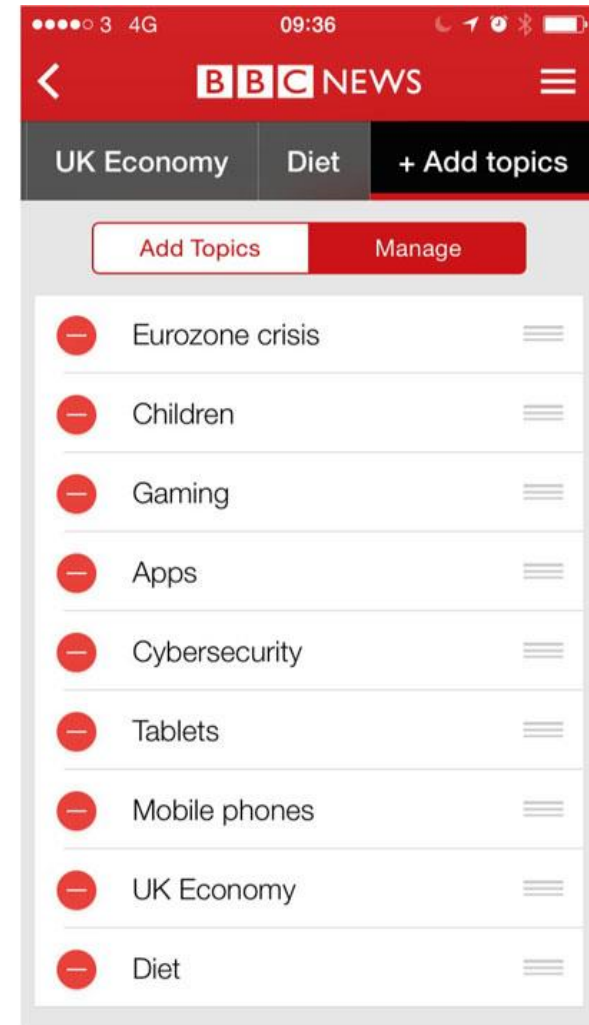
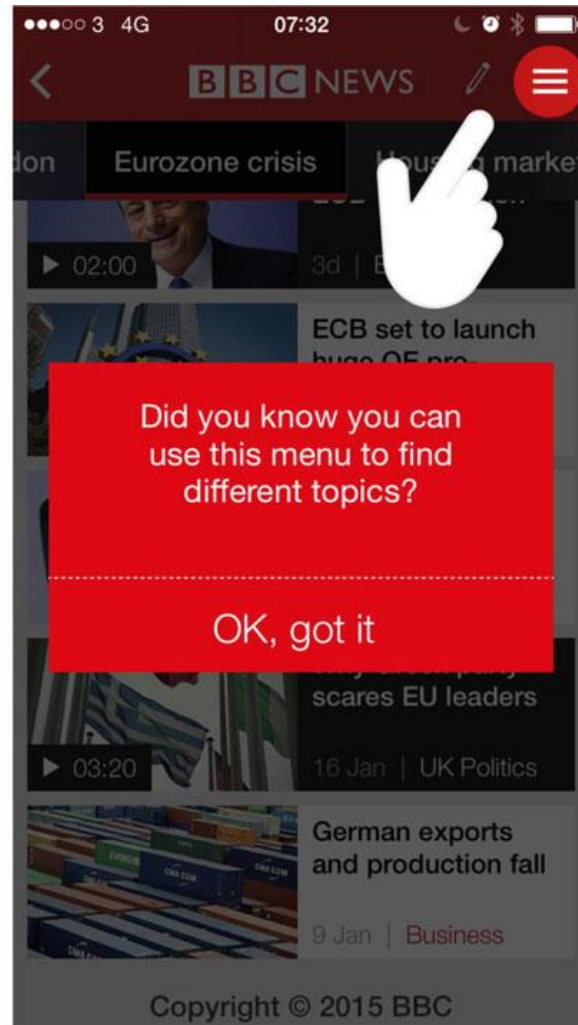
[Edit](#) **Sri Lanka poll victory challenged**

President Mahinda Rajapaksa is declared winner of Sri Lanka's presidential poll, but the outcome is rejected by his challenger.

