

Smartphones and the Architecture and Culture of Journalism

by Danielle Simpson

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Smartphones and the Architecture and Culture of Journalism

By Danielle Simpson

INTRODUCTION

Two thirds of the world's 7.7 billion inhabitants now have a mobile phone. More than half (2.6 billion) of their handsets are 'smart' devices. No longer tied to a computer at a desk, we can access the Internet, 24 hours a day, seven days a week <https://www.slideshare.net/wearesocial/digital-in-2018-global-overview-86860338> p.3. The smartphone, with its power to connect us to countless networks, has changed how we live, in ways we could never have imagined.

At our fingertips, we have world news and local gossip, we can find our way and never get lost, see in the dark and avoid congestion, check the weather, organize transport and book flights, find holidays, buy tickets, watch movies and TV, listen to music, podcasts, audio books, or learn a new language, read books, magazines, comics and newspapers, monitor our health, exercise, meditate, play games, take photos, make films, write a book, do our shopping and our banking, message, email, have audio chats, and video chats, or text each other, make friends and break friends, stalk them and block them, be bloggers, and writers, journalists, diarists, photographers, critics and influencers. The universe has shrunk. The world is our oyster.

Never before have we been bombarded with so many resources, so much information, so much of the time. Never before have we been so autonomous.

Never before have we been so connected.

And yet, Digital Strategist, Ade McCormack, suggests that archaeologists of the future will look back on the current 'digital age' and record it as a time where humans were the most socially connected, yet most out of touch, with the very essence of what it is to be human.

<https://www.savannah-group.com/the-content-arms-race-the-battle-for-our-attention/>

<https://www.savannah-group.com/how-is-digital-impacting-media-sport-entertainment/>

The view of the near future that McCormack paints helps to contextualize some of the trends that businesses are seeing. The media industry is a good example of where the content arms race is visibly creating an intense period of disruption as businesses battle each other for our attention. For example, although traditional broadcasters in the UK (like the BBC, ITV and Channel Four) still hold

80% of the market share, the rise of on-demand viewing services like Netflix and Amazon Prime, coupled with social media's 'snackable' content is fulfilling the younger generation's desire to have instant on-demand access to content.

"Another new reality for journalists, writers, and indeed so many in the media and entertainment industry," says Tony Simpson, Partner, Head of Global Media Practice at Savannah, London, UK, (responsible for launching TRT World, Sky News Arabia, Euronews, Al Jazeera, France 24, Reuters, Getty and NBC), "Is that the size and demographic of an individual's social media following is now deemed at least as important as creative talent. Similarly, businesses across the media industry are keen not just to add top talent to their roster, but to leverage that individual's social media footprint to draw in a new customer base. And this in turn creates the challenge of finding a carefully balanced dynamic between the personal brand and that of the parent brand."

<https://www.savannah-group.com/how-is-digital-impacting-media-sport-entertainment/>

Organizations in the digital age are having to become polymodal; to experiment with many different business models, and employ a more diversified taskforce. Media organizations must now recruit journalists with a wide range of skillsets - obviously the ability to write and a natural curiosity, but also extensive technical know-how and the capacity to multi-task.

In a world of social media, where more news outlets than ever before can reach a varied audience instantly, you would expect that individuals, able to access a broader range of opinions, would be better informed about any number of topics. Unfortunately, in practice, it isn't working like that, and this is perhaps the irony of social media. The pattern that media executives are seeing increasingly is individuals choosing to follow or digest news that reinforces their pre-formed opinion about a topic, and filtering out differing views. Sometimes referred to as an echo chamber, individuals are increasingly limiting their exposure to alternative ways of viewing a topic.

Voice interaction platforms like Amazon's Alexa also have the potential to majorly disrupt news providers and other established businesses. For instance, when someone asks Alexa for the news headlines, from which source will Alexa read? All types of businesses optimized for a text-based Internet will have to think about how to also optimize themselves in a voice-activated world.

<https://www.gizbot.com/mobile/features/top-100-best-selling-mobile-phones-from-last-20-years-news-1992-2015-031151.html>

Yet, merely twenty years ago, the Motorola StarTAC, with its display screen, *and* a vibrate alert along with a ringtone, was the top selling mobile on the market.

In just two decades, the Digital Revolution, or Fourth Industrial Revolution, has transformed industry, the economy, communication; our lives.

For the purposes of this research, I will focus on the impact of the Smartphone on journalism. I will look at how it has affected global media organizations, including the BBC, Al Jazeera, TRT and Euronews, and how it has changed the way journalists work, with feedback from journalists from the Financial Times, BBC Radio 5 Live, journalism.co.uk and other media experts. I will examine how the Smartphone has affected the way we now absorb information, and how we are no longer a passive audience but active contributors too. I will also look at how the incessant streaming of information has impacted on our health. And I will look at the future of journalism.

But first, to fully understand how far we have come, we must take a look at the bigger picture and examine the past.

PART ONE: SETTING THE SCENE

1) Introduction

In this section I shall look at the Industrial Revolutions and how we reached the Digital Age. I will look at the development of Telecommunications, Journalism and the Smartphone. I will examine the impact of the Smartphone on industry, including a case study on British Telecom, and I will investigate statistics on the ways we are using our Smartphones.

2) History

Industrial Revolutions

<https://interestingengineering.com/how-the-first-and-second-industrial-revolutions-changed-our-world>

The First Industrial Revolution, 1760-1840, taking place in Europe and America, was an era of mechanization. It saw agricultural and rural societies become industrial and urban, with innovations such as steam power and the coal-powered external combustion engine, the transcontinental railroad, mechanization of the textile industry, and the birth of the factory.

The Second Industrial Revolution or Technological Revolution, 1870-1914, saw the development of industries mechanized by steam energy, with a shift towards the utilization of oil, electricity and steel. This era brought the oil-powered internal combustion engine; electrical communication - the telegraph, Morse code, and the telephone; electricity and the light bulb; the first flight; the installation of the assembly line and consequently mass production, and with that, the first affordable car - Henry Ford's Model T.

The Third Industrial Revolution or Digital Revolution, 1969-2000, refers to the advancement of technology from analog electronic and mechanical devices to the digital technology available today. Electronics and information technology [IT] have automated production. Computerization has seen the evolution of mainframe computers, personal computers, the Internet, and information and communication technology [ICT].

https://en.wikipedia.org/wiki/Fourth_Industrial_Revolution

The Fourth Industrial Revolution, which arrived at the beginning of the 21st century, builds on the Digital Revolution, with the advent of cyber-physical systems representing new ways in which technology becomes embedded within societies, i.e. business, government, civil society etc., and the human body. It is marked by emerging technology breakthroughs in a number of fields, including robotics, artificial intelligence, nanotechnology, quantum computing, biotechnology, 3D printing and autonomous vehicles.

<https://www.weforum.org/agenda/2016/01/the-fourth-industrial-revolution-what-it-means-and-how-to-respond/>

So, in a nutshell, **The First Industrial Revolution** used water and steam power to mechanize production. **The Second** used electric power to create mass production. **The Third** used electronics and information technology to automate production. **The Fourth**, characterized by a fusion of technologies, is blurring the lines between the physical, digital, and biological spheres.

Moreover, the speed of current breakthroughs has no historical precedent. This Fourth Industrial Revolution is evolving at an exponential rather than a linear pace, disrupting almost every industry in every country. And the breadth and depth of these changes herald the transformation of entire systems of production, management, and governance.

[A Brief History of the Digital Revolution \[A great infographic\]](#)

<https://stfc.ukri.org/files/digital-revolution-infographic/>

3) Background to Telecoms, the Smartphone and Journalism

I will be identifying the industries that have been most affected by the Smartphone, and in particular its impact on the world of journalism, but first, I will look back at the history of telecommunications, journalism, and the Smartphone.

a) **Telecommunications**

<https://www.linkedin.com/pulse/history-telecommunications-earliest-mode-ancient-used-muqbil-ahmar/>

Telecommunications progressed from smoke signals in Ancient China, talking drums in Africa, more smoke signals in North America, pigeon post in Persia which was later used by the Roman military, Greek hydraulic semaphore systems used in the 4th century BC, chains of beacons in the Middle Ages to the first telegraph line built during the French Revolution by Claude Chappe in 1792.

<https://www.pens.co.uk/pen2paper/wp-content/uploads/2014/08/A-History-of-Telegraphy.pdf>

But it was not until 1836, during the First Industrial Revolution, that Samuel Morse, an Arts and Design professor at New York University developed the electrical telegraph. Two years later he sent his first message across a two-mile stretch of wire in Morristown, New Jersey and ten years later - 1848, telegraphy had become such a key part of communication in North America that the Associated Press was formed using telegraph lines to transmit news stories to their offices.

Meanwhile in Britain in 1839, two physicists - Sir William Charles Fothergill Cooke and Charles Wheatstone produced the world's first commercial electrical telegraph machine. In 1846, Cooke formed the world's first telegraph company, the Electrical Telegraph Company.

<http://theinstitute.ieee.org/tech-history/technology-history/first-successful-transatlantic-telegraph-cable-celebrates-150th-anniversary>

Twenty years later, 1866 would see the world's first transatlantic telecommunication between Europe and North America, allowing people to communicate with each other almost instantaneously, instead of having to wait for weeks to share information.

<https://www.pbs.org/wgbh/americanexperience/features/pickford-early-history-motion-pictures/>

The mid-19th century saw the importance and increased popularity of photography in public life, particularly during the Civil War, when photographers documented American battlefields for the first time. Experimenting with ways to exhibit photographs, several inventors came up with a simple toy that made it possible for a series of pictures to be viewed in rapid succession, creating the illusion of motion. It was called a zoetrope.

<https://www.telegraph.co.uk/technology/connecting-britain/alexander-graham-bell-us-patent-telephone/>

In 1876, forty years after the telegraph, Alexander Graham Bell in the UK and Elisha Gray in America independently invented the telephone. The patent, however, was awarded to Bell who went on to create the Bell Telephone Company, the first telephone company, in 1877 (which in 1885 would become AT&T). A year later, the first commercial telephone exchange was established in Connecticut, and the following year, the first European exchange was set up in London. This period also saw the development of videotelephony - the use of live video with voice telecommunications.

<https://www.pbs.org/wgbh/americanexperience/features/pickford-early-history-motion-pictures/>

Simultaneously, ongoing developments in camera production led American inventor Thomas Edison, and his British assistant William Dickson, to create a device that could record moving pictures. In 1890, Dickson unveiled the Kinetograph, a primitive motion picture camera.

https://en.wikipedia.org/wiki/History_of_telecommunication

<https://www.britishpathe.com/pages/history>

At the turn of the 20th century, Guglielmo Marconi won a Nobel Prize in Physics for inventing a working wireless radio that functioned between Canada and England, while renowned French filmmaker, Charles Pathé, was starting to document everyday life on film. He came to London in 1910 to introduce the concept of the cinema newsreel to British audiences, thus, British Pathé was born, an organization that would pioneer cinematic journalism.

In 1926, John Baird demonstrated the transmission of moving pictures at Selfridges, a London department store and a year later, Phillip T. Farnsworth introduced electronic television in San Francisco. In 1929, the British Broadcasting Corporation [BBC] made its first experimental television broadcast.

<https://www.mitel.com/en-gb/articles/history-telecommunication>

1926-27 saw the first radio-telephone service between the U.K. and the U.S. and AT&T created the first experimental videophones in 1930, which did not meet with commercial success until 1934, when the first commercial radio-telephone service was launched between the U.S. and Japan.

The first public videophone network was installed in Nazi Germany in 1936 for use by 'Aryans only', and in 1940, the first computer transmission was made by American researcher George Stibitz, commonly recognized as one of the fathers of the modern first digital computer. A massive mainframe would dominate the emerging industry for the next twenty years.

In 1956, the first transatlantic cable was installed. Stretching from Newfoundland to Scotland, it made phone calls far less expensive than the old radio telephone system.

Explorer 1, the first US satellite, enable a Christmas greeting, recorded by U.S. President Dwight D. Eisenhower, to be transmitted to the world in 1958.

In 1960, computer whizzkids started to experiment with bypassing the mainframe to send large packets of data directly to different computers, establishing the first network of just four nodes.

In 1962, NASA launched Telstar from Cape Canaveral. The first satellite to facilitate two-way, live communications and in 1969, the first computer network was invented by American programmers, Charley Kline and Bill Duvall.

1973 saw the trial of the first modern-era mobile phone, by inventor Martin Cooper. With a maximum talk time of 30 minutes, it took a year for the battery to recharge and would eventually be a prototype for Motorola's first mobile phones.

Although much of the Middle East would not embrace telecommunications for another twenty years, the United Arab Emirates [UAE], set up Emirates Telecommunications Corporation (Etisalat) in 1976, and established the first communications satellite system in the region.

The first mobile phone network was launched in Japan in 1981, around the same time as the Nordic Mobile Telephone system in Denmark, Finland, Norway and Sweden.

https://en.wikipedia.org/wiki/History_of_the_Internet

Previously limited to small networks between military, corporate and some university research facilities, after protocols were changed, the system that would evolve into the Internet, was officially born on January 1, 1983. Internet was a term adopted in 1974 as an abbreviation of the term *internetworking*. Between 1984 and 1988, internetworking was adopted throughout Europe, and a year later in Australia. It also started to penetrate some of Asia in the 1980s too, but while developed countries with technological infrastructures were joining the Internet, developing countries began to experience a digital divide.

Internet Penetration 2013 - World Map

[https://en.wikipedia.org/wiki/History_of_the_Internet#/media/File:InternetPenetrationWorldMap.svg]

attributed to:

Jeff Ogden (W163) - Own work, based on figures from the Wikipedia:List of countries by number of Internet users article in the English Wikipedia, which is in turn based on figures from the International Telecommunications Union (ITU) for 2010 (updated to use figures for 2012 on 28 June 2013).iThe source code of this SVG is valid.This W3C-unspecified vector image was created with a text editor.This vector image includes elements that have been taken or adapted from this: BlankMap-World6.svg., CC BY-SA 3.0,

<https://commons.wikimedia.org/w/index.php?curid=19202338>

https://en.wikipedia.org/wiki/History_of_the_Internet

[https://en.wikipedia.org/wiki/History_of_the_Internet#TCP/IP_goes_global_\(1980s\)](https://en.wikipedia.org/wiki/History_of_the_Internet#TCP/IP_goes_global_(1980s))

Commercial use of the Internet was initially forbidden, so during the late 1980s, the first Internet service provider (ISP) companies were formed to provide service to regional research network, and alternate network access, email and *Usenet News* to the public. The first commercial dialup ISP in the United States was *The World* - which opened in 1989. Meanwhile, British computer scientist, Sir Tim Berners-Lee, noticed, when he was a software engineer at CERN (the large particle physics laboratory near Geneva, Switzerland), that scientists were having problems sharing information from different computers. He laid out his vision, and by 1990 had written three fundamental technologies, which would remain the foundation of today's World Wide Web [www].

[<https://webfoundation.org/about/vision/history-of-the-web/>], now referred to as 'the Web'.

As of the 2010s, the Smartphone is the primary tool billions used access the Internet, but, in its first decade, web use was primarily from offices and in industry. Laptops were still bulky and most households did not have a computer. The Internet was widely used for mailing lists, emails, e-commerce and early popular online shopping (Amazon and eBay for example), online forums and bulletin boards, personal websites and blogs. Usage was growing rapidly, but by more modern standards the systems were static and lacked widespread social engagement.

The changes that would propel the Internet into its place as a social system took place during a relatively short period of no more than five years.

From around 2004, they included:

- The increased adoption of computers in households.
- Advances in storage technology and data access speeds.
- High speed Internet and wider coverage of data connections at lower prices,
- The increasing perception of the ability of computers to create new approaches to communication, and the emergence of social media and websites such as Twitter and Facebook.

From 2007–2008 onward, they included:

- The mobile revolution, providing access to the Internet to much of human society of all ages,
- Non-volatile RAM rapidly grew in size and reliability and decreased in price, enabling high levels of computing activity on these small handheld devices,
- Improved power-efficient processor and device design.

It is unlikely that Alexander Graham Bell (telephone), Guglielmo Marconi (radio) and John Logie Baird (television) could have had the slightest inkling of how significantly they would change the world. Today, the telecommunications industry is a significant factor in world economy, with the global revenue from telecom services expected to reach almost 1.3 trillion Dollars in 2019.

[\[https://www.statista.com/statistics/268636/telecommunications-services-revenue-since-2005-by-region/\]](https://www.statista.com/statistics/268636/telecommunications-services-revenue-since-2005-by-region/)

b) The Smartphone

It has taken 26 years - quarter of a century - for the Smartphone to evolve into the sophisticated device it is today. A device that quite possibly has become more integral to the way we live than any other piece of technology that has been invented.

i. Before the Smartphone: the Mobile Phone

<https://mobilebusinessinsights.com/2018/03/the-history-of-mobile-technology-and-its-future/>

The world's first mobile phone call was made on April 3, 1973, when Martin Cooper, a senior engineer at Motorola, called a rival telecommunications company and informed them he was speaking via a mobile phone. The phone he used weighed 1.1kg, had 30 minutes of talk-time and took around 10 hours to charge.

European engineers and administrators began discussing the possibility of a European digital cellular network, laying the groundwork for a later international standard. Meanwhile, Japan launched the first commercially automated national cellular phone network in 1981. Around this time, it was becoming more common for prominent politicians and business leaders to use car phones, which signaled a certain level of success and prestige.

ii. Motorola, Nokia and IBM

It would take another ten years before Motorola released its first commercial mobile phone in 1983. The Motorola DynaTAC 8000X offered 30 minutes of talk-time, six hours standby, and could store 30 numbers. It also cost \$3995. Six years later it released its MicroTac flip phone — a direct precursor to the personal mobile phones we use today.

Mobile telephony went international in 1987 and a few years later, the world's first Short Message Service [SMS] was sent in Britain.

At the start of the 1990s Nokia entered the market with its first 'handheld' mobile phone - the Mobira Cityman 900, weighing just 800g.

<http://www.mobileindustryreview.com/2016/10/the-history-of-the-smartphone.html>

The next five years saw improvements in design and portability, with mobile devices gradually starting to appear in the hands of average consumers for the first time. But, well ahead of the curve, in 1992, three years before the term 'smartphone' was coined, and more than 15 years before Apple released the iPhone, IBM created what could be considered the earliest permutation of the smartphone: The Simon Personal Communicator.

It was the first device to feature telephone and personal digital assistant [PDA] elements. Along with its telephony features, Simon featured many applications and services including email, calendar, calculator, address book, world time clock, notepad, multiple on-screen keyboards, and even the ability to send and receive faxes. It sold only 50,000 units and lasted just six months on the market.

In 1996, Nokia introduced the Nokia 9000 Communicator. Widely considered as one of the first smartphones in the market, it ran on GEOS 3.0 and had some groundbreaking applications. It could do everything that Simon could but had even more capabilities including a graphical web browser.

The clamshell design that would dominate the market for years to come hid a full QWERTY keyboard, long before BlackBerry would immortalize the physical keyboard on mobile devices too.

By the late-1990s, mobile devices were fast becoming the norm thanks to the following handsets...

- 1997 – Nokia 6110

With three games: Memory, Snake, Logic, a calculator, clock and calendar, currency converter, profile settings and worked as a pager. And it came in four colours.

- 1997 – Motorola StarTAC

Inspired by the communicator from Star Trek, this bad boy was the world's first clamshell handset. Another first for Motorola.

- 1998 – Nokia 5110

Excellent battery, slim by 1998's standards, and it also featured Snake. What more could a 90s consumer want?

iii. Ericsson

A year later, the very first device to be marketed as a 'Smartphone', the Ericsson R380, was launched in late 1999. It was also the first mobile device to use Symbian OS, an operating system that would continue to dominate the market until the final quarter of 2010.

iv. Microsoft

Microsoft had started dabbling in handheld prototypes as early as 1990. However, the company did not have a clear vision and was mostly interested in porting a version of Windows into mobile devices. This led to the development of Windows Mobile in 2000 though no actual hardware was released until 2002.

<https://mobilebusinessinsights.com/2018/03/the-history-of-mobile-technology-and-its-future/>

The start of the 21st century saw consumers and businesses beginning to use mobile phones en masse for voice calling, email and limited text-based web browsing. The history of mobile technology saw an important milestone in 2003 with the arrival of 3G cellular broadband service, which would herald a new era of smartphones with full internet connectivity.

<https://www.textrequest.com/blog/history-evolution-smartphone/>

v. BlackBerry

In 1999, BlackBerry (known as Research in Motion Ltd [RIM] until it changed its name to BlackBerry in 2013) released its first handset, a two-way pager - The BlackBerry 850 - which supported email and web browsing and heralded a new wave of mobile connectivity for business use. The BlackBerry 5810, launched in 2002, became the first functional BlackBerry mobile, with not only a calendar, music, a full keyboard, advanced security and Internet access, but also call-making facilities (through a headset). Continuing to release more and more advanced devices, BlackBerry became the market leader in smartphones, until the iPhone gained steam, and was crowned the fastest growing company on the planet in 2009.

vi. Apple and the iPhone

Apple had already begun transforming how people used portable technology with the iPod in 2001, so the stage was set for them to unveil their first iPhone in 2007. One of the most advanced consumer smartphones the market had ever seen, users flocked to the device - and to the AT&T carrier it was exclusive to.

In its first year on the market, Apple sold 1.4 million iPhones, escalating to 11.6 million a year later.

The iPhone came with a wide LCD screen that was perfect for video. With extended battery life, allowing for 8 hours of talk time and 250 hours on standby - a huge improvement over IBM's Simon - it made the iPhone a much more consumer-friendly device, particularly for daily use.

The hardware was impressive, but the software, in the form of 3rd party apps, expanded the iPhone's capabilities and created a revolution for the industry. Millions of apps arrived on the iPhone, daily, and by 2015, 84% of Americans said they couldn't go a day without their phone.

<https://www.knowyourmobile.com/devices/android/25031/what-is-android>

vii. Google and Android

But Apple did not have the monopoly. After the iPhone arrived in 2007, the first Android device, developed by Google, followed in 2008. Apple, Microsoft, RIM and Nokia all had their respective 'smartphone' platforms well underway by the time Google released the first version of Android and no one could have anticipated that in a few short years, Android would eclipse everything else in the space, including Apple.

What made Android so attractive to manufacturers (referred to as Google's hardware partners), was that Android was effectively free to use. HTC, Samsung, and Motorola were Google's initial core hardware partners, with all three brands launching Android-powered devices in 2009. Perhaps the most well known device in the UK, however, was the HTC Hero, which launched in October of 2009.

The first 10 Android-powered handsets were:

- T-Mobile G1 (HTC Dream)
- T-Mobile MyTouch 3G
- HTC Hero
- Samsung Moment
- Motorola Cliq
- Motorola Droid
- HTC Droid Eris
- Samsung Behold II
- Nexus One
- HTC Desire

Between 2009 and 2011, the likes of HTC, Samsung, Sony Ericsson, LG, Dell, ZTE, and Motorola pumped out tons of handsets at varying price-points rapidly growing Google's share of the mobile space.

Devices like the HTC Desire, Motorola DROID, and Samsung Galaxy S popularised Android with consumers en masse and sold in the tens of millions, effectively ruining BlackBerry and Nokia's respective smartphone businesses. Between late 2010 and 2011 Samsung's brand and market presence grew almost as quickly as Android, starting with the Galaxy S and reaching new heights in early 2012 when Samsung surpassed Nokia as the world's biggest handset manufacturer.

viii. The Smartphone in 2018

In 2018, nearly all handsets are Android. When you consider the first statistic of this piece of research: *two thirds of the world's 7.7 billion inhabitants now have a mobile phone. More than half (2.6 billion) of their handsets are 'smart' devices*, and take into account the latest statistics from Stat Counter for the Mobile Operating System Market Share Worldwide [<http://gs.statcounter.com/os->

[market-share/mobile/worldwide](#)], with Android dominating the worldwide market share at 74.69%, and Apple's iOS at 22.34%, it's safe to say that Android has the monopoly.

From replacements for our digital cameras and music players, to personal assistants like Siri and voice search, we've ceased using our smartphones merely to communicate with each other. Now, in 2018, they are a staple of our everyday lives.

ix. The Future of Smartphones

According to <https://mobilebusinessinsights.com/2018/01/future-technology-of-mobile-phones-what-can-you-expect-to-see-at-mobile-world-congress-2018/>, at Mobile World Congress 2018 in Barcelona, all the excitement was about the future technology of mobile phones. Based on industry research and emerging technology, there were five predictions for the future technology of mobile phones:

- Our phones will recognize us: Facial recognition could become the new gold standard for device unlocking, but as smartphone sensors continue to evolve, our phones might eventually recognize us without scanning us. Instead, it will look for other unique attributes, such as the tone of our voice, the way we move or the pattern of our typing.
- Our phones will shift reality: Augmented reality (AR) has already made a splash in the gaming world, but future technology of mobile phones could take AR mainstream to industries including retail, tech support and healthcare. Imagine shopping online and being able to look through our phone to see exactly how that new bookshelf would look in our office, or what that new coat would look like on us.
- Our phone will be more durable, flexible and maybe even foldable. In a few years it will become very difficult to break.
- We won't need to charge our phone as often, nor will we need a charger. Device manufacturers are experimenting with a variety of possible solutions such as nanobatteries, hydrogen fuel cells, solar power and even kinetic energy — meaning our phone will charge as we move around.
- We'll use virtual buttons and virtual assistants: As the device becomes increasingly virtual and streamlined, so will the user interface. Virtual assistants will take on a bigger role, helping us navigate our phone and apps, personalizing our home screen based on our patterns. Thanks to advances in AI, these assistants are also becoming smarter and more intuitive.

Additionally, 4G connectivity will give way to higher-bandwidth 5G access in the near future, ushering in another mobile technology boom that will further revolutionize the way we work and live.

Today's technology may give way to smaller and more diversified portable devices that we use to keep track of our communications, our health and much more. There is also the chance that mobile technology might be directly implanted in the body via chips. Might our mobile future resemble science fiction more closely than we ever anticipated?

Additional visuals and sources of information for above section:

<https://www.textrequest.com/blog/history-evolution-smartphone/> *Excellent diagram*

https://www.ofcom.org.uk/_data/assets/pdf_file/0022/117256/CMR-2018-narrative-report.pdf

[p.22](#) *Figure 1.14: UK communications services milestones: 2007-2018*

<https://www.knowyourmobile.com/nokia/nokia-3310/19848/history-mobile-phones-1973-2008-handsets-made-it-all-happen>

c) Journalism

<https://www.universalclass.com/articles/writing/journalism-a-brief-history.htm>

<https://www.openschoolofjournalism.com/resources/about-journalism/history-of-journalism>

<https://www.britannica.com/topic/news-agency>

i. What Is Journalism?

The collection, preparation, and distribution of news and related commentary and feature materials through print and electronic media such as newspapers, magazines, books, blogs, webcasts, podcasts, social networking and social media sites, and email, as well as through radio, motion pictures, and television. The word journalism was originally applied to the reportage of current events in printed form, specifically newspapers, but with the advent of radio, television, and the Internet in the 20th century, the use of the term broadened to include all printed and electronic communication dealing with current affairs.

<https://www.britannica.com/topic/journalism>

Typically a piece of news journalism will be fact-based and not opinion-based, written in a third-person style (meaning no use of "I" or "you"), and is usually governed by a style guide of conventions for word usage, capitalization, spelling, and the like.

