

Live, Long-form Online News: Design, Production, Consumption

Medium Design Seminar, London, 5 December, 2013

Dr Neil Thurman



theguardian

News Sport Comment Culture Business Money Life & style Travel Environment Tech TV Video Dating Offers Jobs News US Politics Media Education Society Science Women Law Data Football Observer

ang news: California Rim Fire contained but full control may be weeks away (II)

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

"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

- s angry at Labour MPs cheering
- Syria refugee
- Ed Miliband hardens criteria for Syria strike
- McCain: rejection of strikes would be catastrophic
- t 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 bit Fears over reach of lobbying bill
- ameful and shaming
- The lob

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 witter reaction to mobile deal

nce swimmer Diana Nyad sets record vim from Cuba to Florida without shark cage 110 m





← II →

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 Ioan

- 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

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

Food preferences

The Kalahari

Iroland tr England littal

3 September 2013 Last updated at 12:45

Football | Formula 1 | Cricket | Rugby Union | Rugby League | Tennis | Golf | Athletics

More Sport v

CRICKET England win the toss and field against Ireland in the one-day international in Dubling Aurikin, Ballance and Caroen,



I deal tops recordaking transfer de dline day FOC BALL





Federer beaten by Robredo at US Open **TENNIS**



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



Summer transfer window in numbers FOOTBALL



Sportsday - transfer reaction LIVE

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

Transie adlina Day







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

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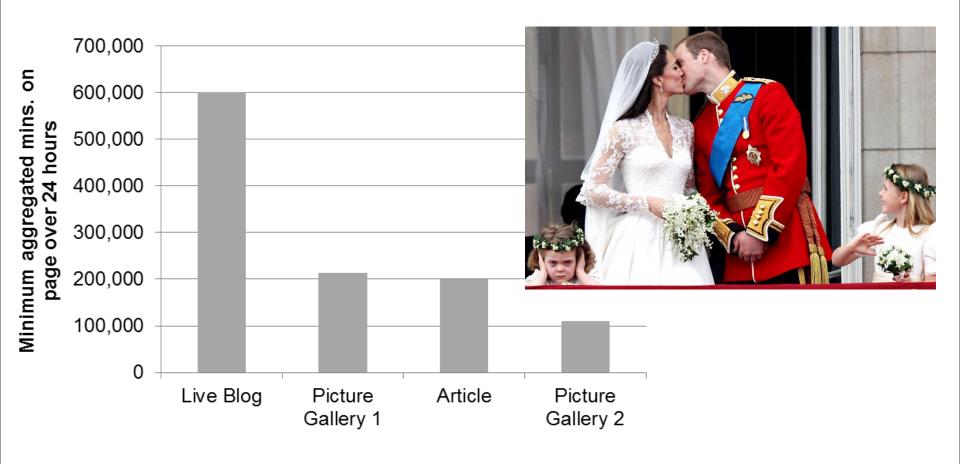






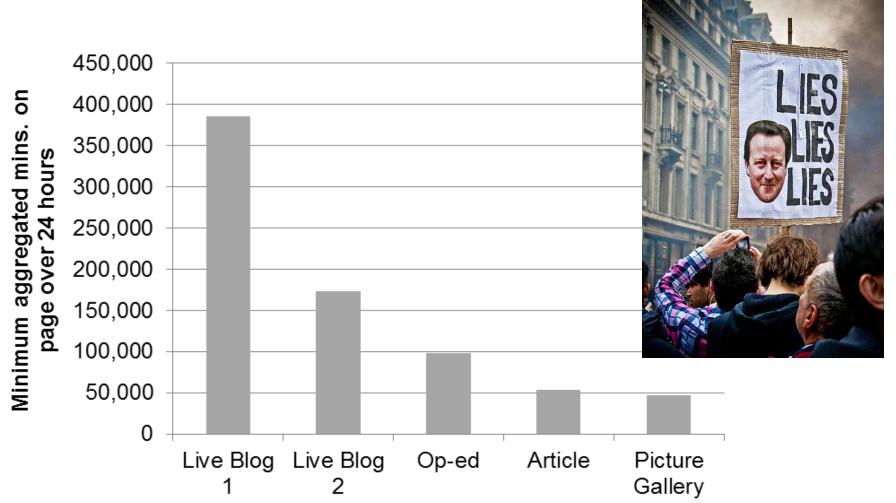


Time spent on 4 news formats, coverage of Royal Wedding, Guardian.co.uk, April 2011

