

Journalism-as-a-Conversation

5 Do's and 5 Don'ts on How to Engage Your Online Audiences

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(This slide show available under "goodies" at www.sasquatchmedia.com)

Two Online News Experiments, 1 Dissertation

Experiment 1: Compare traditional news stories with so-called “collaborative” stories, with or without personalized videos of reporter

Experiment 2: Compare three types of conversational stories (no videos): “Collaborative” news, Twittered news and Wikinews.

In each study, I theorized audiences would 1.) pick up on certain features of conversation more in some contexts than others and 2.) that audiences also would perceive conversational news as credible, expert and likable.

Diss consisted of two controlled online news experiments in a lab. The participants in each mostly were undergrads and some grad students, all in the key 18–35–yoa age bracket. They read a series of stories of potential interest to college students and answered questions about them. Those answers represent the data for these studies.

Before we begin, a question for you:

What qualities or features do YOU think conversational journalism consists of? (Be as creative as you like.)

Audience Views of Conversation Features:


- * **Coorientation/Homophily (Likeness):** perceived similarity to journalist
- * **Interactivity:** perceived smart use of Web tools to interact with audience
- Social Presence:** perceived humanness of journalist
- Friendliness:** perceived openness, accessibility of journalist to audience
- Informality:** perceived casualness of journalist with audience

- * The real powerhouses


1. Do use social-media tools such as Twitter to crowd-source stories ...

... Audiences understand these tools and view stories derived from them as quite credible.

Fake exchange from one of my experiments ...

Search [Advanced Search](#)


Realtime results for newshound




[newshound](#): nursing jobs especially strong. same with business/accounting. thanks yall. i'll put up link to my story soon.
about 1 hour ago · [Reply](#) [View Tweet](#)



[stanman](#):[@newshound](#) i'm a med student. i hear job market not bad for us going into next year. u can call/interview me, 785-449-3456.
about 1 hour ago · [Reply](#) [View Tweet](#)



[daisyfair](#):[@newshound](#) sure, try reaching her at student health, ext. 2204. name is "Rosie." she's a nurse.
about 1 hour ago · [Reply](#) [View Tweet](#)



[newshound](#) :[@daisyfair](#) study actually headed by MU prof. job growth not on par with recent years but not bad either. may i talk to your cousin?
about 1 hour ago · [Reply](#) [View Tweet](#)



[daisyfair](#):[@newshound](#) my youngest cousin goes to MU. says job outlook doesn't look great. who did the study?
about 1 hour ago · [Reply](#) [View Tweet](#)




[newshound](#): i'm reporter. job market study just came out. modest opportunities for college grads this year. anyone out there in college?
about 1 hour ago · [Reply](#) [View Tweet](#)

Page 1 » Older

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Story derived from that Twitter exchange ...



The screenshot shows the top of a web page for 'HANNIBAL-NET'. The header includes navigation links like 'Classifieds', 'Jobs', 'Home', 'Auto', 'Print Ads', 'Contact Us', and 'Weather'. Below the header is a search bar and a menu with categories like 'Home', 'News', 'Business', 'Opinions', 'Obituaries', 'Sports', 'Lifestyles', 'Multimedia', 'Forum', 'Special Sections', and 'Classified Ads'. There are three main promotional banners: 'ENERGY SAVINGS INSTALLED FOR YOU.', 'SAVE UP TO 20% ON HEATING COSTS' for Trane HVAC systems, and 'THE HOME DEPOT'. Below these is the article title 'Job market improves for class of 2009' by Jennifer Smythe, a Courier-Post staff writer. The article text discusses the job market for the class of 2009, mentioning a report from the Collegiate Employment Research Institute at the University of Missouri-Columbia. It notes a projected 2% expansion in the job market, down from previous years' expectations of 14% and 20% growth. The article mentions that the downturn is due to the global recession and that employers are hiring more aggressively. It quotes Phil Gardner, director of research at the Collegiate Employment Research Institute, who says that after two years of rapid expansion, a slowdown is expected. He also mentions that companies hiring are mostly small, entrepreneurial firms seeking fresh talent or large corporations preparing for the retirement of aging baby boomers. The article then quotes Rosie Jennings, an MU nursing student, who is concerned about finding a job upon graduation. It then quotes Stanley Manning, a pre-med student at the University of Kansas, who found hope in the data on nursing jobs. The article concludes by saying that while it may take longer to find a job, there will always be a need for people in the medical profession.

Job market improves for class of 2009
By Jennifer Smythe, Courier-Post staff writer

College students graduating in 2009 can expect a modest expansion of the job market following two years of projected double-digit growth in the market, according to a report released by the Collegiate Employment Research Institute at University of Missouri-Columbia.

The job market is projected to expand by 2 percent, according to the 2008-2009 Recruiting Trends report, based on a survey of more than 850 companies. While this is still an increase, it is down from expectations of 14-percent growth in 2007 and 20-percent growth in 2006. The downturn is largely the result of the global recession. According to the report, there are two types of employers in the job market: Those aggressively hiring and those cutting back in response to the slowing economy. Despite the downturn, not all areas of the economy are shrinking, said Phil Gardner, director of research at the Collegiate Employment Research Institute and author of the report. "We had two years of very rapid expansion, and usually after something like that, we begin to see a slowdown, irrespective of the current mortgage crisis," Gardner said. The companies that are hiring are mostly small, entrepreneurial firms seeking fresh talent or large corporations preparing for the retirement of aging baby boomers, according to the study.

Rosie Jennings, an MU nursing student, said she is still concerned about finding a job upon graduation.

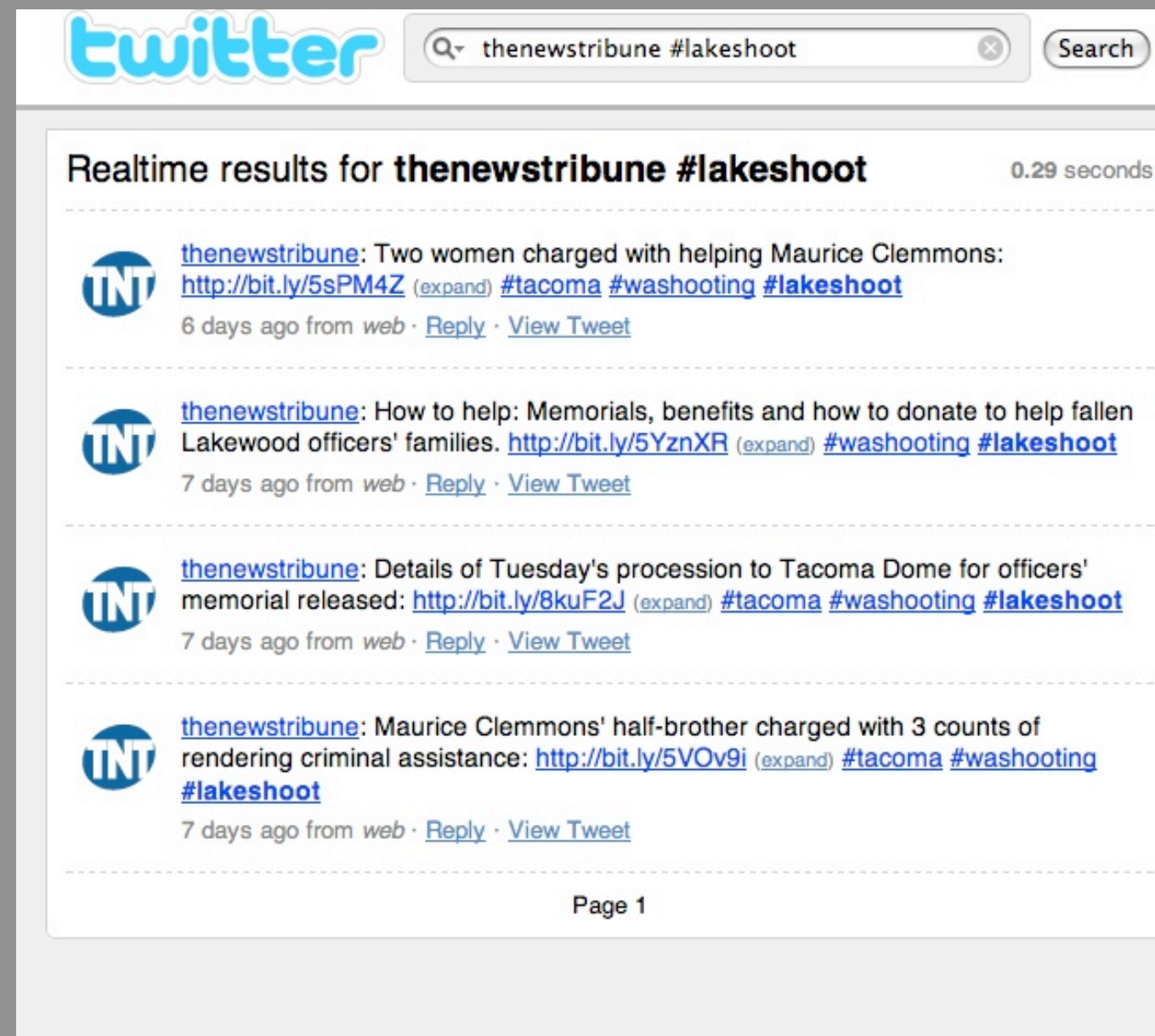
Contacted with the help of the social-networking site Twitter, Jennings said: "Everybody supposedly needs a nurse, but the economy is still in the tank."

