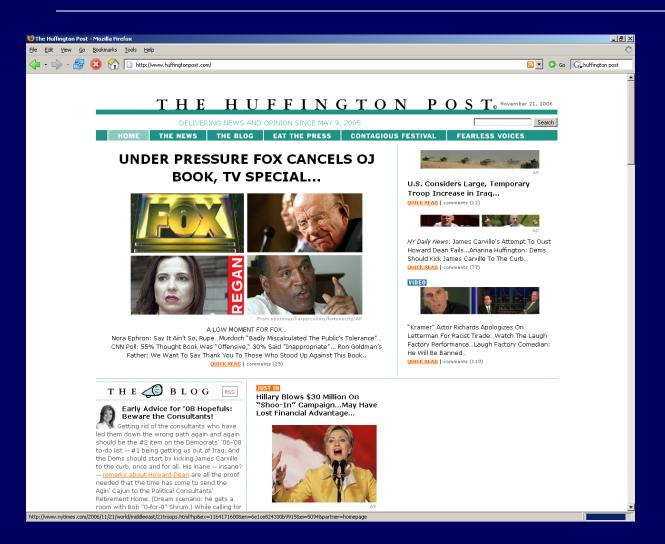


Participatory journalism / citizen journalism

British Council Ukraine, 28 November 2006

Neil Thurman

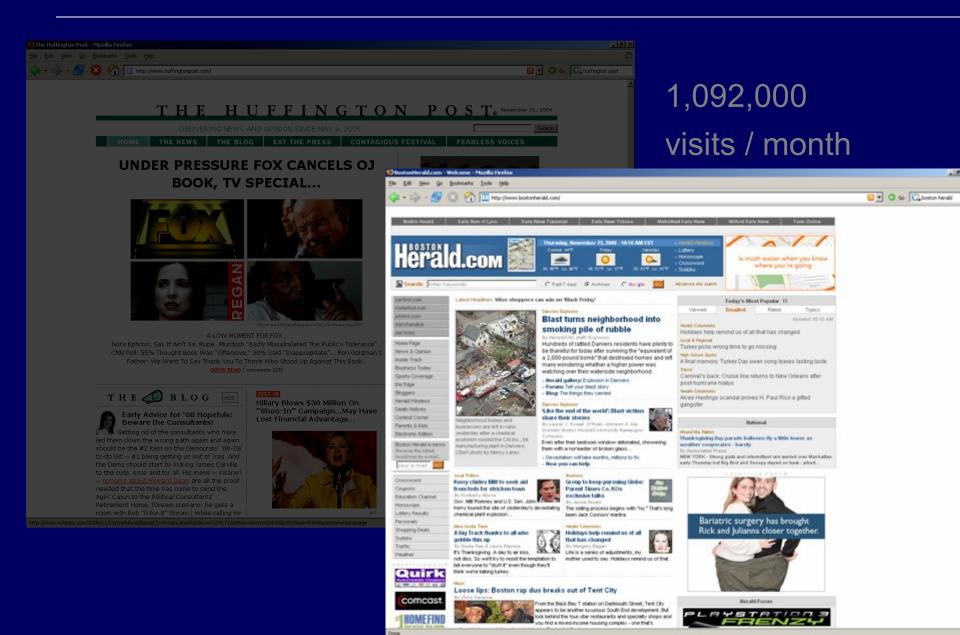




Successful blogs

1,092,000 visits / month (US users)







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Now in paperback! Order your copy (or copies) of Crashing the Gate today! Read the reviews.

[I]t is one of the two best books I've read in years about the Democratic Party, its myriad problems and challenges --Charlie Cook, National Journal

TX-23: The DCCC is In

by KTinTX

Mon Nov 20, 2006 at 08:41:50 PM PST

(From the diaries -- kos)

The DCCC is on the ground in TX-23 where we have a run-off against Republican Rep. Henry Bonilla. They have made amazing progress in getting Democrat Ciro Rodriguez to actually abide by their rules for this short election period seeing as he's low on cash and institutional support. In other terms, Ciro has actually been on the phone doing call time which in itself is short of a miracle, just to put it in perspective.

Meghan Gaffney as some will remember from Paul Hackett's race in OH-02 is there now as well as Adrian Saenz, the DCCC's National Field Director (who if I'm not mistaken is from San Antonio as it is).