Relying on first-hand accounts, quotes and research, reporters, and other creators of journalistic work, conduct investigations by searching for primary source material and talking to eyewitnesses and others involved in the story. They then construct a finished article or broadcast that makes a coherent whole out of the information they have gathered.

Journalism covers news from several different angles and can include events that news editors know their readership would want to be informed of, such as catastrophes or accidents and regular activities occurring locally or nationwide. The public might also supply news items. Organizations, also, are permitted to send press releases to the media to announce developments that the news outlets might want to publish. Readers may send photos and notices in for publication as well. (The consumer taking an active role has become significantly more prevalent with the advent of the Smartphone and will be investigated in more depth later on)

Throughout the ages, journalism has vastly changed not only lives, but entire countries and society in general, just by making sure people are informed and know the truth. In some countries, the government controls all means of news and journalism, but in most others, it is a free entity allowing access to important information to all who seek it.

<https://www.openschoolofjournalism.com/resources/about-journalism/history-of-journalism>

When trying to differentiate journalism and any other form of communication, it is important to note that [in theory] journalists devote their career to reporting the truth, to bringing the verified facts to the readers and steering away from any expressly influenced thoughts. (Again this has changed since the existence of the Smartphone and will be investigated fully in this research).

ii. History of Journalism

<https://www.openschoolofjournalism.com/resources/about-journalism/history-of-journalism>

The earliest reference to a journalistic product comes from Rome circa 59 BC when news was recorded in a circular called the Acta Diurna - a daily publication that was hung strategically throughout the city for those who were able to read.

During the Tang dynasty, from 618 A.D. to 907 A.D., China prepared a court report, then named a *bao*, to distribute to government officials for the purpose of keeping them informed of relevant events. It continued afterward in a variety of forms and names until the end of 1911, and the demise of the Qing dynasty.

The invention of the printing press in Germany by Johannes Gutenberg in the mid 15th century saw the start of journalism, as we know it, and the first indication of a regular news publication can be traced to Germany, 1609. The initial paper published in the English language ("old English") was the *Weekly Newes* from 1622. The *Daily Courant*, first appearing in 1702, was the first daily paper for public consumption.

Meanwhile in Britain, the distribution of political pamphlets led to the first periodical being published in 1655 - the *Oxford Gazette*.

In the late 1600s, people began to question the lines of press freedom. The only laws that actually were in place before the Stamp Act of 1712 were those that prevented treason, reporting Parliamentary actions, and rebellious slander. Journalists were cautious of publishing any material that spoke against the government until later acts that protected freedom of the press were put into place. Once journalism began to grow and become a more respected profession, it began to play a significant part in the political and public dealings of many countries.

The world of journalism began to significantly increase in the 18th century with the boost of literacy and political interest. The first piece, of what is considered modern journalism, was published in 1703 by Daniel Dafoe, covering the Great Storm of 1703 in Britain.

Following on from the popularity of newspapers, came the magazine. An earliest example was a news and gossip publication called *The Tattler*. By the 1830s, magazines were common mass-circulated periodicals that appealed to a broader audience, often incorporating illustrated serials aimed specifically at the female audience.

The government, unhappy with the increase in the production of newspapers and magazines, tried to impose taxes on them via parliament votes, but eventually backed down after public rebellions in the name of press freedom.

The 1700s were beneficial for American journalism as well. While some of America's earliest founders and leaders - George Washington, himself - had little use for the press and claimed so, vocally, stating he rarely had time to look at a gazette with all of his other interests, others like Benjamin Franklin, a colleague and fellow separatist, pushed journalism and newspapers to wider acceptance, running the Pennsylvania Gazette in 1728, and publishing newspapers for the six biggest colonies.

Acceptance for newsheets and publications grew, and by the start of the Revolutionary War, 1775, they were widespread across the colonies, offering opinions for and against the impending military confrontation. Often, these news sources would simply lift information from a rival source without thought of crediting the original writer or publisher. This second hand news was often misquoted and provided inaccurate information on a regular basis. Fake news and misinformation in the making.

After the Revolutionary War, newspapers went from weekly to daily publication and started to focus heavily on the political state of the new nation. The press was about to take America in a direction that no country had ever experienced before, all while creating a model of journalism for the rest of the world to copy. By 1800s, there were nearly 234 newspapers being published in the new United States of America.

iii. News Agencies

As publications attempted to keep up with what seemed to be a growing and insatiable appetite for printed news, the cost of news-gathering increased and news agencies formed to take the place of independent publishers, hiring people to gather and write news reports, and then selling these stories to a variety of individual news outlets. Originally created to provide news items only to newspapers, the development of radio, television and Internet necessitated the expansion of their services.

Founded in 1846, Associated Press [AP] was the first news agency in the world, founded in New York, as a not for profit agency. In 1851, Reuters was founded in England and in 1944, in France, Agence France-Presse (AFP) became the third-biggest news agency after AP and Reuters. With the advent of communism in Russia, Telegraph Agency of the Soviet Union [TASS] was founded in 1925.

https://en.wikipedia.org/wiki/List_of_news_agencies

iv. Press Freedom Around The World

<https://www.openschoolofjournalism.com/resources/about-journalism/freedom-of-the-press>

Press and speech freedoms go back hundreds of years in almost every country. Freedom of the press laws were actively passed in 1539 in the Polish-Lithuanian Commonwealth and one of the very first actual Freedom of the Press Acts passed was in Sweden in 1766. England began their press freedoms with a system of licensing, including the Licensing of the Press Act in 1622. Without a license granted by the government, nothing could be published. In 1695, there was a halt in the act. Libel was still actively attempted, however.

Denmark-Norway in the 1770s exhibited the most open press freedom of any area in Europe during the regime of Johann Friedrich Struensee. One of his first acts during his rule was to abolish censorship laws, only to re-establish them just a year later after some judgmental and disparaging material was released against his regime.

In 1861, Italy adapted the Albertine Statute, which allowed press freedoms with select few restrictions. Once the statute was removed in 1948, the Republic of Italy's Constitution guaranteed the freedom of the press. In times of complete necessity, the Constitution permits taking away publications without the need of a warrant, as long as legal validation is obtained within 24 hours of seizure.

Freedom of the Press was blocked during Hitler's reign of power in Germany during the 1930s and early 1940s. Propaganda was looked at as a positive thing and encouraged throughout the country, with pamphlets on effective propaganda openly distributed. Journalists who crossed any of the Propaganda Ministry or the Nazi Party would be tried as traitors and either killed or imprisoned.

Freedom of the Press

<https://freedomhouse.org/report-types/freedom-press>

Journalists express themselves through the media, whether it is by print or electronically. The establishment of the Freedom of the Press protects the freedom of communication through all channels of the media, allowing journalists to freely express themselves and share their knowledge. Legal and constitutional protections are set in place for most governments out there in order to ensure interference of press freedom. Non-democratic nations have limited freedoms for the press, designating what should be written and how. There are nations and areas completely closed off to reporters or outside press.

<https://rsf.org/en/rsf-index-2018-hatred-journalism-threatens-democracies>

Press Freedom Index

Today, organizations like Reporters Without Borders help rank countries by their freedom of the press. The results of a survey sent to journalists, human rights activists, and jurists are compiled to make up the Press Freedom Index. Questions include topics such as infrastructure, media independence, pluralism, self-censorship, transparency, and legislative framework. Reports of violence against members of the media are all taken into account when calculating the score as well.

The 2018 World Press Freedom Index reflects growing animosity towards journalists. Hostility towards the media, openly encouraged by political leaders, and the efforts of authoritarian regimes to export their vision of journalism pose a threat to democracies.

“The unleashing of hatred towards journalists is one of the worst threats to democracies,” Reporters Without Borders [RSF] Secretary General Christophe Deloire said. “Political leaders who fuel loathing for reporters bear heavy responsibility because they undermine the concept of public debate based on facts instead of propaganda. To dispute the legitimacy of journalism today is to play with extremely dangerous political fire.”

The countries with the least press freedom in 2018 are North Korea, Eritrea, Turkmenistan, Syria and China. The freest are Norway, Sweden, Netherlands, Finland and Switzerland.

<https://rsf.org/en/ranking>

According to Freedom of the Press 2017, <https://freedomhouse.org/report/freedom-press/freedom-press-2017>

- Only 13% of the world’s population enjoys a free press - a media environment where coverage of political news is robust, the safety of journalists is guaranteed, state intrusion in media affairs is minimal, and the press is not subject to onerous legal or economic pressures.
- 45% of the population lives in countries where the media environment is not free.
- Politicians in democracies such as Poland and Hungary shaped news coverage by undermining traditional media outlets, exerting their influence over public broadcasters, and raising the profile of friendly private outlets.

- United States President Donald Trump disparaged the press, rejecting the news media's role in holding governments to account for their words and actions.
- Officials in more authoritarian settings such as Turkey, Ethiopia, and Venezuela used political or social unrest as a pretext for new crackdowns on independent or opposition-oriented outlets.
- Authorities in several countries in sub-Saharan Africa, the Middle East, and Asia extended restrictive laws to online speech, or simply shut down telecommunications services at crucial moments, such as before elections or during protests.
- Among the countries that suffered the largest declines in press freedom were Poland, Turkey, Burundi, Hungary, Bolivia, Serbia, and the Democratic Republic of Congo.

Press freedom globally has declined to its lowest levels in 13 years, thanks both to new threats to journalists and media outlets in major democracies, and to further crackdowns on independent media in authoritarian countries like Russia and China.

But it is the far-reaching attacks on the news media and their place in a democratic society by Donald Trump, first as a candidate and now as president of the United States, that fuel predictions of further setbacks in the years to come.

No US president in recent memory has shown greater contempt for the press than Trump in his first months in office.

v. Journalism the Profession

<https://www.universalclass.com/articles/writing/journalism-a-brief-history.htm>

With an evolution of technology - the invention of the telegraph in 1837, the radio in the 1890s, the television in the 1920s, all aspects of the newsgathering process changed, making the news itself more timely and relevant. Soon, technology became an integral part of journalism, even if the ultimate product was in print form and most news agencies had moved the bulk of their operations and transmission to computers.

Today, satellites that transmit information from one side of the globe to another in seconds, together with the Internet, place breaking news in the hands of almost every person in the world at the same time. But more than this, news is no longer delivered from a pedestal and the consumer is no longer merely the audience. They are eyewitnesses, commentators, bloggers and reporters as

well. The dissemination of news and information is now a two-way process. A new model of journalism has been created; one that is likely to be the standard for the future.

Late 19th to Early 20th Century

Once considered a profession of low esteem, practiced by those who wished to avoid real work, journalism started to gain proper recognition in the late 19th century.

The first foundation of journalists was established in 1883 in England. The American Newspaper Guild founded in 1933, was a body that functioned both as a trade union and a professional organization.

As print media took off, journalists needed to know about in-depth reporting, economics and business, politics, and science. With the development of motion pictures, radio, and eventually television, the need for refined and expert skills and techniques escalated.

Until the mid-1800s, journalists would enter the field as apprentices, starting out most often as copy boys and cub reporters. Journalism was first recognized as an area of academic study when it was introduced at the University of Missouri, in 1879, as a four-year course. New York's Columbia University followed suit in 1912. Journalism was a common course of study by the 1950s in universities across the United States.

In the UK, journalism training developed organically. The early years were driven by a mix of entrepreneurs, campaigners and enthusiasts, much like today's bloggers. But as technology created an explosion of newspaper production, early 20th century newsrooms were forced to become more professional, requiring better-trained journalists. Training was still mainly carried out in the newsroom, and although some courses started as early as the 1920s, by the 1970s there were still only a handful of college courses

Late 20th and Early 21st Century

As journalism became a recognized area of study at university level, and social responsibility became the hallmark of journalism, with journalists creating professional organizations and promoting "A free and responsible press", so the reputation of journalism and journalists improved.

vi. The Impact of Technology, the Internet and the Smartphone on Journalism

<https://www.openschoolofjournalism.com/resources/about-journalism/journalism-and-media-types/journalism-and-print-media>

Newspapers

We have moved from printed newspapers to print and online. The increase of online activity has decreased the steady need for a paper publication for much of the world. Most publications now incorporate a hybrid technique, mixing both print and web-based content. The knock-on effect is that journalism courses have had to change their content to adapt to the ever-changing industry, focusing more time on the Internet being a common circulation method for the news.

Magazines

Magazines, similar to newspapers, are now either printed and distributed by mail, sold at bookstores and kiosks, or distributed freely. Or they are created online and are circulated electronically.

Broadcasting

From newsreels to film, to radio, to television, journalists embraced each new technological advance to spread the news and get their work noticed. Now, thanks to the Internet, we have access to breaking news from anywhere in the world, 24 hours a day. Content circulated by means of the Internet is now known as Digital Journalism. Journalists who report using Smartphones are now known as Mobile Journalists. The public can now be Citizen Eyewitnesses or Citizen Journalists.

4) The Impact of the Smartphone on Industry

https://usa.inquirer.net/8857/industries-changed-smartphone-revolution-better-worse?utm_expid=.XqNwTug2W6nwDVUSgFJXed.1

<http://time.com/4832599/iphone-anniversary-industry-change/>

Less, what can Smartphones do? More, what can't they do? Considering that we use them for telling the time, waking us up, checking the weather, the news, the traffic, sending messages, writing notes, buying tickets, watching almost anything, listening to books, podcasts, music and radio, exercising, meditating, playing games, doing our banking, shopping... and so much more, there are very few industries that haven't been affected by this hand-sized usurper.

- Satellite navigation systems and maps - no longer needed now we can access both on our phones.
- Cameras and Photography - sales have suffered as a result of the advances in smartphone camera technology. Apart from professional photographers, most of us have no need for a camera or video camera when the quality of the one on our Smartphone is often better.
- Banks - reduced counter staff, closed branches. We can do everything online or at an ATM.
- Watches and horologists - fewer watches are being made and sold so who needs horologists? An industry and a skill that may become extinct.
- The PC market - we have the Internet in our pocket.
- The Health industry - we can use Smartphones to monitor health as well as access detailed health information, connecting us with health professionals and obtaining health advice virtually anytime and anywhere.
- Website design - as the Smartphone has become THE tool for accessing the web, design for mobile devices has become a prominent issue for developers everywhere.
- Travel - we can do it all from our phones. Are third-party agents a service in decline?
- Gambling/Gaming - Smartphones have expanded the market for mobile games and have created an entirely new category of touch-based gameplay, increasing the potential for brand exposure in an unprecedented way. There has been an increase in the number of gambling providers now that online gambling constitutes a third of all gambling activity.
- Telecommunication companies - telecom providers are now data communications companies, with transformed business models. All have added services - information and entertainment - becoming channels for multiple types of data services to their customers. *See Case Study to follow on British Telecom [BT]*
- Film and television - the Smartphone has created a mobile platform for video delivery. Since 2007 every major movie and TV studio has been forced to expand their distribution methods to include downloaded and streaming services to mobile devices.
- Publishing - audio books, e-book readers, the Internet - have all impacted the publishing chain - from the way books are published (authors can go direct to the reader), distributed (electronic marketplaces), sold (e-tailers) and read (electronic books).

https://www.researchgate.net/publication/226376221_The_impact_of_technology_on_publishing

- Media organizations and newsrooms have had to undergo convergence, journalists have had to learn new skills and how to multi-task, the printed newspaper is in decline. Media organizations are losing money as more people access news online. The Smartphone interface has meant that the way news is reported and disseminated has had to change. The

rise of citizen journalists has meant that newsrooms must take more care to validate their sources. Trust in media organizations is being tested. (*This will be examined in more detail*).

Case Study on British Telecom [BT] The World's Oldest Communications Company

With input from Tim Evans: Founder of Pitch Side <http://pitch-side.co.uk/index.html>, Adjunct Professor at Richmond University, London, UK, Former Marketing Director of BT

<https://www.btplc.com/Thegroup/BTHistory/TheBTfamilytree/index.html>

<https://owlcation.com/humanities/history-of-the-telephone-system-uk>

https://www.btplc.com/Thegroup/BTHistory/History_of_BT.pdf

BT was founded as the Electric Telegraph Company - the world's first public telegraph company, in 1846, by Sir William Fothergill Cooke and Joseph Lewis Ricardo. It was the first company to develop a nationwide communications network. In 1855, it merged with the International Telegraph Company to become the Electric and International Telegraph Company, which was subsequently taken over by the Post Office.

By the late 1880s, the telephone was primarily seen as a business tool, with emerging industries and companies hoping to improve their communications. The idea of a telephone as a private possession did not occur until the 1900s, when Britain's first public automatic exchange opened in the UK. No longer requiring an operator to connect the caller, many of the aristocracy and gentry had private telephones installed. It was however, several decades before the telephone in the house became a common phenomenon in the UK and the majority of callers were still using local phone boxes well into the 1960s.

British Telecom, created in 1977, separated finally from the Post Office in 1981 when first steps were taken to introduce competition in the UK telecoms industry. The first telephones for sale were offered as an alternative to rental and if you had no money for the phonebox, you could now use a BT Phonecard with the new public cardphones.

1983 saw the launch of the first cordless phone. For the first time, landline users had the freedom to make their calls wherever they liked in the house. Prior to this, "Telephones were always sited in the downstairs hall of the house, nearest the front door," Tim Evans explains, "because it was the closest point for the connection of wires from the street."

The invention of the World Wide Web, in 1989, transformed the way we obtained information, how we communicated with each other, how we worked and how we shopped. A couple of years later, British Telecom officially became BT - a new name and a new organizational structure focusing on specific market sectors, reflecting the needs of their different customers - the individual, the small business, the multinational corporation.

The arrival of mobile phones in 1992 - with IBM's Simon Personal Computer, the first on the market - saw the demise of the Phonecard. But it was the introduction of BT Internet in 1996 - a residential mass-market internet dial-up service - that transformed our phones from being merely a talking device, to becoming a gateway to a whole new world.

With the arrival of Wi-Fi in 1999 we were finally able to go anywhere with a laptop and eventually to connect to the Internet without wires, using a Smartphone and a tablet. The noughties saw BT introducing the UK's first commercial broadband Internet access service, the first Smartphone app to make the phone book available to mobile users, and, Sky Sports 1 and Sky Sports 2 on BT Vision.

By 2011, BT had developed the Home Hub 3 wireless broadband router, and the following year it had passed the 10 million homes mark for fiber broadband provision. BT Sport's TV Channels launched, free to BT Broadband customers, in 2013.

In August 2015 BT, now a fully global company, launched Europe's first 4K channel - BT Sport Ultra HD - dedicated to BT's sports coverage. A year later the company merged with EE, a British mobile network operator and Internet service provider, and in 2017, the expanded organization was the first to demonstrate 5G technology.

"Today, BT is a content provider, and no longer merely a telecommunications company. The organization invested in TV and Broadband and merged with EE so that they could cross-sell services and consequently retain and gain customers," says Evans.

With the foresight to develop and grow, as technology swept telecoms in an entirely new direction, BT has succeeded in becoming the leading provider in the UK of converged network services. It is now the largest provider of consumer fixed-line voice and broadband services, the UK's largest

mobile network operator, the second largest pay-TV sports broadcaster in the UK, and it provides ICT services to 5,500 multinational companies in 180 countries.

5) How Are We Using our Smartphones?

<https://www.ofcom.org.uk/about-ofcom/latest/features-and-news/decade-of-digital-dependency>

www.ofcom.org.uk/research-and-data/multi-sector-research/cmr/cmr-2018/interactive p.22, 25, 26

<https://www.ofcom.org.uk/research-and-data/multi-sector-research/cmr/cmr-2018/summary>

https://www.ofcom.org.uk/_data/assets/pdf_file/0022/117256/CMR-2018-narrative-report.pdf

pg.53

a) Some General Facts from the UK

Connectivity

- The average person in the UK spends more than a day a week online, more than twice as much as in 2011.
- People are on average online for 24 hours a week, twice as long as 10 years ago, with one in five of all adults spending as much as 40 hours a week on the web.
- 40% of adults look at their phone within five minutes of waking up, rising to 65% of those aged under 35.
- 37% of adults check their phones just before switching off the lights for bed, increasing to 60 per cent of under 35s.
- The younger generation is the most addicted. Those aged 15 to 24 spend, on average, four hours a day on the phone compared with 2 hours 49 minutes for all adults. The young also check their phones every 8.6 minutes, more frequently than any other age group.
- Most adults acknowledged the value of being connected, with three-quarters agreeing that being online helps them maintain personal relationships. But they also acknowledge its drawbacks, such as interrupting face-to-face communications with others.

Changes in the Communications Sector

Since the launch of the BBC iPlayer and the iPhone in 2007:

- Smartphones have become the most popular internet-connected device (78% of UK adults use one)

- Ownership of tablets (58% of UK households) and games consoles (44% of UK adults) has plateaued in the last three years
- Smart TVs were in 42% of households in 2017, up from 5% in 2012
- One in five households (20%) have wearable tech (smart watches, fitness trackers)
- The benefits of the last ten years of connectivity have not been distributed equally. Lower-income households and over-54s are less likely to have smartphones, laptops and tablets, but are as likely to have a TV.
- Mobile phones and TVs are the only communications devices with near-universal reach in the UK (96% and 95% of households).

Internet

- Nine in ten people had access to the Internet in the home in 2018.
- The majority (62%) of time spent on the Internet was on mobile devices, and mobile advertising made up 45% of online advertising in 2017.
- BBC website visitor numbers overtook those of Amazon in the UK in 2018. The BBC had the third-highest number of users after Google and Facebook.

b) Generational Differences in the US

<http://www.pewresearch.org/fact-tank/2018/05/02/millennials-stand-out-for-their-technology-use-but-older-generations-also-embrace-digital-life/>

Millennials stand out for their technology use, but older generations also embrace digital life
 BY JINGJING JIANG *An article outlining how the different generations in the US are adopting technology.*

c) Internet Usage Worldwide

<https://digitalreport.wearesocial.com/>

<https://www.slideshare.net/wearesocial/digital-in-2018-global-overview-86860338>

We Are Social's Global Digital Report 2018 reveals that more than 4 billion people around the world are using the Internet. More than 3 billion people around the world now use social media each month, and 9 in 10 of those users access their chosen platforms via mobile devices.

<https://www.slideshare.net/wearesocial/digital-in-2018-global-overview-86860338> p.32

In 2018, the countries with the highest Internet penetration are:

1. Qatar
2. UAE

3. Kuwait
4. Bermuda
5. Bahrain.

The countries with the lowest Internet penetration are:

1. North Korea
2. Eritrea
3. Niger
4. Western Sahara
5. Chad

The countries spending most time per day on the Internet in 2018 are:

<https://www.slideshare.net/wearesocial/digital-in-2018-global-overview-86860338> p.39

1. Thailand
2. Philippines
3. Brazil
4. Indonesia
5. South Africa

The countries spending least time per day on the Internet are:

1. Morocco
2. Ghana
3. Kenya
4. Nigeria
5. Japan

The countries spending most time per day accessing the Internet by mobile phone are:

<https://www.slideshare.net/wearesocial/digital-in-2018-global-overview-86860338> p.40

1. Thailand
2. Brazil
3. Indonesia
4. Philippines
5. Nigeria

The countries spending least time per day accessing the Internet by mobile phone are:

1. France
2. Japan
3. Germany
4. Belgium
5. Netherlands

d) What Are We Looking At and When Are We Doing It?

- i. In the UK

<https://www.ofcom.org.uk/research-and-data/multi-sector-research/cmr/cmr-2018/interactive>

p.25

Useful data:

In March 2018, of the total minutes spent online by the entire UK digital population, 62 percent was through the Smartphone, followed by the desktop and tablet.

Google sites were visited by 41.9 million adults aged 18+ in the UK in March 2018, making Google the most-visited property. Within the Google portfolio, YouTube was the most popular platform (40m), followed by Google Search (37m), Google Maps (25m) and Gmail (23m). Facebook (including Instagram, WhatsApp and the main Facebook site) was the second most-visited property, closely behind Google with 40.2 million visitors, reaching 95 percent of the total UK online audience in 2018. BBC sites had 39.5 million visitors in 2018, reaching 5.3 million more UK adults than in 2016 and overtaking Amazon and Microsoft to take third place.

https://www.ofcom.org.uk/_data/assets/pdf_file/0022/117256/CMR-2018-narrative-report.pdf

p. 71 - *useful diagram showing top ten sites accessed on mobile/desktop devices in the UK, March 2016-March 2018*

<https://ipa.co.uk/media/5386/32-media-day-2017.pdf>

Media Day 2017 - useful diagram to show how the average adult spends 7 hours 56 minutes a day consuming media

ii. Global Smartphone Use

We Are Social_Hootsuite Digital in 2018 Report.pdf <https://digitalreport.wearesocial.com/>

Useful Diagrams can be found on the following pages of the report.

Time Spent Using Mobile Internet By Country - p.40

In summary:

Top Five

Thailand	4hrs 56mins
Brazil	4hrs 21mins
Indonesia	4hrs 17mins
Philippines	4hrs 13mins
Nigeria	4H05M

Bottom Five

France	1hr 20mins
Japan	1hr 22mins
Germany	1hr 31mins
Belgium	1hr 33mins
Netherlands	1hr 48mins

Share of web traffic by device - p.41

In summary:

52 percent - mobile phones

43 percent - laptops and desktops

4 percent - tablet devices

0.14 percent - other devices

The world's most visited websites - p.43

In summary:

Top Five

Google	Search
Facebook	Social
YouTube	Video
Baidu	Search

XVideos Adult

Active users of key global social platforms monthly - p.59

In summary:

Top Five

Facebook	2,167 million
YouTube	1,500 million
WhatsApp	1,300 million
FB Messenger	1,300 million
WeChat	980 million

Top mobile app rankings - p.121

In summary:

Top Five by Monthly Active Users

- Facebook
- WhatsApp Messenger
- WeChat
- Facebook Messenger
- QQ

iii. Smartphones and Media

Deloitte: Global Mobile Consumer Survey 2018: The UK Cut Consumer and Business Mobile Usage Patterns <https://www.deloitte.co.uk/mobileuk/>

Deloitte's Mobile Consumer Survey 2018 looked at the mobile behavior of 54,000 respondents across 35 countries. From its findings it is evident that media consumption has been integral to the rise of the Smartphone. Smartphone users aged 18-24 spend 3.5 hours a day on the mobile Internet, with women in this age group dedicating almost four hours a day. The average adult spends two-and-a-half hours online on their phones per day.

Most Smartphone users will likely spend extra time on offline media applications on their Smartphones, listening to prestored songs, playing offline video games or watching preloaded content.

The Smartphone has firmly established itself as a pre-eminent media consumption device. According to Deloitte's research, undertaken in June 2018, 90% of Smartphone owners in the UK consume at least one form of media on their phones.

But not all forms of media thrive on a Smartphone. Its physical specification, particularly with regard to screen size, determines which media are used most and monetize best (including via subscription).

<https://www.deloitte.co.uk/mobileuk/#smartphones-and-media>

useful diagram under 'News and smartphones are perfect complements' tab:

Smartphone usage for media-related activities

iv. Smartphones and News

<https://reutersinstitute.politics.ox.ac.uk/digital-news-report>

<http://media.digitalnewsreport.org/wp-content/uploads/2018/06/digital-news-report-2018.pdf?x89475> p.28

According to Reuters' Digital News Report 2018, based on a survey of more than 74,000 people in 37 markets, the importance of Smartphones and our dependence on them shows no sign of slowing down. On average 62% of their sample said they use the Smartphone for news weekly, only just behind the laptop/computer at 64%.

In most countries, Smartphone reach for news has doubled in six years. In the UK, as one example, the Smartphone is overtaking the computer as the main (preferred) device for accessing news. The tablet has started to decline in importance as Smartphones have become more powerful and versatile.