Gardner cautioned many employers primarily are looking for experienced hires rather than newly graduated college students to save on training costs. But business majors, followed by nursing majors and select others in the medical field, are in the highest demand.

Stanley Manning, a pre-med student at University of Kansas also contacted via Twitter, said he finds hope in the data on nursing jobs.


"It may take longer to find a job out there when I graduate, but I figure there will always be a need for people in the medical profession."

From the real world, close, but not quite, on the exchange ...




Viewed via Twittersearch ...

Twitter Search Widget by TweetGrid




EZF_TopPolitics: RT @michellemalkin: King5 TV livestream of Lakewood PD chief news conference regarding massacre: <http://is.gd/581pm> #lakeshoot

November 30, 2009 10:50:07 AM PST




lytleladie: RT @michellemalkin: Read stories of fallen Lakewood PD officers: Parents. Musician. And a Tea Party activist: <http://is.gd/57VPr> #lakeshoot

November 30, 2009 10:39:48 AM PST



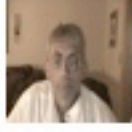
HukiBuki: RT @michellemalkin: Lakewood PD Chief Bret Farrar gives deeply moving tribute to fallen: "We will be there to do our jobs." #lakeshoot

November 30, 2009 10:29:25 AM PST




HukiBuki: RT @michellemalkin: King5 TV livestream of Lakewood PD chief news conference regarding massacre: <http://is.gd/581pm> #lakeshoot

November 30, 2009 10:29:20 AM PST




slimdbk: RT @michellemalkin: Lakewood PD Chief Bret Farrar gives deeply moving tribute to fallen: "We will be there to do our jobs." #lakeshoot

November 30, 2009 10:28:56 AM PST



colocelt: RT @michellemalkin: Lakewood PD Chief Bret Farrar gives deeply moving tribute to fallen: "We will be there to do our jobs." #lakeshoot

November 30, 2009 10:24:19 AM PST



cascadia: People as far away as Switzerland donating to Lakewood fund for kids of 4 officers killed <http://bit.ly/90I5VT> site down- #lakeshoot

November 30, 2009 10:22:25 AM PST


Published live on *TNT* Web site ...

Here, TNT audience members push professional news OUT to fellow Twitterers or distribute their own news, but don't COLLABORATE with pro journalists.


Live tweets on police shooting

Seattle Times staff are tweeting live with the latest on the Lakewood police shooting. Follow tweets here.


Tweets from the scene

 **seattletimes**: RT @dlboardman: Area in and around Rizal Park in Beacon Hill is the latest focus of search for the cop killer. #WAShooting


November 30, 2009 9:59:12 AM PST

 **seattletimes**: RT @KING5Seattle: Lakewood police chief holding news conference scheduled 10 am: <http://bit.ly/7fpiOC> #WAShooting


November 30, 2009 9:58:30 AM PST

 **seattletimes**: RT @dlboardman: Police activity at the UW Medical Center called off; was case of mistaken identity. #washooting


November 30, 2009 9:45:30 AM PST

 **seattletimes**: RT @dlboardman: Police cars swarming at University of Washington Hospital. Searching Jose Rizal Park in Beacon Hill.


November 30, 2009 9:32:25 AM PST

 **seattletimes**: RT @dlboardman: Police appear to be clearing from UDistrict & Leschi. Times staffers report units may be headed for Beacon Hill #washooting

November 30, 2009 9:22:59 AM PST

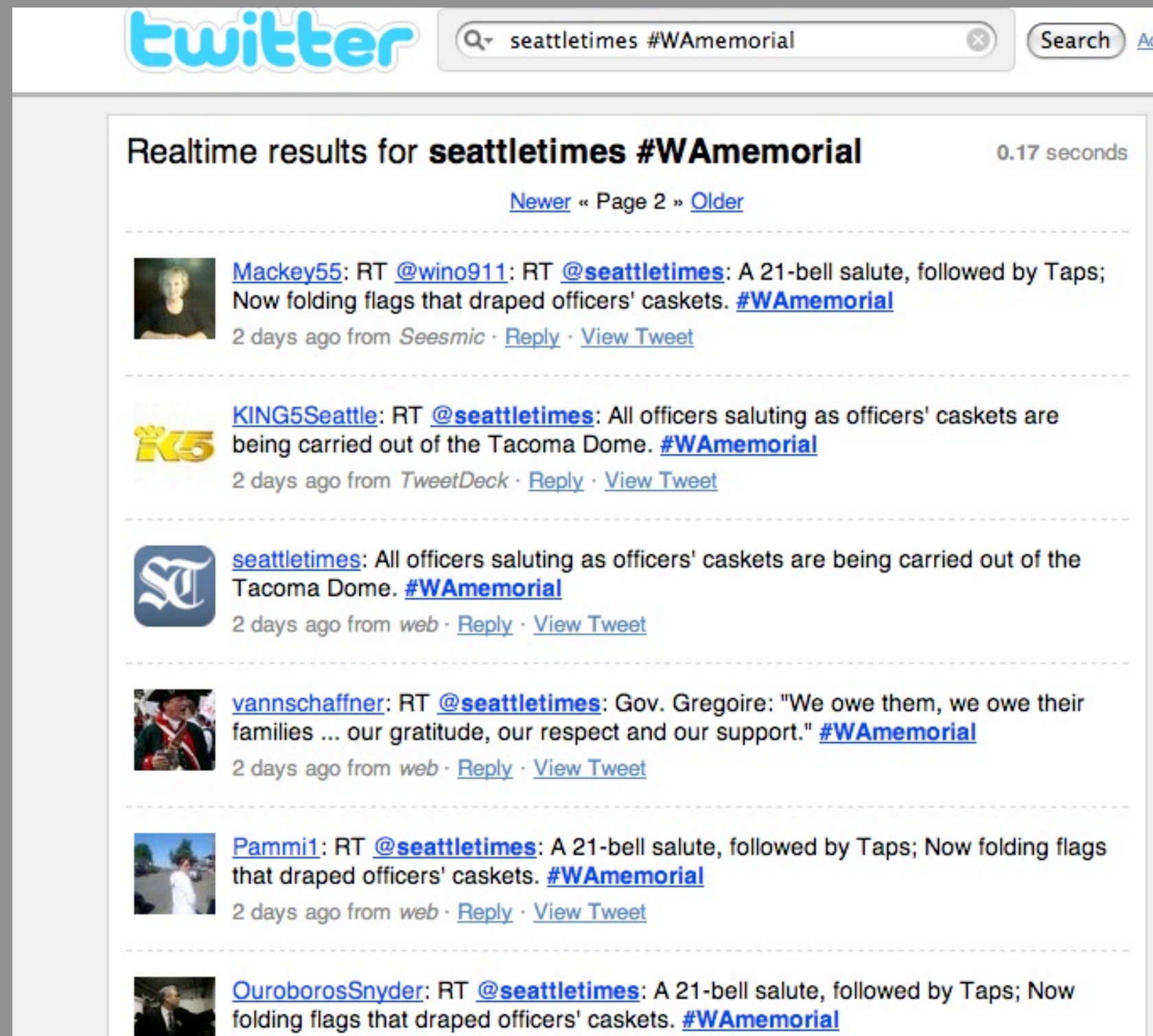
 **sbhatt**: Pierce County detectives are combing the property in Leschi for evidence with support from Seattle police.

November 30, 2009 8:51:18 AM PST

 **seattletimes**: RT @sbhatt: Seattle PD says they have evidence suspect was "at the house." K9 units searching the area. #WAShooting