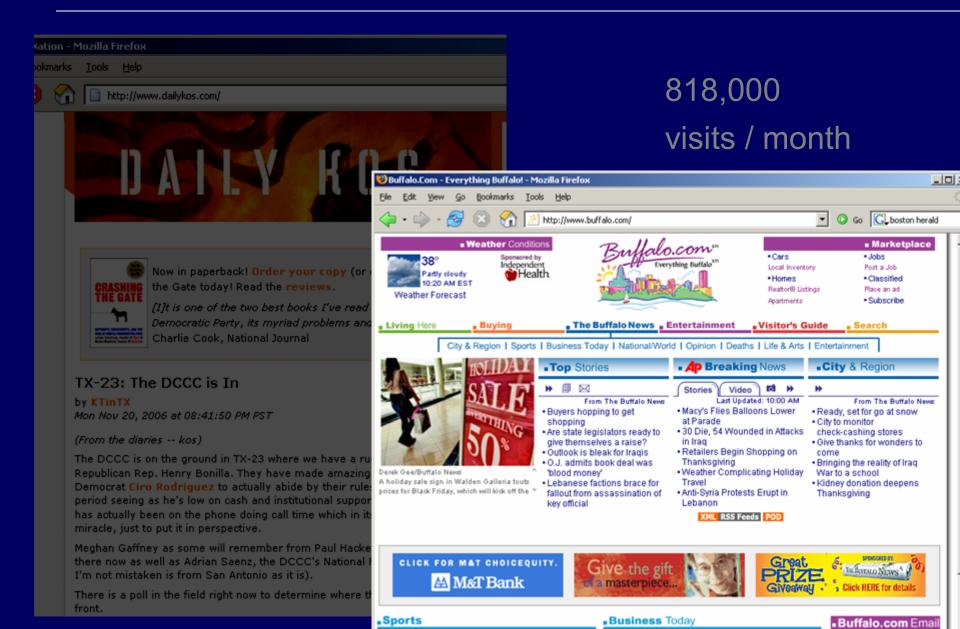
There is a poll in the field right now to determine where things stand on that front.

The election date expect he get excline than this Eviday from what we've been

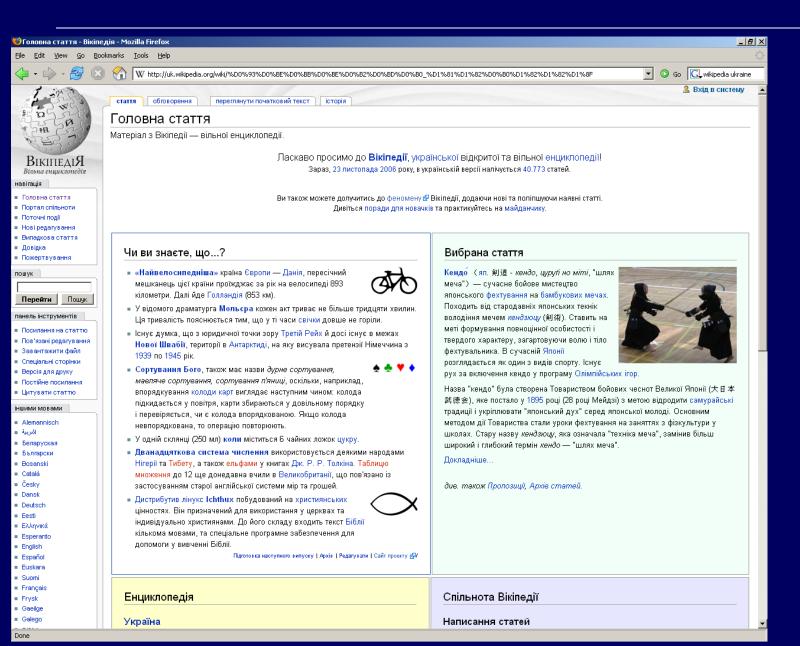
Successful blogs

818,000 visits / month (US users)





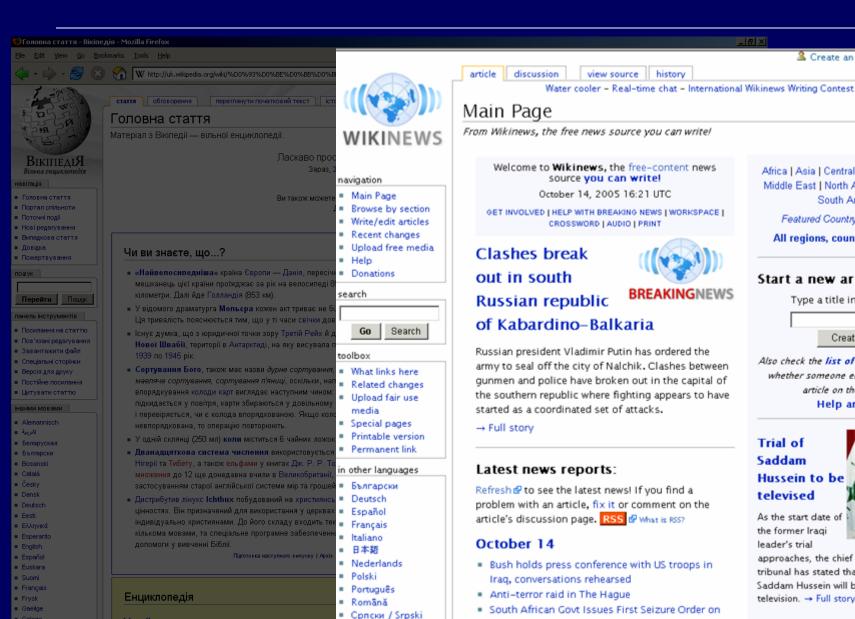






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All regions, countries and topics

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Type a title in the box below:

Create article

Also check the list of new pages to se whether someone else has started an article on the subject

Help and advice

Trial of Saddam Hussein to be televised

As the start date of the former Iraqi leader's trial

approaches, the chief judge of the tribunal has stated that the fate of Saddam Hussein will be broadcast on livtelevision. → Full story