These trends are important because shorter audience attention spans and smaller mobile screens are affecting the type of news content produced. Visually rich formats such as Snapchat, Instagram, and Google (AMP) stories are starting to offer new opportunities for mobile storytelling, using native taps and swipes to break up narratives. Pictures and videos need to be reformatted using vertical aspect ratios and often annotated with text to work in a mobile context

<http://www.deloitte.co.uk/mobileuk/assets/img/download/Global-Mobile-Consumer-Survey-2018-UK-Cut-Smartphone-and-media.pdf> p.1,3,5

The most popular content consumed on a Smartphone is news, with reading stories more popular than watching them. Reading news on a Smartphone is a natural transition even for people who have spent most of their lives with printed news. A standard column in any newspaper, whether broadsheet or tabloid, is the width of a standard five-inch smartphone.

Further, there are multiple entities vying to provide news to Smartphone users aside from traditional news outlets. News aggregation is a core feature of iOS and Android. Social networks are major conduits of news. Stories can be readily and elegantly shared (hyperlinks are automatically converted into images) via instant messaging platforms.

Over a third of Smartphone owners read the news on their smartphone daily. Nearly 60 percent of smartphone owners do so weekly. Only 13 percent watch video news stories on news apps on a daily basis.

Viewing news in the form of a video is less popular - at 31 percent, possibly because this may require more time (minutes rather than seconds). It may also be less suited to breaking news stories: composing text is faster than creating video. Furthermore, some video clips may require audio, and this may not always be convenient: reading a news update while with friends or colleagues may fall into current acceptable behavioral norms, but playing video with sound may be considered rude.

Adapting news video for the context in which Smartphones can be used should increase consumption. News video can be subtitled to enable viewing with the sound off. Or clips can be created specifically for consumption on smartphones, with imagery edited for a five-inch screen and subtitled.

While news consumption is high, paying for news is not (yet). The number of media subscriptions has leapt, with video and music leading, and news so far trailing. Only five per cent of all respondents access a newspaper or magazine subscription via their phone. For music, a quarter of respondents do. As more news goes behind a pay wall, the proportion of those subscribing should increase.

PART TWO: THE SMARTPHONE AND ITS IMPACT ON MEDIA ORGANIZATIONS AND JOURNALISM

THE PROFESSION

1) Introduction

In this section I will look at the impact of the Smartphone on journalism, media organizations and the process of news reportage. I will examine who is consuming news and from which sources. I will look at how local news organizations have had to adopt new working models, the emergence of a new career for the digital age - mobile journalism, and whether photojournalism has a future. I will investigate how newsrooms have had to adapt and change, and what convergence entails.

2) The Influence of the Smartphone on Journalism, Media Organizations and News Reporting

<https://www.igmena.org/index.php?p=760>

Digitization of media has transformed the world of journalism into a 24-hour information business. All aspects of media - print, audio and video - have united through the advent of the Internet.

According to Dr. Juan Antonio Giner, founder of Innovation International Media Consulting Group, "Media diversification is the past. Digital convergence is the present. Multimedia integration is the future".

Today's journalists need to be adept with all types of audio-visual, printing and social media tools to fulfil the requirements of their role. They are required to be a reporter, photographer, and videographer, as well as an editor and producer of stories. This is known as 'backpack journalism'.

Backpack journalism was first created by Michael Rosenblum in the mid-1990s, with the aim of training print journalists and photographers how to use small high-quality digital video cameras, in order to encourage television networks to cover more effective and powerful stories not only at the national level but also on an international scale.

Mobile Journalism came into its own in 2005 with the London Bombings when it was difficult for mainstream media to produce complete coverage of the attacks. Ordinary people started reporting

what happened, participating in coverage in a way that had never seen before. The following day, the BBC's evening TV newscast began with a package edited entirely from video sent in by viewers. Mobile Journalism had been used previously to cover the Iraq war in 2003.

a) Gaining Trust

Smartphones have not only changed the face of journalism, but they have also had a marked effect on how consumers obtain their information and perceive the veracity of what they are accessing.

According to a Pew Research Center survey (conducted July 30-August 12, 2018, among 4,581 U.S. adults who are members of Pew Research Center's nationally representative American Trends Panel) <http://www.journalism.org/2018/09/10/news-use-across-social-media-platforms-2018/>, around two-thirds of American adults - 68% - access news on social media at least occasionally. Facebook is the site most Americans use to get their news, and, just over half of this group believe that what they are reading on social media is largely inaccurate. Asked what they do like about the news experience on social media, 21% mention 'convenience' as the most common benefit, rather than the diversity of sources available (3%) or the ability to tailor the content they see (2%).

Reuters' Digital News Report 2018 <http://media.digitalnewsreport.org/wp-content/uploads/2018/06/digital-news-report-2018.pdf?x89475>, reports that winning consumer trust is becoming the central issue of our times (p.17). Donald Trump's first year as US President polarized the news media in unprecedented ways. The left gave their support to newspapers like the Washington Post and New York Times while the right's alienation from mainstream media has become ever more entrenched. Trust or lack of trust in the media is closely linked to perceived political bias (p.18).

Some leading US news outlets have benefited from a year in which the relevance of the press has never been more apparent. Across the industry, however, traditional and digital-born media alike continue to struggle for audience attention and advertiser dollars (p.112).

In the UK, the media have played a leading part in exposing the shortcomings of tech companies over Internet safety, privacy, and 'fake news'. Politicians are looking into misinformation and the role of platforms in undermining journalism (p.62). The BBC remains Europe's most successful public broadcaster with impressive weekly reach online (43%) and via TV and radio (64%).

In his piece, *Which Brands Do We Trust and Why* for Reuters' Digital News Report 2018, <http://media.digitalnewsreport.org/wp-content/uploads/2018/06/digital-news-report-2018.pdf?x89475> p.42-3, Antonis Kalogeropoulos explored the trust that news users from around the world place in specific brands. In a study that looked at the UK, US, Germany, Denmark, Japan, Spain and Hungary, he found that in the UK, Germany, Denmark, Italy and Japan, the public service provider was the most trusted type of brand, whilst in Spain it was considered one of the least trusted brands. Spain is also an outlier when it comes to trust in digital-born brands. While in every other country people tend to trust digital-born outlets less, in Spain they are trusted more on average. This is partly because of the low trust for traditional brands and partly because many digital brands in Spain were started by well-known journalists with a strong track record.

b) New Styles of Journalism

Whilst consumers may be accessing more of their news online, it does not mean that people have given up reading articles, despite now assimilating information differently.

According to Lianna Brinded, Europe Editor at Quartz, in a talk as part of the Reuters Institute for the Study of Journalism's The Business and Practice of Journalism Seminar Series <https://podcasts.ox.ac.uk/evolution-digital-journalism-and-tapping-tech-story-telling>, the online platform has created many opportunities for new publications and institutions to create different kinds of articles that are no longer limited by word count and page spread. Journalists can be more creative, more colloquial.

Both the journalist and editor must consider who their readers are and what platforms they are receiving information on. With the Internet accessed mainly from the Smartphone, the way stories are relayed has had to change. No longer limited by blocks of text, or a picture that takes up the screen, or autoplay videos, journalists can take advantage of innovation, whilst at the same time respecting the reader. Digital journalism has seen a rise in shorter, more concise stories anchored by a chart or a visual. This is particularly relevant for data journalism and business journalism.

Al Anstey, former CEO of Al Jazeera America and former MD of Al Jazeera English likens this type of reporting to a Haiku model of brief story telling - succinct, to the point, but not compromising on a captivating beginning, middle or end.

“At AJ+ we pioneered the short-form story,” he explains. (*AJ+ is the online news and current events channel run by Al Jazeera Media Network, available on its website - <https://www.ajplus.net/>, YouTube, Facebook, Instagram and Twitter, with written content on Medium. English, Arabic, French and Spanish languages versions are currently live*). Five years earlier, we would have deconstructed TV bulletins and extracted the core of the story, just two to three minutes - the nuggets. But, as consumers evolved in the way they disseminated and assimilated stories, we developed the way we made the features. With our audience predominantly using the Smartphone to access news we started to create infographics to support stories such as the Japan tsunami, which would work better on the Smartphone interface.” (<https://www.aljazeera.com/news/asia-pacific/2011/03/2011311105046675615.html> *2 minutes into play*).

Anstey also cites the winner of the Corporate Social Responsibility Campaign, British supermarket chain Iceland Foods with their campaign #TooCoolForPlastic. <http://ciprawards.co.uk/excellence/hall-of-fame/results-2018/corporate-social-responsibility-campaign/> as a prime example of the instantly captivating short well-crafted story filmed on a mobile phone.

According to Andrew Hill, Associate Editor and Management Editor at the Financial Times, “With the Smartphone we have so many more resources at our disposal. Whilst we have to work faster and write more, we can now react more quickly to breaking news. We have constant access to online sources of news and information, we have a means to contact sources, and, we can file text, audio, photos and video from virtually anywhere.”

<https://dspace.stir.ac.uk/bitstream/1893/25167/1/Mobile%20Phones%20and%20the%20News%20ACCEPTED.pdf> *A paper on the part played by mobile phones in news coverage*

c) Subscriptions and Donations

<https://www.recode.net/2016/11/2/13497376/google-facebook-advertising-shrinking-iab-dcn>

Moving to a digital platform has seen a massive loss of advertising revenue for major daily newspapers and indeed magazines too. Media companies have been forced to find new opportunities to recoup losses, for while advertisers are investing more in digital advertising, the money is more widely distributed and any growth is being snapped up by Google and Facebook

The challenge for news organizations has been how to attract new readers and viewers whilst at the same time trying to retain their usually aging print and broadcast audiences. The quality newspapers are, increasingly, trying to charge online readers directly.

<http://media.digitalnewsreport.org/wp-content/uploads/2018/06/digital-news-report-2018.pdf?x89475> p.62

In the UK, The Telegraph has put most of its premium content behind a paywall, and is looking to increase revenue from personal finance and technology. The Guardian relaunched as a tabloid in January and refocused its online strategy on donations and membership. It says it has 800,000 paying supporters; reader revenue now outstrips advertising; losses have halved in the last financial year, and it is hoping to break even by 2019. At the end of each online article, the reader is directed to subscribe with the following message:

“Since you're here...

... we have a small favour to ask. Three years ago we set out to make The Guardian sustainable by deepening our relationship with our readers. The same technologies that connected us with a global audience had also shifted advertising revenues away from news publishers. We decided to seek an approach that would allow us to keep our journalism open and accessible to everyone, regardless of where they live or what they can afford.

More than one million readers have now supported our independent, investigative journalism through contributions, membership or subscriptions, which has played such an important part in helping The Guardian overcome a perilous financial situation globally. We want to thank you for all of your support. But we have to maintain and build on that support for every year to come.

Sustained support from our readers enables us to continue pursuing difficult stories in challenging times of political upheaval, when factual reporting has never been more critical. The Guardian is editorially independent – our journalism is free from commercial bias and not influenced by billionaire owners, politicians or shareholders. No one edits our editor. No one steers our opinion. This is important because it enables us to give a voice to those less heard, challenge the powerful and hold them to account. Readers’ support means we can continue bringing The Guardian’s independent journalism to the world.

If everyone who reads our reporting, who likes it, helps to support it, our future would be much more secure. **For as little as £1, you can support the Guardian – and it only takes a minute. Thank you.”**

The Financial Times topped 900,000 subscribers in 2017, three-quarters of them digital. And The Times and Sunday Times have more than 450,000 print and digital customers, plus 2m registered users who have exchanged email addresses for a limited number of free articles. But, despite these moves, fewer than one in ten (7%) pay for online news.

So who is paying to read the news? In *Donations and Crowdfunding: an Emerging Opportunity?* <http://media.digitalnewsreport.org/wp-content/uploads/2018/06/digital-news-report-2018.pdf?x89475> (p.49-50), Nic Newman examines how some countries succeed in persuading consumers to pay for digital subscriptions whilst this is proving more challenging in less wealthy countries, for poorer groups and for certain types of content.

News organizations like the Guardian are building their future business on the back of donation-based membership but the report finds that the percentage of people donating to news organizations is still small, just 1 percent in the UK rising to 3 percent in the US.

<http://media.digitalnewsreport.org/wp-content/uploads/2018/06/digital-news-report-2018.pdf?x89475> p. 50, 112

With a tradition of philanthropy in the States, it is not surprising that the proportion paying for online news, 16 percent, is greater than in the UK 7 percent. Last year's significant increase in subscription in the United States (the so-called Trump Bump) has been maintained. Quality national newspapers especially appear to benefit from the combination of high-profile investigative reports and a 'digital first' strategy. The New York Times saw digital subscription revenues rise by a fifth over 2016, itself a record year, while the Washington Post broke 1 million digital subscribers for the first time in 2017.

According to Al Anstey - Former CEO Al Jazeera America, former MD Al Jazeera English, "The sheer volume of news and sources from which to access information has presented a challenge to consumers. Who should we trust? What is not fake? But it has also offered an opportunity to the media organizations to prove that they have integrity. In the Trump/Brexit era, the BBC, the Economist and the New York Times are the news sources retaining and increasing their readership. Having to prove integrity is a great opportunity for good media practice."

<https://www.reuters.com/article/us-new-york-times-results/new-york-times-beats-as-digital-subscriptions-surge-shares-rise-idUSKBN1FS249>

(Reuters) - The New York Times Co pleased investors with market-beating profit and revenue as digital subscriptions surged, underscoring the turnaround in its fortunes that had wavered as fewer people bought newspapers.

Subscriptions... also got a boost from the newspaper's coverage of Harvey Weinstein's sexual harassment story, helping the company post the highest-ever annual subscription revenue of \$1 billion.

NYT has faced frequent criticism from U.S. President Donald Trump who has called it "failing @nytimes" on Twitter and accused it of bias.

This has, however, resulted in a bump in subscriptions at the publisher, which is building on the online readership it gained during the 2016 presidential election by marketing unbiased reporting as a sales strategy.

Chief Executive Mark Thompson told Reuters that the newspaper will also benefit from Facebook Inc's initiative to prioritize high-quality news outlets in its social media posts to counter fake news and sensationalism.

<http://media.digitalnewsreport.org/wp-content/uploads/2018/06/digital-news-report-2018.pdf?x89475> p.50-51

Donations and donation-based memberships are emerging as a significant alternative strategy to subscription in Spain, the UK and the United States. Only 1 percent make a donation today but 22 percent say they might in the future. These payments are closely linked with political belief and come disproportionately from the young, many of whom are politically driven. This millennial group is more confident about paying for online services in general and gives more regularly to online charities. Any message that suggests contributions might keep journalism open is likely to work well with this group.

There has been a significant increase in the average number of people paying for online news in Norway, Sweden and Finland, countries with a small number of publishers, the majority of whom are relentlessly pursuing a variety of paywall strategies. But in more complex and fragmented markets, there are still many publishers who offer online news for free.

d) Audio and Video

<http://media.digitalnewsreport.org/wp-content/uploads/2018/06/digital-news-report-2018.pdf?x89475> p.55

As mobile listening grows and on demand technology in the car disrupts linear radio listening, audio is attracting renewed interest from publishers. Voice-activated digital assistants like the Amazon Echo and Google Home continue to grow in popularity, allowing new opportunities for news audio. Usage has more than doubled in the United States, Germany, and the UK with around half of those who have such devices using them for news and information.

The New York Times has found success with its Daily Podcast, a 20-minute audio briefing, which has been downloaded more than 100m times. In the UK, the BBC has hundreds of podcasts, most reformatted from radio output.

Nick Garnett, Journalist and Broadcaster for BBC Radio 5 Live says, "The BBC really values the ability to consume news on a portable device - that's why we've just released BBC Sounds, which gives users access to a massive online library of broadcast material in addition to fifty or so live BBC Radio stations."

As connectivity is improving in cars, new audio devices are making discovery easier, and advertising and sponsorship opportunities are growing.

<http://media.digitalnewsreport.org/wp-content/uploads/2018/06/digital-news-report-2018.pdf?x89475> p.30, 55, 56, 57

34 percent of the Reuters Institute Digital News Report 2018's sample listens to a podcast at least monthly but there are significant country differences. Podcasts are twice as popular in Ireland (38%) as they are in the UK (18%) despite the BBC's extensive, well-promoted, and high-quality podcast output. One theory is that podcasts tend to perform best in countries where people spend a lot of time in their cars - like the US (33%) and Australia (33%). The lower levels of usage in the Netherlands (18%) may relate to shorter commuting distances and more bike travel. But this can't be the full explanation. Loyalty to radio, levels of supply, and the amount of promotion will also be important factors. Proportionally, under 35s - the generation that has embraced both Smartphones and on-demand services such as Netflix and Spotify - listen to twice as many podcasts as over 45s. Older groups, by contrast, remain more likely to listen to radio.

Podcast genres seem to follow a similar mix to a speech radio schedule with lifestyle, food, health, technology, business, and sport playing a significant part. Male listeners tend to veer towards news-related topics, while lifestyle is the only subject that attracts more women.

Podcasts are both a threat and an opportunity for existing broadcasters. They enable new audiences to be reached beyond national boundaries – and on new devices – but the low barriers to entry have increased the competition in both newspapers and digital-born brands. In many (European) countries they are also challenging the relatively neutral tone of radio broadcasting by injecting both stronger opinions and a greater variety of views. In less free societies they are offering a relatively open platform for democratic debate that is, in theory, a bit harder to shut down.

<http://media.digitalnewsreport.org/wp-content/uploads/2018/06/digital-news-report-2018.pdf?x89475> p.29

There are commercial pressures to push consumers towards more video, not least because ad premiums are generally higher. But would consumers be happy if text stories were replaced with video? Certainly there is a split between different countries and cultures. All Asian countries (including Japan) lean towards wanting more online news video, even if that means sacrificing text. In the US and Northern European countries there is a strong vote for fewer online videos. Age does not seem to be a significant factor.

When it comes to creating video for a digital audience, techniques have had to change. “We consume news in bite-size chunks, far more than in the past,” Garnett says. “Consumers stay with things for shorter amounts of time, so we’ve altered the way we structure digital video for mobile accordingly. However, the mantra hasn’t really changed that much: start with your best shots, grab the audience quickly. It’s just that we’re all better at it now. You won’t see many sunrise shots to open news pieces these days. The traditional news package is mostly viewed on linear TV now - with short ‘digital’ versions - which have a heavy emphasis on text rather than sound - cut specifically for online, because so few people listen to their phones.”

3) Who Is Consuming News and From Which Sources?

<https://reutersinstitute.politics.ox.ac.uk/risj-review/social-inequalities-news-consumption>

A study, ‘Social Inequalities in News Consumption’ by Antonis Kalogeropoulos and Rasmus Kleis Nielsen, <https://reutersinstitute.politics.ox.ac.uk/sites/default/files/2018-10/Kalogeropolous%20->

[%20Social%20Inequality%20in%20News%20FINAL.pdf](#) has revealed social inequalities in news consumption across the UK. Those from lower social grades accessed fewer sources of news per week, especially online. And a quarter of the population does not access news online at all.

Of the offline news sources studied, The Times, the Guardian and BBC Radio news are more popular with those in higher social grades whilst the Daily Mail and Sky News each have a similar proportion of users from lower and higher social grades.

BBC television news is by far the most consumed news source with 60 percent of respondents in grades ABC1 and 55 percent of respondents in C2DE watching on a weekly basis. Online, BBC News is also the most read news source by those in lower and higher social grades.

Lead author Kalogeropoulos said: "In principle, most journalists would like news to reach everybody more or less equally, irrespective of social grade. Despite the ease of accessing news online, today, that is clearly not happening."

<http://www.journalism.org/2018/09/10/news-use-across-social-media-platforms-2018/> 68 percent of American adults say that occasionally they get news on social media, according to a new Pew Research Center survey. 57 percent of those do not expect news sourced from social media to be accurate.

- 43% use Facebook,
- 21 % use YouTube,
- 12 % use Twitter
- 8% or fewer use Instagram, LinkedIn or Snapchat.

https://www.ofcom.org.uk/_data/assets/pdf_file/0024/116529/news-consumption-2018.pdf

Key findings from Ofcom's report - News Consumption in the UK 2018:

- TV is the most-used platform for news nowadays by UK adults (79 percent), followed by the internet (64 percent), radio (44 percent) and newspapers (40 percent). However, the Internet is the most popular platform among 16-24s (82 percent) and ethnic minority groups (73 percent).
- BBC One is the most-used news source, used by 62 percent of UK adults, followed by ITV (41percent) and Facebook (33percent). BBC One also had the highest proportion of respondents claiming it was their most important news source (27 percent of users).

- Social media is the most popular type of online news, used by 44 percent of UK adults. However, while lots of people are able to recall the social media site they consumed the news on, some struggle to remember the original source of the news story.
- When scored by their users on measures of quality, accuracy, trustworthiness and impartiality (among other things) magazines perform better than any other news platform. Scores were lower among users of social media

According to Reuters Institute's Digital News Report 2018, <http://media.digitalnewsreport.org/wp-content/uploads/2018/06/digital-news-report-2018.pdf?x89475> p.11, 12, 14, 21

From seven years of tracking the key sources for news across major countries there has been relentless growth in the use of social media for news. But now, in many countries, growth has stopped or gone into reverse. Looking in more detail at these declines, they are almost entirely due to changes in the use of Facebook, consistently the most widely used social network for news in almost every country. At the same time there has been a rise in the usage of alternative platforms. WhatsApp use for news has almost tripled since 2014 and has overtaken Twitter in importance in many countries. But this conceals wide variations from 54 percent in Malaysia and 48 percent in Brazil to 14 percent in Germany and just 4 percent in the United States. There have also been substantial increases in the use of other networks in a number of countries. WhatsApp and Instagram have taken off in Latin America and parts of Asia. Snapchat is making progress in parts of Europe and the United States, particularly with younger users.

Why are consumers relying less on Facebook for news? Evidence suggests that consumers are being put off by toxic debates and unreliable news, but they are also finding that alternative networks offer more convenience, greater privacy, and less opportunity to be misunderstood.

A safe place for free expression has been one factor driving the rapid growth of messaging apps in markets like Turkey, Malaysia, and Hong Kong. There is a strong correlation between use of networks like WhatsApp and self-expressed concern about the safety of posting political messages. The highest levels of concern are in Turkey where a failed coup two years ago led to opponents of President Erdoğan being jailed and the media muzzled. In a country that the US NGO Freedom House recently labeled 'not free' for the first time, encrypted messaging apps like WhatsApp have proved a relatively safe way to express political views. Malaysia which is labeled 'partly free' by Freedom House is introducing new laws that could see anyone convicted of peddling 'fake news' imprisoned for up to six years.

There has been a rapid growth of alternative, populist, or partisan websites in some countries, largely through free social media distribution. In most cases these sites have a political or ideological agenda and their user base tends to passionately share these views. Examples are Breitbart and InfoWars in the United States (right-wing), the Canary and Evolve Politics in the UK (left-wing). Partisan sites are said to have played a part in bringing Donald Trump to power in the United States and in mobilizing support for Jeremy Corbyn in the UK. Though ideology is a key motivator, some sites are also looking to make money from these activities. The narrowness of their focus also separates them from established news sites like Fox News and Mail Online, which also have a reputation for partisan political coverage, but tend to cover the full range of news (world news, sport, entertainment). Their audiences also tend to be more mixed in terms of left and right.

4) New Models for News Organizations

<https://www.newsrewired.com/2018/11/08/how-adopting-a-different-business-model-can-help-future-proof-news-organisations/>

A decline in advertising revenue has not only affected the newspaper industry, but has also resulted in the closure of many local newsrooms. To combat this, new models have had to be found for financing local journalism in the digital age.

a) Membership and Cooperative Model

Following on the success of the Guardian's membership scheme in getting loyal readers to reach into their pockets and donate to their journalistic cause, many major publishers are now debating whether they need to follow suit. New media startups have shown creativity too. Swiss media start-up Republik is turning paying members into shareholders and has collected 7.7 million CHF (£5.8 million) from mostly memberships in a recent crowdfunding campaign.

Likewise, the Dutch news site - De Correspondent encouraged memberships to buy into their crowdfunding launch and was the inspiration for another cooperative membership business model in the UK - Bristol Cable, which converts local residents into reporters and shareholders.

An advantage of this model is that owners cannot sell their business and leave it asset-stripped, as was the case with many small, local newsrooms. It also means that key decisions are placed in the hands of their membership, thus democratizing local media.

b) Collaboration Networks

Rachel Oldroyd, Managing Editor of The Bureau of Investigative Journalism has claimed that collaboration between newsrooms could be an effective solution. The non-for-profit organization, The Bureau of Investigative Journalism launched Bureau Local in 2017 as a collaborative network for journalists and newsrooms after identifying that reporters did not have the time to do the in-depth public interest digging that they needed for their stories.

A collaborative network of journalists, Oldroyd explains, was an idea inspired by the International Consortium of Investigative Journalists, which broke the Panama Paper story using collaboration between international titles.

<https://www.journalism.co.uk/news/data-sharing-is-caring-bbc-boosts-local-news-output-through-its-shared-data-unit/s2/a723682/>

Meanwhile, the BBC has created Shared Data Unit <https://www.bbc.co.uk/lnp/sdu> a project aimed at sharing public data with local newsrooms to generate more local stories. The broadcaster shares datasets from public authorities with over 700 regional media outlets, including hyperlocal and local newspapers and local televisions.

“We brought traditional rivals together under a collaborative umbrella,” says Pete Sherlock, BBC Assistant Editor, Shared Data Unit. “It's given journalists the time and freedom to work on long-form, off-diary data investigations.”

Providing a toolkit for journalists on topics such as crime, teaching, transports, or housing, that includes clean data and a guide on how to interpret it, Shared Data Unit then shares its data with regional partners so they can tell the story to their specific audiences.

<https://www.journalism.co.uk/news/new-resource-helps-us-newsrooms-address-the-dramatic-decline-of-local-journalism/s2/a729803/>

In the States, Northwestern Local News Initiative <https://twitter.com/localnewsini>, a \$1million funded 'sustainability campaign', was established to help local newsrooms experiencing similar issues - loss of revenue and struggling to stay afloat in the digital market.

Following a two-year research and development project,

<https://localnewsinitiative.northwestern.edu/posts/2018/10/24/local-news-crisis/index.html>, the

initiative is sharing its findings, with the aim of helping local news organizations better understand the behavior of their digital audiences and provide industry insights into key factors such as what leads people to become and remain subscribers.

“The digital revolution has shattered the business models of local news organizations,” says Tim Franklin, Senior Associate Dean, Medill School, who is leading the initiative. “Two-thirds of US newspaper advertising revenue has vaporized since 2006, and a large percentage of newsroom jobs have vanished along with that advertising revenue.”

By sharing their research with media organizations, journalists, technologists, scholars and students around the country, Franklin hopes that news organizations can learn from and adopt the findings to improve local news sustainability.

“It comes at a time when many local news organizations simply don’t have the bandwidth for research and development, and is critical in this time of rapid transformation of the news industry,” he added.

<https://podcasts.ox.ac.uk/transformations-news-organisations> *Useful podcast for reference:*

Transformation in news organizations by Anita Zielina, former Chief Product Officer of the Austrian Neue Zürcher Zeitung Media Group, and Visiting Fellow at the Reuters Institute, talks about how to implement change in news organizations.