November 30, 2009 8:50:51 AM PST

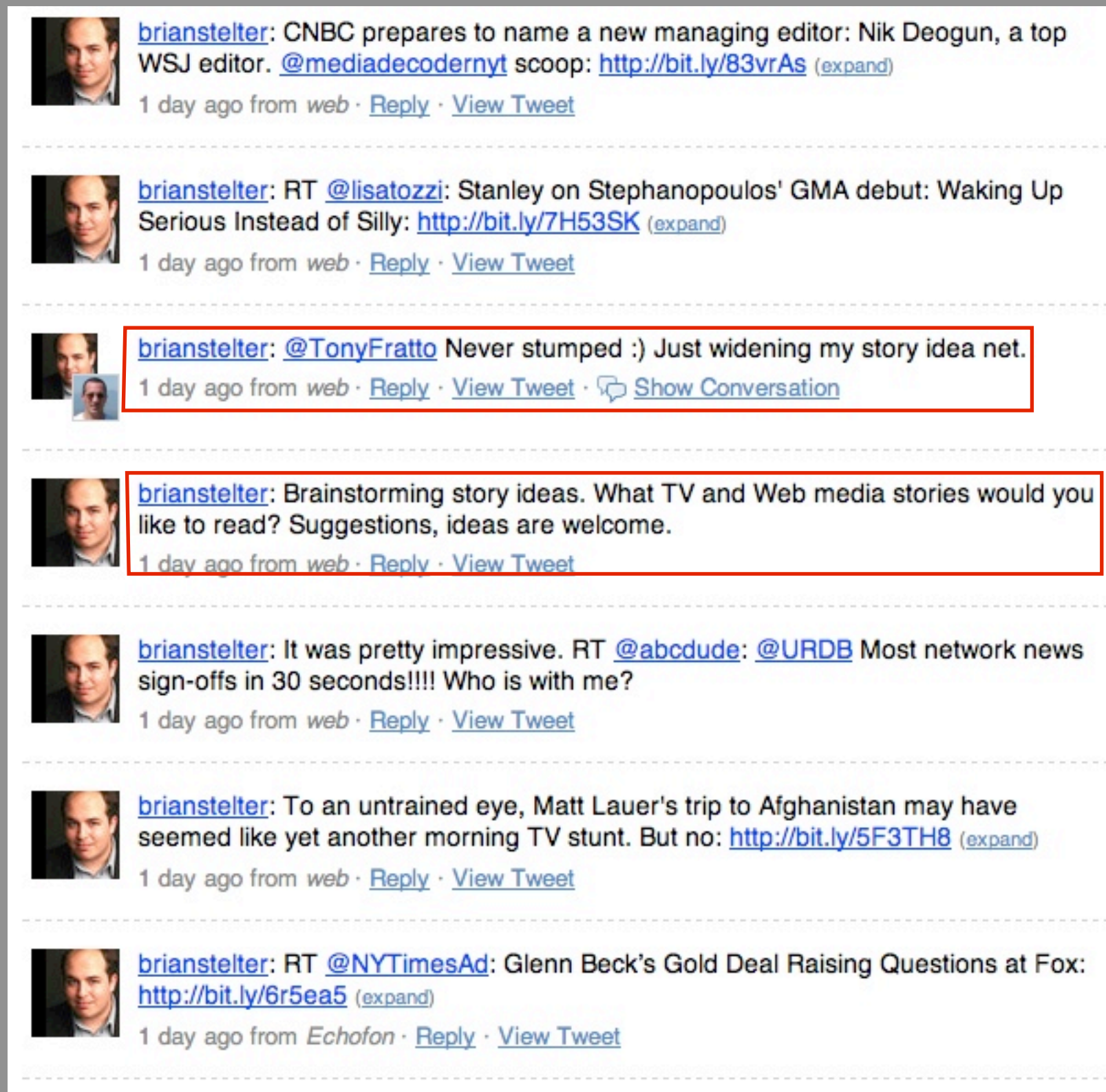
Published live on *Seattle Times* Web site ...





Viewed via Twittersearch ...


Finally, mainstream media continue to push OUT their own news, or their audience members re-tweet mainstream news, but NO journalist-citizen engagement.


Brian Stelter, *NYT's* king of Tweet reporting ...





 [brianstelter](#): CNBC prepares to name a new managing editor: Nik Deogun, a top WSJ editor. [@mediadecodernyt](#) scoop: <http://bit.ly/83vrAs> (expand)
1 day ago from web · [Reply](#) · [View Tweet](#)


 [brianstelter](#): RT [@lisatozzi](#): Stanley on Stephanopoulos' GMA debut: Waking Up Serious Instead of Silly: <http://bit.ly/7H53SK> (expand)
1 day ago from web · [Reply](#) · [View Tweet](#)

 [brianstelter](#): [@TonyFratto](#) Never stumped :) Just widening my story idea net.
1 day ago from web · [Reply](#) · [View Tweet](#) · [Show Conversation](#)

 [brianstelter](#): Brainstorming story ideas. What TV and Web media stories would you like to read? Suggestions, ideas are welcome.
1 day ago from web · [Reply](#) · [View Tweet](#)

 [brianstelter](#): It was pretty impressive. RT [@abcdude](#): [@URDB](#) Most network news sign-offs in 30 seconds!!!! Who is with me?
1 day ago from web · [Reply](#) · [View Tweet](#)

 [brianstelter](#): To an untrained eye, Matt Lauer's trip to Afghanistan may have seemed like yet another morning TV stunt. But no: <http://bit.ly/5F3TH8> (expand)
1 day ago from web · [Reply](#) · [View Tweet](#)

 [brianstelter](#): RT [@NYTimesAd](#): Glenn Beck's Gold Deal Raising Questions at Fox: <http://bit.ly/6r5ea5> (expand)
1 day ago from Echofon · [Reply](#) · [View Tweet](#)

Much of Brian's tweets are pushing his stories or observations out to audience, but he's increasingly interacting/collaborating, too.

Other ways to show crowd-sourcing ...

The Lede

[Go to The Lede Home](#) [Times News Blog](#)

September 18, 2009, 6:39 AM

Latest Updates on Opposition Protests in Iran

By ROBERT MACKEY

To supplement coverage of [new opposition protests on Friday in Iran](#) by our Times colleagues, The Lede is tracking reports of the events online. Readers who are in Iran or in touch with people there are encouraged to use the comments thread below to share or point us to first-hand accounts of the demonstrations in the form of text, video or photographs posted on the Web.

Update | 5:17 p.m. AmirFarshad Ebrahimi, a photojournalist and blogger points out [on Twitter](#) that the Ahmadinejad supporter featured in [the first image](#) of the slide show on Iran on our Web site today seems particularly adept at [getting himself photographed](#). That's it for The Lede's Iran coverage for today. Thanks to readers who helped us find and make sense of material today.

Update | 5:02 p.m. Germany's foreign minister, Frank-Walter Steinmeier, has condemned Iranian President Mahmoud Ahmadinejad's remarks on Friday, in which he called the Holocaust "an unprovable and mythical claim." According to [a report from Reuters](#), Mr. Steinmeier said:

Today's statements by the Iranian President are unacceptable. With his intolerable tirades he is a disgrace to his country. This sheer anti-Semitism demands our collective condemnation. We will continue to confront it

2. Do tell your audiences *how* they contribute to coverage — and how *much*.

(Yes, you've been taught to *show*, not *tell*. But not only must you *tell* your audiences how they've contributed to the conversation, but do so *repeatedly* and in myriad *ways*.)

Fake “collaborative” story from one of my experiments ...



The screenshot shows a web page for 'HANNIBAL.NET' with a navigation bar and several advertisements. The main article is titled 'More needs to be done to curb college steroid use' and is attributed to Jenn Rockwell, a staff writer for the Courier-Post. The article text discusses college steroid use, quoting various fans and former athletes, and mentions the NCAA's testing program. The article ends with an email tagline for Jenn Rockwell.

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SAVE UP TO 20%
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Trane High-Efficiency HVAC System
IMPROVES OVERALL AIR QUALITY
Certain Restrictions Apply

THE HOME DEPOT
LEARN MORE

More needs to be done to curb college steroid use

Sound off! Courier-Post staff writer Jenn Rockwell heard from several readers about college steroids use and has incorporated their comments into this story. She's planning a follow-up story this weekend with more comments based on discussions at a forum, scheduled for 5 p.m. in the Marker Forum meeting room at the newspaper, 1201 Market St. The Courier-Post will collect your thoughts at opinions@hannibal.net or on our Web site — www.hannibal.net

By Jenn Rockwell, Courier-Post staff writer

Fans and former athletes who contacted this newspaper as part of an investigation have confirmed what several college coaches, including University of Missouri Head Coach Tom Johnson, said months ago: Gaps in the NCAA steroid testing program have allowed performance-enhancing drugs to become a rising problem in collegiate baseball.

"I think steroids in college baseball is getting out of hand," Johnson said, though he added it has not been an issue with his team. "It filters down from the majors. Steroids in college baseball is a problem."

Readers agreed: "If people want to clean up professional sports, they have to start at the college level," Jerome Williams wrote in a series of e-mails with the newspaper.

The NCAA doesn't regularly test baseball, or any sport other than football, for steroids during the regular season. And that has some fans who responded steamed.

"That's probably why the pros have such problems with drugs," Jeff Briggs wrote on the newspaper's message board. "They got away with it scott-free while they were in college."

While those who contacted the newspaper were all quick to point out they didn't see any problems at the University of Missouri, they nearly universally called for stricter testing by the NCAA.

"The NCAA won't let an athlete take a free dinner or even a personal note from the coach's wife, but they'll let baseball players take steroids?" Tina Marie wrote in an e-mail. "What a joke!"

The NCAA does test every sport during postseason play, but only tests nine athletes outside of football at each Division I school annually for steroids.

According to the NCAA document from 2006, the most recent year available, only half of 70 Division I-A institutions that responded to an NCAA survey test for anabolic steroids.

Lisa Mitchell, who identified herself as an MU baseball fan, said it's not enough to hold a seminar about drugs like the NCAA did the day before the ACC Baseball Tournament opened. "It's like D.A.R.E. programs in schools," she wrote in an e-mail. "Just talking to students isn't enough. There has to be penalties."

Reach Jenn Rockwell at jrockwell@hannibal.net

Monday, February 1, 2010

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Note big, colorful editor's note detailing how/that audience helped and what comes next and how to continue that collaboration, feature-style (human-scaled) lede, emphasis on ordinary people in quotations affected by news rather than "officials," e-mail tagline at end to further the conversation.

Good invite examples: *Seattle Times*



Live Chat: Obama's State of the Union Address

Join opinion and guest writers from **The Seattle Times**, **The Kansas City Star** and **Florida's Scripps Treasure Coast** newspapers for a [live chat](#) during Obama's State of the Union Address at 6 p.m. PST on Jan. 27. Use the hashtag **#OPEDSOTU** in your tweets or participate in the discussion on [seattletimes.com](#).



Shop Fry's.com now 



Local news: [Mapping the news](#) | [Today's news index](#)


VANCOUVER 2010


Going to the 2010 Olympics?