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- Baghdad Blasts Shatter Sense of Security in Capital
- Hussein Aide 'Chemical' Ali Executed in Iraq
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“the big difference is that is a more personalized experience”

Robin Pembroke, general manager of news products at BBC Future Media (Kelion, 2015).

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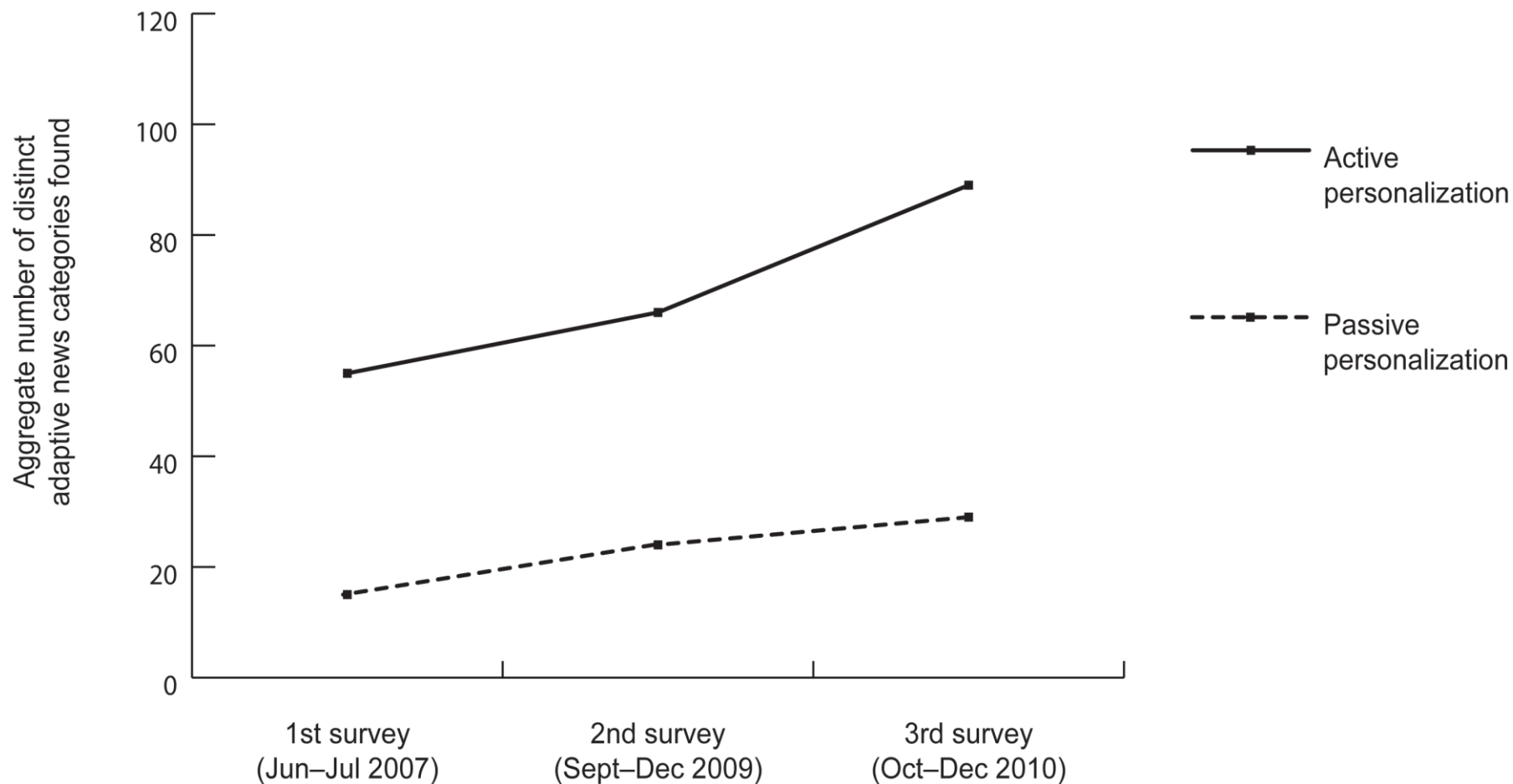
guardian.co.uk