Ohmy News INTERNATIONAL



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COLUMNISTS

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XML RSS

Indonesians Battling Multiple Woes

[Opinion] Are we too busy to remember the 2002 Bali bombings, asks Lily Yulianti Farid

Australia, a country which lost 88 lives in the incident, has prepared special ceremonies across the country. Meanwhile in Indonesia, the commemoration this year is taking place amid a fuel crisis, a rapid increase in the price... (Lily Yulianti)



Indonesian Media Troubled Over Terror

Pirates Seize Second U.N. Food Aid Ship

International Maritime Bureau official believes Somali warlords behind the hijackings

The food on board the MV Miltzow is part of United Nations emergency aid to some 78,000 people in the Jolib district of Somalia hit by civil strife, floods and now suffering from a poor harvest result... (Emmanuel Njela Nfor)

👆 Hijacked U.N. Ship Docks in Somalia

Maoists Hand Nepal an Absolute Monarch

[Opinion] Fight between republican rebels and government is a lose-lose situation



When a ragtag group of Maoists mounted small-scale attacks on Nepal's poorty armed security posts in 1996 to overthrow monarchy and establish a communist republic, Nepal had a young democracy... (Bikash Sangraula)

Nepal's Press Law 'Major Blow to Journalists': CPJ

OMNI NEWS TRACKER !

- · China spacecraft orbit corrected
- Hostages saved, rebels killed in Ru...
- Japan PM's dream of postal privatis...
- Saudi king vows to crush al-Qaeda
- EU holds bird flu crisis meeting





COMMENT OF THE DAY

'No More Middlemen'

"The Industrial Age was all about middlemen who were needed because they provided the medium, adding a substantial cost to...



Google vs. Yahoo!: Whom to Trust?

HOT SEAT

Interpreters Unravel Spoken World

As demonstrated by a recent movie featuring Nicole Kidman, the world of the interpreter is an intriguing and exciting one...



"'Content for a Global Audience'

85% written by its readers

50-200 articles submitted daily (70% published)























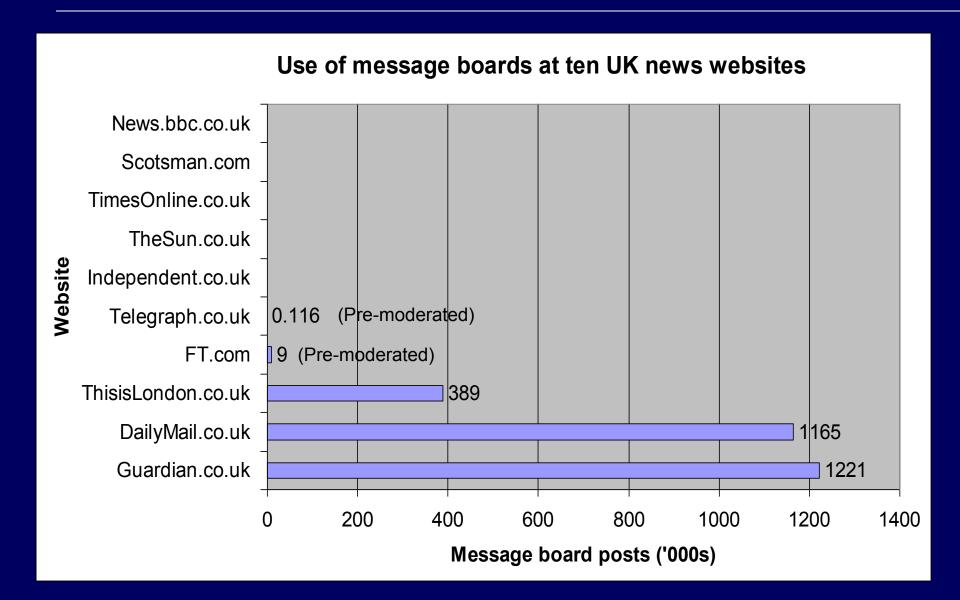














Formats for reader participation:

- 1. Polls
- 2. Message boards
- 3. Have your says
- 4. Q&As
- 5. Blogs
- 6. Reader Blogs
- 7. Comments on stories
- 8. Your media
- 9. Your stories



Is the Tory promise to put off council tax revaluation until after the next Parliament shamelessly opportunistic? You bet! But that's the whole point - this is an election campaign and unless the Tories start creating more opportunities to win over voters, the next fortnight is a waste of time.

This morning's main press conference proved that a well-timed spot of opportunism can work wonders. The Tories always said they would save a few surprises for the later stages of the campaign, and today they delivered what amounts to another tax cut.

Voters now know that if the Lib Dems get in, council tax will be replaced by a local income tax that will clobber most earners. They know that if Labour get in, council tax will be overhauled to reflect soaring property prices householders in the Tory south and London watch out.

And if they return the Tories they know that neither of the above will happen. It's simple, it's audacious and it reflects that council tax is one of the most explosive issues in British politics. It's gone up by 70 per cent

Don't miss today

Live webchat: Put questions to Daily Mail. columnist Quentin Letts

Comment: Cameron must answer drugs question

Fun quiz: Could you cut it as a spy?