Are you planning to attend any 2010 Olympic events, or will you be in Vancouver during the Winter Games? If you are willing to share your experience with us, please submit your name, your travel dates, what access to cell phones and/or cameras you'll have while you are there, and any other relevant details [here](#).

Twin Cities Daily Planet

Assignment Desk



We want YOU to write for the Daily Planet! We've updated the website to make it easier - just sign in and click to [write an article](#) or a [blog post](#). We need YOU to help report on stories that are important to you and to our community. Want more info? Click on the story title or email editor@tcdailyplanet.net

- [Community School of Excellence Hmong New Year](#)
- [Lighting up the town](#) Holiday light displays
- [Habitat for Humanity](#) is rehabbing a house December 9 in Columbia Heights.
- [Skating through winter](#) Where to go in the Twin Cities

We're working on stories - if you have information or suggestions, we'd like to hear from you.

- White elephant gift exchanges for Christmas (email Leona Carlson)
- Maxfield school (email Kristal Leebrick)
- Garbage collection in St. Paul (email Art Hughes)

• **What's your story?** Is there a story you'd like to write? Or a story you think we should be covering? Email editor@tcdailyplanet.net [MORE »](#)

More and more news orgs are doing better job of INVITING audience to collaborate ... in this case, by training citizens to actual REPORT stories for the paper to help fill the site.

More from *Daily Planet* ...



Friday, Dec 11, 2009

Global/Local Communities Neighborhoods Work & Economy Politics & Policy Arts & Lifestyle Opinion Special Sections

Reporter's Notebook: How to use it

The Reporter's Notebook brings together Facebook, Twitter, on-line forums and our own website, encouraging people to become producers as well as consumers of news. For readers, the Reporter's Notebook gives the bare bones outline of a story we are working on, together with contact information for the reporter and specific questions and resources for readers. It also structures a way for reporters to tap into the community through a variety of social networking strategies.

[How to use the Reporter's Notebook](#)

[Sample: Reporter's Notebook](#)

[Sample Letter #1](#) - send to concerned individuals and organizations (stakeholders) and post in forums, push out topic on Twitter and Facebook

[Sample Letter #2](#) - send after story is published



Like all stories, this begins with a story query from you or a story idea from the editor. After the assignment is made, here's what happens next:

1) The editor posts a **Reporter's Notebook** page, complete with a working title and story outline. ([See sample Reporter's Notebook below](#)) The story outline includes as many of the following as the

writer and editor can assemble:

- Provocative question(s): Intended to elicit/provoke responses, with invitation to comment or to contact you.
- The story: brief statement of facts
- What's at stake? Policy question
- What do we know so far? Links to resources, government officials, activists, articles, etc.
- How can you respond/participate? Information on community meetings, elections, government board meetings, court dates, and second invitation to respond to you.
- Contact info can be either your email or editor@tcdailyplanet.net.

2) The editor adds the individual **Reporter's Notebook** page for your story to the **Stories we are working on** box that runs in Column 3 of the Daily Planet. Check your Reporter's Notebook page and the Stories we are working on page regularly for comments from readers. (You will furnish a list of everyone who makes contact in the story documentation form.) The editor also Tweets and Facebooks the Reporter's Notebook on the TCDP Twitter and Facebook feeds – you should do the same, to enlist your own networks.

3) Within 48 hours of the assignment, you write a letter ([See Sample Letter #1 below](#)) and send it to:

- at least three people or organizations asking them for input on article-in-progress or comments to forum after article is posted

Details on how to train citizens to report/write their own stories for the Planet.

MPR *invites* audience participation ...



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Your knowledge is news

It's a **radical idea**, but it shouldn't be: Your stories and insights can **teach us more** about the world around us than a press release or a wire report.

Sure, the **standard news sources** are important. But we believe journalism relies too heavily on the standard sources.

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You're invited to **become part of our Public Insight Network** and become a trusted source for our news stories. All it takes is a few, simple steps:

Tell us about yourself.

1

We'll ask for your help on stories. Expect about an e-mail a month.

2

You'll get an open door to our newsroom. We'll protect your privacy—no spam, no marketing.

3

Sound good? Then proceed...



Share your stories and insights

...Then MPR *tells and shows* how audience contributed to coverage.

SPONSOR

<!-- OAS_AD("MIDDLE"); //-->

A new book from
GARRISON KEILLOR

A Christmas
Blizzard

Only 500 signed
hardcovers available.

MPR newsQ

Minnesota's Online Source for News That Matters

What's your most pressing health care need?

by [Andrew Haeg](#), Minnesota Public Radio

September 9, 2009

St. Paul, Minn. — Minnesota Public Radio's [Public Insight Network](#) team partnered with nonprofit investigative reporting outlet [ProPublica](#) to find out how the health care system is affecting the people who rely on it.

We sent [a query](#) to people across the country asking them to tell us about their most pressing health care need. More than 500 Americans responded. Their stories, many of which are mapped below, provide a compelling picture of how people are coping with the failures of this country's patchwork health care system.

[More about the responses >>](#)

[Take the survey](#)

Map view

List view

Click on the colored icons to read the responses or change to the "List view."

[Share your experience with the health care system.](#)

Rising costs, tough trade-offs and the high stakes debate over health insurance reform
It's hard to say when exactly it happened. Maybe it was in the late 1990's when the [annual growth in health insurance premiums](#) took off, rapidly outpacing

... but also goes beyond invitation to actually SHOW how the audience contributed to reportage, after the fact.

And shows some more ...



Minnesota's Online Source for News That Matters

SPONSOR
<!-- OAS AD('MIDDLE'); //-->

A new book from
GARRISON KEILLOR

**A Christmas
Blizzard**

Only 500 signed
hardcovers available.

Public Insight Network

Become a source for Public Radio

INFORM OUR COVERAGE



[What was the biggest change you went through this year?](#)
In the past year, did you lose a job, have a baby, graduate, foreclose on your home? How has your day-to-day life changed in 2009?



[How do we keep young people from leaving rural MN?](#)
From your vantage point as an educator, a student, a parent or a community leader - how can a small town or city manage keep its young people.



[Government workers - Where will the brunt of the budget shortfall fall?](#)
State finance officials are forecasting a budget deficit of \$1.2 billion for the current two-year budget cycle. As a government employee, what cuts have you seen so far? What do you see going forward?



[Where are your arts and culture dollars going?](#)
Minnesota has many theater, dance, art and music groups competing for your attention. How do you decide which events to attend and where your dollars will go?



[Will the new mammogram guidelines work for you?](#)
New federal guidelines recommend women older than 50 get mammogram

<http://minnesota.publicradio.org/publicinsightjournalism/>

A variety of ways that SHOWS how audience participated, with color photo thumbnails, nice display, live links, clean design, etc. It shows the station really cares about the audience participation.

3. Do put your journalists out there with short, biographical videos ...

... It works wonders in conveying the humanness, or social presence, of journalists.

Fake video from one of my experiments ...



Real bio video from *Albuquerque Journal* ...

<http://abqjournal.magnify.net/video/Meet-Leslie-Linthicum>

Real video from *Seattle Times* reporters ...

<http://bit.ly/15wA5Q>

4. Give audiences a chance to see if you're like them ...

- * Granddaddy of all conversation features is perceived likeness. It's the top predictor of perceived credibility, expertise and story likability in various news models.
- * Show audiences a diverse staff on your site via words and images of full-timers, freelancers, community bloggers, etc.

What do we mean by “likeness”?

Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
(1)	(2)	(3)	(4)	(5)

Coorientation

I felt like this reporter is a person kind of like me.

I understand the issue in the same way the reporter does.

I see myself as quite different from this reporter.

I think this reporter has my interests at heart.

I would find it quite difficult to talk with this reporter on this issue.

Homophily

This reporter doesn't think like me.

This reporter is from a social class similar to mine.

This reporter behaves like me.

This reporter is of an economic situation different from mine.