The Washington Post

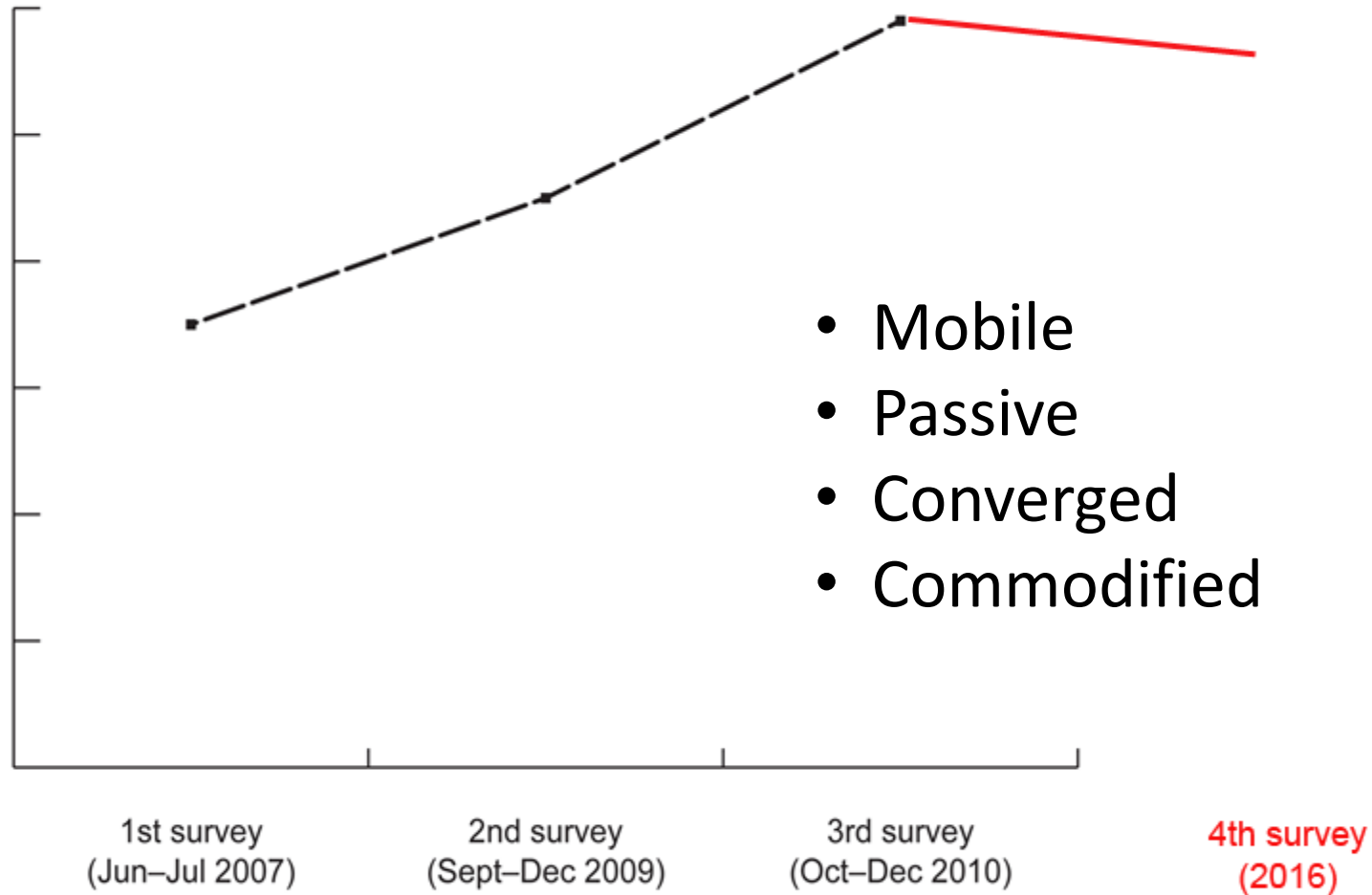


Growth in personalisation at 11 UK and US news publishers, 2007-2010