5) Mobile Journalism

<http://blog.shure.com/the-future-of-journalism-is-mobile/>

A multimedia project undertaken by the Berlin-based daily newspaper Der Tagesspiegel, *Der Sound der Stadt* - <https://wieklingtberlin.tagesspiegel.de/> - saw a team of reporters taking to the streets to reveal the soundtrack of Germany’s biggest city. Combining text and images with samples of street noise, interviews and sounds from places like Berlin’s world-class Philharmonic concert hall, it gave a team of classic print journalists the opportunity to collaborate with a group of technology experts. This was, in fact, a perfect example of how journalists in the digital age are changing the way they work to become multi-skilled all-rounders.

The Internet, Smartphones, broadband wireless and live-streaming apps have changed not just how people assimilate journalism, but also how it's gathered and packaged.

"We all started out as print journalists because we didn't want anything to do with technology," says Markus Hesselmann who was the online editor-in-chief of Der Tagesspiegel when *Der Sound der Stadt* project was undertaken. "All you wanted was a pen and a notepad to go out and do your reporting. It's changed tremendously. Almost nothing is the way it used to be."

Der Tagesspiegel now runs an almost 24-hour news operation, with Smartphone-wielding reporters often covering local news as early as 5 am. "They send in little videos. They send in texts. The gadgets are getting easier to use so you can concentrate on your content," Hesselmann explained. "That is the main change: you're doing journalism on the go."

For Nick Garnett, Journalist and Broadcaster at BBC Radio 5 Live, "Mobile journalism is a state of mind rather than a use of technology. You have to imagine yourself and your kit as a Swiss Army knife. It's about using whatever you have to hand to get the story on air as quickly as possible. It might be that you have a mobile phone, or it might be that you're editing on an iPad the material you shot on a pro camera. It's the ability to work under pressure in the field with the bare minimum."

Garnett became one of the first mobile journalists when he started using a Smartphone to record and edit audio (and subsequently video) in 2009 and doesn't use any other form of recording device. He has covered major international events including terrorist attacks in Paris, Tunisia, and Berlin, the earthquake in Nepal, and the migrant crisis across Europe. He has worked across the Middle East in Turkey, Jordan and Iraq as well as in Africa. As far as he's concerned, the Smartphone has altered news reporting beyond recognition.

"Immediacy is the key element. My radio station is called BBC Radio 5 Live - the most important part of that name is, I'd say, the 'Live' bit. If you look at my workflow it used to involve radio cars or personal satellite transmitters using heavy batteries and dozens of cables - a whole backpack full. Now it's a phone and a pair of headphones to broadcast from anywhere in the world on TV/online/radio (as long as there's a Wi-Fi signal or a 3G/4G mast nearby). Immediacy is not only live - I can record, edit and file an interview in a fraction of the time it used to take, and by editing on the road, the reporter retains editorial control of the material for a far longer stage of the process than in the past."

Does it make him a better journalist? “Personally, yes,” he confirms. “I carry less equipment. Remember the photographer’s mantra: the best camera is the one you’re carrying. I tend not to go everywhere with a satellite dish, or a radio car, or even a laptop and my Compact System Camera - which I use for most high-end filming. But I never go anywhere without my phone.”

The massive satellite truck with a huge TV crew previously required to cover breaking news, has been replaced by a single reporter with a Smartphone, high-quality microphone and broadband wireless connection who can transmit events from around the world to anyone carrying a mobile device.

This is mobile journalism. Mojo for short.

<https://medium.com/@soniasingha/what-role-is-smartphone-or-mobile-journalism-mojo-playing-in-contemporary-journalism-7d03190862dd>

Dating back to 2003, according to Reuters: “The use of content recorded with a mobile phone kicked off with the Iraqi invasion in 2003. Footage shot on a mobile phone was also important during the Madrid bombings and in the tsunami coverage.”

Caroline Scott, Deputy Editor, Head of Video and Lead Trainer at journalism.co.uk recently attended MojoFest, an international conference on mobile journalism. In her feature, *How to tackle the challenges of implementing mobile journalism in the newsroom*,

<https://www.journalism.co.uk/news/how-to-tackle-the-challenges-of-implementing-mobile-journalism-in-the-newsroom/s2/a722595/>, she explains that while the benefits of mobile journalism are clear - all reporters are able to harness the power of their smartphones to produce high-quality content on the go, while newsrooms can engage with audiences more frequently for less - actually implementing mobile journalism in the newsroom has its challenges.

After consulting with mojo trainers and journalists from around the world, she has these tips to offer new mobile journalists:

- i. It’s better to use a few apps well than multiple apps and tools poorly. Get comfortable with what your phone can do and know its limits.

- ii. Experiment with one project. Evaluate your content, the reactions of your audience, editor, colleagues.
- iii. Develop a sustainable workflow i.e. how you go from A to B to C, so that you can use mobile journalism equally effectively out in the field or in the newsroom. Don't wait until you're in a breaking news situation or you have a short deadline to figure out how to shoot, edit, upload and publish your material.
- iv. Train. A lot. One day courses are a good introduction to the apps, tools and practices associated with mobile journalism, but are not enough to ensure newsrooms can deliver an effective mobile journalism strategy. Apps are developing and being updated all the time, audience needs change. These affect a journalist's workflow. You need regular online and face-to-face training. And to practice using mobile phones for content creation in spare time and at work.
- v. Mobile journalists require a background in visual storytelling, specific training that is not usually taught as part of a mojo course. It is essential that mobile journalists, who are expected to produce video news packages, get training in this.
- vi. Expect resistance. Editors still prefer sending larger camera crews to stories. Encourage them and colleagues to take a closer look at the type of content that can be produced with a phone and how it can benefit them. Trainers suggest that it would be useful for newsrooms to have a system where mojo works, and that the learnings from it can be shared and seen between staff, especially within large organizations that have many different teams.
- vii. Editors and team leaders should ensure they provide their newsrooms with the right equipment: microphones, tripods, lights etc. and not expect their journalists to use their own phones, which can result in different quality footage being shot, and different apps being used.

Björn Staschen, Editor and Producer for Germany's NDR - a public broadcaster based in Hamburg, heads up the NextNewsLab, which is exploring the advantages of mobile journalism.

<http://blog.shure.com/how-tv-news-is-turning-to-mobile-journalism/>

In his opinion, the best stories suited to mobile journalism are those when you want to be on location for a long time and wish to produce there too - "For example, when something is developing and you're trailing people and you want to show their everyday lives. The big advantage of a Smartphone is that you can edit, do the voice over, and upload the story while you're on location. You can't do that with a camera crew unless you bring a satellite newsgathering truck and

your desktop computer. I also think that the Smartphone is effective in the first hour of breaking news.”

Andrew Hill, Associate Editor and Management Editor of the Financial Times, believes that the Smartphone, is a great resource. “It is a tool, so, provided it is used well, it can make you a better journalist. For instance, it allows confirmation of stories more or less in the moment, which at press conferences or in the field can allow reporters to present news developments more or less as they occur.”

Staschen sees mobile journalism “as a convenient additional way of producing television news, and a great way to share news on different channels — first on social media, and then as a linear television story. It also helps with different ways of storytelling. I don’t think that we will ever see a big broadcaster like NDR or the BBC only using Smartphones, but we will see more reporters using Smartphones to break stories, then bringing a camera crew along for later. The Smartphone will remain a regular tool in broadcast news journalism.”

Useful reference book: https://www.huffingtonpost.com/magda-abufadil/mojo-the-mobile-journalis_b_8065778.html *MOJO: The Mobile Journalism Handbook (How to Make Broadcast Videos With an iPhone or iPad).*

6) The Future of Photojournalism

With journalists becoming skilled multi-taskers, what does this mean for photojournalists? Do they have a future in the digital age?

<https://www.canon-europe.com/pro/stories/the-digital-photojournalism-age/>

Stephen Mayes, former Managing Director of photo agency VII believes that photojournalism still has an important role to play in the new media world, but that it’s not a good time to be earning a living from the profession. “We haven’t quite worked out the business model in the new world,” he explains.

Despite the success of high-profile images, fewer photojournalists are being paid to cover conflicts and natural disasters or to delve into social issues. Lars Boering, Managing Director of World Press

Photo confirms Mayes' view - that the disruption of the established business model is the biggest threat to the photojournalist's future.

"The main issue is the crisis of the media, not the crisis of photojournalism itself," he says. "Although we still see a lot of newspapers and magazines, the transformation towards using screens has almost been completed."

He believes that the way to make money is to move into video. "Big media organizations say video is five times easier to monetize than photography [*because of all the different advertising formats that can be used in conjunction with it, such as in-stream or overlay video ads*], which is very telling. Also, video plays a very big role in visual storytelling and visual journalism. That means photojournalism has to redefine its platform in many ways and has to find a place where its value can really shine."

So how can photojournalists navigate through this sea of change?

"Lots of good photojournalists are now creating their own social media platforms, which are connected to other big platforms that have millions of followers," Boering explains.

National Geographic photojournalist David Guttenfelder, for example, has over 1.1 million followers on Instagram.

"Some also create their own foundations that do good, whether they are concerned with the environment or refugees." He adds. "In a way, these photographers have a bigger reach than ever before. Through the foundations they are able to get commercial work and sustain themselves in a way that's totally within their control. Until now, photographers shot the images and then the magazine, newspaper or website wrote the story around it. Now, being in control means that photographers are producing an end product which is being acquired by others. It's a business, so photojournalists need to be business people, then they'll have a far better chance of making it than if they're just depending on an editor to call them. I think what's happening is the liberation of photographers – it's part of the growing up of this industry."

The other issue now challenging the media world is digital image manipulation. The new type of synthetic media known as deepfakes poses major challenges for newsrooms when it comes to verification and makes it harder than ever for the consumer to decide what's real and what's fake.

http://www.niemanlab.org/2018/11/how-the-wall-street-journal-is-preparing-its-journalists-to-detect-deepfakes/?utm_source=Daily+Lab+email+list&utm_campaign=54c508e135-dailylabemail3&utm_medium=email&utm_term=0_d68264fd5e-54c508e135-396193277

The Wall Street Journal is taking this threat so seriously it has launched an internal deepfakes task force comprising of video, photo, visuals, research, platform, and news editors who have been trained in deepfake detection. The organization is also running training seminars with reporters, developing newsroom guides and collaborating with academic institutions such as Cornell Tech to identify ways technology can be used to combat this problem.

“There are technical ways to check if the footage has been altered, such as going through it frame by frame in a video editing program to look for any unnatural shapes and added elements, or doing a reverse image search,” says Natalia V. Osipova, a Senior Video Journalist at the Journal. But the best option is often traditional reporting: “Reach out to the source and the subject directly, and use your editorial judgment.”

“I think we're close to entering an era where people long for trusted sources,” says Boering. “We experience it ourselves at World Press Photo. Organizations and foundations want to support us because what we show to the audience has been verified and checked, and the way it's presented is trusted. If you have your brand connected to trust, it works. The more people talk about fake news, the more they will look for trusted sources, and if you do that right it will always pay off.”

Mayes believes that value is moving from the photograph to the photographer, and so is the credibility. “You might look at a picture and not be able to tell if it's real or not, but if you know the photojournalist, you know [if] he's reliable [or not].”

Despite the current uncertainty, newsrooms can and should follow the evolution of this threat by conducting research, by partnering with academic institutions, and by training their journalists how to leverage new tools.

So what does the future hold for photojournalists?

“If you talk about visual journalistic storytelling, then the future is super bright,” says Boering. “If, however, you only talk about still photography, be careful, I would say. I don't think it has a life of its

own in the future. But if photojournalism is powerful enough and good enough, then it's something that will always be able to play an important role."

But Reuters is making changes to its picture and video news departments. A most recent report - <https://www.thebaron.info/news/article/2018/11/18/reuters-accelerates-news-picturesvideo-merger> from independent website - The Baron - dedicated to sharing news and information about Reuters, says the organization is in the process of merging these two departments into a single team of 'visual journalists' while at the same time making cuts to the number of jobs within the organization. Redundancies in Reuters reporting bureaus around the world have already begun and local language services are being cut back.

"In Visuals we will accelerate the moves already underway to create a single unified team of visual journalists," John Pullman, Global Head of Visuals, wrote in a message to staff. "Many of our photographers already shoot video - and videographers produce pictures. This mode of working is becoming normal throughout the industry as video and photo technologies grow closer. We will be taking a structured approach to merge our pictures and video teams. We will look at technology, training and workflow - and introduce single leadership where appropriate.

A Reuters employee told *The Baron* that, "This is essentially the end of Reuters Pictures... Pix has won a score of Pulitzers and other prestigious awards under Reuters but it seems that is not enough to save it from what appears to be the terrible end of what was a great run over more than 30 years which brought the world some of the best photojournalism it has ever seen.'

<https://podcasts.ox.ac.uk/there-future-photojournalists-digital-age> *Interesting podcast: Is there a future for photojournalists in the digital age?*

Adrian Hadland, senior lecturer, University of Stirling, gives a talk for the The Business and Practice of Journalism Seminar Series.

7) How Media Organisations Have Had To Change - Convergence in the Newsroom

Digitization has had a significant impact on media organizations around the world and the working model of the newsroom has had to change. Al Anstey, former CEO of Al Jazeera America, former MD of Al Jazeera English, now on the board as Non Executive Director remembers how it was when he

was Head of Foreign News at ITN in the UK, in the days when it was just about broadcasting and newspaper publishing.

“We were telling citizens what was going on in the world, from a pedestal.” There was no audience engagement, apart from carefully selected letters to the editors and curated talk shows. The imparting of news was predominantly a one-way process, with media organizations selecting what could be discussed and with whom, and what would be published or aired.

“The mobile phone changed all that,” Anstey continues. “It created a two-way dialogue, accessible to everyone. It brought an immediacy to reporting, made delivery more democratic and encouraged audience engagement.” Suddenly readers and viewers were empowered to publish and broadcast as well. It became possible for us to interact directly with media organizations and opened up a world where we could share ideas with our peers.

Media organizations did not at first fully appreciate that the way they delivered the news had to change once audiences started using devices to access information rather than the traditional print or broadcast platforms. At Al Jazeera, Anstey says, “Five years ago we would deconstruct the traditional bulletins that previously took five hours to prepare, and extract the fundamental two to three minute nuggets of the story.”

The man responsible for creating a converged news operation at Al Jazeera was David Brewer, who in his article *The Uneasy but Essential Evolution of News* <http://www.mediahelpingmedia.org/training-resources/media-strategy/666-the-uneasy-but-essential-evolution-of-news> explains how in the digital era the power balance has shifted to a super-user audience, which, empowered with tools to choose, create, enrich and share, has become a user rather than a consumer.

For media organizations to survive, he says, they had to create a clear editorial differential and embrace changing audience behavior, harnessing social media for newsgathering and dissemination, and creating fact factories to deliver content to every device used by their audience to access information. If content was not available in the format the audience demanded, it had less chance of being used. Broadcasters and publishers no longer controlled the process, the audience did. Multiplatform was essential.

Jim Egan, CEO, BBC Global News says, “Over the past ten years the Smartphone has transformed journalism. It has quickly established itself as the one essential tool of journalism, enabling newsgathering and reporting in text, audio and now video with one device. Our audience’s equally rapid adoption of Smartphones also means that distributing and promoting news to mobile phones is now an extremely important part of strategic thinking and practice. At the BBC, three quarters of our online news is now consumed on smartphones globally, so the way we gather, compile and distribute news has changed fundamentally.”

At Euronews NBC, a source [*I interviewed Michael Peters, CEO, but he requested to remain anonymous*] claims that convergence of the newsroom is ongoing. Covering world news 24 hours a day, Euronews NBC is the world's first Glocal news brand, which means the first global media that has adapted itself to the requirements of its multiple local audiences. A well-established brand in Europe, Euronews NBC is available worldwide in more than 400 million households in 160 countries and is the leading international news media in the European Union.

As part of its digital transformation, Euronews originally launched 12 distinct cross platform editions (now increased to 13 languages). The different editions enabled EuronewsNBC to deliver tailored content that makes sense to each audience.

<https://www.euronews.com/about>

In June 2017, NBC News and Euronews announced their partnership, enabling Euronews to access NBC’s newsgathering, digital content and programming expertise, and Euronews to provide news content and resources from Europe for use on NBC News and MSNBC programs and platforms.

<https://www.thedrum.com/opinion/2018/08/09/inside-euronews-nbc-fresh-rolling-news-channel-striving-help-save-united-europe>

Deborah Turness, President of NBC News International, oversaw the creation of new studios, building new program formats and recruiting a handpicked team of mobile journalists who work without camera crews and film stories on their iPhones.

“In terms of the technology and tone of voice, this is a startup and we are able to be aggressively modern in our thinking,” said Turness,

In May 2018, Euronews NBC launched the network's first anchor-led format, Good Morning Europe, and in July, Euronews Now, a six-hour live afternoon show. Its flagship political show Raw Politics opened from Brussels on 3 September, and also in September it implemented 7am-midnight rolling news service to compete with CNN, BBC World and Al Jazeera.

Turness has brought into the newsroom, executive producers and senior editors from CNN, ITV News, Al Jazeera and Sky News. Existing Euronews journalists have been given training and new opportunities in live news programming, and the Euronews source revealed that any new talent employed is already digitally experienced.

Anelise Borges from France 24 and Darren McCaffrey of Sky News are among the team of 'mojos' Turness has hired to work in Paris, Brussels, London, Berlin, Moscow, Rome, Washington and Madrid. Borges has already delivered Euronews NBC a major credibility boost after embedding – with her iPhone and a drone – on the Médecins Sans Frontiers ship Aquarius for 10 days in June as it picked up 629 refugees and migrants but was blocked from Italian ports by Matteo Salvini, interior minister for Italy's new far-right coalition government. Borges, whose work has been made into a one-hour documentary, was the only journalist on the ship and was widely interviewed by other broadcasters.

Euronews NBC also deployed mojo techniques in covering the wildfires in Greece, interviewing victims and witnesses on the ground via iPhone FaceTime or Skype. "Our correspondents aren't perfectly made up and standing in front of a camera on a riser with a light and a cable and a satellite truck," says Turness. "They're on their iPhones and they will take us with them."

"Five years ago," says Peters, "You had a company that totally needed to change its business model." The network's growth has been a gradual transformation from a single channel overlaid with 12 languages into a family of 13 separate language channels, each with its own editorial team.

TRT World, Turkey's international news channel, broadcast 24-hours a day in English, is a different story entirely. Launched only recently, in 2015, well into the digital era, the organization chose to build a news channel first and go digital after.

According to Tony Simpson, Partner, Head of Global Media Practice at Savannah, London, UK, (responsible for launching TRT World, Al Jazeera, Sky News Arabia, Euronews, France 24, Reuters,

Getty and NBC), “Once we had established the news channel, we hired the Chief Digital News Officer to create and take shortform news from the news channel and put it on digital platforms. We embedded digital journalists into news gathering and programming from the launch of TRT World, so that the digital aspect existed from the start. Consequently, we didn’t have any of the issues that the more established media organizations have had. Our newsroom was fully integrated from Day One.

“All the journalists we hired in were digitally focused and experienced multi-skilled mobile journalists. The anchors and newsgathering specialists were all multi-lingual and digitally savvy. All the staff were flexible in terms of where they could work at any given time. News is transmitted in English, Arabic and Turkish to more than 190 countries around the world.

“When they started, all journalists were issued with company iPhones loaded with specialist software. The organization never had to worry about losing revenue or finding alternative ways to retain their audience as older, more established media organizations have done. Although TRT World chose to build a traditional television studio, the organization had a converged newsroom from the start. Programs and news bulletins have always been designed for use on all platforms.”

TRT claims that, “With an original media enterprise model uninfluenced by those of other global media outlets, we hope to contribute to the narrative of how stories are told and channel in new perspectives of thought. In other words, we aspire for a better informed global audience.”

According to Simpson, China Central Television [CCTV] is currently in the process of launching a global English language news channel for 2020, using TRT World’s working model.

a) The Challenges of Creating a Converged Newsroom

<http://www.mediahelpingmedia.org/about/team/147-david-brewer>

David Brewer, the founder of Media Helping Media, has journalistic and managerial experience spanning newspapers, radio, television, and online, including more than 20 years with the BBC. He was the managing editor of BBC News Online from 1997-2000, and part of the team responsible for launching the award-winning site.

He was then approached by CNN to set up CNN.com Europe, Middle East and Africa (now CNN International) and was responsible for the creation of CNNArabic.com in 2002. He worked with Al Anstey, former MD of Al Jazeera English, as an editorial consultant on the launch of the channel in 2006.

Between 2002 and 2018, Brewer has spent the majority of his time helping journalists and media managers in areas where the media is still developing. He focuses on helping independent media reach financial sustainability.

In his essay, *The uneasy but essential evolution of news*

<http://www.mediahelpingmedia.org/training-resources/media-strategy/666-the-uneasy-but-essential-evolution-of-news>, Brewer explains how he launched BBC News Online in 1997, CNN.com in 1999 and, a few years later - Al Jazeera English and how the passing of time saw a more fluid transition.

“In 1997, I was one of the editors asked to set up and launch BBC News Online. To get the site up and running we had to find a newsroom, hire staff and fight to get hold of any content from our broadcast colleagues. We were seen as a poor relation and a bit of a distraction to many; some also clearly saw us as competition.

“The broadcasters were on the first floor at BBC Television Centre in London. We were on the seventh. They guarded their content in order to protect their scheduled programs. We wanted to publish the news as it happened and update it day and night, 24 hours a day and seven days a week.

“Two years later I was hired to be the launch managing editor for CNN.com Europe Middle East and Africa (EMEA). It was the first international English-language version of CNN to be produced outside America. At first the plan was that we would build our own newsroom and create a new global site with an EMEA focus. Because of space restriction we had to occupy a different floor to our broadcast colleagues, but in terms of co-operation around news, the attitude couldn't have been more different. We put all our efforts into convergence. We shared news meetings, prospects, staff and technical resources.

“Because of that I was able to introduce a system of publishing called multiplatform authoring (MPA), where content created once by one journalist could go out in an instant on multiple revenue-

generating platforms. At one stage we were serving 10 such platforms from our online stories at the press of the save button.

“A few years later, as an editorial and strategy consultant for the launch of Al Jazeera English [2006], we were working with one converged newsroom based around a centralized command-and-control superdesk where all the main news decisions were made. However, even then it was a fight to get the TV team to see the importance of having a web duty editor sitting in the main newsroom. The online material was prepared in another room on another floor. Amazing how much has changed over such a short period.

“Things continue to move at a rapid pace. A big driver has been the growth of mobile and the decline in the use of so-called traditional mainstream media. What also seems apparent is that media houses outside the heavily-developed Western media scene are often far more agile and able to adapt and evolve without all the navel-gazing, table-thumping and kicking and screaming that can take place where legacy workflows, roles and responsibilities, empires and influence are entrenched and threatened.

“I have introduced converged newsrooms in Tbilisi, Hanoi and Harare simply by moving a few chairs and desks and setting up a central superdesk. Sometimes it’s involved knocking down a few partition walls and creating a space where everyone can breathe the same news air and hear the same news calls.

“In all cases it’s been important to help media managers and journalists understand that if they share and work together they can create a more dynamic, compelling and user-focused product than if they fight for the status quo.

“Of course it helps when there is total buy-in from the top where those in charge realize that convergence is a business essential not a disruptive distraction.”

b) **Creating a Converged News Operation** by David Brewer

The nuts and bolts of setting up a converged news operation

<http://www.mediahelpingmedia.org/training-resources/media-strategy/220-how-to-set-up-a-converged-news-operation>

Convergence is essential for a multimedia news organization - for the effective functioning of a modern newsroom.

The Superdesk

The newsroom needs to have a central superdesk operating as the command-and-control center for the media organization. All the main editorial decisions will be made by those working on the superdesk. The superdesk will be responsible for ensuring that one set of sourced, attributed and verified facts are made available to the widest possible audience on multiple devices.

The Material for Output

The material will be created by a multiskilled production team using multiplatform authoring tools. The print, on-air, online and mobile versions of the news organization's output need to cross-promote each other. Each must add specific elements so that the user is able to access information on the various platforms. It's also essential to use social networking tools for research, newsgathering, production and news dissemination.

Convergence is an editorial strategy issue and not a space, resource, technology or time issue.

Benefits

- News output is consistent on all devices. This strengthens the brand.
- Centralized quality control ensures that the content on all devices is of the highest standard.
- Shared planning ensures a steady supply of original journalism covering the issues of most concern to the audience.
- Streamlined newsgathering improves news response speed and efficiency.
- Reduced duplication of effort leads to savings in resource costs.
- The news organization is able to respond to new business opportunities and to produce the content from existing resources.

Workflow

- All senior editorial staff need to sit together. This could be around one central superdesk, or in one area of the newsroom where they are all breathing the same news air and can hear the latest news calls.
- Sitting around the superdesk in a large news organization will be an intake editor, various output editors, a planning editor, and a resources manager. In smaller organizations staff might have to take on multiple responsibilities.
- The planning editor needs to work closely with the interactive editor to ensure that all in-depth, issue-led, investigative journalism is supported by fact files, timelines, profiles, and interactive features, so that these elements can be cross-promoted.
- The interactive editor must make full use of social media not only to inform the audience, but also to inform the news organization's journalism as to the needs and priorities of the audience.
- All will be involved in a continuous news discussion, making one set of editorial decisions and then ensuring that the output is consistently good on all devices and that all cross-promote the other.

Editorial essentials

- Define your news organization's core editorial proposition. This is what you cover that others don't, or the distinctive way you cover news.
- Ensure that all staff know the target audience for each platform, what that audience needs to know and how that audience uses the platforms.
- Continue to educate all staff, from senior journalists to the most recent recruit, in the continuing changing audience behaviour and the ways the audience is consuming news. Never presume that this news consumption stays the same. It doesn't.
- List the special sections and in-depth areas that the online version will be required to create to support the overall editorial proposition.
- Work out the expected content production levels (number of stories a day and frequency of updates) so that you can manage resources effectively.
- Translate this into staffing needs, hours to be covered, multiskilling training required. All staff should be able to use all newsroom systems and the online content management system [CMS] to update all platforms.
- Train staff in the writing disciplines needed to create content so that it can be used on multiple platforms.

Technical essentials

- Where possible try to use tried, tested and proven open-source tools for news production.
- Install a central CMS and instruct all journalists to create their articles in it.
- Consider free tools such as YouTube, Vimeo or SoundCloud to embed audio and video in articles.
- Install a central database for storing content and distributing it to multiple devices.
- Add social media sharing buttons to all your online pages and assets (audio, video, maps, timelines, images) so that the audience can save, share, re-use and comment.
- Ensure that all journalists have a desktop social media monitoring tool, such as HootSuite, TweetDeck or any other aggregator, and encourage them to watch how the audience is responding to news developments.

Design issues

- The design elements that distinguish your brand must be echoed across all platforms.
- You will need a breaking news tool that can be managed from the superdesk. This is so that one output editor can update all devices with one action once the news is confirmed. Make sure these connect to Twitter, Facebook and all your social media outlets.
- Ensure that all your web pages are optimized so that they will rank highly in search results. This is called SEO (search engine optimization).

Human resource issues

- Ensure that all existing staff and new staff realize they are working as part of a multiskilled team in a multiplatform news operation - you may need to look at existing contracts.
- Offer training for those who need to learn new skills, but make it part of the media organization's development rather than a personal preference.
- Set corporate, unit and individual objectives defining newsroom performance targets.
- All staff must work flexible hours.
- Implement a rota system that ensures adequate recovery time.
- Carry out workplace assessments in terms of ergonomics (whether the seats and desks are set so that they don't injure your staff).
- Ensure adequate screen breaks for all computer users.