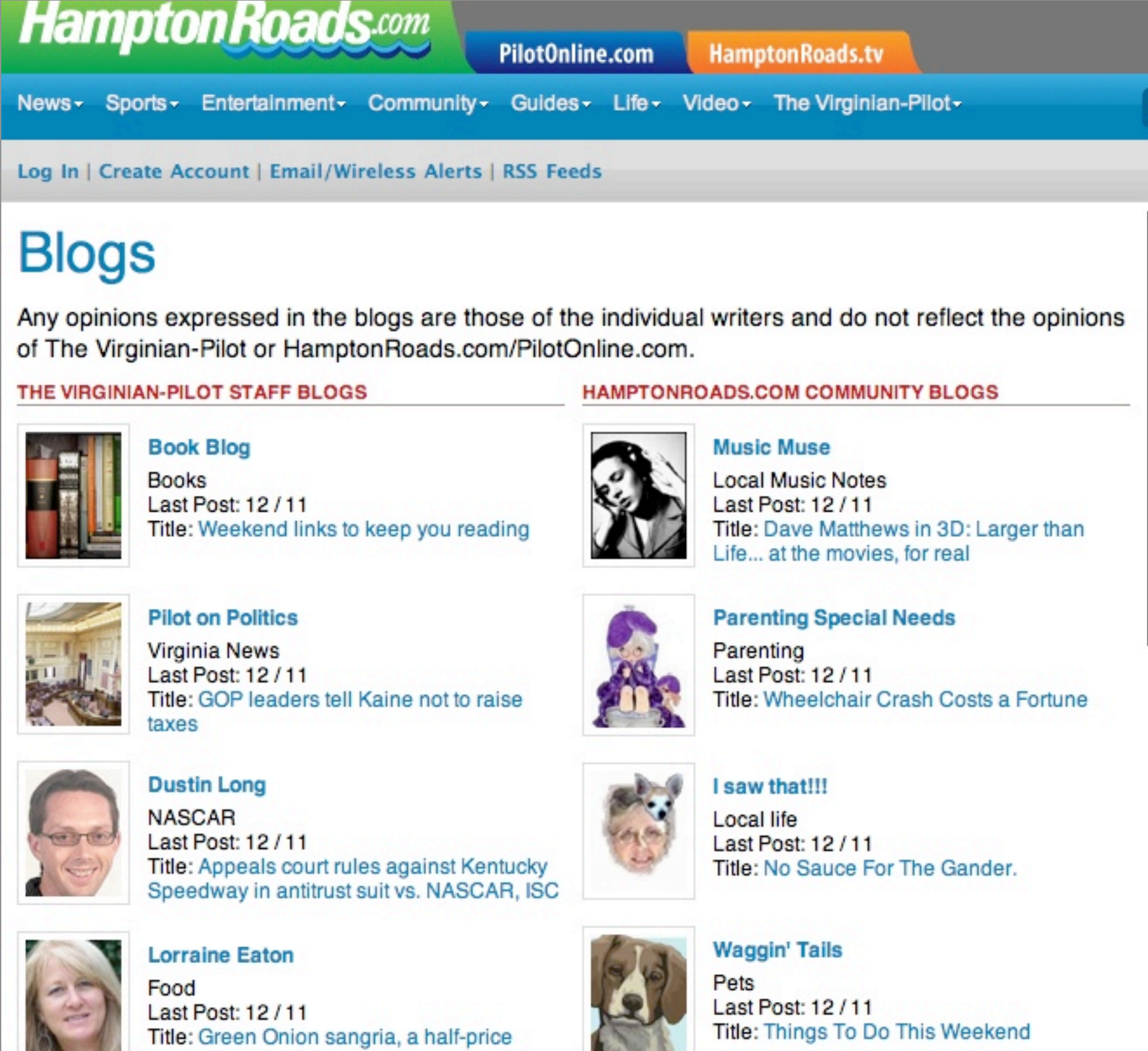
This reporter is similar to me.

This reporter's status is like mine.

This reporter is unlike me.

This reporter's background is different from mine.

Likeness comes in varied forms, including this from *Virginian-Pilot* ...



HamptonRoads.com PilotOnline.com HamptonRoads.tv





News ▾ Sports ▾ Entertainment ▾ Community ▾ Guides ▾ Life ▾ Video ▾ The Virginian-Pilot ▾

Log In | Create Account | Email/Wireless Alerts | RSS Feeds



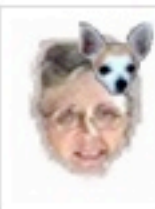

Blogs

Any opinions expressed in the blogs are those of the individual writers and do not reflect the opinions of The Virginian-Pilot or HamptonRoads.com/PilotOnline.com.

THE VIRGINIAN-PILOT STAFF BLOGS

	Book Blog Books Last Post: 12 / 11 Title: Weekend links to keep you reading
	Pilot on Politics Virginia News Last Post: 12 / 11 Title: GOP leaders tell Kaine not to raise taxes
	Dustin Long NASCAR Last Post: 12 / 11 Title: Appeals court rules against Kentucky Speedway in antitrust suit vs. NASCAR, ISC
	Lorraine Eaton Food Last Post: 12 / 11 Title: Green Onion sangria, a half-price

HAMPTONROADS.COM COMMUNITY BLOGS

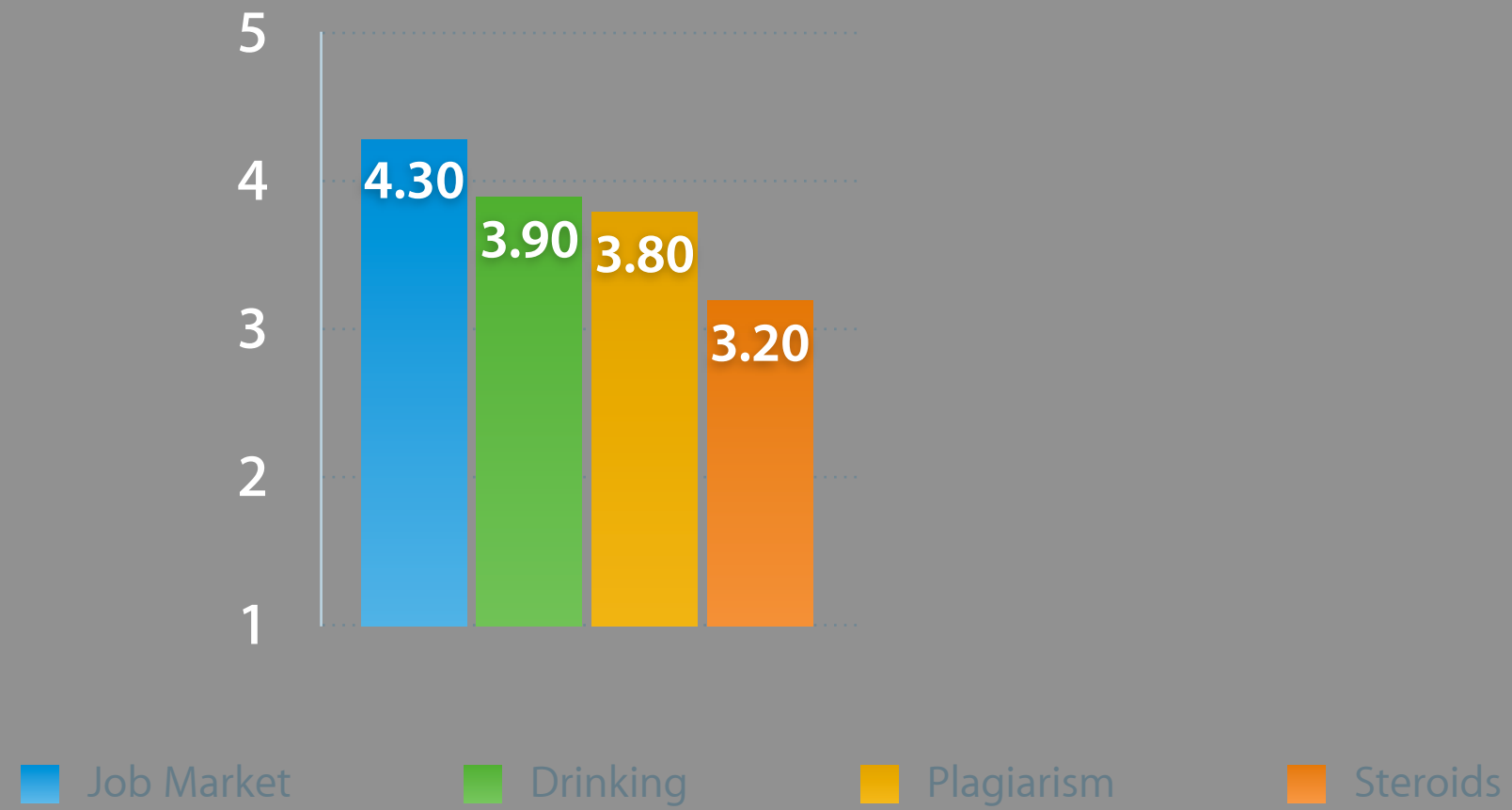
	Music Muse Local Music Notes Last Post: 12 / 11 Title: Dave Matthews in 3D: Larger than Life... at the movies, for real
	Parenting Special Needs Parenting Last Post: 12 / 11 Title: Wheelchair Crash Costs a Fortune
	I saw that!!! Local life Last Post: 12 / 11 Title: No Sauce For The Gander.
	Waggin' Tails Pets Last Post: 12 / 11 Title: Things To Do This Weekend

Even if your newsroom ISN'T losing staff/diversity because of buyouts and layoffs, why not display your potential similarity with a variety of audience members by showing avatars/bios of your guest community bloggers.

5. Do care about crafting interesting stories ...

... It can determine whether audiences view your stories as conversational (or traditional, for that matter). It's also a huge predictor of story likability.

Story Interest by Topic (Means)



What on earth do we mean by *interesting*?

... If my research is any indication, *topical* — stories and issues people are talking about.

From celebrity deaths ...

LAMN, 06-25-2009, A. 1, A1, WEST, 1, R
TSet: 06-25-2009 23:05

FRIDAY, JUNE 26, 2009

Los Angeles Times

The indicated areas appear in color on the original newspaper.

latimes.com

King of Pop is dead at 50

Michael Jackson is stricken on the eve of a comeback tour

OBITUARY

A major talent, a bizarre persona

He dazzled the world with his music, baffled it with his behavior.

GREGORY BOYCHUK
AND BLAKE WILSON

Michael Jackson was stricken by a mysterious illness on the eve of his comeback tour. He had a major talent, a bizarre persona.

He died at the age of 50, and more than any other person, he left a major legacy. As a child star, he was the most famous person in the world. As an adult, he was a major talent, a bizarre persona.

It was impossible to see the early years of Jackson's life. In that sense, he became a mystery. He was a major talent, a bizarre persona.

In recent years, he was a major talent, a bizarre persona. He was a major talent, a bizarre persona.