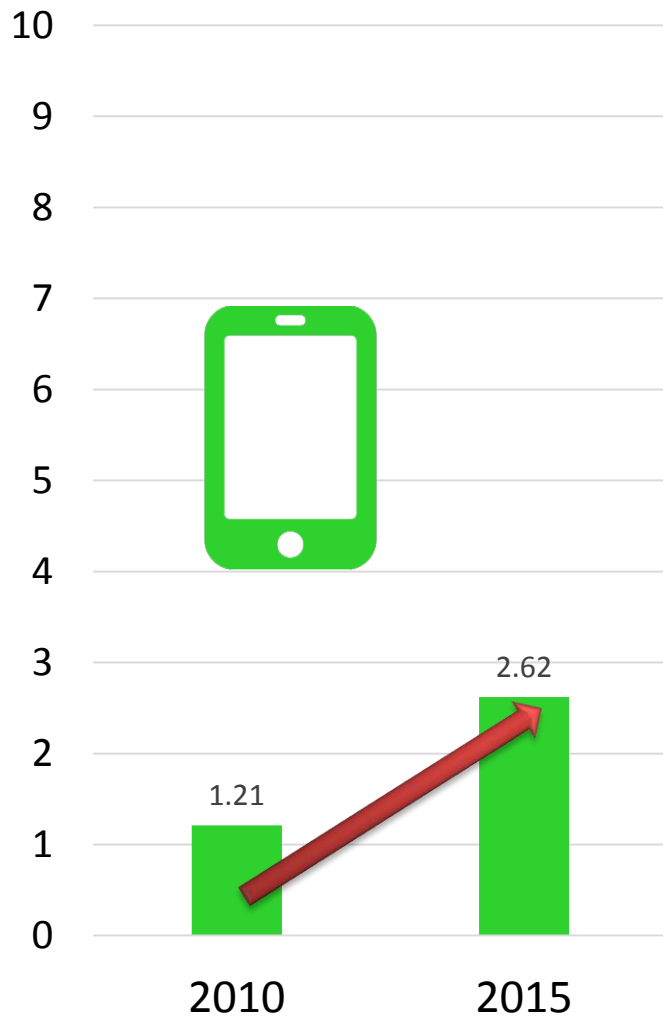


Source: Thurman & Schifferes, 2012

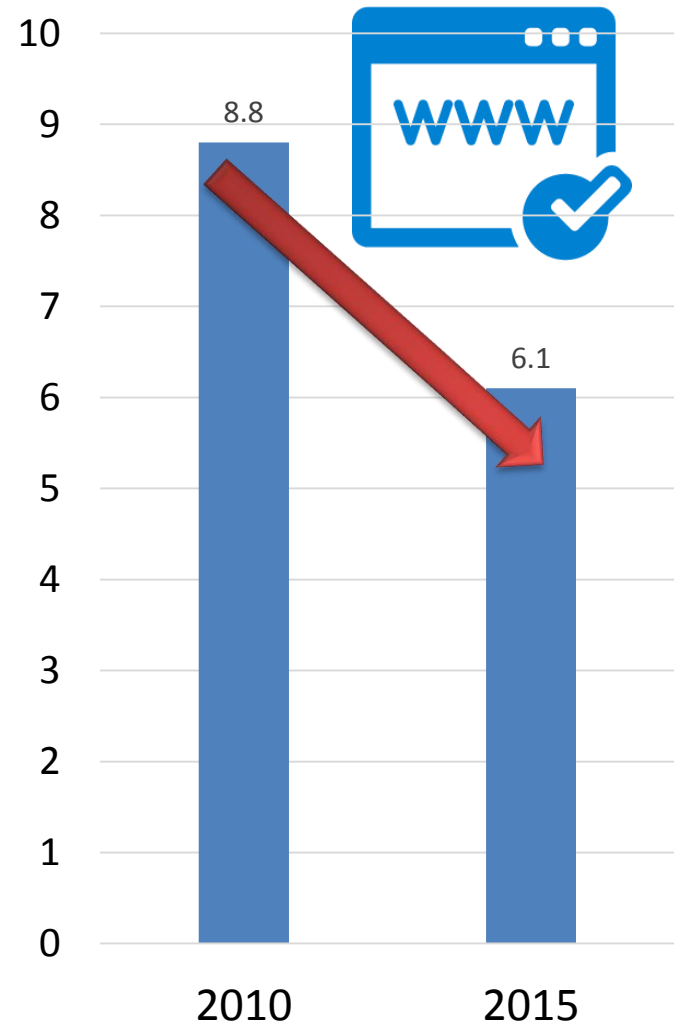
Changes in deployment of personalization features at