Have your say

Should Michael Howard stand down immediately?

🗹 Yes - a clean break is best

No - he should ease in his successor.

More polls »

Hot debate

1: Polls

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😭 Find a holiday 🕨

Find a home •

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- All promotions »

News galleries

- Top Christmas toys
- Earthquake rescue

Tory wives

- Southend Pier
- All nallariae







DailyMail.co.uk
message boards
-- 1,165,785
posts



Last Updated: Tuesday, 26 October, 2004, 15:11 GMT 16:11 UK

E-mail this to a friend



Printable version

John Peel: Your tributes

John Peel, veteran radio presenter and DJ, has died suddenly on holiday in South America.

Your third page of comments:

I loved that man. Very cool guy, even when he was being deliberately and devoutly uncool.

Crow, Bristol, England.

Back in the late 60s John was the only way some kids could hear 'underground' music. All other airwaves were wall-to-wall formulaic pop. His ear for good sounds was

66 All other airwayes were wall-to-wall formulaic pop

Godfrey Bartlett, Brentwood, England

revolutionary. He certainly changed my life. I remember as a teenager hearing Tonto's Expanding Headband, Velvet Underground, Tyrannosaurus Rex, Loudon Wainwright III for the very first time on Radio One's 'Top Gear'. He was a man of integrity: true to himself and his listeners for over 3 decades. Rest easy, John.

Godfrey Bartlett, Brentwood, England

What an awful shock. It feels like a friend has died. Saturday

John Peel: 30,000 emails from readers the day he died. 100,000 by the end of the week.

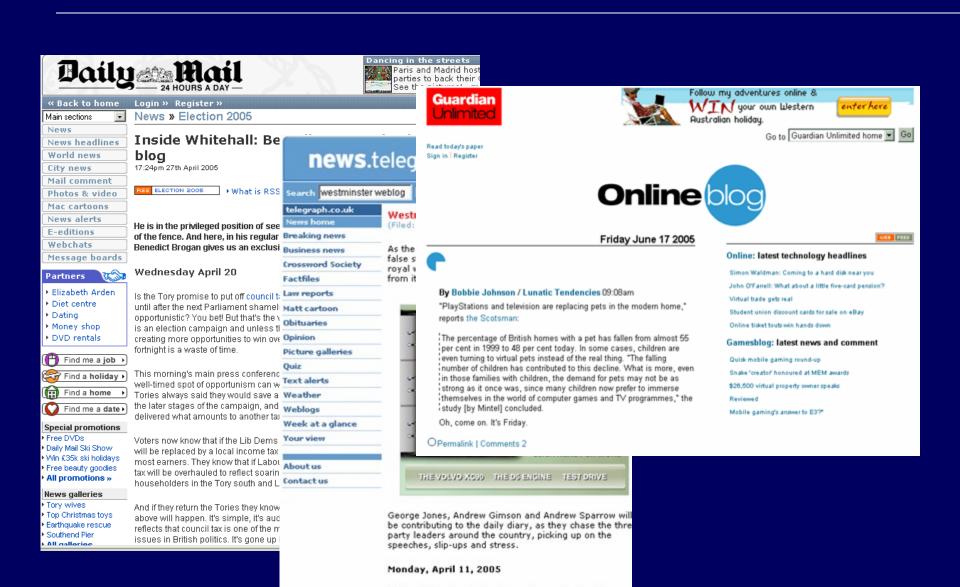




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gy.guardian.co.uk/news/story/0,16559,158	5365,00.html
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Guardian Unlimited	Mike Leigh's High Hopes A slice of life in 80s London
Read today's paper · Jobs	Search:
Home Technology blog Ask 、	technology Jack blog Gamesblog Games Opinion Innovations Inside
Technology News	Search engines: your questions answered
	John Battelle, publisher, journalist and author of The Search, responds to your queries
Search Technology	Wednesday October 5, 2005 Guardian Unlimited
Jobs from our site • DATASCOPE: Gemes	Given how important search engines are to many aspects of modern life, is there a case for some kind of government regulation to ensure fair play? Mavan
Assistant ProducerDev Manager JOHNFORD RECRUITMENT:	John Battelle: I'd say not. Unlike, say, Windows, there are many viable choices for search engines, and market competition seems to keep them pretty honest.
Software Configuration 8 Release Engineer GU24074 • NETWORX: ATM Support Operations Manager	Q: I am the editor of AskYourNeighbour.co.uk, which is one of the UK's fastest-growing forums. We now have 2m pages on Google, which generates considerable traffic. But do you think websites can become too obsessed by their Google exposure at the expense of more traditional marketing methods? Graham Parker

Q&As





Early start for the first real day of campaigning. The









🐸 Daily Mail, Mail on Sunday, news, sport, showbiz, health, femail, comment | the Daily Mail - Mozilla Firefox

Bookmarks Tools Help Edit Go



Special promotions

- Enterprising Young Brits
- Ashes Competition
- ▶ All promotions »

Advertorials

- ▶ ING Direct
- School leavers
- Laura Ashley
- Skincare science.