1982 - 2009
Michael Jackson performs in Taipei, Taiwan, in 1982 during his "HIStory" tour. At the time of his death he was in Los Angeles rehearsing for an upcoming series of 50 sold-out shows at London's O2 Arena.

A performer who tore down boundaries

Throughout his career, Jackson tore down boundaries. He was a major talent, a bizarre persona.

He was the king of style too

He understood the power of costume on and off the stage, and his idiosyncratic fashion sense influenced a generation.

Fans, paparazzi flock to hospital, homes

They block streets and blast the superstar's music as they wait for news or a glimpse of his famous family.

Mousavi takes aim at Iran's top leaders

BARBARA DUKAKIS
ANDREW BLANKENHORN

After days of intense quiet, the candidate declared in Iran's disputed presidential election.

He was a major talent, a bizarre persona. He was a major talent, a bizarre persona.

He was a major talent, a bizarre persona. He was a major talent, a bizarre persona.

He was a major talent, a bizarre persona. He was a major talent, a bizarre persona.

FARRAH FAWCETT, 1947 - 2009

Actress was a 1970s icon

The pinup beauty moved beyond her 'Charlie's Angels' image to tough roles and critical acclaim.

VICTORIA J. BELL

Fawcett, who moved to New York in 1970, was a major talent, a bizarre persona.

He was a major talent, a bizarre persona. He was a major talent, a bizarre persona.

He was a major talent, a bizarre persona. He was a major talent, a bizarre persona.

He was a major talent, a bizarre persona. He was a major talent, a bizarre persona.



DEFINING LOOK
Fawcett became a generation's poster girl with one of the most enduring images in American pop culture.

He was a major talent, a bizarre persona. He was a major talent, a bizarre persona.

High court draws line on school strip-search

The questioning of an eighth-grade girl went too far, justices say.

DAVID O. HAYES

After two decades of giving school officials wide leeway to search students for drugs or weapons, the Supreme Court set a legal limit on Thursday.

By an 8-1 decision, the court ruled that search degrading, unreasonable and unnecessary.

Justice David H. Souter, in what could be his final opinion before his retirement, said a strip-search is "uniquely degrading."

He was a major talent, a bizarre persona. He was a major talent, a bizarre persona.

Complete Index...
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7 00944 00072 9

1. Don't be hostile to your audience ...

... Creating an environment of invitation and collaboration means respecting your audience's time, attention and smarts.

... And these A1 pop-up ads make audiences work to get to the news.

Welcome to TimesPeople
Let Started

TimesPeople Lets You Share and Discover the Best of NYTimes.com 11:30 AM

Recommend

Home Page Today's Paper Video Most Popular Times Topics Most Recent

Get Home Delivery in Seattle My Account Welcome, dmm989...

BERGDORF GOODMAN SHOP NOW

The New York Times

Saturday, December 12, 2009 Last Update: 2:26 PM ET

DESIGNER ONLINE & IN STORE SAVE 40% BERGDORF GOODMAN

Search

AN EDUCATION NOW PLAYING

Try the New Times Skimmer

Get Home Delivery New York

Gibson Guitar Pack

Includes guitar, strap, picks, strings & an instructional DVD for only \$99⁹⁹

© 2009 Best Buy

BUY NOW

MORE GIFT ADVICE?

Buyer

Yes, as the NYT's online ad director recently said, these ads bring in big bucks. But you have to balance their annoyance to users, who constitute the very thing you're selling to advertisers to rake in those big bucks.

Here's a sampling of reader "asides" about those pesky banner ads in NYT.

<u>8</u> .	dePaul Consiglio NYMetroCityState December 17th, 2009 11:03 am	The NYTimes is the best news site on the web. Nothing beats it. I do not see any use though for the way the Times Reader is set up. And I can't figure out how to call up the full copy of Page 1 on any given date. But everything else is there. One final pet peeve is the new banner ads just below the masthead. These are annoying to no end. Infuriating is a better description.	<input type="button" value="Recommend"/>	Recommended by 1 Readers
<u>9</u> .	Christopher Young Seattle, WA December 17th, 2009 12:29 pm	I'd like to know the same thing. Why is the Times so popular in Dallas of all places? Houston and San Antonio are slightly bigger cities.	<input type="button" value="Recommend"/>	Recommended by 0 Readers
<u>10</u> .	Josh Berry nyc December 17th, 2009 12:30 pm	the day michael jackson died, or the day josh berry was born!	<input type="button" value="Recommend"/>	Recommended by 0 Readers
<u>11</u> .	micaelm Pomona,ca December 17th, 2009 12:30 pm	Yes the banner ads as front page headline really cheapens the whole page. Like the ad is the most important thing to the Times editors? Maybe so, it's their salaries...	<input type="button" value="Recommend"/>	Recommended by 0 Readers

These readers go off topic (cool cloud graphic showing global spread of news about MJ's death) to plead with the newspaper to STOP THE ANNOYING BANNER ADS.

The Seattle Times



20°F

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ADVERTISING

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x close

Wednesday, December 9, 2009 - Page updated at 09:17 a.m.

TRAFFIC ALERT Officer's procession may tie up traffic near Seattle-Tacoma International Airport. [Read more.](#)

NEW - 09:14 AM

Gov. to seek tax increase to balance budget

Gov. Chris Gregoire released a state budget today that would gut core services to the poor and suspend programs to close a projected \$2.6 billion budget shortfall.

[Gregoire's letter on state budget \(PDF\)](#) **NEW**

Split order a
warning for

Happy Hour



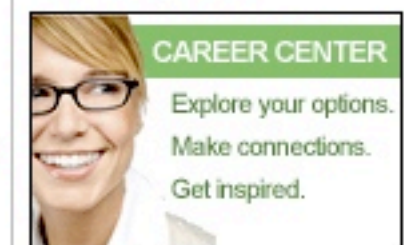
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Mike Huckabee | [Why I commuted Maurice Clemmons' sentence](#)

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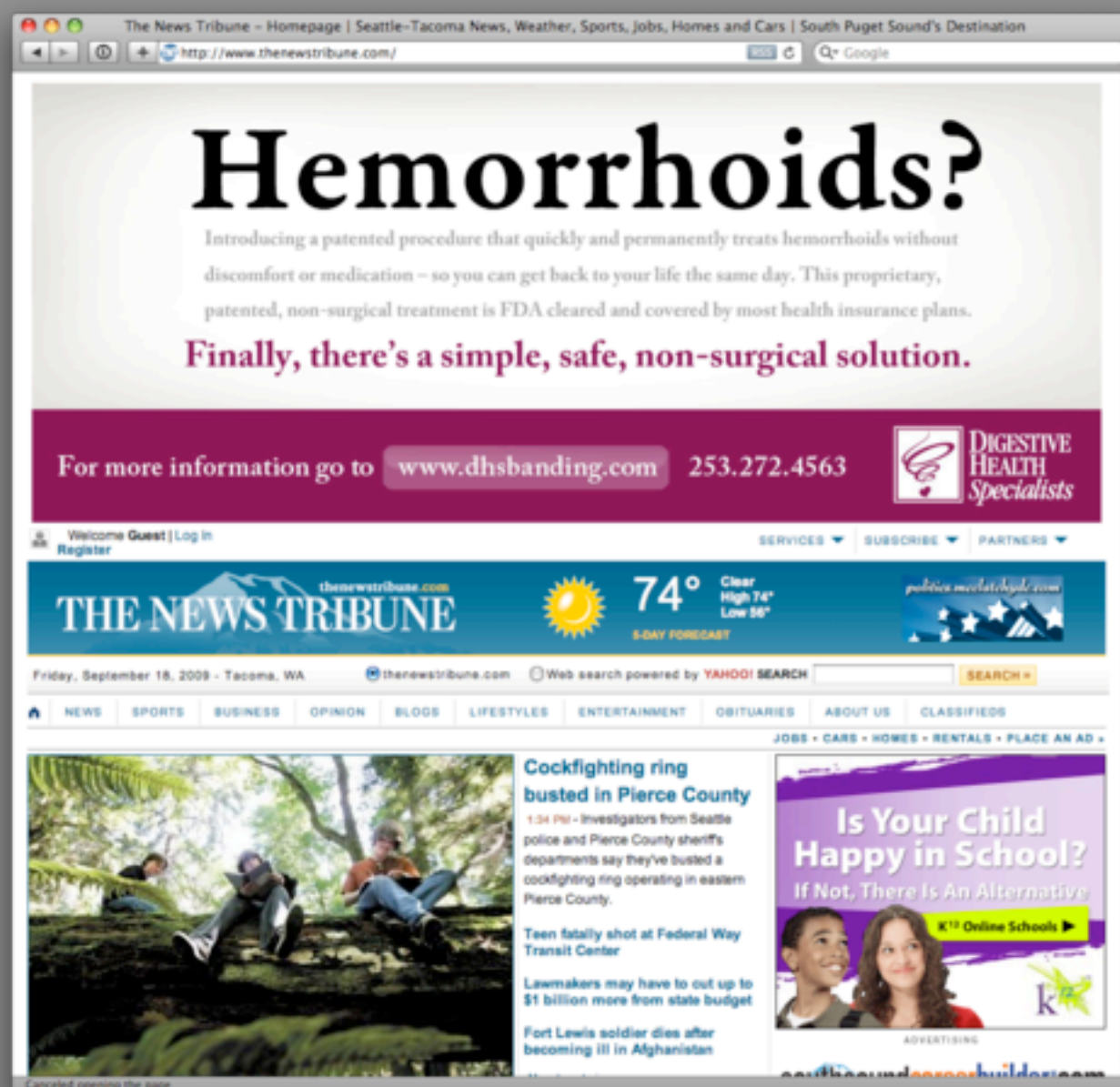
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2. Don't tell staff to just “be more conversational!” ...