eleven national US and UK websites, 2007–16



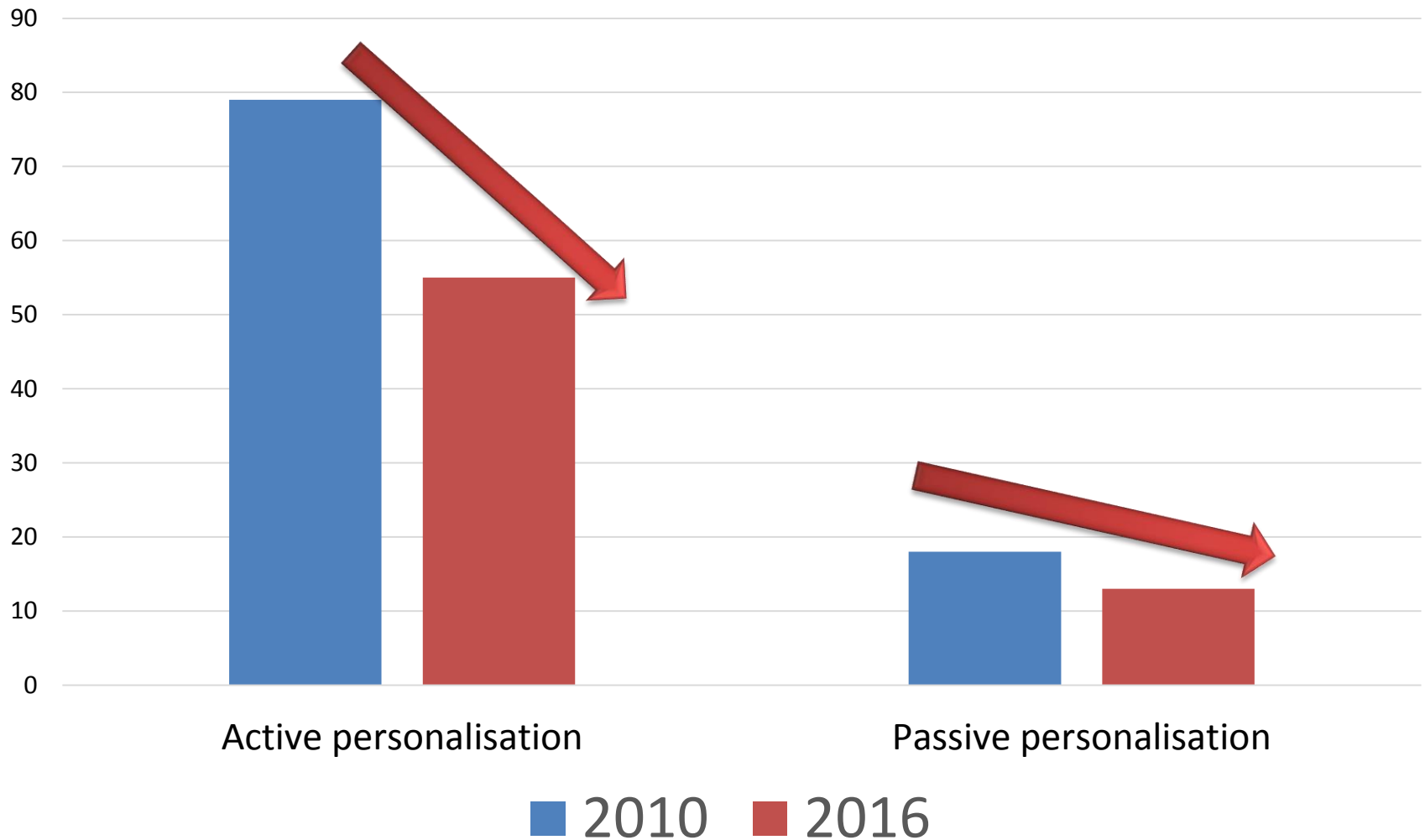
Av. number of personalization features per mobile 'app' 2010-2016