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RSS HOMEPAGE

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- Contact us
- Need help?
- Site map
- ▶ Make us your homepage

VIRTUAL GLOBAL TASKFORCE



HOW DO YOU LABEL A GOAT?



Just one of the ludicrous examples of red tape imposed by New Labour thanks to 3,621 laws

LUCKY OR STUPID?



Dangling from a 25,000 volt, he could have fried. Is this the luckiest or stupidest man in Britain?

aibum, win a c I'M A CELEB S

TODAY ON SP

Icelandic consortium agre West Ham takeover

'2 million people will spend a lifetime repaying debt'

Two million people have borrowed so much they are destined to spend the rest of their lives struggling to repay debt, Britain's biggest debt firm said... read



Reader comments (0) I read later



Can you hi

Trainspotter who put a railway in his garden to fool motorists into slowing down

As roadside features go, it is certainly an arresting sight. So much so that speeding motorists have for once been slowing down to check trainspotter Eddie Knorn's front garden - complete with the 58ft railway carriage - is not a level crossing ... read Reader comments (0) I read later



lase

98.8%

Soldier's moving diary reveals plea to Blair to pull troops from Iraq

A soldier killed in Iraq wrote a poignant battle diary in which he implored Prime Minister Tony Blair to pull poorly equipped British troops out of the war, it was revealed... read





Arrange yo



Buncefield oil depot fire. Summer 2005

The *BBC News* website received:

* 15,000 images and * 20,00 eye-witness accounts.

Topics

Disaster Strikes



for us is good we protect our husband and family not afraid of standing when

someone hurts us. Grandpa Arnold's father is the one who came to the

B B C NEWS UK EDITION

Last Updated: Monday, 13 June, 2005, 13:30 GMT 14:30 UK

E-mail this to a friend

Printable version

My Day in Iraq: US aid worker

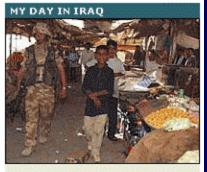
As part of the BBC News website's One Day in Iraq coverage, we heard from people from all walks of life, all over the country.

"Susan", a US aid worker based in Dohuk in the Kurdish autonomous area of northern Iraq, told us about a day spent working with local communities to improve awareness of the burgeoning political system.

66It was the second day of a three-day workshop in Mangesh focusing on the Iraqi constitution and elections.

The night before, I stayed at the home of friends near Dohuk. There were 12 of us sleeping in two rooms on mattresses. Luckily, it was a cool night!

We had problems getting people here from Baghdad as the road is dangerous and we didn't have time to organise flights, but locals managed to



Um Mustufa, hairdresser

"user generated content is not a 'cheap alternative' to conventional, traditional journalism . . . High editorial standards apply as much to material sent to us by our audience as it does to material generated by our own correspondents."

BBC News website

Your Story



'Blogs' at a selection of British News sites, April 2005					
News site	Number	Comments?		Registration	
			_	required?	
		Fully	Reactively		
BBC News	1				
DailyMail.co.uk	0				
ThisisLondon.co.uk	0				
FT.com	0				
Telegraph.co.uk	0				
Independent.co.uk	0				
Scotsman.com	1	✓			
Timesonline.co.uk	0				
TheSun.co.uk	0				
Dailyexpress.co.uk	0				
Dailystar.co.uk	0				
Mirror.co.uk	0				
Guardian.co.uk	6		√		



'Blogs' at a selection of British News sites, November 2006				
News site	Number	Comments?		Registration required?
		Fully	Reactively	
BBC News	7	✓		
DailyMail.co.uk	7	✓		
ThisisLondon.co.uk	5	✓		
FT.com	0			
Telegraph.co.uk	37	✓		
Independent.co.uk	0			
Scotsman.com	1	✓		✓
Timesonline.co.uk	39	✓		
TheSun.co.uk	12			
Dailyexpress.co.uk	1	✓		
Dailystar.co.uk	2	✓		
Mirror.co.uk	2			_
Guardian.co.uk	12		✓	√



"Becoming a forum for debate was an area that newspapers had to get into otherwise they'd get left behind"

Richard Burton, 2006 telegraph.co.uk



"It has partly been an attempt to keep them within the family because otherwise they'd and create their own blogs".

Peter Bale, 2006





"Our science editor is keen to blog because he wouldn't to dress everything up as a tabloid idea".





'Blogs' at a selection of British News sites, November 2006				
News site	Number	Comments?		Registration required?
		Fully	Reactively	
BBC News	7	✓		
DailyMail.co.uk	7	✓		
ThisisLondon.co.uk	5	✓		
FT.com	0			
Telegraph.co.uk	37	✓		
Independent.co.uk	0			
Scotsman.com	1	✓		✓
Timesonline.co.uk	39	✓		
TheSun.co.uk	12			
Dailyexpress.co.uk	1	✓		
Dailystar.co.uk	2	√		
Mirror.co.uk	2			
Guardian.co.uk	12		✓	✓



"It's the 'tragedy of the commons'. If you create an open space there will always be someone who is going to abuse it.".