... Given the complexity (features) of the concept, what *exactly* are you after? Want your staff to seem more human, for instance? Try bio videos, even if it's not your medium's forte.

3. Don't be too informal with audiences ...

... It can backfire on issues of perceived credibility. Ouch!

Fake Wikinews story from one of my experiments:

Welcome to Wikinews
The free news source *you can write!*
Sunday, February 1, 2009 (UTC)

Crime and law · Culture and entertainment · Disasters and accidents · Economy and business · Education · Environment · Health · Obituaries · Politics and conflicts · Science and technology · Sports · Wackynews · Weather

Africa · Asia · Central America · Europe · Middle East · North America · Oceania · South America · World

Browse articles · Wikinews RSS · Get involved · Report Breaking News

Audio Edition · Print Edition · Best of Wikinews · Help · IRC · Current events portal at Wikipedia

Wikinews needs you!
College-drinking study says 1,400 die annually
From Wikinews, the free news source you can write!
Sunday, February 1, 2009

[*begin post 1*] College students might be surprised to learn how many of them die from alcohol each year. A report by the [National Institute on Alcohol Abuse and Alcoholism](#) says about 1,400 die, a half million are hurt and tens of thousands get very sick from alcohol. One news story says some people even try to kill themselves. The report, called "[A Call to Action](#)," doesn't say exactly how it got those numbers. But it does refer to information in an academic journal. The person who wrote the study is Ralph Higgins, who works at the University of Missouri-Columbia School of Public Health. He teaches a popular class about alcoholism and has been a professor for 10 years. [*end post 1*]

[*begin post 2*] The [National Highway Traffic Safety Administration](#) says a drunk-driving crash is when either a driver or pedestrian has a blood-alcohol concentration of .01 percent. That usually means someone of average size has had at least a few beers or glasses of wine before hopping in a car or walking down a sidewalk. But state laws are different, and some are even stricter than this definition.

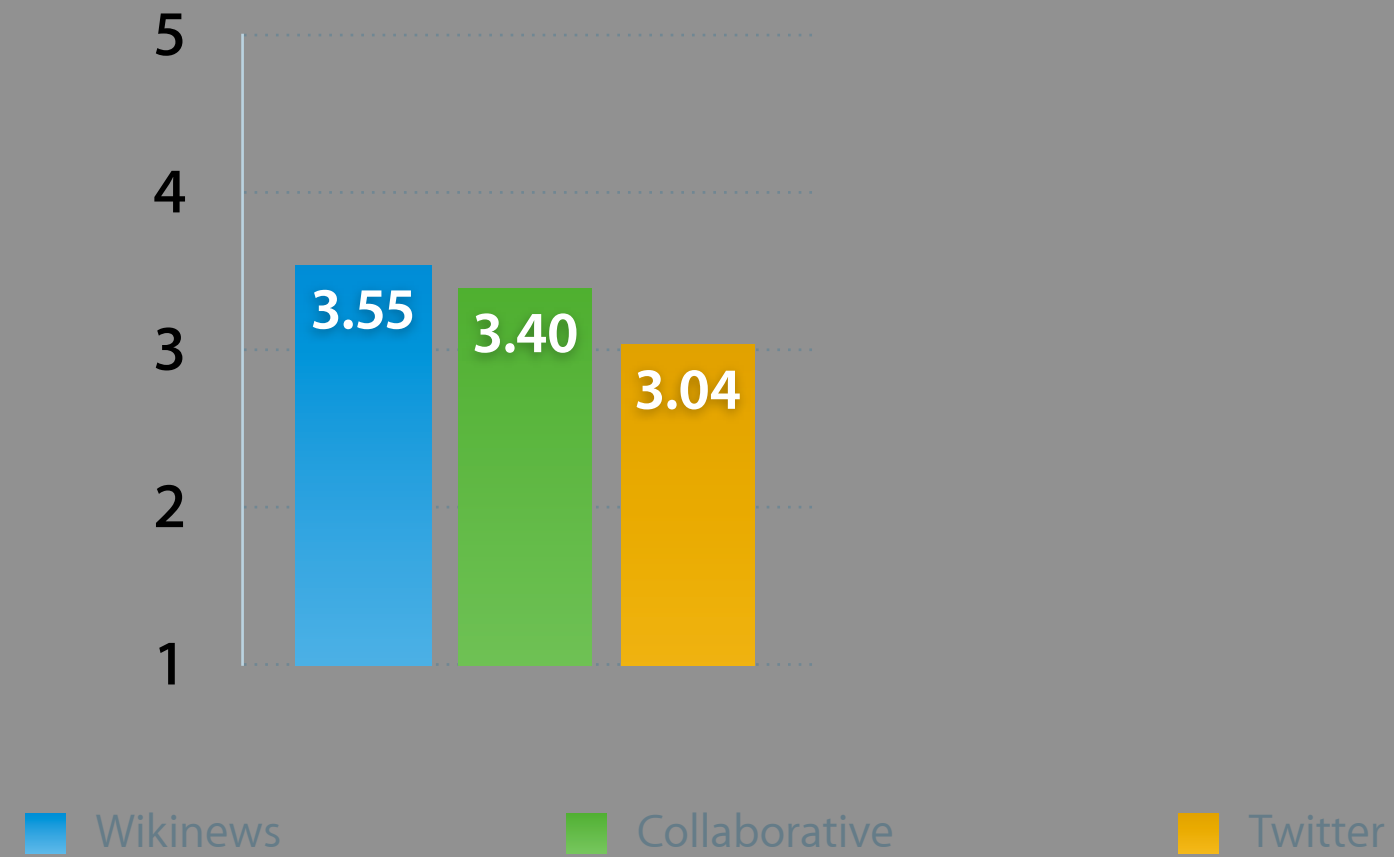
Mark Goldman, who worked on the task force that created "[A Call to Action](#)," said, "The statistics are stunning to all of us, even the most seasoned researchers." Goldman says he hopes the study makes parents worried enough to at least talk to their kids about not drinking too much. [*end post 2*]

Sources

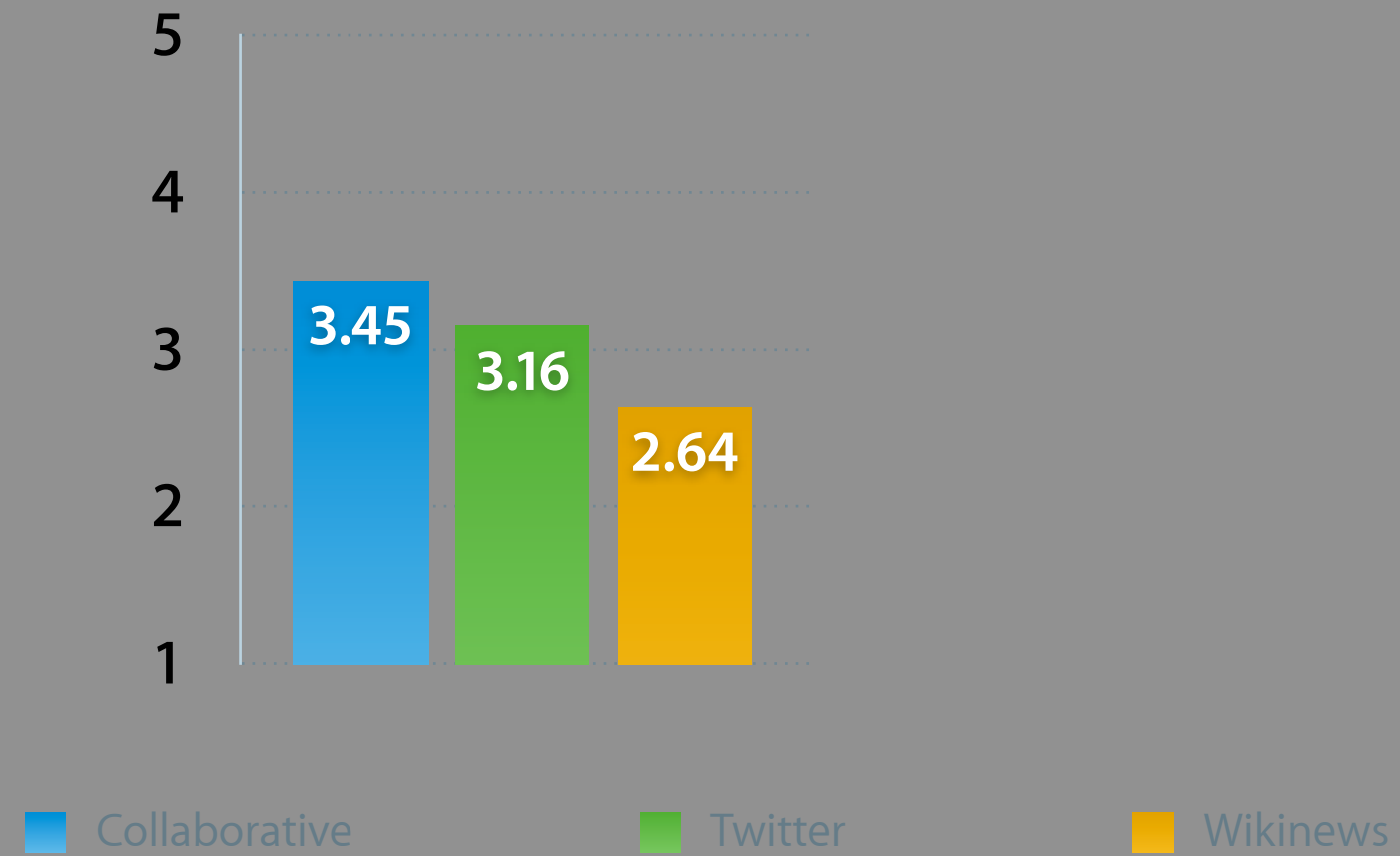
- Janet White "College drinking deaths on the rise, study says". *The Columbia Daily Tribune*, January 26, 2009
- Scott Wilson "MU prof warns of rise in college drinking". *The Kansas City Star*, January 26, 2009

What's most distinct about this writing voice is its informality--lack of journalese and crispness that distinguishes most professional news sites. A little bit of colloquialism.