Av. number of personalization features per web edition 2010-2016



Changes in deployment of passive and active personalization features at eleven national US and UK websites, 2010–16



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Same-sex first for Israeli dancing show

Sport



Live - Korean GP practice

Second practice is about to begin at the newly completed Yeongam circuit after Lewis Hamilton sets the pace in the opening session.

Rooney future yet to be resolved

Napoli 0-0 Liverpool

Man City 3-1 Lech Poznan

Hamilton 'excited' by title race



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Scotland

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Cancer protester's assembly bid

2010

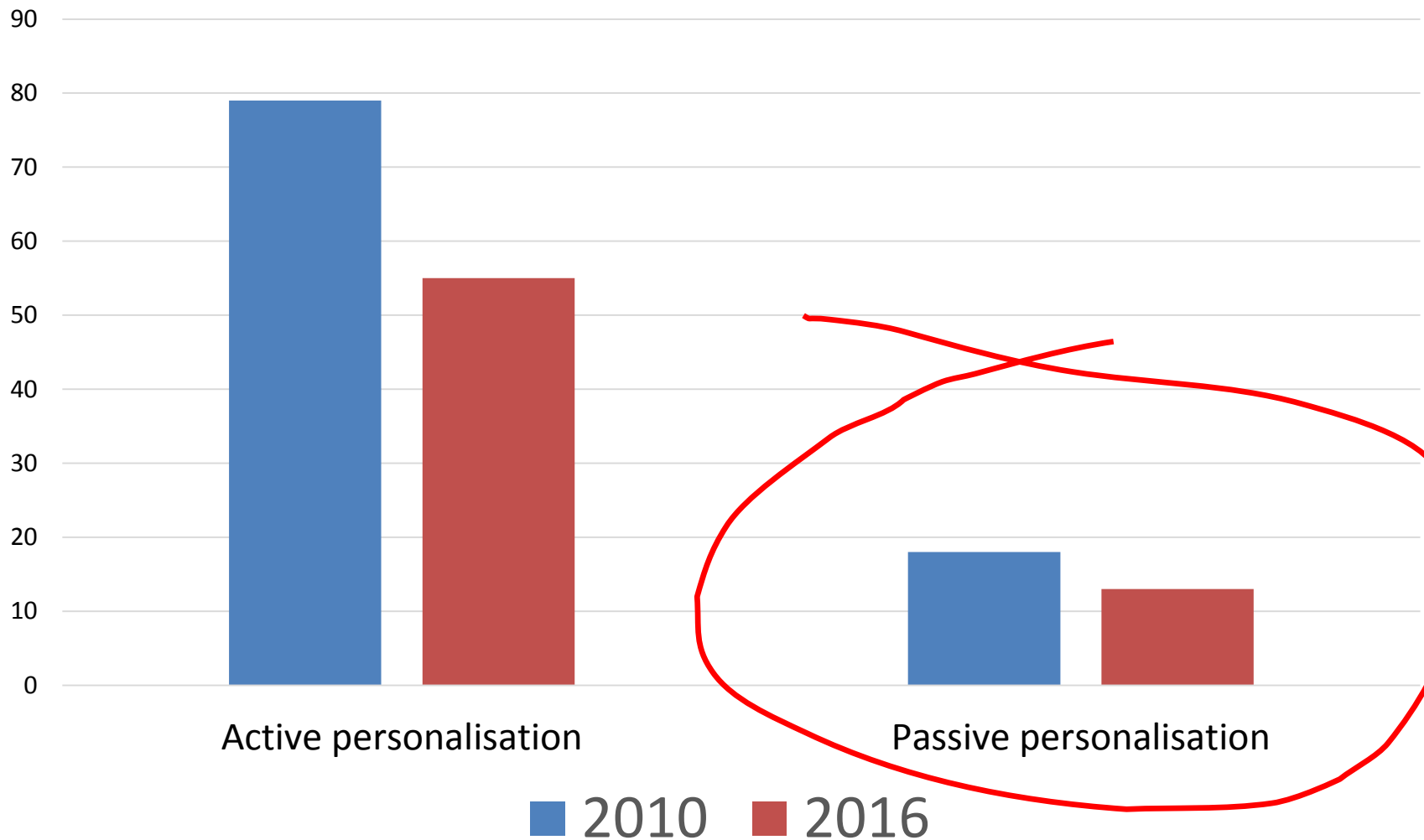
“the time and effort to personalize something”
would put off all but a “relatively small number of
people”

**—Steve Herrmann, editor, BBC News website
(personal communication, 2008)**

“anytime we’ve done anything that is not passive
we’ve got very, very little uptake””.

**—Jim Brady, WashingtonPost.com (personal
communication, 2008)**

Changes in deployment of passive and active personalization features at eleven national US and UK websites, 2010–16





The New York Times

ON THE WEB

Boeuf



How to Fight Homelessness



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Artwork