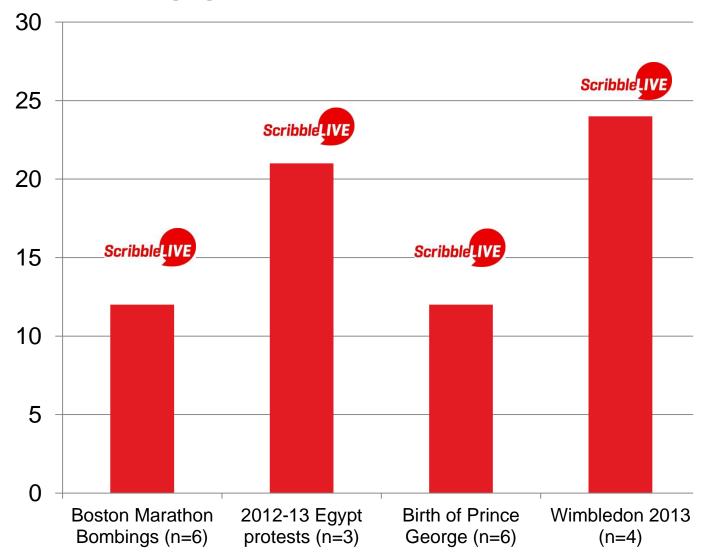




Time spent on 4 news formats, coverage of protest march, Guardian.co.uk, March 2011



Engagement per visitor / visit duration (mins)



Total unique visitor numbers=49 million

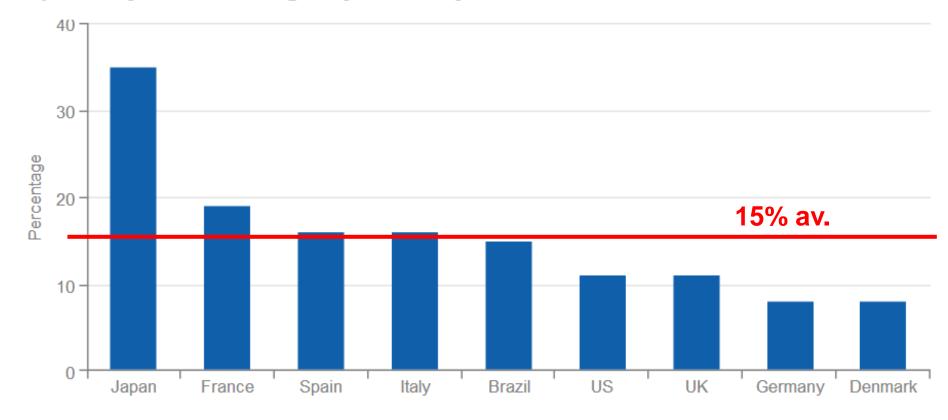


Country	Sample Size
UK	2078
Germany	1099
Spain	1016
Italy	1003
France	1016
Denmark	1024
US	2170
Brazil*	1003
Japan	1004

Field work January 2013

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

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



Live Blogging – significance

- "the pivotal platform for newsrooms"
 - Prof Charlie Beckett (2010)



- "transforming journalism"
 - Paul Gallagher (2011), head of online content at the Manchester Evening News.





Live Blogging – recent examples

Glasgow helicopter crash- bbc.in/18a4p8v

UK energy pricing - bit.ly/18a3LYO

NSA files - latest - bit.ly/1c6sR8M

Today:

Storm warning - bbc.in/1cZniuP
Budget statement - bbc.in/1bJAZBf



Direct relaying of commentary and analysis as events unfold

9.25am: 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 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 smoothly implemented or if there were other





14:30: The E €207.5bn on year.

to contribute

15:30: Georg banking

9.25am: Star credit rating t



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But it warned succession p signs of politi

Earlier, Fitch move on Sou

9.38am: Chri



Reverse
Chronological
order with latest
update at top

LIVE	Sort by: Latest first Oldest first Auto update: On Off	
10:17 BST	The OECD has is predicting that the UK economy will shrink by 0.7% this year, according to Sky. Here's an extract from its story.	
	The Paris-based organisation reduced its 2012 growth forecast for Britain by more than an entire percentage point, cutting it from the 0.5% growth it predicted in May to -0.7% - a major contraction.	
10:14 BST	There will be an urgent question on planning in the Commons at 11.30am, according to Paul Waugh.	
10:11 BST	The Press Association has just snapped this.	
	Home secretary Theresa May will announce her decision on whether computer hacker Gary McKinnon can be extradited to the United States by October 16, his lawyer Karen Todner said today.	
10:00 BST	And here are the main points from the Nick Clegg interviews. I've taken the quotes from PoliticsHome.	
	 Clegg said that the current planning laws needed to be changed because they were "frankly useless". 	
	At the moment, if you're a house builder and you're got planning permission to build X number of houses on a site, if after five years, you've been unable to build homes on	



Often contain multimedia elements and make generous use of links

As it happened: England riots day five

Key points

- PM David Cameron says every action will be taken to restore order, with contingency plans for water cannon to be available at 24 hours' notice
- MPs and peers recalled to Parliament for Thursday to debate riots
- It is relatively peaceful across England on Wednesday night after rioting in several cities on Tuesday and in London the previous three nights
- PM says police have legal backing to use any tactics necessary, including using baton rounds

way, says PM

Three men, aged 31, 30 and 21, died when they were hit by a car in Birmingham as they protected property.

52K Share f 💟 🗹 🖹

Three courts in London will stay open Wednesday night to deal with the number of people charged

Report

Reporters: Anna Browning, Vanessa Barford, Fiona Bailey and Rebecca Cafe

1321: The BBC's Clive Coleman at Highbury Corner magistrates' court says many are being committed for sentencing at the crown court. The reason for this is the magistrates' bench feel the riot was such an aggravating feature to the burglary that the crown court ought to sentence because they have additional powers. The magistrates feel that they had insufficient powers to sentence for a single count of burglary. They could only sentence for six months whereas that could be up to 10 years at the crown court.