PART THREE: THE SMARTPHONE AND ITS INFLUENCE ON THE CONSUMER AND THE JOURNALIST

1) Introduction

<https://reutersinstitute.politics.ox.ac.uk/risj-review/how-mobile-phones-are-changing-journalism-practice-21st-century>

With the advent of Smartphones, many media outlets, including the BBC, CNN, the Guardian newspaper in the UK, now actively encourage the submission of user-generated content (UGC). This has led to the birth of the Citizen Eye Witness, or Citizen Journalist and in turn, a rise in misinformation, disinformation and fake news, as well as a lapse in trust of established media organizations. I examine what the media organizations are doing to combat this and how they feel about citizen journalists. A good thing or bad?

Smartphones have not only impacted on the way media organizations operate and how consumers access information, but also on the way content is produced and the kit required to produce it. I look at what's in a mojo's kit bag, and the apps they most favor.

2) Media Organizations and Integrity

“Social media on a Smartphone is an example of where information and news is being distilled, but at the same time consumers can access it from multiple platforms,” says Al Anstey, former CEO Al Jazeera America, former MD Al Jazeera English. “Content is being aggregated by so many sources that the consumer is left wondering - Which is the most trustworthy? Who do I believe? On the other hand, it gives us the opportunity to seek out ‘good’ news, and allows media organizations to prove themselves as reliable and having integrity.”

a) Integrity and Trust

According to Reuters Institute Digital News Report 2018, <http://media.digitalnewsreport.org/wp-content/uploads/2018/06/digital-news-report-2018.pdf?x89475> p.10, 17, 52

Data shows that consumer trust in news remains worryingly low in most countries, often linked to high levels of media polarization, and the perception of undue political influence. Added to the mix

are high levels of concern about so-called 'fake news', partly stoked by politicians, who in some countries are already using this as an opportunity to clamp down on media freedom.

Across all countries, the average level of trust in the news in general remains relatively stable at 44 percent, with just over half (51 percent) agreeing that they trust the news media they themselves use most of the time. By contrast, 34 percent of respondents say they trust news they find via search and fewer than a quarter (23 percent) say they trust the news they find in social media.

Over half (54 percent) agree or strongly agree that they are concerned about what is real and fake on the Internet. This is highest in countries like Brazil (85 percent), Spain (69 percent), and the United States (64 percent) where polarized political situations combine with high social media use. It is lowest in Germany (37 percent) and the Netherlands (30 percent) where recent elections were largely untroubled by concerns over fake content.

Most respondents believe that publishers (75 percent) and platforms (71 percent) have the biggest responsibility to fix problems of fake and unreliable news. This is because much of the news they complain about relates to biased or inaccurate news from the mainstream media rather than news that is completely made up or distributed by foreign powers.

There is some public appetite for government intervention to stop 'fake news', especially in Europe (60 percent) and Asia (63 percent). By contrast, only four in ten Americans (41 percent) thought that government should do more.

Winning consumer trust is becoming the central issue of our times as businesses compete for attention in a digital world – and where user allegiance can transfer in the blink of an eye. As the Edelman Trust Barometer has documented, trust has been declining in many institutions, as well as in the news media, over many years. But at an aggregate level, in 2018 we see a relatively stable picture. Fewer than half of us from 37 countries (44 percent) say we trust the media most of the time, but we are more likely to trust media we use ourselves (51 percent). 38 percent trust news they find in search. 23 percent trust news on social media.

Low trust could be impacting social media use in some markets. Many are moving from Facebook to safer more private environments where they can talk to real friends - WhatsApp, Snapchat and Instagram. Brands with a broadcasting background and long heritage tend to be trusted most, with popular newspapers and digital-born brands trusted least.

<http://blog.shure.com/the-future-of-journalism-is-mobile/>

Mojo technology is doing more than changing how news is gathered, packaged and distributed by professionals. It's also democratizing the role of reporter. For example, video streaming apps like Periscope make it possible for anyone to broadcast an event live, with little or no editorial filter.

Experiences are often streamed raw and without context. This creates opportunities for independent journalists and bloggers, but it can present serious challenges for established news organizations, which are more accustomed to vetting and analyzing news items for their readers and audiences.

After an initial rush to live streaming, many editors are now trying to take some of the speed out of their news production and offer readers and viewers more reflection and context.

"It has certainly become harder for mainstream media companies," says Al Anstey, former CEO Al Jazeera America, former MD Al Jazeera English, "To remain reliable, they must be steeped in integrity. CNN, for example, will always expose the truth candidly - as it did when it accused Trump of always having 'had a very casual relationship with the truth.'

<https://edition.cnn.com/2018/10/24/politics/donald-trump-lies-mistruth-scaramucci/index.html>

The BBC on the other hand never makes rash accusations - it relies on content to prove its integrity. It's built up a loyal audience over time."

Anstey refers to Brian Stelter, Chief Media Correspondent for CNN Worldwide, and anchor of *Reliable Sources*, who examines the week's top media stories and probes for the truth.

Some Reliable Sources stories:

<https://edition.cnn.com/videos/business/2018/11/18/misinfo-is-social-medias-chronic-conditions.cnn/video/playlists/reliable-sources-highlights/>

Director of Research, New Knowledge, Renee DiResta, in reaction to the New York Times' exposé about Facebook and the ongoing scourge of misinformation that is spread on social platforms, likens it to a 'chronic condition' that can't be fixed, but needs to be managed. "There has always been disinformation and propaganda on the Internet. The issue is right now that we have an information eco-system that really facilitates the amplification of that content. It facilitates it going viral. It facilitates it spreading, particularly among small groups."

<https://edition.cnn.com/videos/business/2018/11/18/rethinking-live-tv-coverage-of-trumps-events-rs.cnn/video/playlists/reliable-sources-highlights/>

CNN Political Analyst Carl Bernstein examines what should be done when Trump is beyond fact-checking and Carl Bernstein proposes a different way to cover Trump's events. "I don't think we should be taking them live all the time and just pasting them up on the air, because they're basically just propagandist exercises," he says. He urges more "editing" so that robust fact-checking can be included.

Jim Egan CEO, BBC says "Trust in traditional news reporting has diminished, but Smartphones aren't to blame for fake news, although they do they do make it easier to disseminate and share. Fortunately, younger audiences are rapidly acquiring social media literacy." They are becoming adept at sifting through numerous sources to find the most reliable. "In some ways," Egan continues, "It is older audiences who are the bigger problem."

But, Egan feels that even in the digital age, "It is, as it has always been, the responsibility of the journalist to prevent fake news by re-committing to the principle and practice of quality journalism."

Andrew Hill, Associate Editor and Management Editor of the Financial Times, reinforces this view. "To prevent fake news, journalists need to implement the same techniques they've always done - using trusted sources, often including those same established media outlets' online and mobile apps, and using multiple sources. One obvious internet advance has been the self-correcting nature of Twitter and other social media, with people quickly calling out errors or distortions."

Nick Garnett, Journalist and Broadcaster for BBC Radio Five Live says that one of the reasons he works for the BBC is that it is considered "one of the world's most reputable news organizations, meriting truth and balance among its highest ideals. There is, undeniably, a risk that when you cut corners you cut checks and balances. That's why I'm working where I am!"

"Although," he adds, "the self-operating single person start-to-finish style of journalism does increase the risk and ability to create something false," He sees the autonomy of mobile journalism "as an opportunity to put my audience right where the story is. What happens in front of your eyes cannot be faked, cannot be a lie. I think we should all trust our eyes a bit more. The reporter as witness is not a new phenomenon - Samuel Pepys was doing it long before I was! But the Internet is

a great tool for background information and also, of course, as a way to publish whatever we want to say.”

<http://media.digitalnewsreport.org/wp-content/uploads/2018/06/digital-news-report-2018.pdf?x89475> p.38

The global debate over so-called ‘fake news’ has changed a lot in the last year. What began as concern over the narrow problem of completely made-up news stories has since sparked a renewed interest in the much broader issue of online misinformation. In a sense, the debate has gone full circle, with some of the most active participants now urging people to abandon the term ‘fake news’ to allow the broader issues to be discussed, and to disarm politicians and other powerful people that seek to ‘weaponize’ the term for their own ends.

b) Social Media and Fake News

An example of the speed with which social media can impact news and alter the facts, and how Euronews tackled it: <https://twitter.com/MichaelPeters/status/1052591050928390144>

A look at where fake news is most widespread, how and why:

The BBC launched a series last month (November 2018), *Beyond Fake News*, <https://www.bbc.co.uk/news/topics/cjxv13v27dyt/fake-news> on the spread of disinformation and fake news, with documentaries, reports and features on TV, radio and online. Conferences in Delhi and Nairobi, and new research from India and Africa also examines why people spread fake news.

In Nigeria, another BBC investigation https://www.bbc.co.uk/news/resources/identity/nigeria_fake_news has revealed how deceitful posts spread on Facebook have stoked ethnic hatred, leading to multiple deaths. One Nigerian army officer told the BBC his team had set up a hotline for locals to report misinformation, and that “the army is now using radio broadcasts to debunk false stories.” Meanwhile, police officers have had to use their personal **Facebook** accounts to help expose rumors, the BBC reported. But the scale of the problem is apparently overwhelming. <https://qz.com/1471022/the-nigerian-army-is-using-radio-broadcasts-to-debunk-fake-news-on-facebook/>

Information spread on Facebook and the company’s other apps has also led to violence in Myanmar, <https://qz.com/1228010/in-myanmar-facebook-has-now-turned-into-a-beast-un-investigators-say/>, Sri Lanka, <https://www.nytimes.com/2018/04/21/world/asia/facebook-sri-lanka-riots.html>, the

Philippines, <https://www.buzzfeednews.com/article/daveyalba/facebook-philippines-dutertes-drug-war> and India, <https://www.nytimes.com/interactive/2018/07/18/technology/whatsapp-india-killings.html>

<https://www.bbc.co.uk/news/world-46146877>

A rising tide of nationalism in India is driving ordinary citizens to spread fake news, according to BBC research. Facts were less important to some than the emotional desire to bolster national identity. Social media analysis suggested that right-wing networks are much more organized than on the left, pushing nationalistic fake stories further. There was also an overlap of fake news sources on **Twitter** and support networks of Prime Minister Narendra Modi. The findings come from extensive research in India, Kenya, and Nigeria into the way ordinary citizens engage with and spread fake news.

The full report from India: <http://downloads.bbc.co.uk/mediacentre/duty-identity-credibility.pdf>

The full report from Kenya and Nigeria: <http://downloads.bbc.co.uk/mediacentre/bbc-fake-news-research-paper-nigeria-kenya.pdf>

Participants gave the BBC extensive access to their phones over a seven-day period, allowing the researchers to examine the kinds of material they shared, whom they shared it with and how often. The research, commissioned by the BBC World Service, forms part of the Beyond Fake News series.

Below, Nieman Lab summarizes the findings of the above research, explaining why fake news is so prevalent in India:

http://www.niemanlab.org/2018/11/notifications-every-2-minutes-this-in-depth-look-at-how-people-really-use-whatsapp-shows-why-fighting-fake-news-there-is-so-hard/?utm_source=Daily+Lab+email+list&utm_campaign=5ac45dda9c-dailylabemail3&utm_medium=email&utm_term=0_d68264fd5e-5ac45dda9c-396193277

The boundaries between different types of news (information, analysis, opinion) has collapsed in India. Data costs and the costs of smartphones have dropped significantly in the country, and as a result people report getting notifications as often as every 2 to 4 minutes. They are inundated with messages on **WhatsApp and Facebook**. There is a near constant flurry of notifications and forwards throughout the day on their phones - encompassing from news organizations updates to a mindboggling variety of social messages (for example, “inspiring quotes” and “good morning”

forwards, the latter of which seems to be a peculiarly Indian phenomenon, even the subject of discussion in the international media). News providers — and there are tens of thousands of them in India — do not make it any easier, by sending regular, even incessant, notifications to phones.

Sourcing of the actual information shared is usually totally absent; rather, “the credibility of the sender is what gives legitimacy to the message. The original source, if at all present in the message itself, is often ignored or unnoticed in Facebook, or completely absent in WhatsApp.

<https://edition.cnn.com/2018/06/26/us/russian-trolls-exploit-philando-castiles-death/index.html>

It was the height of presidential primary season, just a few weeks before the Republican and Democratic conventions, but on July 7, 2016, most Americans woke up to a story other than the election leading the news.

An African American man had been shot and killed by police in a Minneapolis suburb the night before.

He was just one of more than 250 black men killed by police in the United States in 2016 -- most of their stories never made it past the local news. But his name, Philando Castile would be echoed around the world.

What made Castile's death different from many others? What made his name synonymous with police violence against African Americans? It was **Facebook**. First, a video streamed through the platform -- and then, trolls using it from thousands of miles away.

In January 2017, seven months after Castile's death, and two months after the election of Donald Trump, the US intelligence community released a report saying the Russian government had sought to interfere in the 2016 presidential election and that they had used social media to do it.

What form the interference on social media took, however, wasn't clear. Some observers speculated that the Russians may have used social media to spread the details of hacked Democratic Party emails or even have run Trump-supporting accounts in an effort to undermine the candidacy of Hillary Clinton. Both, and more, would turn out to be correct.

In September 2017, CNN uncovered a sham organization called "Blacktivist." The group described itself as a black American activist campaign and had been active on social media for years. It even had a bigger following than the official Black Lives Matter Facebook page.

CNN confirmed Blacktivist was not a real American group, however. It was a troll operation run from 4,000 miles away in St. Petersburg, Russia, by a Kremlin-linked group known as the Internet Research Agency.

The revelations helped to show Russia's use of social media to interfere in American life extended beyond the presidential election, and into efforts to exacerbate existing divisions in the U.S.

Facebook, the same platform where Diamond Reynolds would stream the last moments of her boyfriend Philando Castile 's life to the world, the same platform real activists would use to organize the response to Castile's death, would also be where a Russian government-linked group would seek to exploit the tragedy.

Facebook, WhatsApp, Twitter investigate and try to restore faith in their platforms:

<http://media.digitalnewsreport.org/wp-content/uploads/2018/06/digital-news-report-2018.pdf?x89475> p.14

Mark Zuckerberg has pledged to fix Facebook and to recreate a safer and less toxic environment. Twitter CEO Jack Dorsey has also made cleaning his network of trolls and harassment a priority. The next year is likely to be a critical test for both companies in restoring trust and interaction on their platforms. Facebook believe that deprioritizing some news content is part of that process, but our qualitative research suggests they need to be careful. Consumers still value news as part of the wider mix – they would just like it to be more reliable and more relevant. With discussion moving to other platforms, they say, Facebook could end up feeling rather empty.

https://www.poynter.org/news/whatsapp-awards-1-million-misinformation-research?utm_source=Daily+Lab+email+list&utm_campaign=45a65ae902-dailylabemail3&utm_medium=email&utm_term=0_d68264fd5e-45a65ae902-396193277

WhatsApp is paying a group of researchers to investigate how misinformation spreads on its platform. The Facebook-owned company announced that it was awarding \$50,000 each to 20 research projects from 11 countries, for a total of \$1 million. The move came after a call for research

about fake news stories, out-of-context photos and rumors on WhatsApp, which have plagued users in countries like Brazil and India — its largest markets.

https://www.bbc.co.uk/news/resources/idt-sh/the_godfather_of_fake_news

The BBC reports about a man called Christopher Blair, in America, who not only thrives on spreading fake news, but, able to use Google's advertising platform to convert page views into money, has been able to quit his day job, whilst in Belgium, another man - Maarten Schenk - a computer programmer - makes it his mission to tell the world when stories are lies.

<https://edition.cnn.com/2018/10/20/politics/most-popular-russian-campaign-trolls/index.html>

Twitter has been sweeping out a surge of fake accounts after it was revealed that there is evidence that Russian meddling has continued into the 2018 election; federal prosecutors charged 44-year-old Elena Alekseevna Khusyaynova, of St. Petersburg, Russia, with conspiracy to defraud the United States for her work with the Internet Research Agency.

Prosecutors alleged in a complaint unsealed Friday she aided the Russian effort to "inflammate passions" online related to immigration, gun control and the Second Amendment, the Confederate flag, race relations, LGBT issues, the Women's March and the NFL National Anthem debate from December 2016 until May 2018.

https://www.washingtonpost.com/technology/2018/07/06/twitter-is-sweeping-out-fake-accounts-like-never-before-putting-user-growth-risk/?utm_term=.ee3073f23a96

In the summer of 2018, Twitter sharply escalated its battle against fake and suspicious accounts, suspending more than 1 million a day, to lessen the flow of disinformation on the platform. The rate of account suspensions, had more than doubled since October 2017, when Twitter revealed under congressional pressure how Russia used fake accounts to interfere in the U.S. presidential election. Twitter suspended more than 70 million accounts in May and June 2018, and the pace continued in July, according to the data.

Twitter's growing campaign against bots and trolls — coming despite the risk to the company's user growth — is part of the continuing fallout from Russia's disinformation offensive during the 2016 presidential campaign, when a St. Petersburg-based troll factory was able to use some of America's most prominent technology platforms to deceive voters on a mass scale to exacerbate social and political tensions.

The extent of account suspensions, which has not previously been reported, is one of several recent moves by Twitter to limit the influence of people it says are abusing its platform. The changes, which were the subject of internal debate, reflect a philosophical shift for Twitter. Its executives long resisted policing misbehavior more aggressively, for a time even referring to themselves as “the free speech wing of the free speech party.”

Del Harvey, Twitter’s vice president for trust and safety, said in an interview that the company is changing the calculus between promoting public discourse and preserving safety. She added that Twitter only recently was able to dedicate the resources and develop the technical capabilities to target malicious behavior in this way.

“One of the biggest shifts is in how we think about balancing free expression versus the potential for free expression to chill someone else’s speech,” Harvey said. “Free expression doesn’t really mean much if people don’t feel safe.”

Twitter was not alone among tech companies in failing to adequately anticipate and combat Russian disinformation, which intelligence agencies concluded was part of the Kremlin’s attempt to help elect Republican Donald Trump, damage Democrat Hillary Clinton and undermine the faith of Americans in their political system.

<https://www.forbes.com/sites/dantedisparte/2018/07/10/why-we-should-care-about-twitters-purge-of-70-million-accounts/#29d330802355>

In the first quarter of 2018, Twitter boasted of more than 336 million monthly active users (MAU), the key performance indicator tracked by social medial firms and their investors. By this measure, Twitter is a force to be reckoned with, being one of the most widely used social media platforms around the world, ranked at number 6 in terms of popularity and number 4 in the U.S., with more than 70 million MAU.

Twitter is also the most favored communication method for President Trump, who has leveraged the platform to undercut the media and get his message directly to his constituency and the world 280 characters at a time. Twitter’s move to delete 70 million accounts should give people great pause as to how social media platforms and their ravenous quest for growth has been co-opted by bots and influencers at any cost.

As Twitter cracks down on the invasion of fake accounts and bots on the platform, eliminating a reported 70 million accounts, or 20% of its MAU, over the last few months, when temporary investor alarm wanes, concerns should remain. Specifically, we should be concerned about how social media platforms and their initially tenuous business models wherein people likened them to benign social utilities veered into echo chambers of mass influence and oversimplification.

Facebook befell a similar fate (see link below) with its massive breach of user trust, although unlike Twitter's purge of 70 million accounts, Facebook's case had more to do with lax internal controls in how third parties could access private information on the platform. Both cases, however, show how two leading social networks and their fall from grace stems from the inexorable quest for user growth – even if those users are bots or nefarious actors.

<https://www.forbes.com/sites/dantedisparte/2018/03/21/facebook-breaks-silence/#3357ceda5403>

Facebook now joins a growing number of firms embroiled in a trust deficit with a case of reputation risk whiplash. Reports of more than 50 million personal records being accessed by Cambridge Analytica and Aleksandr Kogan, a Cambridge University researcher whose personality quiz provided a backdoor to this data, is not only a terrible violation of consumer privacy, it highlights how trust (the new thrift of the modern economy), is hard to earn and easy to lose.

The scandal, which Facebook has been silent about until Mark Zuckerberg released a statement on the platform, has eroded shareholder value by 8% or \$35 billion. While the stock will surely recover given Facebook's sheer dominance of the social media world, earning back consumer and regulatory trust will be hard fought. Want it or not, Facebook has now become a protagonist on both sides of the Atlantic in the battle to restore trust in democratic institutions and privacy standards.

c) **The Rise of Citizen Journalism**

"I prefer to call them citizen eyewitnesses," says Al Anstey, former CEO Al Jazeera America, former MD Al Jazeera English. "Because they are by and large untrained. But eyewitness news is powerful, and today, anyone with a Smartphone can report on events. The public's input puts a greater onus on the media companies and trained journalists to verify information. Whereas journalists used to have two or three sources for news, now there are hundreds. It's become mandatory for newsrooms to validate their sources. It is challenging, but it also presents great opportunities. Citizen eyewitnesses are a phenomenal resource. The Mail and the BBC understand this. On their various

platforms they ask the question 'Were You There?' They ask for videos and first hand accounts. We, the news organizations, should be giving contributors at least some basic training so that they assist rather than encumber the provision of information.

"Journalists are trained to work in risky environments, but eyewitnesses are not. Media organizations have a duty of care to people who want to contribute to a news story. During the Syrian civil war, Al Jazeera had a situation where a taxi driver offered to talk candidly on air and take video footage of the activists. We had to decline as it would have been dangerous for him and we could not have protected him."

At the BBC, Jim Egan, CEO, BBC Global News says, "In general, citizen journalism is a good thing. Ordinary people can now contribute to the news in ways that were impossible before (e.g. by sharing video footage caught on Smartphones.) Highly engaged citizens, in particular, are increasingly helping in 'open source' news investigations. But, citizen journalism hasn't replaced the profession of journalism in the ways some predicted earlier this decade. And there is definitely one negative aspect of citizen participation in journalism; that is the way that people hide behind anonymity on social media to abuse and threaten journalists. This is incessant, vicious and cowardly and takes a toll on journalists in a way that isn't properly appreciated by the public."

According to We Are Social's Digital Report 2018 p. 10 <https://digitalreport.wearesocial.com/>, 2017 saw a shift in media culture from trusting traditional institutions to moving towards smaller spheres of influence. Consumers are becoming proactive. No longer just bystanders, they are starting to contribute too.

The danger is when a tweet that has not been validated, and inaccurately reports a situation, is then rapidly shared, and causes widespread panic. Tim Evans, Founder of Pitch Side, Adjunct Professor of Media at Richmond University, London, UK asks if the democratization of news collection is necessarily a good thing or if citizen journalism is an obstacle to 'real' reporting.

"There's a real danger of misinformation," he says, "When someone, particularly a celebrity, tweets about something that isn't true and everyone believes them. Consider what happened when Olly Murs did just that in London in 2017."

<https://www.theguardian.com/books/2018/sep/08/high-anxiety-how-feelings-took-over-the-world>

On a late Friday afternoon in November 2017, police were called to London's Oxford Circus for reasons described as "terror-related". Oxford Circus underground station was evacuated, producing a crush of people as they made for the exits. Reports circulated of shots being fired, and photos and video appeared online of crowds fleeing the area, with heavily armed police officers heading in the opposite direction. Amid the panic, it was unclear where exactly the threat was emanating from, or whether there might be a number of attacks going on simultaneously, as had occurred in Paris two years earlier. Armed police stormed Selfridges department store, while shoppers were instructed to evacuate the building. Inside the shop at the time was the pop star Olly Murs who tweeted to nearly 8 million followers: "F*** everyone get out of Selfridge now gun shots!!" As shoppers in the store made for the exits, others were rushing in at the same time, producing a stampede.

Smartphones and social media meant that this whole event was recorded, shared and discussed in real time. The police attempted to quell the panic using their own Twitter feed, but this was more than offset by the sense of alarm that was engulfing other observers. Far-right campaigner Tommy Robinson tweeted that this "looks like another jihad attack in London". The Daily Mail unearthed an innocent tweet from 10 days earlier, which had described a "lorry stopped on a pavement in Oxford Street", and used this as a basis on which to tweet "Gunshots fired" as armed police officers surrounded Oxford Circus station after "lorry ploughs into pedestrians". The media were not so much reporting facts, as serving to synchronise attention and emotion across a watching public.

Around an hour after the initial evacuation of Oxford Circus, the police put out a statement that "to date police have not located any trace of any suspects, evidence of shots fired or casualties". It subsequently emerged that nine people required treatment in hospital for injuries sustained in the panic, but nothing more serious had yet been discovered. A few minutes later, the London Underground authority tweeted that stations had reopened and trains were running normally. There were no guns and no terrorists.

What had caused this event? The police had received numerous calls from members of the public reporting gunshots on the underground and at street level, and had arrived within six minutes ready to respond. But the only violence that anyone had witnessed with their eyes was a scuffle on an overcrowded rush-hour platform, as two men bumped into each other, and a punch or two was thrown. While it remained unclear what had caused the impression of shots being fired, the scuffle had been enough to lead the surrounding crowd to retreat suddenly in fear, producing a wave of

rapid movement that was then amplified as it spread along the busy platform and through the station. Given that there had been terrorist attacks in London earlier in the year and others reportedly foiled by the police, it is not hard to understand how panic might have spread in such confined spaces. Nobody would expect people to act in accordance with the facts in the heat of the moment, as a mass of bodies are hurtling and screaming around them. Where rapid response is essential, bodily instinct takes hold.

Following the Oxford Circus incident, local shopkeepers demanded the installation of a “Tokyo-style” loudspeaker system in the surrounding streets to allow the police to communicate with entire crowds all at once. The idea gained little traction but did partly diagnose the problem. Where events are unfolding rapidly and emotions are riding high, there is a sudden absence of any authoritative perspective on reality. In the digital age, that vacuum of hard knowledge becomes rapidly filled by rumours, fantasy and guesswork, some of which is quickly twisted and exaggerated to suit a preferred narrative. Fear of violence can be just as disruptive a force as actual violence, and it can be difficult to quell once it is at large.

Given sufficient speed, virality can generate fear and conflict out of thin air. Research recently published by Warwick University showed a correlation between anti-refugee hate crimes in Germany and levels of Facebook use, indicating the danger and paranoia that rapid peer-to-peer information transmission can manufacture. Facebook has also been implicated in ethnic violence in Sri Lanka, Myanmar and India, due to online rumors triggering physical mobilizations and confrontations.

Events such as these distil something about the times in which we live, when speed of reaction often takes precedence over slower and more cautious assessments. As we become more attuned to “real time” media, we inevitably end up placing more trust in sensation and emotion than in evidence. Knowledge becomes more valued for its speed and impact than for its cold objectivity, and – as studies of Twitter content have confirmed – emotive falsehood often travels faster than fact. In situations of physical danger, where time is of the essence, rapid reaction makes sense. But the influence of “real time” data now extends well beyond matters of security. News, financial markets, friendships and work engage us in a constant flow of information, making it harder to stand back and construct a more reliable or consensual portrait of any of them. The threat lurking in this is that otherwise peaceful situations can come to feel dangerous, until eventually they really are.

Evans also refers to the Parsons Green train bombing in the UK in September 2017. On this occasion, the BBC deliberately took its time before reporting on the incident, despite the proliferation of tweets about it, which were only contributing to the panic. This was to ensure that they had proof of the facts and had made thorough checks on the integrity of their information sources.