By DAN SHAW

Amanda Benchley, an author of "Artists Living with Art," lives with art herself.



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By DAN SHAW
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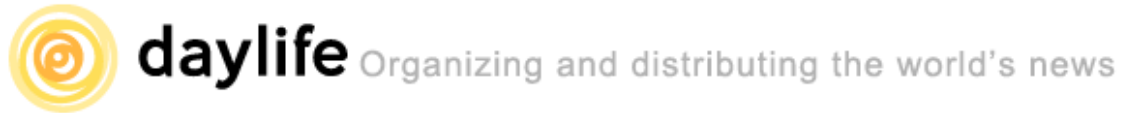
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China economy sees strong growth

Latest Challenges Japan warning In Pictures

China has said its economy expanded by 8.7% in 2009, exceeding even the government's own initial expectations.

The pace of change increased as the year went on, with growth in the final quarter of 2009 increasing by 10.7% from the same period a year earlier.

China is now on course to overtake Japan and become the world's second-biggest economy.

Japan announces its latest quarterly gross domestic product (GDP) figures next month.

The Japanese economy is likely to have contracted by about 6% in 2009.

'What the world needs'

Jim O'Neill, chief economist at Goldman Sachs, said that China had come up with "a very smart policy stimulus" and that some aspects of the financial crisis may not have been a bad thing.

"[In] November 2008, they came up with a quick, aggressive fiscal and monetary response which has worked," he told BBC Radio 4's World At One programme.

"They have replaced exports with domestic demand, both consumption and investment..."