1341: The Met Police release a second tranche of images of people they would like to speak to about the recent disorder affecting parts of London, as part of Operation Withern.

1340: Greater Manchester Police release a first batch of 17 CCTV images of suspects wanted in connection with the rioting and looting last night in Manchester and Salford.

1343: Ministry of Justice statement: "We have enough prison places for those that are sentenced



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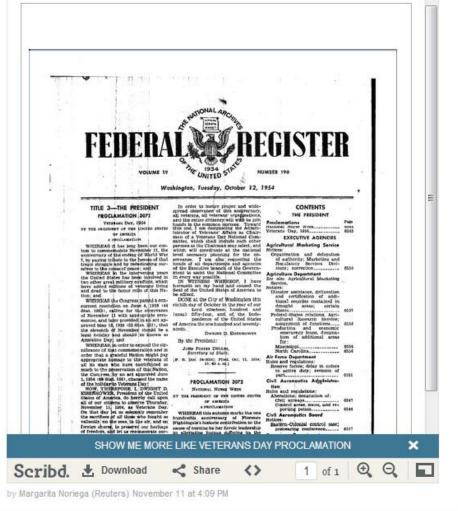


today. REUTERS/Kevin Lamarque

by Amy Tennery (Reuters) November 11 at 4:24 PM



This is a copy of the official Veterans Day Proclamation from 1954:





Here's a bit of background about Veterans Day, via the Department of Veterans Affairs: World War I - known at the time as "The Great War" - officially ended when the Treaty of Versailles was signed on June 28, 1919, in the Palace of Versailles outside the town of Versailles, France. However, fighting ceased seven months

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citing sources

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Here's a bit of background about Veterans Day, via the Department of Veterans Affairs: World War I – known at the time as "The Great War" - officially ended when the Treaty of Versailles was signed on June 28, 1919, in the Palace of Versailles outside the town of Versailles, France. However, fighting ceased seven months earlier when an armistice, or temporary cessation of hostilities, between the Allied nations and Germany went into effect on the eleventh hour of the eleventh day of the eleventh month. For that reason, November 11, 1918, is generally regarded as the end of "the war to end all wars."

by Margarita Noriega (Reuters) November 11 at 4:08 PM



Farm helps traumatized veterans re-enter civilian life [Al Jazeera America]

by Amy Tennery (Reuters) November 11 at 4:06 PM





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Opinion -

Breakingviews ▼

Money ▼

Life ▼

Pictures ▼

Video ▼

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 >





🖊 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 even vally at 10:45pm. There are still people queued in order to vote. Honestly I couldn't believe it! I relieved right now. I think it was worth another shot.

by MilAd 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 llog

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Corrections flagged explicitly

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News Media Phone hacking live

POLITICS BLOG



12.37pm: Nick Raynsford did not say who he was referring to, but on Twitter my former colleague Gaby Hinsliff suggests this might have been a reference to Jenny Watson, head of the Electoral Commission. Watson has complained about being the victim of some particular hostile briefing from an unnamed government source.

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12.42pm: Penny Mordaunt, a Conservative, says the aid agencies are saying that donations to famine relief in east Africa are down because the phone hacking scandal is taking up too much media attention.

Cameron says that is why he wanted to press ahead with his visit to Africa.



Most Newsworthy Info

Who? What? When? Where? Why? How?

Live Blogging – what it's not

- Not a narrative constructed after the event
- Doesn't use conventional inverted pyramid structure

Important Details

Other General Info Background Info



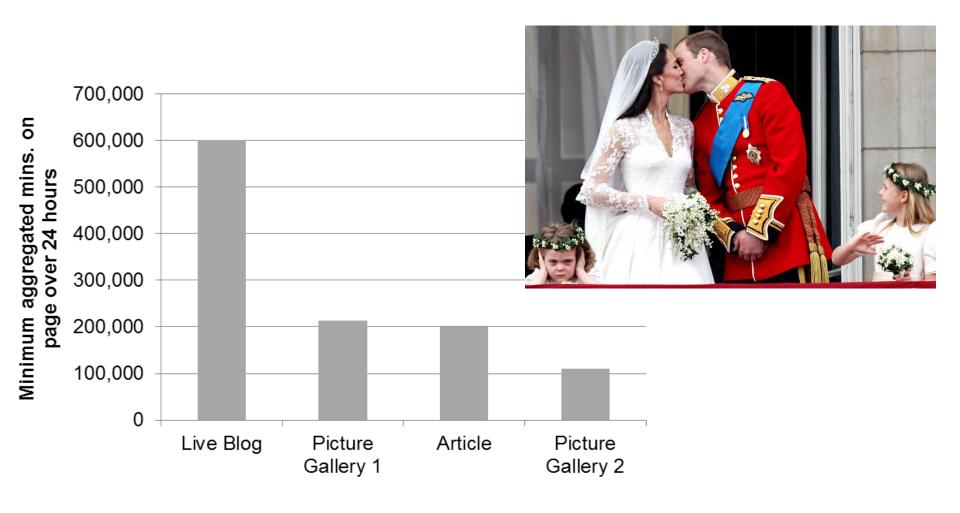
Live Blogging – what it's not

 Not truly analogous with rolling TV news coverage because:



- Less reliance on visual and aural channels
- Live Blogs allow longer gaps between updates when there is lull in story (1/2 hour) – not acceptable on tv!