<https://www.bbc.co.uk/news/uk-41278545>

Nick Garnett, Journalist and Broadcaster for BBC Radio 5 live, is not convinced citizen journalism is a good thing. "I'm struck by how many people describe themselves as freelance journalists," he says. "I'm not one to suggest that 'journalists' need qualifications - I, myself, was trained on the job by the BBC - I never went to college to study it - but the sheer number of people who claim to be journalists makes it harder for members of the public to know who we are and whether or not we are valid and credible. I've no idea what the answer to that is.

"I also think there is a potential for 'citizen journalists' to find themselves getting into hot water - covering an event for which they have no training. There are all sorts of issues of mental health and protection (both mental and physical) that my employer takes incredibly seriously. I go on training programs to be able to deal with the things I come across, I'm coached as to what to expect in hostile environments and how to deal with it - again, both physically and mentally. Seeing a child about to die in front of your eyes is an appalling thing, smelling the bodies of the dead isn't something you forget. You need to know how to cope, how to deal with what you've seen and be given the time and space to recover - and in a freelance, dog-eat-dog world that help is not often there."

Tony Simpson, Partner, Head of Global Media Practice at Savannah, London, UK, confirms this view. "Broadcasters have a duty of care to their staff, because journalists now have to work solo in trouble spots, without the support of an on-the-ground team."

Al Anstey, former CEO Al Jazeera America, former MD Al Jazeera English, echoes Garnett's concerns that citizen journalists may not be prepared or supported sufficiently to cope with hostile environments or traumatic incidents. He gives the example when during the Syrian civil war, the organization was approached by a member of the public who offered to speak about the conflict on air, and to film footage of the activists. Al Jazeera had to refuse, in order to safeguard the would-be contributor.

Andrew Hill, Associate Editor and Management Editor at the Financial Times, does not see citizen journalism and the ease with which news can be transmitted and share via the Smartphone as a negative. "It potentially means more devices are trained on the same events and therefore means reporters have to take more views into account before they decide what happened. But, it also makes it easier to challenge a distorted view, whether the distortion is that of, say, a US president, or someone reporting on the US president. The Smartphone is merely a tool. One which has the beneficial effect of allowing journalists to consider more views, more quickly, than they used to be able to when they're were reliant on notebooks and shoe leather."

Whether trust in traditional reporting has eroded because of the Smartphone, or because of the widespread use of social media, or because of the rise of citizen journalism, it is not entirely clear. The Smartphone now enables journalists to work autonomously, act faster, report from the center of the action as it occurs. There is a risk of reporting incorrect facts due to the proliferation of sources - not always reliable, but equally, there are more sources supplying up to the minute data on breaking news, and more facilities and tools for verifying what is being reported.

So that leaves the consumer. Who now has the potential to access, assimilate, comment, report, misinform, spread news, some of it fake, effortlessly, rapidly, all of the time. We are bombarded with information, from multiple platforms, and like the game of Chinese whispers, some of it's accurate and some of it's not. Some media outlets have always had integrity. Others, possibly not. Before digitization, we knew what we liked. And stuck with what we knew. Now, although we may well be guilty of filtering what we choose to read and hear, we are exposed to so much more on so many more platforms. And that is the crux of the problem. The consumer and the media organizations are, to an extent, at the mercy of social media sites such as Facebook, Twitter and WhatsApp.

Media organizations have always had a responsibility to prove their integrity. The public has always liked to rumormonger and have an opinion. The difference now is social media has made loose cannons of us all.

Useful links:

<https://www.journalism.co.uk/data-journalism/s378/>

<https://www.journalism.co.uk/eyewitness-media/s430/>

3) Technique, Kit and Apps: The Changing Face of Journalism

a) Technique and Skills

Gone are the days when a journalist interviewed and took notes, a photographer took pictures, a videographer recorded footage... now, mobile journalists are expected to do everything and techniques have changed. Mobile journalists share their advice, favorite apps and their mojo kits.

- i. Caroline Scott, Deputy Editor at journalism.co.uk, spoke to **Kara Fox**, Digital News Producer at CNN International who explained how a range of mediums can enhance projects and keep readers on the page.

<https://www.journalism.co.uk/video/how-to-engage-audiences-for-longer-with-a-multimedia-approach-to-storytelling/s400/a728436/>

Journalists will be used to producing different pieces of content for various platforms, but rarely do we see a mix of formats within the same piece.

However, with timelapse, gifs, audio, slow motion, video, photos and 360-degree video on our smartphones – literally at our fingertips – reporters are now able to produce a range of content on-the-go, making multimedia storytelling easier than ever.

"Our audiences are constantly looking for something new and fresh and we want to keep them engaged," said Kara Fox, Digital News Producer, CNN International, speaking at MojoFest Tours, 2018, in Ireland.

"If they become used to just seeing an image, 300 words of text and a video slapped on top, they know what they're getting – they'll turn off. But now we have so many mediums to work with, and therefore so many ways to share our message."

Fox's work at CNN International has seen her marry photographs with 'moving postcards' in the same piece, breaking longform articles up to create the atmosphere she wants.

"It's important to keep the tempo of the piece, transporting your audience into that moment in time, without it being too over-produced," she said. "It's all about experimenting and seeing what works."

"Start out by taking a step back and setting the scene – put the camera on and see what happens when you inject movement into your piece."

Fox used these techniques in her story surrounding the 1984 killing of Baby John and the investigation by police in County Kerry, Ireland.

<http://edition.cnn.com/interactive/2018/04/world/ireland-kerry-babies/index.html>

Audiences are encouraged to anticipate what is coming up as they come across her 'moving postcards' videos and pictures when reading through the story from start to finish.

"I wanted to create a lot of atmosphere and tension in the piece to reflect the written story so I worked with a combination of still and moving imagery," she said.

Fox explained that different mediums can not only help break up a long article, they can also change the mood of the piece to reflect the twists and turns in a story, taking the reader on a journey.

She advised reporters with a little more time to head out to their story without a camera at first, getting to know the details and people involved without shooting. Then they will have a clearer view of the type of multimedia content that will best represent the tone of the piece.

- ii. Scott also spoke to **Tim Bingham**, Smartphone Photographer <http://www.publiclens.ie/>, to find out why building a relationship with your subject is key to capturing powerful moments. <https://www.journalism.co.uk/news/-human-connection-is-key-the-importance-of-building-trust-in-street-portrait-photography/s2/a728691/>

The saying goes that the best camera you have is the one you have got, so taking pictures with your Smartphone is something reporters should become comfortable with.

After all, you never know when you will need to capture the scene in front of you, whether that is a breaking news event or poignant image that can help visualize your latest project.

If you are not used to taking portrait photographs, approaching strangers in the street can be nerve-racking, but the array of characters, ages and relationships you will find is priceless. But before you

start snapping away, it is important to build trust with your subject in order to capture the essence of their character and the moment, Bingham explained.

"Street portrait photography is about capturing the human experience in a photo – and if people don't trust you, they won't be natural," he said. "You have to remember that Smartphone photographers can be seen to intrude into other people's space because we have to get close, so you have to build a relationship first."

So, how do you begin to build trust with someone you have never met?

Bingham noted that it is not uncommon for him to spend more than an hour talking to someone that he feels would be good to photograph. Some people are, by nature, more relaxed and open than others.

"If they are sitting on a bench, you sit on the floor – make them feel comfortable and in control. You are entering their space," he said, noting that he will often go out in scruffy jeans with the expectation of sitting on the pavement.

Striking a common interest is also key to helping your subject relax, where you allow them to talk to you about their opinions and feelings.

"It is never just about the photo – it is the experience of connecting with somebody," he said. "You find that strangers can often offload everything onto you – and you see that emotion captured in a moment, it's in the eyes."

One of Bingham's most poignant shots was taken after an hour-long conversation with Adrian, a man who has been selling the Big Issue in Bristol for the last 17 years. Bingham's image made the front cover of Mobiography magazine.

He opened up to him about how selling the magazine has provided him with a way to be part of the local community, before allowing Bingham to take the shot.

"Sometimes you look at a photograph and it hits you in the chest," he said. "If it creates something in me, then I know it will create that feeling in someone else."

But Bingham does not simply step straight into his subject's personal space, he stands back and gradually moves closer as he is shooting and talking, keeping the subject as relaxed as possible.

"You have to remember that you are strangers – sometimes you can get so excited and forget the whole engagement process," he said.

"I don't direct anyone, I tell them to be themselves. If they are feeling awkward, I might ask them to think of certain situations that they've shared with me – I have lots of photos that I won't publish."

Bingham 'marinates' his photographs, often leaving them for weeks before viewing them with fresh eyes. He can then edit and post them online if he wants to share them.

"Human connection is key – sometimes you will be able to develop it, and sometimes you won't, but you'll be able to tell through the images you produce."

- iii. Mobile Journalist for the Canadian Broadcasting Company [CBC], **Sarah Leavitt** started her career in print but moved into broadcasting when she started working for the CBC seven years ago. She worked in radio, producing for a current affairs shows and radio reporting but for the past two years has been working mostly as a video journalist, working for all three platforms of web, radio and television. For the past year, she has been focusing on mobile journalism.

<https://www.abc.org/production/spotlight-on-mobile-journalists/2802.article>

According to Leavitt, a mobile journalist relies entirely on their phone to conduct their craft. With a few extras in their kit, they shoot and edit an entire television report all on a phone. First and foremost, then, they need to be very comfortable using a phone. They also need to be familiar and skilled with the various apps a mojo uses, as well as the different hardware in your kit.

It helps to have experience as a video journalist. Not only to be able to set up an interview and a scene but also to know what shots to take and how to edit.

“A mojo is entirely self-reliant,” she said. “I go out and shoot an interview, write the script, my editor will vet the story and I complete the edit on my phone. I need to send the packaged back in time for the six o’clock show.”

Leavitt’s Kit

- An Apple iPhone 6 with battery pack case.
- Bose shotgun microphone.
- Macgyvered rig put together by our equipment manager, it includes a cellphone mount and screws.
- Lightweight tripod and monopod.
- Filmic Pro app for shooting.
- iMovie and or Lumafusion for editing.

Does this style of reporting pose a threat to traditional camera operators?

If you have the right kit, a phone can almost entirely replace a camera, depending on the shoot. The quality of picture is not at risk; many new phones now can shoot in 4K. Audio can be the trickier one but is not compromised if you have the appropriate microphones at your disposable.

Challenges of Mojo

- Even with tools and apps, the phone is very limited when it comes to getting good shots of a place or scene where you can’t get up close.
- People may have preconceived notions of what a professional journalist is or what tools they use.

- iv. **Dougal Shaw** <http://dougalshaw.com/> is a Video Journalist with the technology and business news team at the BBC. He started out at the BBC as a researcher and then a producer on the Hardtalk programme but realised he wanted to film and edit his own work pursuing the career as a mojo. He has spent the last two working as a mojo for World Hacks.

<http://www.bbc.co.uk/blogs/academy/entries/edb5f4ed-19fb-46aa-b23c-9f8289fa1a0d>

As a video journalist at BBC Current Affairs, Shaw embodies several traditional roles: producer, camera operator, editor and reporter. It’s a role of exhilarating freedom because of the incredible potential of the little mobile device and the way it has revolutionized workflow. For Shaw, the best

advantages of reporting as a mojo are the unusual angles and capturing intimate and honest interviews.

Skills Needed

- Hard skills - the basics of video journalism, to record an interview, capture a range of shots and build your story in the edit.
- Soft skills - being open minded, adaptable, sensitive to your subjects and resilient. It's hard working on your own, but even while looking after all the practicalities of filming, you need to make sure your subject is happy and listen out for clues that will help you tell a powerful story.

Shaw's Kit

- iPhone 8 Plus for filming, which I keep in an iOgrapher rig, this allows me to go handheld or attach to a tripod.
- Filmic Pro app for filming, with the cinematographer in-app purchase so you can shoot in Log Mode.
- Lumafusion and iMovie apps for doing short edits on my phone for immediate social media publication.
- Final Cut X on my MacBook to edit my main features on.
- Rode iXLR adaptor so I can connect my Audio Technica microphone to my iPhone's lightning port and monitor sound on headphones.
- Manfrotto Compact tripod.
- Osmo Mobile gimbal for when I want some stylised smooth shots through an interesting location.

The impact of Technology on Journalism

- The creative opportunities - getting shots from unusual angles using the phone. Time lapse, slow-motion and selfie-filming.
- Going live from location on Facebook, or uploading the best shots from your rushes straight to Twitter or Instagram, to start promoting interest in your film even before it's finished.
- Subjects are more at ease with phones and give better interviews.

Does this style of reporting threaten traditional camera operators?

Traditional camera crews are not threatened because they remain the masters of their craft. BBC News is doing an experiment at the moment with UK newsgathering crews, where they are using smartphones. Their output has appeared on national TV news bulletins and you would struggle to notice the difference, because they were shot by experts.

<http://www.bbc.co.uk/blogs/academy/entries/c1b5506f-c627-417e-8958-ca36aaf86f01>

The explosion of online content means there is a huge demand for video, demand outstrips supply. MoJo reporting can help to meet some of that demand. I don't think mojo will replace dedicated broadcast cameras for many deployments.

Challenges of MoJo

- From a technology perspective, you are basically hacking a phone, to make it do a job it wasn't designed to do full-time, which is perform as a broadcast camera. Sometimes things will go wrong and you have to keep cool and adapt to the circumstances.
- In my early days I lost some footage because I forgot to go into airplane mode before filming - if you don't do this you can suffer sound interference with some microphones.
- Battery life can also be a problem.

- v. **Robb Montgomery** is a Professor of Mobile Journalism and the author of *Smartphone Video Storytelling*. A former Chicago newspaper editor and an award-winning documentary filmmaker, he has led mobile journalism courses at the EFJ (French school of new journalism) in Paris, and FH Wien School of Journalism in Vienna since 2015. He has trained reporters from CNN, The New York Times, Reuters, Channel News Asia, Belgian Public Television, Russ Media, Al Jazeera and Singapore Press Holdings

<https://robbmontgomery.com/best-phone-for-mobile-journalism/>

Montgomery feels that almost any modern phone is good for taking photos, and perhaps recording audio interviews in the field. But for filming and editing video, livestream video or making make social video, then you need a phone with a powerful chipset and lots of available memory storage.

Montgomery's Shortlist for a Minimum Set of Features

- Record 4K video with Filmic Pro app at useful frame rates like 25p and 100p
- Edit 4K clips in a multi-track video editing app (like LumaFusion)

- Can connect an external mic and power

Best phone for mobile journalism

For Montgomery, the best phone for mobile journalism is still the iPhone 6S+.

Why?

- Apple still sells and supports this model
- It films in 4K
- Has a lot of memory storage
- Has the mic / headphone jack.
- Supports the widest range of accessories.

To see his recommended MoJo kit: <https://robbmontgomery.com/gear/>

- vi. **Nick Garnett**, <http://nickgarnett.co.uk/>, Journalist and Broadcaster, BBC Radio 5 live tells me what it was like before the iPhone and after.

“Before the iPhone was launched my workflow and equipment was as follows: a minidisc digital audio recorder (with no internal microphone - so dependent on cables and connectors and other hardware) that could record 74 minutes of audio on a single disc. This then had to be played IN REAL TIME out of its headphone socket into a PC running a piece of software that was the forerunner to Adobe Audition called Cool Edit. This single-track linear editor could cut and paste audio and provide the capability of fading in and out of different clips but was incredibly simplistic compared to what we now have on offer on-device. The audio, once finished was then played, IN REAL TIME, down an ISDN line to the playout studio in London, 250 miles away from my base. There was no video. There were no photographs.

“Today I record an interview into my phone, flip open the editing page of the software I use (Ferrite for audio, LumaFusion for video), manipulate the material in a multitrack environment, apply eq and compression for audio, apply subtitles, grading, cropping if it’s video and then forward it either via email or secure large file sending to the BBC’s servers. And then I sit back and finish my coffee.”

Garnett says that with regard to whether the Smartphone has brought about a renewal of media structures at the BBC, “The shoot/edit self-operator is favored at a certain level, but elsewhere there is a reliance on reporter as gatherer and the editing process is confined to base. Sky News works in this way - you record and file as quickly as possible and the rushes are processed back at base. Both

systems have merit although the time taken to file rushes can significantly slow down the workflow compared to the reporter recognizing the best clips, processing them accordingly and filing the finished piece with the rushes being made available later when back at base.”

In his experience, “The days when reporters would go out with photographers have almost all passed. Instead of crafted photographs we get a lot more snaps being used in print media. I don’t think the way material is created changes the way we consume it - I’d rather listeners and viewers didn’t have any real idea HOW something was made. The story is the most important thing - not what it was recorded on.”

Garnett’s Kit

- Initially the best audio recording app was Voddio - the first multi track audio editor for iOS. It also allowed you to cut and edit video too.
- That has only really been superseded in the past four years by Ferrite for audio - simply perfect. An audio editor with more than 32 different tracks that is more advanced than most desktop audio editors.
- Video wise - LumaFusion and VideoLeap are the runaway leaders - Adobe is too late to market and their pricing structure needs to be looked at. LumaFusion is, in effect, Final Cut Pro on a phone. I’ve cut whole pieces for TV on it. In Ferrite I’ve recorded whole hour-long documentaries - and nobody has ever questioned the quality of the finished piece.

vii. **Jack Nicas**, a Technology Reporter for The New York Times, <https://www.nytimes.com/by/jack-nicas>, reports on secretive technology companies, and finding people who don’t want to be found. Here he talks about the tech he uses.

https://www.nytimes.com/2018/11/14/technology/personaltech/the-essentials-for-covering-silicon-valley-burner-phones-and-doorbells.html?utm_source=Daily+Lab+email+list&utm_campaign=54c508e135-dailylabemail3&utm_medium=email&utm_term=0_d68264fd5e-54c508e135-396193277

“Some of my most reliable reporting tools are a pen and paper. Arguably my most interesting gadget for a time was a flip phone I bought from Target. Burner phones are great for talking to paranoid sources, contacting unsavory characters or trying to reach people who are screening my calls. But now, of course, there’s an app for that. It’s called Burner and it lets you make calls and send texts with different phone numbers. I can even pick the area code so my subject thinks I’m calling from

nearby, just like the spammers! (We have a lot in common, some people say.) For sensitive communications, I still use Signal, the encrypted messaging and calling app.

“I’m also a prolific screenshotter. The Internet is an ephemeral place, so when I see something online for a story, I make sure to capture it immediately. The technique has been crucial for documenting fake Facebook accounts, dark YouTube recommendations, wrong Google answers, bizarre Google Maps neighborhoods. I use the FireShot plug-in for Google Chrome and my iPhone’s built-in screenshot and screen-recording tool.

“I record some interviews with TapeACall Pro, an app that requires dialing in a third number that records the call’s audio. But because that can store the audio in the cloud, for sensitive calls I revert to a tangled setup that involves a decade-old Olympus WS-400S voice recorder, headphones and an auxiliary cord. That keeps the audio on a recorder that never connects to the Internet. For particularly sensitive conversations, I ditch all of that and try to meet in person.

As far as which phone to use? “I’ve had both and have a controversial opinion: They’re basically the same. (Apple will not like this answer.) The top phones for either operating system are excellent, easy-to-use devices with virtually the same features and apps. The biggest difference is the business model.”

viii. **Kate Conger**, Technology Reporter, also prefers to remain anonymous sometimes. Here’s what she uses:

<https://www.nytimes.com/2018/11/21/technology/personaltech/you-dont-have-to-be-a-journalist-to-want-to-keep-chats-private.html>

“I use alerts from Twitter and Dataminr, a social media monitoring service, alerts to keep up with breaking news, but one of the things I find most useful is keeping up with my group chats. I hang out in a lot of Signal and Slack groups with friends, colleagues and sources, and if I notice a topic is causing a lot of chatter, I know it’s time to start working on a story.

“I use a note-taking app called Bear, which lets me sort and filter my notes using hashtags. It makes it really easy for me to keep my notes orderly while I’m running around between interviews, and makes it possible for me to quickly return to a conversation months or even years later if I need to refer to it again. I’m always a bit stressed about the security of tools I use for reporting, but Bear

syncs through Apple's CloudKit, a framework that lets the app developers store my data on Apple's servers, so I feel relatively comfortable with it.

"For me, the most important way to stay quick is to stay focused — so I ultimately end up relying on pen and ink more than tech tools. It feels as if my half-baked thoughts are constantly getting bumped down my news feeds, so I keep a paper to-do list. I have disappearing messages turned on in most of my Slack, Signal and WhatsApp conversations, so sometimes I also need to write down important points so I don't forget them. I'm paranoid, and keeping paper notes feels safer to me.

As far as protecting conversations with sources goes, Conger uses encrypted chat apps like Signal. "But because they require a phone number, there's still what's called the first contact problem — how does someone who doesn't have your phone number initiate a secure conversation with you? I've tinkered around with a few different approaches: using burner SIM cards, setting up secondary numbers with Google Voice or Twilio, or using apps, like Wickr, that don't force me to publish my phone number. But I haven't settled on a solution that feels totally seamless yet. All this security tech can get overwhelming. I still believe that sometimes the most secure, ephemeral conversation you can have is an in-person one."

b) Apps

- i. **Andrew Hill**, Associate Editor and Management Editor of the Financial Times says that the two apps that have had the most significant effect on the way news is collected, reported and disseminated at the Financial Times are "Twitter, which quickly became the fastest way to be alerted to potential breaking news and to break news; and internally, Slack, which our news desks are increasingly using as an alternative to email for managing running stories. For instance, Slack groups are formed of reporters following specific stories so that any updates are not bothering reporters who are not involved."
- ii. **Jim Egan**, CEO of BBC Global, says, "Twitter. No contest."
- iii. According to **Tony Simpson**, Partner, Head of Global Media Practice at Savannah, UK, "the App used by every newsroom is Dataminr, [<https://www.dataminr.com/>], which provides real time data and news via Twitter and other social media sources.
- iv. **Al Anstey**, former CEO Al Jazeera America, former MD Al Jazeera English suggests four apps:

Twitter; BBC Sounds - <https://www.bbc.co.uk/sounds/help/sounds-intro>, “Not just great content but for ease of use”; AJ+ - <https://www.ajplus.net/>, “Finessed production and crafted techniques to tell the story. Fusing the latest technology with good old-fashioned journalism”; TweetDeck <https://tweetdeck.twitter.com/>, “Consider Andy Carvin - who uses TweetDeck to report and verify news.”

About Andy Carvin and his use of TweetDeck:

<https://www.theguardian.com/media/2011/sep/04/andy-carvin-tweets-revolutions>

<https://www.smithsonianmag.com/smithsonian-institution/the-phone-that-helped-andy-carvin-report-the-arab-spring-is-now-in-the-smithsonian-7234442/>

[https://www.amazon.co.uk/Distant-Witness-Andy-Carvin-](https://www.amazon.co.uk/Distant-Witness-Andy-Carvin-ebook/dp/B00ARN9Q2S/ref=sr_1_fkmr0_1?ie=UTF8&qid=1543681420&sr=8-1-fkmr0&keywords=distant+witness+and+carving)

[ebook/dp/B00ARN9Q2S/ref=sr_1_fkmr0_1?ie=UTF8&qid=1543681420&sr=8-1-](https://www.amazon.co.uk/Distant-Witness-Andy-Carvin-ebook/dp/B00ARN9Q2S/ref=sr_1_fkmr0_1?ie=UTF8&qid=1543681420&sr=8-1-fkmr0&keywords=distant+witness+and+carving)

[fkmr0&keywords=distant+witness+and+carving](https://www.amazon.co.uk/Distant-Witness-Andy-Carvin-ebook/dp/B00ARN9Q2S/ref=sr_1_fkmr0_1?ie=UTF8&qid=1543681420&sr=8-1-fkmr0&keywords=distant+witness+and+carving)

c) Apps That Are Updating

<https://techcrunch.com/2018/11/14/netflix-is-testing-a-mobile-only-subscription-to-make-its-service-more-affordable/>

Netflix is testing a cut-price mobile-only subscription as it explores new packages aimed at widening its appeal in Asia and other emerging markets.

<https://www.engadget.com/2018/11/15/twittes-explore-tab-sorting-stories/>

Twitter's Explore tab starts sorting stories into sections. The update is only available in the US, though.

[http://www.niemanlab.org/2018/10/snapchat-is-doing-badly-and-publishers-are-getting-out/?utm_source=Daily+Lab+email+list&utm_campaign=9550b37655-](http://www.niemanlab.org/2018/10/snapchat-is-doing-badly-and-publishers-are-getting-out/?utm_source=Daily+Lab+email+list&utm_campaign=9550b37655-dailylabemail3&utm_medium=email&utm_term=0_d68264fd5e-9550b37655-396193277)

[dailylabemail3&utm_medium=email&utm_term=0_d68264fd5e-9550b37655-396193277](http://www.niemanlab.org/2018/10/snapchat-is-doing-badly-and-publishers-are-getting-out/?utm_source=Daily+Lab+email+list&utm_campaign=9550b37655-dailylabemail3&utm_medium=email&utm_term=0_d68264fd5e-9550b37655-396193277)

Snapchat is doing badly, and publishers are getting out

<https://www.nytimes.com/2018/10/25/technology/apple-news-humans-algorithms.html>

Apple News's Radical Approach: Humans Over Machines

https://www.bbc.co.uk/news/technology-46385050?intlink_from_url=https://www.bbc.co.uk/news/topics/cmj34zmxjlt/facebook&link_location=live-reporting-story

Facebook has started to enforce its tighter political advertising rules in the UK.

<https://www.wired.com/story/mark-zuckerberg-says-it-will-take-3-years-to-fix-facebook/>

Mark Zuckerberg has pledged to fix **Facebook** and to recreate a safer and less toxic environment.

<https://www.bloomberg.com/news/articles/2018-06-26/twitter-ramps-up-fight-against-abuse-and-malicious-bots>

Twitter ramps up fight against abuse and malicious bots.

<http://www.digitalnewsreport.org/survey/2018/the-rise-of-messaging-apps-for-news/> p.14

A safe place for free expression has been one factor in driving the rapid growth of messaging apps in markets like Turkey, Malaysia, and Hong Kong. P.14

d) Useful Links

<https://www.journalism.co.uk/mobile-journalism/s429/>

<https://ijnet.org/en/story/5-investigative-journalism-tipsheets>

<https://www.journalism.co.uk/tips-for-journalists/s433/>

<https://www.journalism.co.uk/digital-strategy/s431/>

https://www.journalism.co.uk/social_media/s344/

<https://www.journalism.co.uk/journalism-apps/s342/>

<http://mediashift.org/2013/11/futures-lab-video-37-apps-and-tips-for-mobile-reporting/>

https://ire.org/media/uploads/ire-2013/tipsheets/apps_for_journalists.pdf

<https://ire.org/blog/ire-news/2013/03/22/helpful-mobile-apps-investigative-journalists/>

<http://www.mojo-manual.org/mojo-manual-apps/>

4) Using iPhones for Reportage: True Stories

a) Al Anstey, Al Jazeera

i. Hong Kong Protests - 2014

"Our TV newsroom was undergoing convergence, and we were looking to change the philosophy of the workflow, so we sent a journalist to cover the Hong Kong demonstrations in 2014 with his

mobile phone, to create a story for social media instead of as a whole TV package. It was the first time he'd done this. He stood in the middle of the crowds and reported on the story, tweeting about it live as the story unfolded. It was also reported on the traditional news channel as well, but we had 100 times more viewers than the TV channel did, and we used this as a model of success in going digital, and using new technologies. It gave a clear example of the opportunities ahead.

ii. Japanese Tsunami - 2011

Al Jazeera did a piece on the ground, in the aftermath of the destruction, which was aired in the form of a bulletin. But they also created a 1½-minute infographic to explain simply how the tsunami occurred. It took an hour to create rather than several hours and was watched on YouTube by five times as many viewers than the bulletin, not taking into account how many times it was subsequently shared. This was, we discovered, an effective new way to tell stories succinctly on mobile devices.”