Simon Waldman, 2006





'Have Your Says' at a selection of British News sites, April 2005

News site	Mode	ration	Registration required?
	Fully	Reactively	
BBC News	\checkmark		
DailyMail.co.uk			
ThisisLondon.co.uk			
FT.com			
Telegraph.co.uk	\checkmark		
Independent.co.uk			
Scotsman.com			
Timesonline.co.uk	√		
TheSun.co.uk	✓		
Dailyexpress.co.uk			
Dailystar.co.uk			
Mirror.co.uk			
Guardian.co.uk			



'Have Your Says' at a selection of British News sites, November 2006

News site	Mode	ration	Registration required?
	Fully	Reactively	
BBC News	✓	✓	√ *
DailyMail.co.uk			
ThisisLondon.co.uk			
FT.com			
Telegraph.co.uk	✓		
Independent.co.uk			
Scotsman.com			
Timesonline.co.uk	✓		
TheSun.co.uk		✓	✓
Dailyexpress.co.uk	✓		
Dailystar.co.uk	✓		
Mirror.co.uk			
Guardian.co.uk			

^{*} Registration is required to post directly to reactively moderated 'Have Your Says'.



'Comments on stories' at a selection of British News sites, April 2005

News site	Comn		Registration required?
	Fully	Reactively	
BBC News			
DailyMail.co.uk			
ThisisLondon.co.uk			
FT.com			
Telegraph.co.uk			
Independent.co.uk			
Scotsman.com			
Timesonline.co.uk	✓		
TheSun.co.uk			
Dailyexpress.co.uk			
Dailystar.co.uk			
Mirror.co.uk			
Guardian.co.uk			



'Comments on stories' at a selection of British News sites, November 2006

News site	Comn model		Registration required?
	Fully	Reactively	
BBC News	✓		
DailyMail.co.uk	✓		
ThisisLondon.co.uk	✓		
FT.com			
Telegraph.co.uk	✓		
Independent.co.uk			
Scotsman.com		✓	✓
Timesonline.co.uk	✓		
TheSun.co.uk			
Dailyexpress.co.uk			
Dailystar.co.uk			
Mirror.co.uk			
Guardian.co.uk		✓	✓



Editors' concerns / local constraints

- 1. Quality of contributions: Spelling, punctuation, editorial selection, accuracy & balance
- 2. Making user generated content initiatives pay
- 3. Uncertain legal environment
- 4. The management of the journalists involved in user-generated content initiatives.
- 5. The information systems involved in the eliciting, processing and publishing of reader contributions.



"[the reason people] buy a newspaper or a magazine is to read a well-crafted news story or feature"



[10 December 2004, telephone call with Neil Thurman]



"On any user-invited feedback there will only be about ten [different] points of view"

Mike Smartt, ex-editor, BBC News Website

[25 October 2004, telephone call with Neil Thurman]



"99 per cent of the blogs are extremely dull or are of very marginal interest"

Peter Bale, editorial director



[14 December 2004, telephone call with Neil Thurman]



"a very, very high quality of exchange with readers"

Peter Bale, 2006





"[the contributors were]... a bunch of bigots who were shouting from one side of the room to the other."

Martin King, editor, THE INDEPENDENT

[16 December 2004, telephone call with Neil Thurman]



"Our . . . Diana message board . . became invaded with abusers."





2. Local constraints: Making user generated content initiatives pay



"We had to cut down the number 'Discussions' because it was too resource intensive."

Tracy Corrigan, editor, FT.com



[13 December 2004, telephone call with Neil Thurman]



"They just want to write their experiences...the question of getting paid isn't a major issue".

Mike Smartt, ex-editor, BBC News Website

[25 October 2004, telephone call with Neil Thurman]



"We were getting 20-30 thousand page impressions / week from 220 users in our message boards."

Martin King, editor, THEINDEPENDENT



[16 December 2004, telephone call with Neil Thurman]



"Message boards are just like self-contained playgrounds, no-one wants to leave. The number of active users has been 10-12,000 for ever."





"Generally people don't want to advertise on talk boards, except perhaps travel."

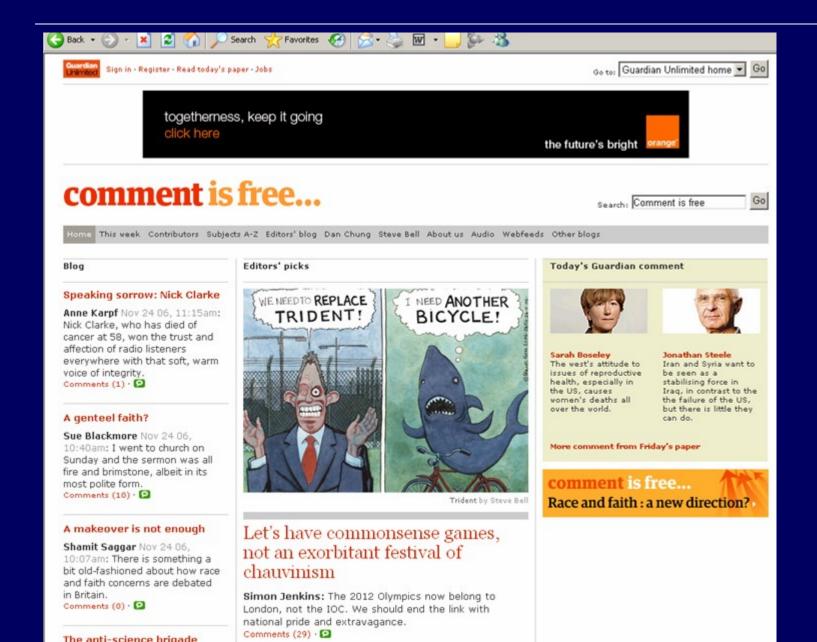




"But the number of people looking at [message boards] keeps growing and growing, and so it's quite a vibrant part of what we are."