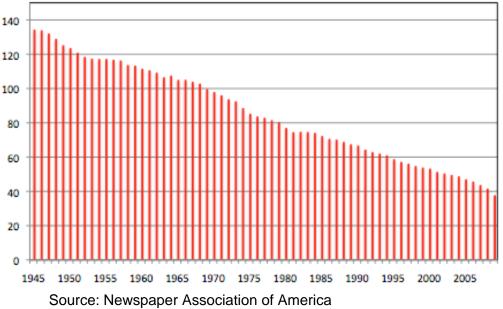
Time spent on 4 news formats, coverage of Royal Wedding, Guardian.co.uk, April 2011



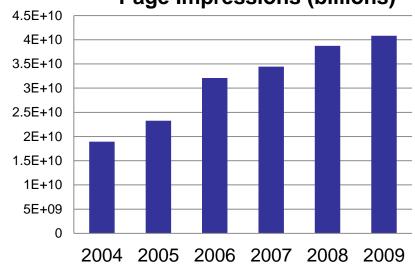




USNewspaper circulation per 100 households

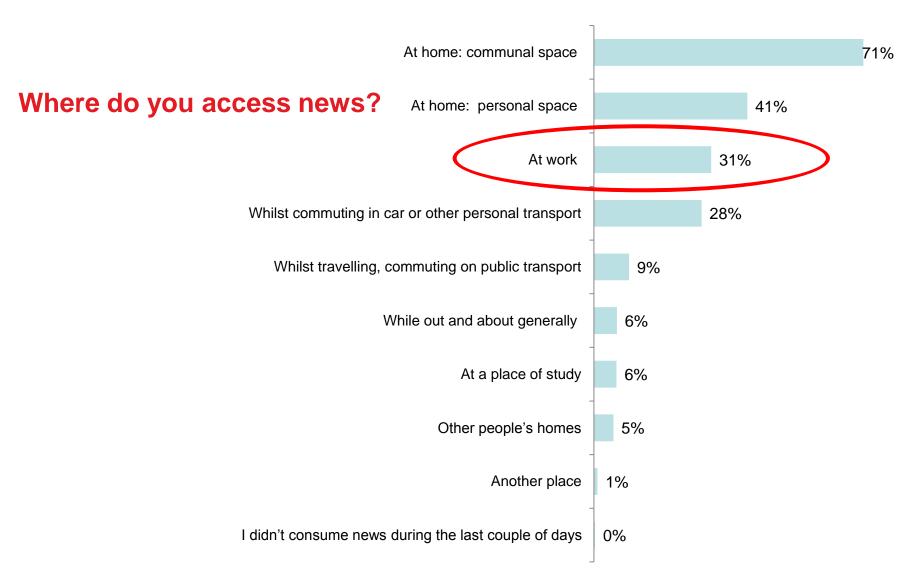


Combined US Newpaper Online Page Impressions (billions)



Reuters Digital News Survey 2013

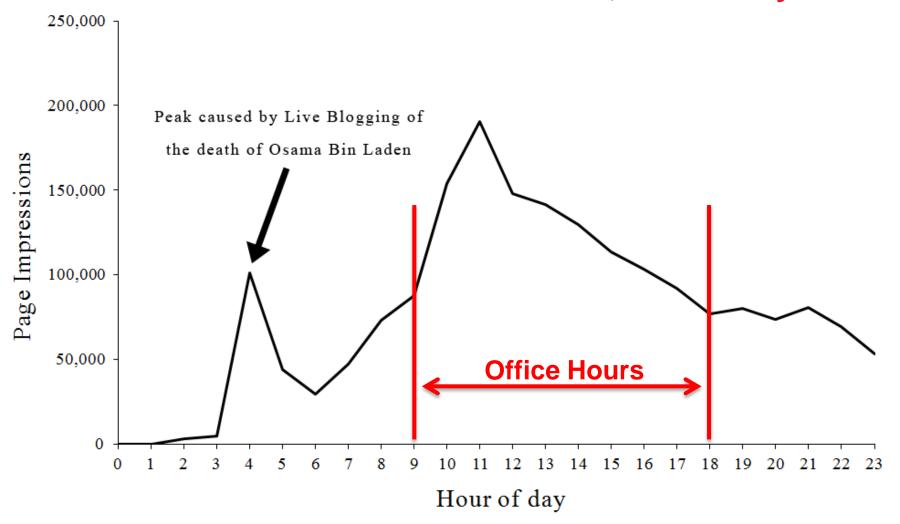




- UK3A. Where were you when you looked at/listened to the news over the last few days?
- Base: Denmark=994



Aggregated hourly page view data for 10 Live Blogs at Guardian.co.uk, March-May 2011.