<https://www.aljazeera.com/news/asia-pacific/2011/03/2011311105046675615.html> 2 minutes in

b) **Jim Egan, BBC**

“At the BBC, we are covering a lot of breaking news stories - like natural disasters, civil and military unrest - with Smartphones. Using them creates a sense of immediacy in the live, eye-witness reportage. And the video quality is rapidly becoming near-broadcast standard. These are positive developments, generally, for everyone involved.”

c) **Nick Garnett, BBC Radio 5 live, Nepal Earthquake - 2015**

I've had to stop streaming at some events because of the distressing scenes in front of me. In Nepal, at the earthquake, I was the first reporter into an area where dozens of people had died. Bodies were being pulled from collapsed buildings around me. I took a decision not to broadcast that footage live (I seriously believe that most, if not all, people would have done the same - It's not professionalism.. it's human decency). I can only 'feed the beast' as it were - there is a limit to how much output I can create, but I often find myself thinking, in terms of the audience, do they actually, at that moment in time, want *more*? If I think that, I'll probably take a break and then go back to the reporting a short time later.

“On the other hand, citizen journalists who publish to the web directly have a much harder time than journalists like me. I have colleagues who'll watch and listen to my material before it's broadcast - it protects me and ensures I'm focusing on the right things. A citizen journalist is more in

danger of publishing too much gruesome material because there are no checks and balances. I'm not in any way blowing my own trumpet but I've never had any complaints from the public about 'going too far' - and that's down to my editors and colleagues back at base who act as a sounding board for the raw material."

d) Molly Crabapple, Artist and Writer Molly Crabapple, Syrian Conflict - 2014

<https://www.journalism.co.uk/news/aesthetic-journalism-brothers-of-the-gun-document-syrian-conflict-with-a-sketchpad-/s2/a729327/>

<https://www.vanityfair.com/news/2014/10/raqqa-syria-isis-daily-life>

Award-winning artist and writer Molly Crabapple talks to Multimedia Reporter Jacob Granger about how investigative journalism and visual art complement one another.

PART FOUR: SMARTPHONES, OUR BRAINS AND OUR HEALTH

1) Introduction

The Smartphone has been unequivocally responsible for so many changes, indeed advances, in industry, in journalism, in our lives that it would be churlish to badmouth it in any way. And yet, increasingly, we are controlled by its seductive pull - the need to constantly check our social media apps, to be connected for business 24/7, to over-share and choreograph every aspect of our lives for 'likes' and approval, and, simultaneously, we are too easily distracted from the task in hand, our concentration is not what it was, we are overwhelmed with the constant stream of information, and our anxiety levels are higher than they've ever been. I look at some startling facts, and examine what the Smartphone is doing to our brains, how it is affecting our mental health, and what we can, if anything, do about it.

2) Some Facts About Smartphone Usage

Ofcom's Communications Market Report 2018 <https://www.ofcom.org.uk/research-and-data/multi-sector-research/cmr/cmr-2018/interactive> reveals that 78 percent of all adults in the UK now own a Smartphone. On average we are checking them every 12 minutes during our waking hours. 40 percent of adults first look at their phone (apart from checking the alarm/clock) within five minutes of waking up, increasing to 65 percent of under-35s. A third check their phones just before falling asleep. 71 percent say they never turn their phones off. 78 percent say they could not live without it.

<https://www.aarp.org/health/brain-health/info-2017/mental-focus-smartphone-use.html>

Americans, on average, touch their phones an astounding 2,617 times a day, according to market researcher Dscout. Checking phones has become so habitual that more than 40 percent of consumers said they look at the devices within five minutes of waking up, according to a 2016 survey by Deloitte. Fifty percent said they check them in the middle of the night.

In a study at Boston College, people in a room with a TV and a computer switched their eyes back and forth every 14 seconds — 120 times in 27.5 minutes.

<https://www.bc.edu/publications/chronicle/FeaturesNewsTopstories/2011/news/multitasking042811.html>

As distraction becomes the norm, we start to crave it when it doesn't exist, which is why so many people check their phone screens even as they walk down the street.

In one experiment, 94 percent of Chicago pedestrians using cellphones didn't see cash hanging from a tree. Just the presence of smartphones — even when they aren't actively being used — can affect our cognitive performance. <https://www.frontiersin.org/articles/10.3389/fpsyg.2014.00356/full>

When participants in a study at Hokkaido University in Japan performed a task on a computer, those with a phone nearby performed more slowly than those who had a memo pad.

<https://www.global.hokudai.ac.jp/blog/who-gets-most-distracted-by-cell-phones/>

Similarly, a single notification on your phone weakens your ability to focus on a task, researchers at Florida State University found. Those notifications may be short, but “they can prompt task-irrelevant thoughts, or mind wandering,” the researchers wrote.

<https://news.fsu.edu/news/education-society/2015/07/15/cell-phone-alerts-may-be-driving-you-to-distraction/>

The inability to unplug also creates anxiety. People who continually check their phones report higher stress levels than those who do it less frequently, an American Psychological Association survey reports. <https://www.apa.org/news/press/releases/2017/02/checking-devices.aspx>

Stress, in turn, hurts our ability to concentrate, says Adam Gazzaley, a neurology professor at the University of California, San Francisco, and coauthor of *The Distracted Mind*.

<http://mitpress.mit.edu/books/distracted-mind>

<https://www.bbc.co.uk/news/technology-45033302>

Most people expect constant Internet connection. One in five adults spends more than 40 hours a week online. The average is a more modest 24 hours a week online. That's a whole day a week online.

We are on our phones on our commute to work, during meal times, out with friends, at work, in front of the TV, in bed. We're checking Facebook, YouTube, WhatsApp, Facebook Messenger, WeChat, QQ, Instagram, Tumblr and we're focusing on our 'passion' subjects - celebrities, sport, music, each other. Virtually, at least.

3) Technology and our Brains

<https://www.nbcnews.com/storyline/the-big-questions/your-smartphone-may-actually-be-changing-human-race-n743866>

Psychologists and neuroscientists are beginning to understand how spending every waking moment within reach of Internet-connected devices is affecting our lives. Our brains are in a state of constant overload, always distracted, always bombarded with new information. This constant connection is changing long-established rhythms of human thinking - we reflect about things less, spend less time alone processing our thoughts.

The impact of that, according to Dr. Sherry Turkle, Professor of the Social Studies of Science and Technology at MIT and author of *Reclaiming Conversation* is, "If you can't be alone with your own thoughts [ever], you can't really hear what others have to say, because you need them to support your fragile sense of self." We are losing our ability to connect emotionally with others, to be empathetic.

<https://www.sciencedirect.com/science/article/pii/S0747563214003227>

A field experiment carried out for five days at an outdoor education camp, without screens, improved preteen skills with nonverbal emotion cues. Less interaction with technology allows us to focus on conversations and interactions with others instead of trying to fulfill cravings for finding new information via smartphones and other devices.

Others are less pessimistic. According to Dr Keith Hampton of Michigan State University, technology is expanding our worldviews, access to information and opportunities to maintain relationships. Social ties now stick throughout our lives, instead of being cut off as we transition through different life stages, subsequently affecting who we rely on for emotional support, what activities we take up and how we form political opinions. "You're gaining a more diverse social network," Hampton says.

Tech is changing the way we learn. In a recent study,

[https://journals.sagepub.com/doi/abs/10.1177/0956797614559285?url_ver=Z39.88-](https://journals.sagepub.com/doi/abs/10.1177/0956797614559285?url_ver=Z39.88-2003&rfr_id=ori%3Arid%3Acrossref.org&rfr_dat=cr_pub%3Dpubmed)

[2003&rfr_id=ori%3Arid%3Acrossref.org&rfr_dat=cr_pub%3Dpubmed](https://journals.sagepub.com/doi/abs/10.1177/0956797614559285?url_ver=Z39.88-2003&rfr_id=ori%3Arid%3Acrossref.org&rfr_dat=cr_pub%3Dpubmed) Dr. Benjamin Storm, Associate Professor of Psychology at University of California Santa Cruz, found that offloading one piece of information — even the simple act of saving a computer file — actually made it easier to learn an unrelated piece of information. Digital devices have become a memory partner — we can make more room for new information in our brain when we store and access other information digitally.

On the other hand, another study <https://www.nature.com/articles/ncomms14652> found that certain parts of the brain switch off or become less active when drivers used GPS to navigate the streets of London compared to those who relied on memory.

4) The Smartphone and our Brain

It would seem that evidence as to whether technology is helpful or completely detrimental to our health is still inconclusive. So what about the Smartphone, more specifically?

<https://www.theglobeandmail.com/technology/your-smartphone-is-making-you-stupid/article37511900/>

Eric Andrew-Gee, Editorial Writer for the Globe and Mail, Toronto, Canada, writes:

Your smartphone is making you stupid, antisocial and unhealthy. So why can't you put it down?

A growing body of research by psychiatrists, neuroscientists, marketers and public health experts reveals that Smartphones are causing real damage to our minds and relationships, with seconds shaved off the average attention span, reduced brain power, declines in work-life balance and hours less of family time.

They have impaired our ability to remember. They make it more difficult to daydream and think creatively. They make us more vulnerable to anxiety. They make parents ignore their children. And they are addictive.

Ex-employees of Google, Apple and Facebook, including former top executives, have started raising the alarm about Smartphones and social media apps, warning especially of their effects on children.

Chris Marcellino, who helped develop the iPhone's push notifications at Apple, told The Guardian that smartphones hook people using the same neural pathways as gambling and drugs.

Sean Parker, ex-president of Facebook, recently admitted that the world-besiding social media platform was designed to hook users with spurts of dopamine, a complicated neurotransmitter released when the brain expects a reward or accrues fresh knowledge. "You're exploiting a vulnerability in human psychology," he said. "[The inventors] understood this, consciously, and we did it anyway."

"I feel tremendous guilt," said Chamath Palihapitiya, former Vice-President of user growth at Facebook. "I think we all knew in the back of our minds something bad could happen."

"The short-term, dopamine-driven feedback loops that we have created are destroying how society works. They are eroding the core foundations of how people behave."

Unlike TVs and desktop computers, Smartphones go with us everywhere. And they know us. The stories that pop up in our iPhone newsfeed and our social media apps are selected by algorithms to grab our eye.

Average users look at their phones about 150 times a day, according to some estimates, and about twice as often as they think they do, according to a 2015 study by British psychologists. Add it all up and North American users spend somewhere between three and five hours a day looking at their smartphones. As the New York University marketing professor Adam Alter points out, that means over the course of an average lifetime, most of us will spend about seven years immersed in our portable computers.

These companies have persuaded us to give over so much of our lives by exploiting a handful of human frailties. One of them is called novelty bias. It means our brains are suckers for the new. As the McGill neuroscientist Daniel Levitin explains, we're wired this way to survive. In the infancy of our species, novelty bias kept us alert to dubious red berries and the growls of sabre-toothed tigers. But now it makes us twig helplessly to Facebook notifications and the buzz of incoming e-mail. That's why social media apps nag you to turn notifications on. They know that once the icons start flashing onto your lock screen, you won't be able to ignore them. It's also why Facebook switched the color of its notifications from a mild blue to attention-grabbing red.

App designers know that nagging works. In *Persuasive Technology* <https://www.amazon.co.uk/Persuasive-Technology-Computers-Interactive-Technologies/dp/1558606432>, the Stanford psychologist B.J. Fogg predicted that computers could and would take massive advantage of our susceptibility to prodding. "People get tired of saying no; everyone has a moment of weakness when it's easier to comply than to resist," he wrote.

The makers of Smartphone apps rightly believe that part of the reason we're so curious about those notifications is that people are desperately insecure and crave positive feedback with a kneejerk desperation. Matt Mayberry, who works at a California startup called Dopamine Labs, says it's common knowledge in the industry that Instagram exploits this craving by strategically withholding "likes" from certain users. If the photo-sharing app decides you need to use the service more often, it'll show only a fraction of the likes you've received on a given post at first, hoping you'll be disappointed with your haul and check back again in a minute or two. "They're tying in to your greatest insecurities," Mayberry said.

On some level, we know that Smartphones are designed to be addictive. The way we talk about them is steeped in the language of dependence, albeit playfully: the CrackBerry, the Instagram fix, the Angry Bird binge.

But the best minds who have studied these devices are saying it's not really a joke. Consider the effect Smartphones have on our ability to focus. In 2015, Microsoft Canada published a report indicating that the average human attention span had shrunk from 12 to eight seconds between 2000 and 2013.

John Ratey, an Associate Professor of Psychiatry at Harvard Medical School and an expert on attention-deficit disorder, said the problem is getting worse. "We're not developing the attention muscles in our brain nearly as much as we used to," he said. In fact, Prof. Ratey has noticed a convergence between his ADD patients and the rest of the world. The symptoms of people with ADD and people with smartphones are "absolutely the same," he said.

A study of over 7,000 Chinese middle schoolers <https://bmcpublichealth.biomedcentral.com/articles/10.1186/1471-2458-14-1022> found that mobile phone ownership was found to be "significantly associated" with levels of inattention seen in people with attention-deficit disorder. The strongest association between inattention and the time

spent on the mobile phone was among students who spent more than 60 minutes per day playing on it.

Perhaps an even more significant impact is that being connected to everyone all the time makes us less attentive to the people we care about most. Nowhere is the alienating power of Smartphones more troubling than in the relationship between parents and children. Put simply, Smartphones are making mothers and fathers pay less attention to their children and it could be causing emotional harm.

Maybe it's best for children to learn young that their parents frequently find their phone more absorbing than them, because they will learn sooner or later. Catherine Steiner-Adair, a Clinical Psychologist and Research Associate in psychiatry at Harvard Medical School, interviewed 1,000 children between the ages of four and 18 for her 2014 book *The Big Disconnect: Protecting Childhood and Family Relationships in the Digital Age* <https://www.amazon.com/Big-Disconnect-Protecting-Childhood-Relationships/dp/0062082434> Many of them said they no longer run to the door to greet their parents because the adults are so often on their phones when they get home.

The digital drift affecting families shows up in national statistics. The Center for the Digital Future, an American think tank, found that between 2006 and 2011, the average number of hours American families spent together per month dropped by nearly a third, from 26 to about 18.

Distracted parents may even be putting their children at risk of physical harm, Dr. Steiner-Adair says. The U.S. Centers for Disease Control found a 12 percent spike in injuries to children under 5 between 2007 and 2010, after a long decline. The years coincide with the crash of the American economy, but also with the infancy of the iPhone.

The lesson we're slowly beginning to learn is that Smartphones are not a harmless vice. Used the way we currently use them, they keep us from being our best selves. The world is starting to make up its mind about whether it's worth it and whether the sugary hits of digital pleasure justify being worse, both alone and together.

5) The Smartphone and Journalism

I asked:

What are the impacts of digital distraction on traditional methods of absorbing information (reading newspapers etc)? Are smartphones making journalists and consumers stupid/antisocial/unhealthy? Are they contributing to the shortening of our attention spans?

a) Al Anstey, former CEO Al Jazeera America, former CEO Al Jazeera English

“The smartphone has had a massive effect on the way we absorb information. The sheer volume of information means people can consume a multitude of nuggets. But it also means that they might not fully understand a story or be properly informed. However, certainly for those brought up on smartphones -Generation Z - the opportunities to stay informed have increased enormously.

“But, there is a risk of chaos and an inability to assimilate the facts due to information overload. It has become vital to look at all sides of a story so that you can see the big picture. Otherwise you are not being educated.”

b) Nick Garnett, Journalist and Broadcaster, BBC Radio 5 live

“We consume news in bite size chunks far more than in the past. Viewers stay with things for much shorter amounts of time. So, we’ve altered the way we structure digital video for mobile accordingly - but the mantra hasn’t really changed that much: start with your best shots, grab the audience quickly. It’s just that we’re all better at it now. You won’t see many sunrise shots to open news pieces these days! The traditional news package is mostly only viewed on linear TV now - with short ‘digital’ versions cut specifically for online - which have a heavy emphasis on text rather than sound because so few people listen to their phones.”

c) Jim Egan, CEO, BBC Global

“To a degree we are seeing something of the digital distraction phenomenon, with the rise of the TL;DR [too long; didn’t read] culture. However, time spent on media is increasing overall. At the BBC, we don’t have a declining demand problem. And there are occasions when longer reads do particularly well. Sometimes a 5000-word story can be the most read on bbc.com. It needs to be compelling and people will make time to invest in a long story.”

d) Andrew Hill, Associate Editor, Management Editor, Financial Times

“I think Smartphones are giving some people the illusion that they are ‘real’ journalists because they have access to some tools (notably a video camera) that used to be the preserve of media organizations. As your questions have suggested, that's dangerous because those people may not have absorbed the necessity for impartial reporting and multiple sourcing that "mainstream" media organizations still try to inculcate in their reporters. Smartphones are probably distracting people from traditional ways of absorbing the news, but they are also the channel for bringing more news to people from more sources. (You think journalists were ever healthy?)”

6) The Smartphone and Mental Health

According to the BBC <https://www.bbc.co.uk/news/health-46295719> a National Health Service report <https://digital.nhs.uk/data-and-information/publications/statistical/mental-health-of-children-and-young-people-in-england/2017/2017> has found that one in four young women are struggling with their mental health. Young women aged 17 to 19 were twice as likely as young men to have problems with 23.9% reporting a disorder.

According to Marc Hamilton, Chartered Psychologist, London, UK, “A lot of my patients are young adults - adolescents with anxiety and depression, often brought on from an excessive use of social media, from a need for ‘likes’ and approval on apps such as Instagram, and from the distress caused when it seems as if they are getting enough attention through social media, or the ‘likes’ aren’t immediate. Use of these apps creates a constant need for reassurance and having self-esteem boosted. When this doesn’t happen, moods plummet.”

Although he agrees that we have become adept at multi-tasking and absorbing a relentless flow of information from numerous sources, “We are struggling with real relationships as we immerse ourselves in the digital world.” He refers to Sherry Turkle’s book - *Alone Together: Why We Expect More from Technology and Less from Each Other* <https://www.amazon.co.uk/Alone-Together-Expect-Technology-Other/dp/0465031463> and says, “Our navigation skills are improving, but I’m seeing people who are becoming increasingly withdrawn and who are suffering from increased anxiety.”

Then there are those who use social media to hide behind, allowing them to be anonymously opinionated and vicious. Hamilton has patients who have been victims of media smears that have

escalated out of control on social media in a way that wouldn't have happened when newspapers were the source of information and 'today's news was tomorrow's fish and chip paper.'

"It has had a profound effect on my patients' mental health," Hamilton says, "As it's so hard to tackle or control."

But, one advantage of the Internet, Hamilton says, is that, "Although we are looking at terrestrial journalism less, we now have the opportunity to read news from different countries, in real time."

This may give us a more complete perspective of world events, but it also has its disadvantages. "The incessant stream of information has a cumulative effect on us," he adds, "And after a period of time we become satiated, overwhelmed - what's fake, what's not - we become passive and withdrawn."

Such a glut of information, Hamilton says, means we are now prone to filtering. "We create a selection of news and information that reinforces our own values. Consequently, we are thinking less critically, less in depth."

Another impact of the Smartphone, Hamilton tells me, is that with reduced attention spans caused by excessive Smartphone usage, jurors are now struggling to remain focused or retain information in a long court case. This is proving to be a major problem for the judiciary.

http://www.abajournal.com/news/article/sleeping_jurors_dismissed_in_two_recent_federal_trials_are_attention_spans

<https://trial.precise-law.com/attention-spans-modern-jury/>

7) A Bundle of Statistics, Facts and Research

https://www.itstimetologoff.com/digital-detox-facts/amp/?_twitter_impression=true

Scrolling our lives away

- UK adults spend an average of 8 hours 41 minutes a day on screens (more time than they are asleep).
- We now spend an average of a day a week online.
- UK children spend 6 1/2 hours a day on screens.
- The average user logs 2.15 hours a day on social media alone – up from 1.5 hours in 2012.
- And checks their smartphone every 12 minutes.

- A 2016 study estimates that we tap, swipe and click on our devices 2,617 times each day.
- 69 percent of UK children say their parents spend too much time on their mobile device at home.
- UK adults now spend a total of 25 hours a week online – up from 9 hours a week in 2005.

Growing dependence

- 34 percent of people have checked Facebook in the last ten minutes.
- Two in five adults (40 percent) first look at their phone within five minutes of waking up, rising to 65 percent of those aged under 35.
- 66 percent of UK smartphone owners in a study self-reported suffering from ‘nomophobia’, the fear of losing or being without their phones at any given time – obsessively checking to make sure they have their phone with them, and constantly worrying about losing it somewhere.
- The first inpatient facility for treating Internet addiction in the US opened in 2013. China has opened 300 teenage bootcamps imposing a strict digital detox to deal with increasing problems of teen Internet addiction and computer addiction.
- 62 percent of polled UK adults say they ‘hate’ how much time they spend on their phone.
- More than two in five (43%) of UK adults admit to spending too much time online.
- A study found that just seeing the Facebook logo can spark cravings that are difficult to ignore.
- 27 percent of UK children say their parents have double standards about technology.
- 46 percent of Americans say they could not live without their mobile phones.
- A recent study by Binghamton University found that women were more likely to exhibit susceptibility to Smartphone addiction than men.
- Dr Richard Graham, lead technology addiction specialist at London’s Nightingale Hospital sees around 50 new cases of digital addiction each year.

Mental health

- Almost half of 18-34 year olds said their social media feeds made them feel unattractive.
- A study by the American Journal of Preventive Medicine found that heavy social media users were twice as likely to report experiencing social isolation.
- In 2017, Instagram was rated as the worst social media platform for its impact on the mental health of young people.

- Gaming addiction is to be listed as a mental health condition for the first time in 2018 by the World Health Organization.
- There is a strong link between heavy Internet use and depression, with heavy users five times more likely to suffer from depression than non-heavy users.
- 52 percent of school-age students said social media makes them feel less confident about their appearance and how interesting their life is.
- A study by the National Institute of Mental Health has found a strong and significant association between social media use and depression.
- Scientists have also found a link between heavy Facebook use and depressive symptoms, including low self-esteem.
- A study has shown that as mobile phone use increases, so does anxiety.
- A 2016 study by the University of Pittsburgh revealed that those who use 7-10 social media platforms were 3x more likely to report depressive symptoms than those who use 2 or fewer.
- A 2015 University of Derby study found higher scores of narcissism and levels of neuroticism were linked to smartphone addiction.
- A study found, teenagers who text compulsively, have a lot in common with compulsive gamblers.
- Staying off all social media for a week has been shown in a study to increase happiness.
- Teens deemed addicted to their smartphones recorded significantly higher scores in depression, anxiety, impulsive behavior and insomnia.
- Psychiatrists have issued warnings over the link between depression and video game addiction, after MRI scans revealed potential damage caused to young brains.
- A new study published has linked too much Smartphone use with higher incidences of anxiety and depression.
- Social media makes 7 million Brits 'depressed' looking at friends' perfect lives.
- New research by Nottingham Trent University finds that a third of the smartphone notifications we receive worsen our mood.

Focus and concentration

- Human average attention spans have declined significantly in the 11 years since Smartphones existed and are now lower than that of a goldfish.
- As our tech habits deny our brains important downtime, our ability for deep-thinking and maintained focus is reducing.

- Skills in critical thinking and analysis have declined as our use of technology has increased.
- Many argue that a decrease in attention span is made up by our increased ability to multi-task. However, Research from (MIT) and others proved that multitasking doesn't work – because the brain doesn't work that way.
- A link has been found between excessive social media use and poor academic performance.
- The act of just receiving a notification, even if you don't reply to it, is enough to severely distract you.
- One in ten of UK adults feel more productive when they are offline, rising to 15 percent for 18 to 34-year-olds; and 16 percent say they feel less distracted offline.

Damage to the brain

- Neuroimaging research has shown that excessive screen time actually damages the brain. (Structural and functional changes have been found in brain regions involving emotional processes, executive attention, decision-making and cognitive control).
- According to research by University College London, media-multitasking and rapidly switching from task to task can weaken your brain's anterior cingulate cortex, which is involved in high-level information and emotion processing.

Sleep

- 47 percent of adults miss out on sleep due to Internet usage.
- 95 percent of adults in a US study admitted to using some type of screen in the hour leading up to bed. (Artificial blue light emitting from screens increase alertness and suppresses the hormone melatonin by up to 22 percent which negatively impacts sleep).
- 32 percent of adults who have binge-watched a series at least once in the last month have missed out on sleep as a result.
- A recent study showed that teenagers with screen time of more than four hours per day were 3.5x more likely to get poor sleep – sleeping fewer than five hours at night. They were also 49 percent likelier to need more than one hour to fall asleep.

Screens and children

- A UCLA study found that pre-teens who were deprived of screens for five days through a digital detox were much better at reading people's emotions (non-verbal skills) than children who continued using screens.

- Many UK parents find it easier to get their children to do homework, go to bed or have a bath than turn off their phones, laptops, and TVs, a UK poll found.
- 6 out of 10 Americans wish their family members would unplug from technology more often.
- 60% of UK parents believe their child spends too much time on their mobile device at home.
- A University of Sheffield study highlights that spending an hour a day on social media reduces the probability of a child being completely happy with their life by 14%.
- A study has found that every hour that infants and toddlers aged between 6 and 36 months used touchscreen devices was linked to 15.6 minutes less sleep.
- New research being presented at the 2017 Pediatric Academic Societies Meeting finds that every additional 30 minutes of hand-held screen time is linked to a 49 percent increased risk of expressive speech delay in children under two years of age.
- 22 percent of 12-15 year olds say that binge-watching series has led them to neglect their school work.

Blue light and digital eyestrain

- A US survey found that more than 73 percent of young adults (under 30) suffer from symptoms of digital eye strain from screen overuse, including dry, irritated eyes, blurred vision, neck and back pain, and headaches.

'Always-on' culture

- 60 percent of people say a traditional vacation does not relieve their stress with many admitting to checking emails and taking phone calls while away, sometimes multiple times a day. A digital detox deals with computer addiction by removing all work-related communications allowing a proper break.
- 15 percent of UK adults say being constantly connected makes them feel they are always at work.
- Checking work emails decreases your focus, as well as making you more stressed.
- An 'always on' culture with high expectations to monitor and respond to emails during non-work time may prevent employees from ever fully disengaging from work, leading to chronic stress and emotional exhaustion.

Decreasing human connection

- 31 percent of Internet users miss out on spending time with friends and family.

- More than half (58percent) of UK adults now say they use text messages at least once a day to communicate with family and friends, while only 49 percent meet people face-to-face on such a regular basis. However, the majority of UK adults say they would actually prefer to meet (67 percent) or speak on the phone (10 percent) than communicate by text.
- More than half of UK adults (54 percent) admit that connected devices interrupt face-to-face conversations with friends and family.
- 26 percent of adults have sent text or instant messages to friends or family while in the same room.
- 21 percent of UK children feel their parents don't listen to them properly because they're constantly picking up emails, calls or texts on their mobiles
- 39 percent of UK children say they sometimes communicate with their parents by text, email and social media whilst being at home at the same time

8) Solutions

<https://www.aarp.org/health/brain-health/info-2017/mental-focus-smartphone-use.html>

“I think we're entering an era where different people of different ages have very different brains,” says Tim Wu, a professor at Columbia Law School and author of *The Attention Merchants*, about the industry of capturing and selling human attention. “That's the new generation gap. And some of the advantage goes to older people.”