"The initial story will more visits straightaway, but the community may have a higher number of visits over time"

Richard Avery, 2006





"When the bomb went off in Jeddah and we immediately got an eye-witness account contact us through the web site, which we then put on. That individual ended up being interviewed, I think, on BBC World, Radio 5 Live and World Service"

Richard Deverell, **BBC** News Interactive

[3 December 2004, telephone call with Neil Thurman]

Topics

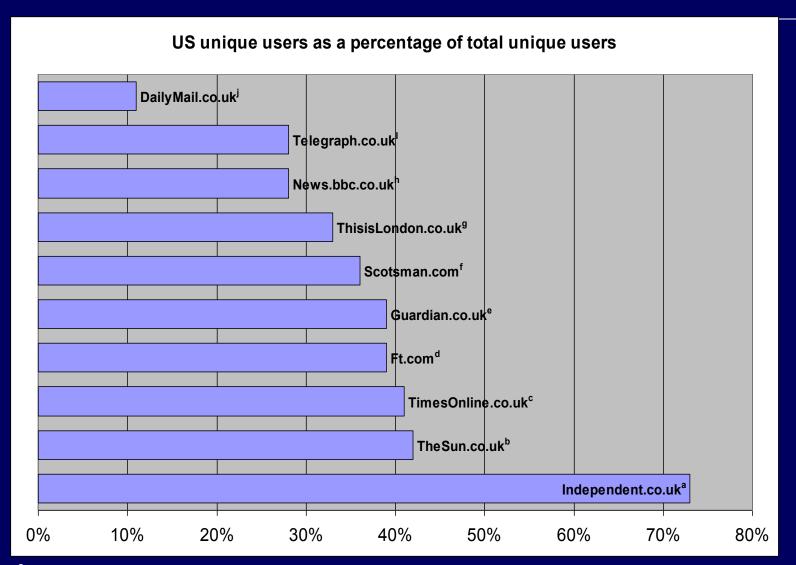
Disaster Strikes



for us is good we protect our husband and family not afraid of standing when

someone hurts us. Grandpa Arnold's father is the one who came to the





Sources:

- a. Nielsen//Netratings (2005), and Directorym (2005), September 2004; b. Picton (2005), November 2004; c. Bale (2005), November 2004;
- d. Nielsen//Netratings (2005) and Rohumaa (2005), December 2004; e. Mayes (2004), June 2004; f. Nielsen//Netratings (2005) and Kirkpatrick (2005), January 2005; g. Nielsen//Netratings (2005) and Anm.co.uk (2005b), January 2005; h. Nielsen//Netratings (2005) and Deverell (2004), November 2003;
- i. Chudha (2005), September 2004; j. Nielsen//Netratings (2005) and Anm.co.uk (2005a), December 2004.



4. Local constraints: Uncertain legal environment





37 page impressions

£25,000 out of court settlement





5. Local constraints: The management of the journalists involved in user-generated content initiatives.



"It is difficult to get journalists to do blogs when they are doing full-time jobs as well"

Tracy Corrigan, editor, FT.com



[13 December 2004, telephone call with Neil Thurman]



"Giving somebody an open-ended, 'have a bit of a rant' brief doesn't necessarily suit them professionally"

Richard Burton, editor, telegraph.co.uk

[7 December 2004, telephone call with Neil Thurman]



6. Local constraints: The information systems supporting the processing and publishing of reader contributions.



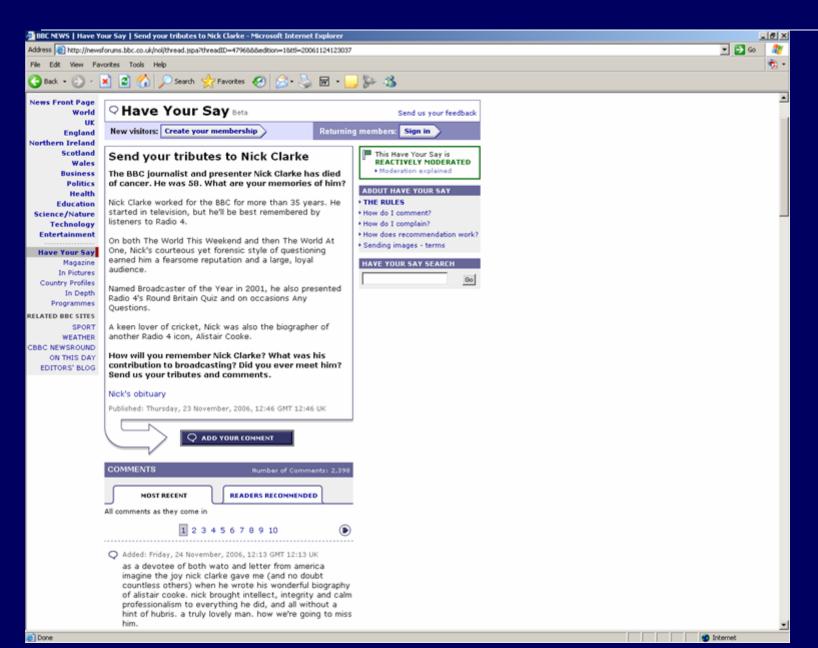
"When John Peel died we had over 100,000 emails. Because we read and sub everything that we put up, we just couldn't cope."