'News at Work' consumption patterns....



- Methodical & comprehensive 1st visit to new sites followed by...
- Several subsequent visits motivated by "need for a distraction or more info about an event"

Source: Boczkowski, 2010



'News at Work' consumption patterns....



- Habit of monitoring news sites homepages and often not "clicking on stories" during subsequent visits.
- Preference for **textual** rather than aural, animated or highly visual **content** ("privacy concerns" in office location).

Source: Boczkowski, 2010



How Live Blogging suits 'News at Work' consumption

Regular updates (av. every 9 mins) provide follow up information about events.

"I like the immediacy... being kept up-to-date"

"I like simple bite-sized nuggets of information on updates"

"I like that it is updated when a new item on the story breaks"

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—Survey respondents, pers. comm, Aug '11



How Live Blogging suits 'News at Work' consumption

Use of a single-dynamic-page, suits users' preference for monitoring a page rather than clicking on stories

"I like that it gives you many different little points about the story"

—Survey respondent, pers. comm, Aug '11

29 users in our survey 'liked' the 'convenience' of Live Blogs.



How Live Blogging suits 'News at Work' consumption

Text format more suitable for reading in office where workers need to look as though they are working

"Something I can glance at if I'm busy" "Perfect way to keep up to date during the working day"

"Easier to read while getting on with other things (e.g. at work!)"

—Survey respondents, pers. comm, Aug '11



Disagree

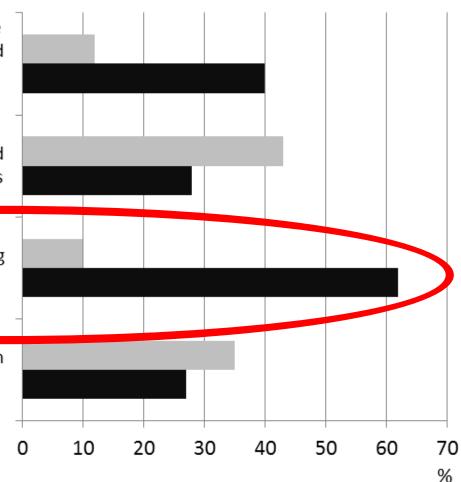
■ Agree

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







'News at Work' consumption & news content

'News at work' consumers prefer "non public-affairs stories – in particular sports, crime and celebrity"

"better fodder for conversations with co-workers than public affairs news".

—Boczkowski, 2010: 153

'News' from DailyMail.co.uk homepage, 4 Jan '12 > Romantic scenes in Necker

▶ Do us a favour! Imogen Thomas declares she's going on a diet... to lose the three ounces she gained over Christmas Tweeted photo to prove it



▶ Golden girl Cameron Diaz debuts her new short hairdo as she frolics on the beach in a tiny bikini Holidaying in Hawaii with friends



Jump into bed with Paris! Topless Hilton strips off as she boasts about socialising with Princes William and Harry Says they're 'gentleman'



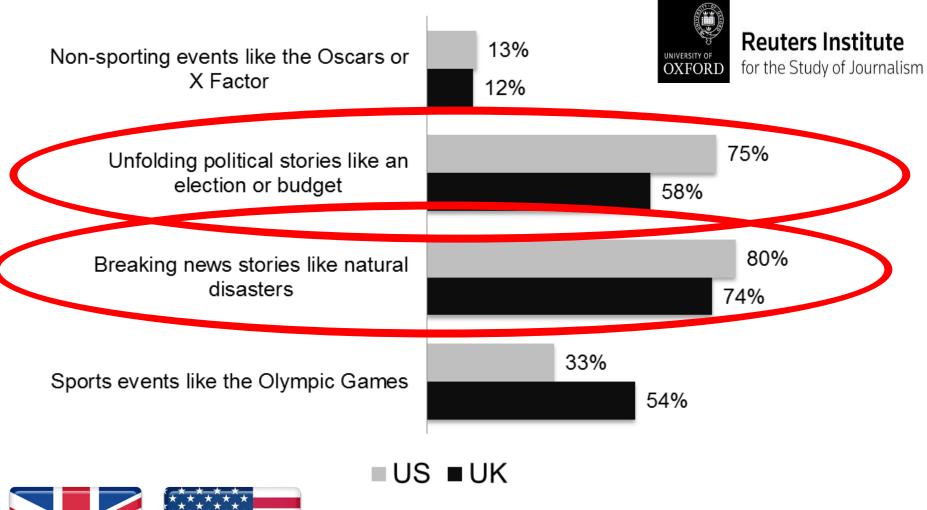
Will Alesha end up paying a high price for her ambition? She has been poached from Strictly to rescue Britain's Got Talent



▶ Just married! Holly Branson shares first kiss with husband Fred Andrews as her proud family look on Romantic scenes in Necker