China versus Japan GDP

\$ trillion

CHINA 2009: China's own estimate \$4.9 trillion

JAPAN 2009: World Bank estimate \$4.6 trillion

Source: World Bank

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ANALYSIS

Chris Hogg, BBC News, Shanghai

Officials say China's economic stimulus package - the largest in the world in proportion to the size of the economy - helped China to rebuild and recover.

2010

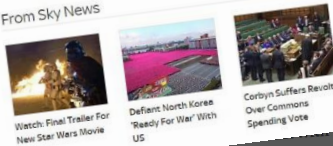
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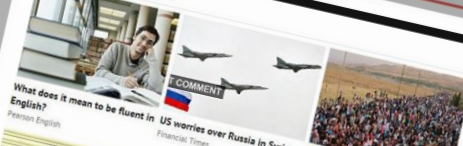
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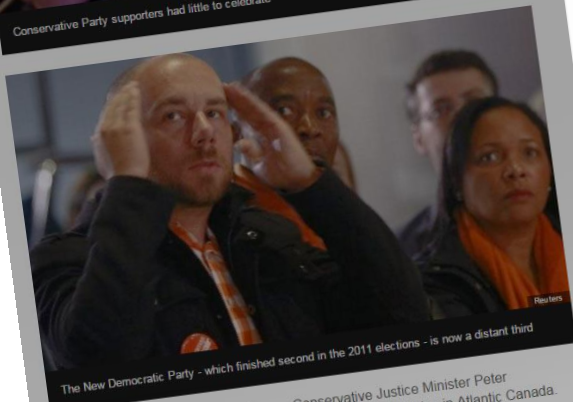
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2016

The Telegraph



Conservative Party supporters had little to celebrate



The New Democratic Party - which finished second in the 2011 elections - is now a distant third
As the results began pouring in, former Conservative Justice Minister Peter MacKay said: "A sea of change here. We are used to high tides in Atlantic Canada. This is not what we hoped for."

Analysis: Anthony Zurcher, BBC News, Montreal

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is a multi-currency union, deleting references to the euro as the EU's official currency

Practical changes

- Repatriating powers from Brussels to Britain, giving Parliament more autonomy and scaling back the influence of EU law on domestic affairs.

the head of the monetary assessment strategy division

After the leak, the Bank said it should not come as a surprise that the Bank is undertaking such work about a stated government policy. There are a range of economic and financial issues that arise in the context of the renegotiation and Bank's responsibilities to assess those that relate to its objectives.

"It is not sensible to talk about this work publicly, in advance. But as with work done prior to the Scottish referendum, we will disclose the details of such work at the appropriate time," a Bank spokesman continued.

Mr Carney's speech and the publication of the report will come less than two weeks after the launch of the respective 'In' and 'Out' campaigns, and as Mr Cameron faces a rebellion from six Cabinet ministers who wish to campaign in favour of the Out campaign.

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Too posh to push: globally C-sections are rising. But why? (The Economist)

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- **Prevalence** of personalisation at news brands' in decline
- Shift in focus from **web to mobile**
- More likely to be **passive**
- **Industry consolidation** – Outbrain's virtual monopoly for content recommendations
- **Content recommendations commoditised** – concern over editorial / advertising boundaries

Starting point for online news (January 2015)

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Mark Zuckerberg Wants To Build The 'Perfect Personalized Newspaper' For Every Person In The World



EUGENE KIM
NOV. 7, 2014, 1:51 AM

During his first-ever public Q&A on Thursday, Facebook CEO Mark Zuckerberg explained his vision for News Feed, the page where every Facebook user gets to see a constant stream of “stories.”

“Our goal is to build the perfect personalized newspaper for every person in the world,” Zuckerberg said. “We’re trying to personalize it and show you the stuff that’s going to be most interesting to you.”















Reuters

Facebook CEO Mark Zuckerberg

He said each user gets exposed to more than 1,500 stories each day, but an average

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