Pete Clifton, editor, BBC News Website

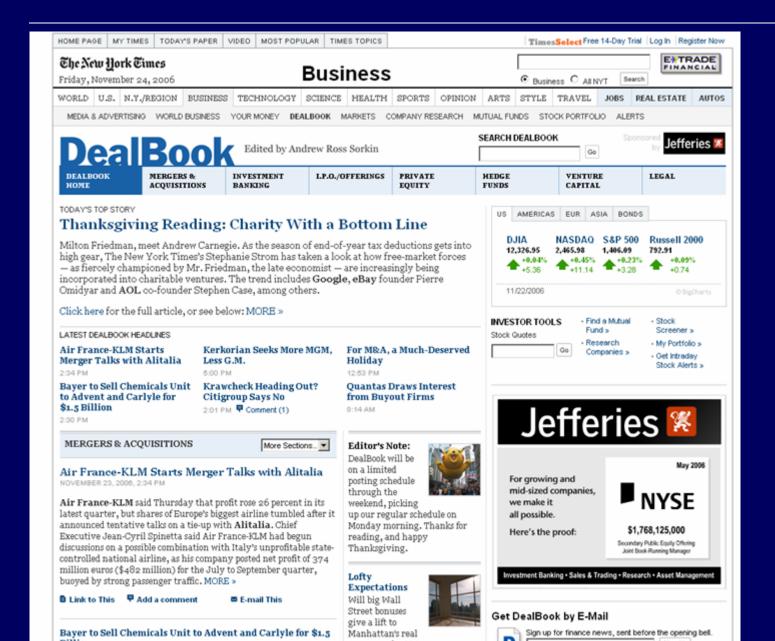
[8 November 2004, telephone call with Neil Thurman]



The University for business and the professions



The University for business and the professions





"I think most people do like to consume media as opposed to take part in it".

Richard Withey, 2006 THEINDEPENDENT



"[Readers] tend to be keener to send us things they've seen rather than actually [creating video themselves]"

Pete Picton, 2006





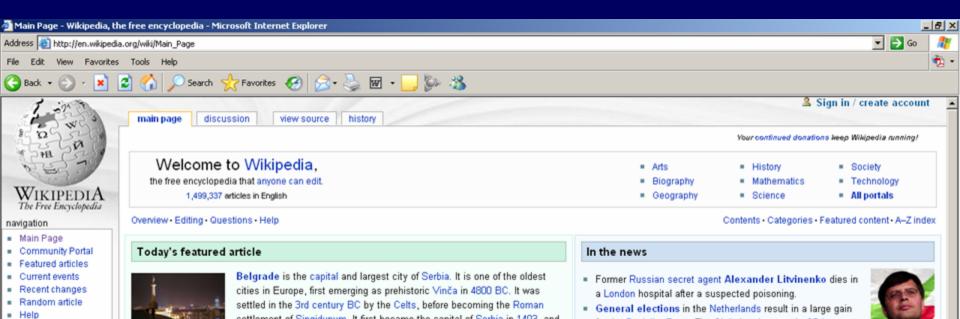
"In online communities, 90% of users never contribute, 9% of users contribute a little, and 1% of users account for almost all the action".

Jakob Nielsen, 2006



 Wikipedia has 68,000 active contributors, which is 0.2% of its visitors in the US

• Wikipedia's most active 1,000 people—0.0003% of its users—contribute about two-thirds of the site's edits.





"And I don't know that we need more than 50, 10-20 people contributing"

Alan Revell, 2006 Daily Mail



"that small number make it much more interesting for everyone else"



Conclusions

- High variance in reader involvement -- reflects legal environment & local personnel, technical & resource conditions
- Editors' attachment to traditional standards not firmly fixed, inhibit less than local conditions.
- Many reader contributions even when tiny % read / published.
- Industry should capitalise on readers good will -- it's a finite resource.
- User forums generate loyalty in niche groups, profitability unproved
- Sites with a public-service ethos / funding most open to user content
- User generated content initiatives often justified in terms of what they bring to the print or broadcast parent: but novelty will wear thin
- Sites should:
 - (1) more fully integrate their user contributions into their mainstream journalistic enterprise
 - (2) find ways of satisfying unmet and growing demand from readers to contribute & be published.



"We have this huge resource of opinion, of really quite vocal readers . . . so how do we get them in the paper? Because if we get their names in the paper they are more likely to buy it"

Stewart Kirkpatrick, editor, scotsman com



[20 December 2004, telephone call with Neil Thurman]