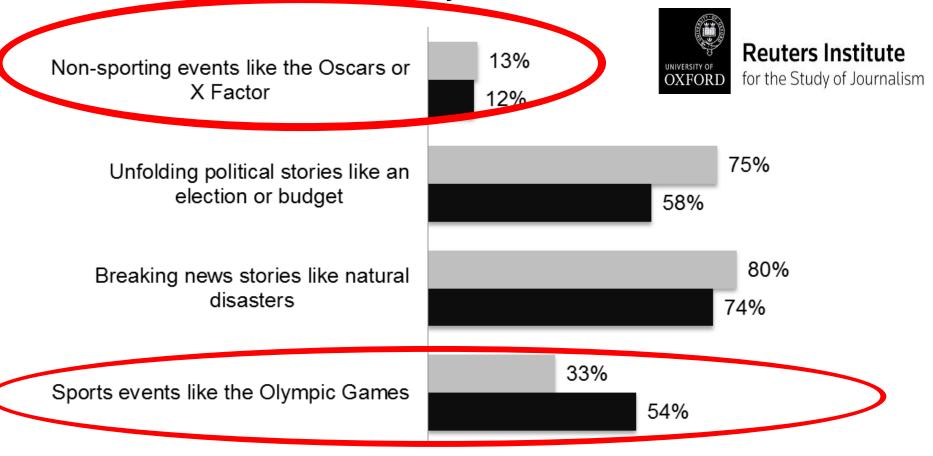


Popularity of different types of live news pages (live blogs) with US and UK news consumers, January 2013.





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









"It is sometimes a bit of a shock to be reminded that, in operational and practical fact, **the medium is the message**"

—Marshall McLuhan (2001: 7)



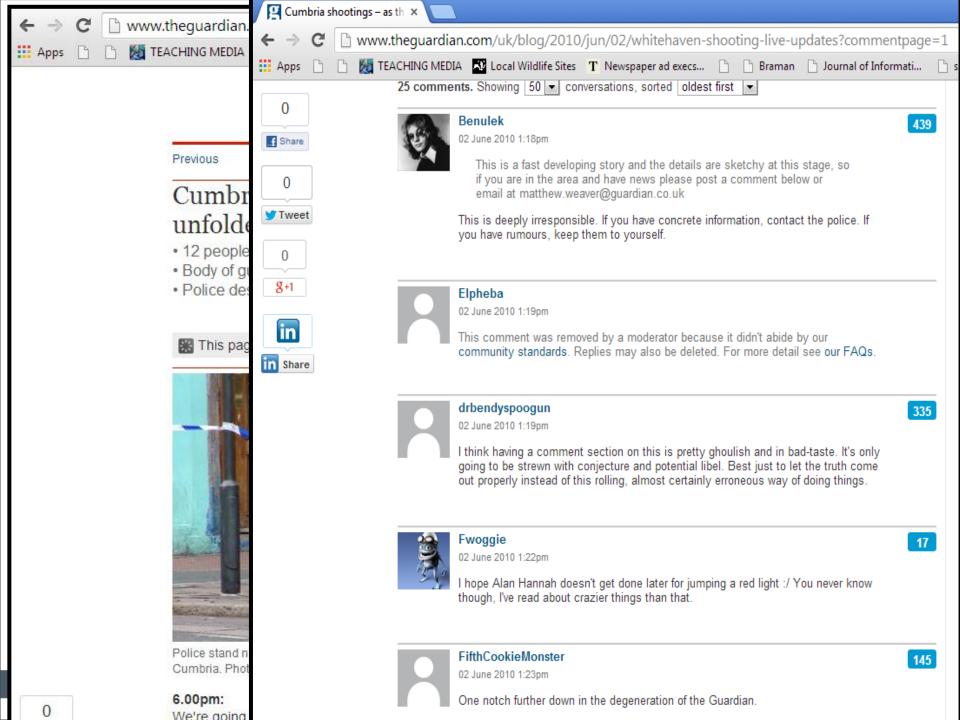
Risks

- Trivialise news
- Little time for factual verification
- Confuse readers
- No time for the basics

Opportunities

Report real-time irrespective of resources

- Increase participation
- Rebuilt trust



Aggregation and links

- **16.25** hyperlinks per live blog at *The Guardian* (Thurman and Walters, 2013: 91)
- Live blogs = one third substantive quotes (ibid)
- Median number of links in regular news articles 2.6 (Stray, 2010).
- Best practice:
 - Attribute transparently (block quotes etc)
 - Link to source material directly.

The OECD has is predicting that the UK economy will shrink by 0.79 year, according to Sky. Here's an extract from its story.



The Paris-based organisation reduced its 2012 growth forecast for Britain by more than an entire percentage point, cutting it from the 0.5% growth it predicted in May to -0.7% - a major contraction.

Usability

- 25% readers find live blogs difficult to follow (Thurman and Newman 2013):
 - Reverse chronological orders
 - Most newsworthy info can appear anywhere
- Best practice:
 - Provide headline and summary of key developments
 - Update this contextual information regularly

News \rightarrow World news \rightarrow The NSA files

NSA files live – Australia offered to share information on its citizens

New Snowden document shows Australia offer

- UK watchdog urges anti-terror power change
- New to the NSA revelations? Catch up here
- What do the NSA files mean for you?
- NSA and surveillance made simple animation



"looser culture of corroboration"

Corroborate --

vb1.(*tr*) to confirm or support (facts, opinions, etc), esp by providing fresh evidence: *the witness corroborated the accused's statement*

7.01pm: There are reports on Twitter that the sports clothing store Lillywhites is now on fire.



less than a minute ago via Twitter for BlackBerry®



Chris Snell chrissnelltweet

PEOPLE HAVE

PEOPLE HAVE

PEOPLE I

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7.56pm: Matt Taylor has said the post at 7.01 reporting a fire at Lillywhites should be corrected. The smoke that can be seen in the picture is from the fire on Jermyn Street reported by Paul Lewis at 6:59. Firefighters put the blaze out shortly afterwards.