Informality Means by Story Type



Web Credibility Mean Comparisons



4. Don't be overly friendly ...

... It's the *most* fickle conversational feature, and it can either help or hurt you.

Friendliness *helped* predict article credibility in my first experiment ...



The screenshot shows a web browser displaying a news article. At the top, there's a banner for Boone County National Bank with contact information. Below that is a navigation bar with links like Home, News, Sports, Lifestyle, etc. The main headline is "MU turns to technology to catch cheaters". The article text discusses the use of Turnitin software at the University of Missouri-Columbia and includes quotes from students and faculty. The author is identified as Anne Swan, a staff writer for the Daily News.

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79 Low 50° Full Forecast

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SAVE UP TO 20% ON HEATING COSTS
Trane High-Efficiency HVAC System
IMPROVES OVERALL AIR QUALITY
Certain Restrictions Apply

MU turns to technology to catch cheaters

Be heard! Daily News staff writer Anne Swan heard from several readers about the plagiarism software and has incorporated their comments into this story. She's planning a follow-up story this weekend with more comments based on discussions at a forum, scheduled for 5 p.m. in the Honeysett Forum meeting room at the newspaper, 501 Oak St. The Daily News will collect your thoughts at opinions@boonvilledailynews.com or at www.boonvilledailynews.com

By Anne Swan, Daily News staff writer

Plagiarism exists on the University of Missouri-Columbia campus, but a software-tracking system is a poor way to combat the problem, according to comments and stories from readers like you.

More than 100 people have responded to the newspaper's call for information and opinions about the MU Provost Office's decision to offer professors Turnitin, an online plagiarism prevention tool for a trial basis. Most readers said this was a terrible idea. "I don't want anyone to get away with cheating," MU senior Julie Smith wrote in a series of e-mail exchanges with the newspaper. "But I also don't think it's fair to punish all students."

According to the company's Web site, turnitin.com is used by thousands of institutions in more than 90 countries. Those who responded to the newspaper's request, however, were most upset with how the site does this.

"Once you submit your paper, you never get it back," Jesse Vanderlinden said on the newspaper's online discussion board. "Who knows what the heck they do with it."

Professors who choose to use Turnitin ask students to submit their papers to the online site. Then, turnitin.com generates a customized "originality report" that compares it to Internet searches and databases of student and commercial papers.

To Douglas Gentry, a junior in applied mathematics, this report will always be basically flawed.

"All this software is going to to do is see if you have the same words as another paper," he said. "It won't care if they are in different orders or on different topics altogether."

Reach Anne Swan at aswan@boonvilledailynews.com

When compared with traditional stories, audience members appeared to respond well to the friendly openness of this type of story.

... Friendliness also helped predict story likability in the first experiment:



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Reach Anne Swan at aswan@boonvilledailynews.com

... But friendliness *hurt* Web credibility in my second experiment:

The screenshot shows a web browser displaying a news article. At the top, there's a banner for Boone County National Bank with contact information. Below that is a navigation bar with links like Home, News, Sports, Lifestyle, etc. The main headline is 'MU turns to technology to catch cheaters'. The article text discusses the University of Missouri-Columbia's use of Turnitin for plagiarism detection and includes quotes from students and faculty. The article is attributed to Anne Swan, a staff writer for the Daily News.

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When only comparing conversational style news, the perception of openness seemed to hurt site credibility--as though the journalist was relying too much on citizens to get the story out.

Doreen's take on this perplexing mind-melt: Context matters.



Monday, February 1, 2010

48

The audience's perception may be related to what SURROUNDS a given story on a site. Is it all traditional-style news or a combination of traditional-conversational, or all conversational? That may play into whether the friendliness is perceived as a good thing or a bad thing.

5. Don't be afraid to experiment with audience participation ...

... Audiences are relatively forgiving of missteps — at least for now.

Cool stuff, Part 1: KSL i-Cam in Salt Lake City

KSL NEWSRADIO 102.7FM 1160AM HOTEL PARK CITY **icam**

Welcome to KSL News Radio

TOPIC: Utahs Noon News

Chat Connected

boxtop: hello guys, whats up
boxtop: good, bad, ugly?
DFRED202: bored
sandrose7: busy
boxtop: sandy....thats good right?
sandrose7: yes
boxtop: ok

MEDIA CAMS

Waiting...

CALL SHARE

Click here to login... Aa

Relax... REJUVENATE AT OUR SPA

Enjoy... OUR RESTAURANT

Play... ALL DAY

HOTEL PARK CITY
SKI • GOLF • SPA • RESORT

POWERED BY **now media**

Monday, February 1, 2010

50

KSL converses live with listeners via online chat. You also get to see the inside of the broadcast studio live-- potentially aids perceived likeness, social presence etc.

Cool stuff, Part 2: *Austin Statesman's* news podcast

Statesman News Update

1/7/10 12:58 PM

statesman.com

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daily podcast
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Statesman News Update
A daily podcast of the top news, sports and business headlines from the newsroom of the Austin American-Statesman and Statesman.com.

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XML Copy this link to get the feed that you can load into iTunes. If you want to download the file to your computer, right-click (Control-click for Macintosh) on the audio link to the right of blog entry and choose "Save Link As." You can also just click on the link to the MP3 file and listen to it through your browser.

What's on this page?
The latest 10 entries, with the newest at the top.

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► Daily Podcast: 12.21.09.
► Daily Podcast: 12.18.09.
► Daily Podcast: 12.17.09.
► Daily Podcast: 12.16.09.
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24 25 26 27 28 29 30
31
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Statesman Blogs
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► Austin Legal

Home > Daily Podcast

Daily Podcast: 01.07.10.
By Suzannah Gonzales | Wednesday, January 6, 2010, 05:16 PM
The Austin American-Statesman daily podcast by Suzannah Gonzales.
Permalink | Podcast
► Audio: Download daily Podcast: 01.07.10.

Daily Podcast: 01.06.10.
By Suzannah Gonzales | Tuesday, January 5, 2010, 06:48 PM
The Austin American-Statesman daily podcast by Suzannah Gonzales.
Permalink | Podcast
► Audio: Download daily Podcast: 01.06.10.

Daily Podcast: 01.05.10.
By Isadora Vail | Monday, January 4, 2010, 08:59 PM
The Austin American-Statesman daily podcast by Isadora Vail.
Permalink | Podcast
► Audio: Download daily Podcast: 01.05.10.

Daily Podcast: 01.04.10.
By Isadora Vail | Sunday, January 3, 2010, 11:02 PM
The Austin American-Statesman daily podcast by Isadora Vail.
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► Audio: Download daily Podcast: 01.04.10.

Daily Podcast: 01.01.10.
By Suzannah Gonzales | Thursday, December 31, 2009, 05:25 PM
The Austin American-Statesman daily podcast by Suzannah Gonzales.
Permalink | Podcast
► Audio: Download daily Podcast: 01.01.10.

Daily Podcast: 12.31.09.
By Suzannah Gonzales | Wednesday, December 30, 2009, 06:26 PM
The Austin American-Statesman daily podcast by

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The Vernon Davis Diet
Incredible scientific discovery fuels muscle growth naturally. Endorsed by pro football player Vernon Davis. Learn more
Add Your Link Here!

LATEST NEWS GALLERIES »
Photos of the day, January 2010
Bevo's road trip to the Rose Bowl, 01.02.10
Adrenaline junkies, 01.03.10

MOST POPULAR HEADLINES E-MAILED
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► Bevo arrives in Southern California
► Muschamp has what it takes to be next head coach of Longhorns
► McCoy's days at UT winding down
► Austin to see coldest temperatures in nearly 15 years
LATEST AP TEXAS NEWS »
► Cowboys' Ware misses practice, expected to play 1 min ago
► Cotton quotes, Texas and southern region 1 min ago
► Kansas, Texas face bumpy road before big game 6 mins ago
► AP NEWS: Texas | Nation | World | Sports | Business | Entertainment

A reporter at the Statesman took it upon herself to establish a daily news podcast. Convenient for commuters who prefer newspaper news. Also potentially builds perceived likeness, social presence.

Cool stuff, Part 3: *WaPost's* WebCom ...



The Washington Post's new WebCom is a visual commenting interface. The bigger the box in the network, the more popular the discussion among readers. Here the conversation is among audience members over Post stories--a particular kind of journalist-citizen collaboration.

Find this slide presentation and other stuff about conversation research at www.sasquatchmedia.com

Finis

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