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the two-way see ARRING NEWS FROM NEW errence international economy must ready contact us

PHOTO: Despite Sandy, Soldiers Stand Guard At Tomb Of The Unknown Soldier

by SYDER PERALTA October 29, 2012 12:49 Update at 1:16 p.m. b1. Not Taken During Sandy:

The Old Guard reports on Twitter that the photograph we posted of soldiers standing guard over the the Tomb of the Unknown Scider was taken in September, it was not taken during Sandy, as the First Army Division Sast, and in its Facebook page.

Here is one taken today, according to the Old Guard.



Spc. Shitt Hyde, Tonis Sertinel, 3d U.S. Infertry Regment (The Clid Guerd; Keeps guard over the Tonis of the Unknown Solder during Huntome Sandy at Artington National Cemelary, Va.

Sgl. Jose A. Tomes Jr./L/S. Army

Our Original Post Continues:

This is perhaps one of the more sturning pictures we've come scross today.



Sodiers of the 3rd Inf Reg. continue to stand guard at the Tomb of the Unknown Solder, despite the worsering weather conditions surrounding Humicene Sandy.

First Army Division East/vie Fedebook

According to the First Army Division Sast, which posted the picture today on its Pacebook page, the three solders of the 3rd infantry Regiment stood guard at the Tomb of the Unknown Solder as the first heavy bands of rain from Hurricane Sandy moved scross the Washington, D.C. area.

"The tomb," they write, "has been guarded continuously since 1945."

The U.S. Army has more information on the tomb.

Update at 12:50 p.m. b1. Wore Photos And Background:

Back in 2011, during linene, the Old Guard stood watch over the tomb. As Mark reminded us at that time, There is a sheller the solders could use, but they have

Secone at NPR socraor

More From The Two-Way

Report: Threat Of Mandatory Minimums Used To Course Guilty Picas

Stockers Coach Fined§100,000 ForInterleting With Play

MENEC: Martin Bashir Steps Down Over Falin Remarks

More From The Two-Way?



Making corrections

- Acknowledge within the live blog as quickly as possible.
- AND go back to the original post.

theguardian

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News Media Phone hacking live

POLITICS BLOG



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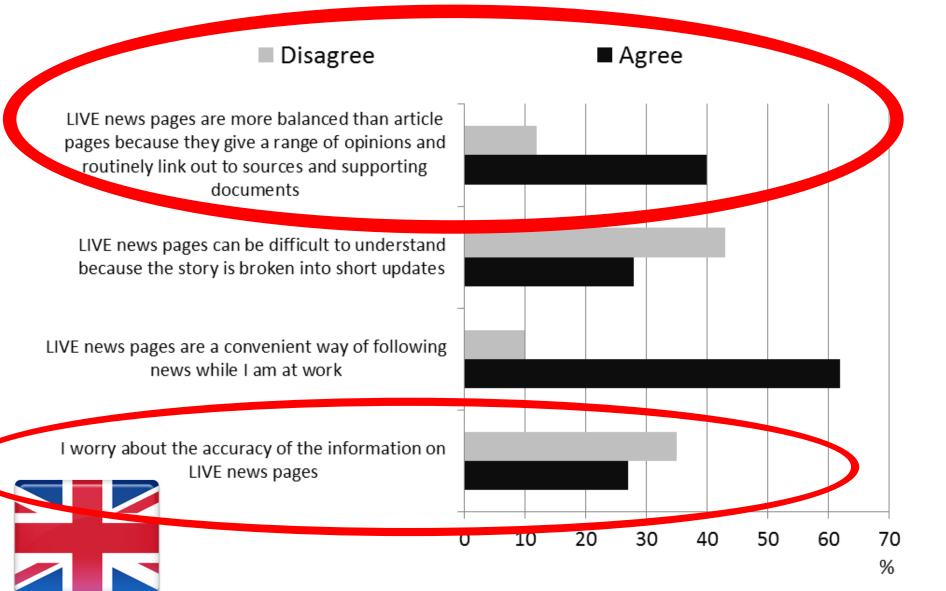
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Cameron says that is why he wanted to press ahead with his visit to Africa.

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



Live Blogs – trust and objectivity



"less opinion based and more factual...I feel more empowered to make up my own mind"

"the person writing it is less likely to have an angle" "I trust it more than some articles...most of it's not opinion, it's more fact based."

"I'm more engaged in news than I have been for years. For me it's about being able to make up my own mind."

—user survey and interviews, pers. comm, Aug '11



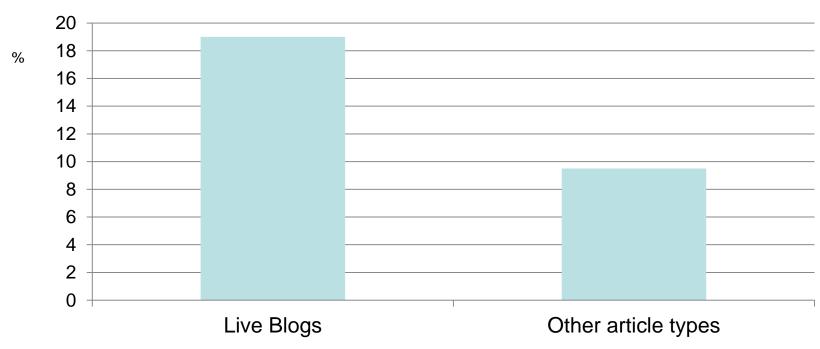
Objectivity = verification + transparency + supporting evidence + balance



Reader Participation

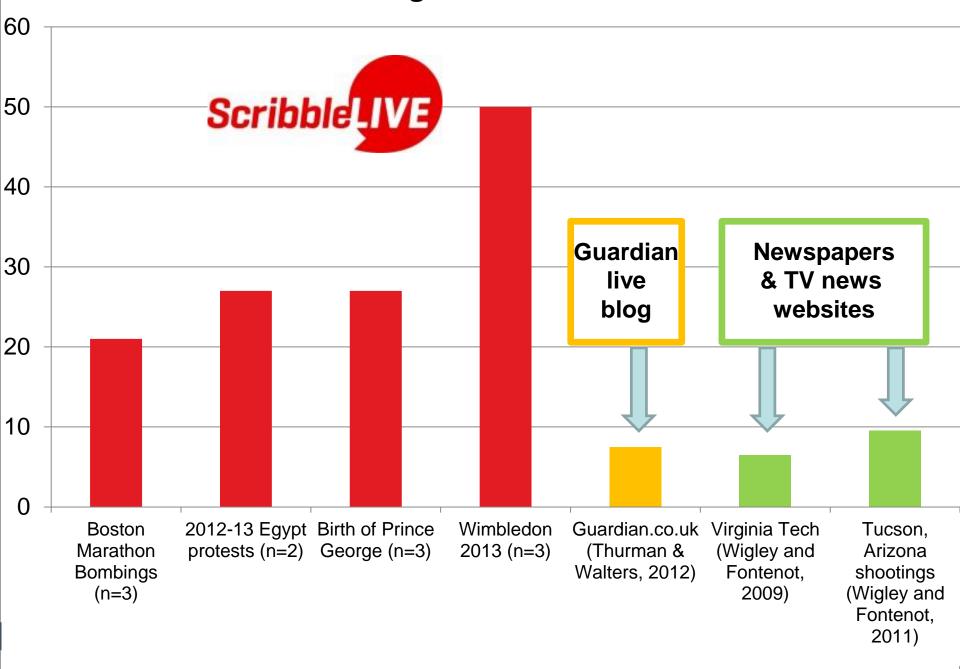


Likelihood of users to participate in news formats at Guardian.co.uk



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

% user-generated content





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





Arash Karami @thekarami

June 14 at 7:46 PM

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WORLD NEWS



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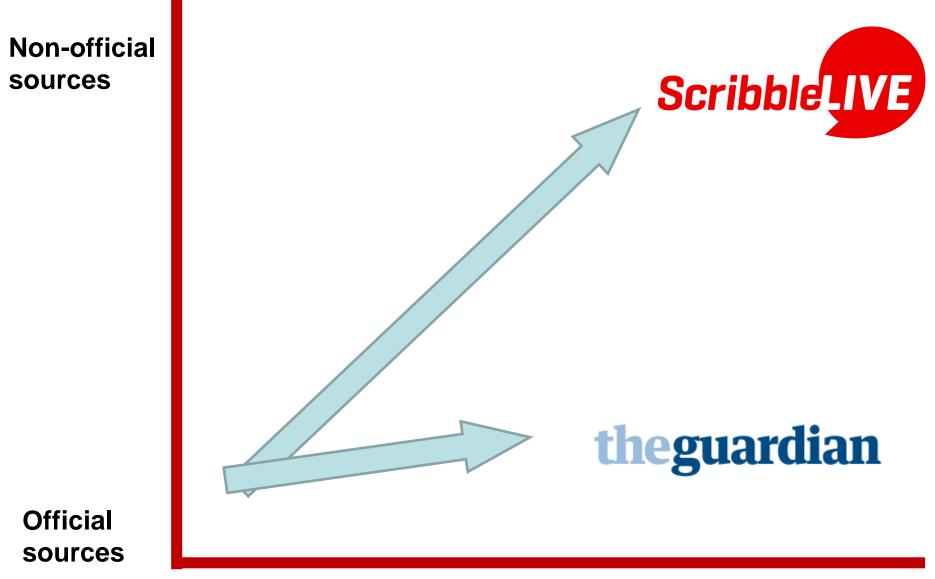
Argentina asks U.S. Supreme Court to hear debt appeal

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 llog

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Technology-mediated source interaction