Because they didn't grow up with smartphones, older Americans may be better equipped for serious thinking, Wu says. “They are often better trained to be patient with complex tasks,” he says. “They can stand being bored for more than a second. I think the generation that is most at risk are the millennials who have zero tolerance for boredom.”

This potential advantage in focus can help not only with accomplishing a task but also with learning new things. There's a certain amount of boredom that comes with learning, and younger workers may have greater difficulty devoting their energies to tedious tasks, says Harvard professor Joe DeGutis, co-author of a study on sustained attention.

“Individuals in their 50s and 60s are quite adept at motivating themselves to stay focused,” DeGutis says. “This motivated attention can result in — compared with younger adults — less mind wandering.” Another way of looking at it: “We see the merits of sticking with a task until

completion,” says Patty Ceglio, HR strategist for CoolWorks, a site that connects many older workers with seasonal jobs.

This doesn’t mean that older adults have all the mental advantages. The processing speed of our brains starts to decline at an early age — around 24, according to a study at Simon Fraser University in British Columbia <https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0094215> . And with processing decline comes a diminishing ability to switch from one task to another or manage interruptions. Older adults also struggle to filter out irrelevant information, Gazzaley says, which is why conversations are often challenging in a busy restaurant.

But while distractions may be difficult on the brain, focused activity — whether it’s working, gardening, volunteering or going to the gym — can have the opposite effect. In a study by researchers at the University of Texas and the University of Alabama, older adults who stayed busy outperformed their less occupied counterparts on cognitive tests.

An ability to perform deep work — focusing without distraction on a cognitively demanding task — will become an important job skill, D.C., Cal Newport, Computer Science Professor at Georgetown University in Washington, says.

But in the coming years, the demands on our attention spans will likely grow, as technology enters more of our lives, from virtual reality to smart appliances.

“I think the more you primarily consume tiny bits of information, the harder it gets to consume larger pieces of information,” says Wu, who attributes the problem to attention-hungry advertising models. “No one is making money when you’re playing with your grandchildren. The attention merchants want you clicking on pics of your grandkids, not spending time with your grandkids, because then they can advertise to it.”

Avoiding this distracted future — and saving your brain — ultimately starts with you. “It’s important to examine your life and ask, ‘Is this really what I want to do with my mind? And with my time? Will it all just get frittered away?’ ” Wu says. “If you want to take control of your life and your mind, this is where it starts.”

Maths Mathisen, CEO of Hold, www.hold.app, an app that rewards users for not using their mobile phone while they concentrate on other things, whether those are studying or quality time with

friends or family, recommends actively ignoring our phones in order to boost productivity and make us more creative.

“Listen to your thoughts,” he says. “When you are working on a project, or a problem, you might find that you can’t figure out a solution, no matter how hard you try. Instead of turning to your mobile phone for a distraction when this happens, a study by University of California at Santa Barbara suggests that letting your mind wander for a few minutes can actually help you come up with a solution, as your mind isn’t distracted or overwhelmed with information.”

We also need to physically move our phone out the way. “By not having your phone on, or in front of you, you minimize the amount of distractions around you, allowing you to focus on your work. In fact, it might take you less time to finish an assignment, as you will be significantly more productive.” Research by University of California, Irvine <https://www.ics.uci.edu/~gmark/chi08-mark.pdf> found that it takes us an average of 23 minutes and 15 seconds to regain our focus after an interruption.

If we stop checking other people’s ‘perfect lives’ on social media, “feelings of stress will ebb away and you will be able to better focus, producing work to a higher standard as a result.”

<https://www.theguardian.com/technology/2018/jan/27/mobile-phone-addiction-apps-break-the-habit-take-back-control>

Stuart Dredge writes about mobile phone addiction and taking back control:

“Raising awareness of one’s own smartphone use can be the first step in the right direction of decreasing smartphone use,” says Dr Daria Kuss from Nottingham Trent University. “Often, individuals are not aware of the frequency and extent of their smartphone use.”

Dr Sarita Robinson, senior lecturer in psychology at the University of Central Lancashire, says: “It is a little like getting on the scales after Christmas and being confronted with how much weight you have really put on – when adding up your phone use over a week, the amount of time you are wasting can come as a big surprise.”

Seeing this data is just a first step, however. As Burke says: “Having the insight is only so good. What are you going to do about the insight? How are you going to make a change?”

Many changes seem common sense. Kuss suggests deleting the most distracting apps from your smartphone, and not sleeping with it next to your bed. Hypnotherapist and anxiety expert Chloe Brotheridge agrees. “Turn off notifications on your phone. Each notification – whether it’s due to gaining a follower on Twitter, or an email – is prompting you to pick up your phone. Without notifications, you’re in control of when you log in to Twitter or check your emails, and it could mean you check your phone less.”

Kuh relates his own family’s method. “We plug all our phones in at a certain time of night, mute the phones and put them face-down,” he says. “It’s a simple but effective way to not be constantly checking social media.”

“It’s good to be bored sometimes, to have that dead time,” says Burke. “That’s when ideas come. If we’re on our phone checking Facebook, we lose some precious time that previously we used for daydreaming: gazing out of the window and having ideas blossom.”

Powell agrees. “It’s so powerful to be truly bored: nothing in your head and nothing in your hands, so you can daydream. I really think that’s when great ideas come. Technology is fantastic, but we’ve got to be more conscious about how we use it.”

Even Apple is under pressure over this issue, with two of its major investors recently calling on the company to do more to help parents tackle problematic smartphone usage by their children.

Five Apps to Help Us Disconnect

Mute

justmuteit.com

The newest app in this genre, Mute tracks screen-time and pickups, and logs your “detox streaks” with an emphasis on celebrating the latter.

Moment

inthemoment.io

Moment sets daily limits on your usage, and will even try to force you off the device with a barrage of notifications if you choose that option.

Space

space-app.com

Space starts with a quiz to assign you a phone-user “type” (from Rabbit Hole Wanderer to Sticky Social Mitt) and then helps you set goals to change your habits.

Hold

holdstudent.com

Aimed at students, Hold tracks how much time they spend not using their phone, and converts that into points to be redeemed for real-world rewards.

Forest

forestapp.cc

Forest takes a different approach: starting the app plants a virtual tree, which grows for as long as you don’t quit the app (and thus use other ones), but dies if you exit.

5 Steps to the The 5:2 Digital Diet

<https://www.itstimetologoff.com/2015/09/04/52-digital-diet-cheat-sheet-infographic/>



PART FIVE: THE FUTURE

1) Introduction

The Smartphone has changed the world immeasurably. Of that there is no doubt. It has revolutionized the way we live. Or rather, the fact that it is networked has revolutionized the way we live. Instant connections. So much information. All of the time.

But, are we in danger of overdoing our bubble gum and popcorn diet of quantity over quality? Is our enthusiasm starting to wane for virtual connections and knowledge gained through soundbites? Is there a need to slow it all down, and recapture some depth? What are the predictions by industry insiders for the future of journalism (and our health) in the digital world?

2) A Return to Slow News

“Speed in delivery can be inherently dangerous,” says Al Anstey, former CEO, Al Jazeera America, former MD, Al Jazeera English. “We are starting to see a backlash against this with organizations like Tortoise Media, which is going in the opposite direction.”

a) Tortoise Media

<https://www.responsesource.com/bulletin/news/tortoise-media-is-set-to-launch-next-year/>

Tortoise Media, a project promising “open journalism” and a “different kind of newsroom” will launch in January 2019. Digital editions, running on a dedicated app and website, will go live first, followed by a public launch planned for the spring.

<https://www.pressgazette.co.uk/tortoise-editor-james-harding-says-move-to-slow-news-follows-lesson-at-times-and-bbc-that-journalism-that-took-longer-had-real-impact/>

Former BBC News Director, James Harding, the venture’s Co-Founder and Editor, has said his move into “slow news” with new venture Tortoise Media was the result of a “lesson learned” while working as Editor of the Times and Director of BBC News.

“It was a lesson that said, actually, when you take the time, you can do journalism that is really valued and valuable – so that was the thinking [behind Tortoise Media].”

<https://www.pressgazette.co.uk/james-hardings-tortoise-media-launches-campaign-to-raise-75000-as-it-promises-a-different-kind-of-newsroom/>

“We don’t do breaking news, but what’s driving the news,” Tortoise Media claims on its fundraising page. “Not the news as it happens, but when it’s ready.”

Under the heading: “We have a problem: news has become noise”, the Kickstarter page reads: “We are overwhelmed by information. The problem isn’t just fake news or junk news, because there’s a lot that’s good – it’s just that there’s so much of it, and so much of it is the same.

“Most of it is in a hurry. A lot is partial and confusing. Too many people chasing the news, but missing the story. It’s made people anxious and distrustful. It’s not nearly fun or funny enough.

“No wonder we’ve all been feeling bewildered and, frankly, exhausted. Drowned out and locked out of power.”

It is set to start publishing content online and in a dedicated app from January, ahead of an official launch next spring. Once up and running, it will also produce a magazine – “a small book of big reads” – four times a year.

Harding, Tortoise’s editor and one of its four co-founders, said there is still a “huge need” for breaking news, “for people chasing what’s just happened or [is] happening”, but added: “It’s just that when I look at the world it seems as though there are a lot of people doing that.

“In fact the vast majority of news organizations are doing that, and as a result you see lots of occasions where there are dozens and dozens of microphones at the same event, or dozens of cameras or reporters at the same event.

“And if you were trying to step back and look at how we understand the world or see things that are currently going unseen or hear what’s going unheard, you take a different approach – and that’s ours, which is we’re not going to press conferences, we’re not going to cover breaking news, we’re trying to understand those forces that are shaping our future.

“There’s also the fact that we have a huge number of services that are providing text alerts or curating the news or providing lots of headlines. We’re trying to do something different – investigative, analytical, opinion, that’s our approach.”

Harding said the model would also rely on getting “a lot from contributing editors and from contributors”. He said: “We want to get a lot from people who are journalists, but also who aren’t.

“So what we want to do is try and get people who have got expertise or stories to tell to come to us and give another layer to it.” He added: “We’re not trying to replicate existing newsrooms.

“What is clear is that we’re trying to make sure that we have a small, central team and that then we’ve got bigger commissioning budgets and bigger contributors budgets so that we can flex that hopefully as we grow.”

Of Tortoise’s nearly 1,400 backers on its Kickstarter campaign, Harding said a large proportion – about 40 per cent – were under 30 years old.

Tortoise has targeted the under 30s with special offers. A donation of £50 or more earns the donor a five-year digital membership and founding member status. The nearest equivalent for over 30s costs from £250.

Reaching a younger audience is a central aim of the BBC News strategy, something Harding, who left the corporation at the start of 2018, seems to have taken with him.

“That question of will people under 30 pay for journalism – well we’re right at the beginning, but so far we structure the offers to really try and encourage people under 30 to join,” he said.

“It will make a big difference I hope to the groups of people who are in our Thinkins, if 40 per cent of our members are under 30.”

Thinkins – group discussions attended by editors and members – are a vital part of Tortoise (alongside slow news), which Harding has described as “open journalism”.

“I would define it as creating systems of organized listening. So that means that whether you’re in the room or you’re online, we are thinking about how to make sure not just that you listen, but you do it in an organized way.

When it begins to publish content in January, Tortoise will produce a maximum of five stories a day, which may fall to just one or two stories “if we’ve got something”, said Harding. “The real key to it is trying to do less but better. I completely understand the model that was the newspaper or the TV or radio bulletin, or even the modern version of the newsletter that’s trying to make sure you’re across everything that’s happened.

“I think those services exist, our approach is to say now we’re offering something different, which is a considered view, an in-depth analysis, and really important here is we’ll do that in a mixture of film, and text or graphics – we’ll use all the things that are available on your phone – but just because we take our time to research it, doesn’t mean you need to take your time to read it, or look at it.

<https://www.bbc.co.uk/news/entertainment-arts-45875284>

The Business Model

A relatively small staff, and a limited print run, will help to keep a lid on initial costs. Distribution costs are low in the digital age, though posting the quarterly magazine could become expensive, depending on the location of members.

The business model is all about membership. Once you realize you're a "high-quality, low volume" business, says Harding, "you can't do ads, because [advertisers] want high volume." The flexible price points - from £1 a day for full members, to £1 a week for some large groups, and £1 a month for students and those in partner organizations - are designed to appeal to a broad demographic, and particularly young people.

The other side of it will be commercial partnerships with big institutions, for whom Tortoise will organise on-site ThinkIns - much like the TED Talks model. The aim is to strike up 8 to 10 such partnerships with industry leaders.

These companies will generally care about advocacy and purchase such sessions as a benefit to staff.

b) Three Interesting Pieces About 'Slow News'

<https://www.independent.co.uk/news/media/tv-radio/bbc-radio-director-helen-boaden-to-announce-resignation-at-prix-italia-preview-in-lampedusa-a7337181.html>

An extract of Helen Boaden, Director of BBC Radio's speech making the case for 'slow news'.

<https://www.bbc.co.uk/news/entertainment-arts-43230640>

About the future of journalism and debunking myths by Amol Rajan.

<https://www.slow-journalism.com/>

About Delayed Gratification - the world's first Slow Journalism magazine.

c) De Correspondent

Ken Doctor, News Industry Analyst and the author of Newsonomics: Twelve New Trends That Will Shape the News You Get (St. Martin's Press writes about another slow news organization De Correspondent.

http://www.niemanlab.org/2018/11/newsonomics-can-the-correspondent-unbreak-news-in-the-united-states/?utm_source=Daily+Lab+email+list&utm_campaign=45a65ae902-dailylabemail3&utm_medium=email&utm_term=0_d68264fd5e-45a65ae902-396193277

The ambitious, contrarian founders of Dutch phenomenon De Correspondent have launched a \$2.5 million funding campaign to fund the launch of a sibling publication, The Correspondent, in the U.S.

"The slogan we use for The Correspondent in the United States is going to be 'Unbreaking news,'" editor Rob Wijnberg said. "That kind of summarizes it. We're not 'breaking news,' and we don't want to be breaking news, because it's part of making us cynical and divided and less informed about the world. Let's try something different."

"Unbreaking news" means combining a lot of the streams of journalism reform we've seen English-language media play with, in more limited ways. Solutions journalism. explainer journalism. Constructive journalism. Best-practices—sharing journalism that believes communities and individuals can be smarter in their opinions and decision-making.

"The Correspondent is committed to fighting harmful simplifications, and steering clear of breaking news that is meant to shock rather than inform," reads one of the site's "10 founding principles."

Wijnberg sees a lot of that across the American news landscape. “We stay away from the news and say, ‘Hey — the news you can find everywhere. We’re going to dig deep into structures that are just not in the news at all, that should be in the news but are not.’” That’s the first big differentiator he sees.

Second is the collaborative nature of the work: “Seeing your readers as a knowledgeable community that can actually inform the beat and the way you cover the beat, instead of just consuming the beat.”

And third, “Then the fact that they can do this on an ad-free platform, fully member-funded. I know of no example in the United States, at least, that is completely ad-free, in this sense. Those are the three ingredients that differentiates us most.”

The Correspondent US intends to launch with an overall staff of 12 to 15, CEO, Ernst-Jan Pfauth says. That will include a reporting staff of five, a visuals editor, a copy editor, and a managing editor (a position they’re recruiting for now).

On the surface, it would be easy to write off this new kid on the American block as a boutique effort, one that could be easily lost in the welter of US national digital news media. How can a small team of journalists compete?

That’s where the contrarian part of The Correspondent comes in. In the Netherlands, 60,000 “paying members” pay the salaries of 51 full-timers to produce a smart, knowledgeable take on the news and on issues the not-inconsiderable issues faced by that country’s people. In 2017, De Correspondent operated on a \$4.5 million budget, 94 percent of it coming from reader revenue.

The Correspondent (the US name) builds on the same model. The site’s 10 principles, in place since its inception, have served as guideposts for many looking both for models and inspiration.

De Correspondent correspondents (each owning expertise in topics that range from ageing to climate change to prejudice and beyond) consider their best readers part of their journalistic loop. They engage in conversations with experts in the field, get story leads, take in criticism, allowing them to crowdsource their work — with a small, but smart crowd. That deepens their journalism.

In being ad-free, De Correspondent is saying: Readers, we have no other agenda than to serve you. It also highlights how being ad-free protects reader privacy.

Then of course there's that 94 percent reader revenue — an almost-direct line between those who create the journalism and those who value it.

Most importantly, the membership model isn't just about revenue. Pfauth connects the dots: "Most U.S. newsrooms see membership solely as a business model, not as a form of journalism. Yes, members contribute money, but it's equally important that they are involved in the journalism and the communities around the beats. When a member knows something about an issue we cover, they should feel welcome to share that knowledge. Everyone in the organization needs to be aware of that, from the marketing people to the copy editors. At De Correspondent, that is the case — and that will be our competitive advantage at The Correspondent."

The Correspondent intends to add to our national discourse. With as small a play as it's now planning, it could easily get lost among all those (and other) bigger and heavily talented players. But the important thing to watch is not what The Correspondent does that's the same as its gigantic competition — but what it does differently. It might strike gold, but one way or the other, it's bound to greatly influence the next generation of digital news innovators.

d) **Danish News Site Zetland**

Joseph Lichterman, Staff Writer at the Nieman Lab, previously a Reporter for Reuters in Detroit, writes about community-run Danish media organisation Zetland.

<http://www.niemanlab.org/2017/07/start-your-meetings-with-a-folk-song-and-other-ideas-from-the-community-driven-crowdfunded-danish-news-site-zetland/?relatedstory>

Zetland's business and approach to coverage are built on membership, and its leadership uses the Tuesday meetings to update the staff on things such as the state of the business, growth in subscriber numbers, and other topics to ensure that "people are really invested in the big picture," says editor-in-chief Lea Korsgaard.

It has a management Slack channel that's open to anyone on staff. Another Slack channel automatically posts an alert any time a new subscriber signs up, with details of what type of membership they bought and where they came from.

Zetland also shares regular product and business updates with its subscribers through posts on its site. It'll invite readers into its office and chat with them around the same long table where it has its staff meetings. And, for instance, when the mother and uncle of one of Zetland's cofounders were named ministers in the Danish government, she wrote a note to readers explaining the situation and detailed how the site would mitigate any conflict of interest.

"If you are to create community based on transparency, you also have to create community within your organization," Korsgaard said.

"The way we are transparent and talking to you has to be the same we are talking to our readers," CEO Jakob Moll added.

Zetland publishes three to four stories every morning. The site doesn't cover day-to-day breaking news; it's instead focused on what Moll called "need-to-know" stories that are more in-depth and explanatory.

It has also debuted a subscriber-only audio app that features Zetland journalists reading their stories, for those who prefer listening to reading. Members can also listen to the stories in their web browser.

While the focus on membership and live journalism events have been a hallmark of Zetland since its launch the site's output has changed over the years.

Inspired by American sites like the *The Atavist* and *Byliner*, they decided that the site's main editorial output would be what it calls singles — ebooks that were longer than a typical magazine story, but shorter than a book.

At its events, Zetland journalists would get on stage and share stories, conduct interviews, and put on performances. These stories were often attendees' first introduction to the site's reporting.

"It was in garages at the beginning, but it turned out that it hit something and we could sell out in eight minutes," Korsgaard said. "That was the entry for most people. That's how they got to know us and then they discovered: Wow, they also do written journalism."

But it proved difficult to build a business off of the singles. Zetland's team hoped that Amazon would formally launch in Denmark, which could help with sales, but Amazon still hasn't. While readers could subscribe to Zetland and get all the singles, it was a challenge to pitch the subscriptions as well as the individual stories for purchase when there was no continuity from month to month.

"My mistake was to say: Let's go for the iTunes model, let's let people pay for the stories they want. It was obviously not quite the way to go," Moll said. "There wasn't enough interest and you have to sell it from scratch every month."

In 2015, the company decided to change course, and it looked to De Correspondent for inspiration. The Dutch site launched in 2013 with a focus on membership and a crowd funding campaign that raised \$1.3 million from nearly 19,000 supporters.

Looking to replicate De Correspondent's success, Zetland launched its own crowdfunding campaign. (The sites even have similar aesthetics, down to the drawn headshots of staffers.) Its goal was to sign up 1,000 funders and raise 170,000 kroner (US \$26,323). Zetland ultimately surpassed those goals, raising 533,837 kroner (US \$82,661) from 1,388 supporters.

While it was undertaking the crowdfunding campaign, Zetland also talked with other investors, using the support from the Kickstarter as a way to highlight its viability. "We needed way more money, but just the fact that we could point to 1,000 people who would support us was key to investors," Korsgaard said. "In that sense, I think we could think of the Kickstarter as validation of proof of concept."

It ended up raising another 8 million kroner (USD \$1.2 million) to fund the relaunch. Zetland is currently in the process of seeking additional investments.

After it completed the crowd funding campaign, but before it relaunched the site in its current format, Zetland staffers drove around Denmark, meeting with supporters, on what it called its "Passat tour" (named after Korsgaard's Volkswagen). The goal of the tour was to increase interest in the site but also to make a point of reaching readers and potential members outside of Copenhagen. While the Copenhagen region makes up about 30 percent of Denmark's population, 60 percent of

Zetland's membership comes from the capital. Korsgaard said the site will continue to improve its coverage of other areas of the country.

"Our Copenhagen members don't want to be part of a Copenhagen club," she said. "They are the ones who say, 'Get out of the bubble, get out of the bubble.' They really don't want to be perceived as someone living in a filter bubble."

From a business perspective, too, Zetland needs to be able to attract readers from all over the country. Moll said the site tries to stay away from taking political stances: "We couldn't afford to put ourselves in that niche. It would be dangerous. In this small country, we need to reach a large base and be interesting to a large portion of the population that is educated and has an interest in news," he said.

The site now has more than 8,500 members. A subscription costs 99 kroner a month (USD \$15) or 999 kroner (USD \$154.72) a year. Zetland made 6.2 million kroner (USD \$970,645) in 2016, and Moll expects the site expects to break even within 10 months.

Most of Zetland's revenue comes from membership. It also struck a deal with a Danish mobile phone provider that lets its customers choose Zetland as an add-on to their cell phone package. (Other options include HBO and Spotify.) The team has also talked with unions and other organizations about similar bulk deals.

Zetland also runs a consultancy business, where it will help other organizations put on events and offers its staffers as speakers. "We're scaling that down a bit to try and focus on the main business, but we could make quite a profit," Korsgaard said.

Zetland received 4 million kroner (USD \$620,000) from the Danish government as part of a program meant to support media innovation in the country. The hope is that by next March, the site will be eligible for the regular funding that all newspapers in the country receive. But the founders also hope the government will become more understanding of how Zetland straddles the journalism and live performance worlds.

At the present, Zetland's live journalism events aren't big money makers for the site; the ticket sales mostly just cover the cost of production. "We perceive it as marketing," Korsgaard said. "We

thought that it would be a big driver in converting members, but it turns out not as much as we hoped. They're in Copenhagen or in other cities, but it's hard to get out to them."

Moll jumped in: "It's also about firing up the base. They can refer members and they can share stories, so that's an important part of our business model."

Zeltand relies on its members to promote the site. Members can share stories with unique links that allow non-members to read the story along with a header that says that a specific member shared the story.

e) Swiss Magazine Republik

Christine Schmidt, Staff Writer at the Lab looks at how the crowdfunded Swiss magazine Republik is "reclaiming journalism as a profession"

<http://www.niemanlab.org/2018/05/after-crowdfunding-success-swiss-magazine-republik-charts-a-course-to-reclaim-journalism-as-a-profession/>

In its first seven hours of existence, the Swiss online news magazine Republik — a startup with the allure of in-depth journalism and membership transparency — gained 3,000 subscribers and 750,000 Swiss francs. But that whirlwind of support created a new pressure: delivering on its promise.

Thirteen months (and thousands more members) later, Republik is living up to the hype, reporting substantive investigations and finding new ways to engage and collaborate with readers — like virtual "dinner parties" to discuss the impact of its work.

"If you don't have democracy, if you don't have really good information that you can cite, there's a problem," Susanne Sugimoto, Republik's CEO, told me. She calls 20 Minutes, the free Tamedia tabloid read by about half the country each week, "a business success story, but it's not a success story in terms of journalism with a deep quality."

Members of the Republik founding team had been talking about business plans and editorial goals for several years; the threat of looming layoffs in the legacy media industry helped them commit to turning the idea into something real. Constantin Seibt, a high-profile Swiss journalist twice named reporter of the year, and Christof Moser, a professor and journalist, "had had enough," Sugimoto said, and left their jobs to devote their energy to Republik. While they've been able to convince a

remarkable number of Swiss to pay for their content as crowdfunders and members, Republik will need to continue selling the public on it: Only 11 percent of Swiss pay for online news.

“We can do it together, or not at all,” is the German-language site’s refrain, repeated by Sugimoto in our talk, in her presentation at WAN-IFRA’s conference in Copenhagen in April, and frequently throughout the Republik site. A membership costs CHF 240 per year. (The Swiss franc is almost exactly at par with the dollar, so you can safely imagine a \$ in front of the numbers here.) Sugimoto said the team needs 25,000 members to break even within the next year; it currently has 21,000.

“We believe people don’t pay for articles anymore. They pay to be part of the community,” Olivia Kühni, one of Republik’s journalists, told me.

Republik is built on the idea of public debate on political, business, and societal topics; to encourage that, it zeroed in on ensuring its members (or publishers, the term they prefer) thoughtfully absorb the reporting — and then participate. “We are reclaiming journalism as a profession,” the magazine’s manifesto states, according to Google Translate. “Our job is to lead a reasonable life (with family, job, hobby) as we work through the noise of the world...Republik is financed without advertising: Our readers are the only customers. And consequently our bosses.”

The rallying cry resonated with the Swiss, as evidenced by Republik’s crowdfunding success (it’s also being backed by several investors). The founding team members had established reputations and social media followings already, and they’d been encouraging interested potential members to submit their email addresses before launch. Along with those impressive opening hours of crowdfunding, they raised CHF 3.4 million within five weeks. But they don’t just pour that money into Republik: In a nod to their public focus, the team developed Project R, a nonprofit cooperative for funding more journalistic projects and training to help build sustainability for journalism in Switzerland.

The cooperative was the proverbial chicken before the Republik egg, the latter introduced as the first initiative from Project R. In March 2017, the cofounders outlined Project R’s purpose as “everything institutional” versus Republik’s as “all journalistic.” The starting team of six built out the branches before the magazine’s launch in January 2018. Republik’s roster now includes 34 people, though not all are full-time.

The first few months of a live Republik witnessed growing pains — but the reader support has, in a way, helped carry some of the burden.

“We had the problem in the beginning that everyone was trying to do the ultimate piece, their best piece ever,” Kühni said, stressing them out and preventing them from doing good work. But “there was this fandom in the beginning and that kind of made us skeptical, because we want critical and supportive readers but not fans. That has changed a bit now — people are still supportive, but they’re also giving us a lot of constructive, detailed criticism. They really participate in the quality of the product.”

Kühni, who joined Republik from a slower-paced monthly magazine (Republik publishes one to three pieces a day), was drawn to the intersectionality of coverage. For example, she’s working on a project with software engineers focused on the future of work in the automated world and a separate trilogy on the past, present, and future of the drug LSD. “We’re working together with two journalists and a chemist and somebody from the visual department,” Kühni said. “We try to build this interdisciplinary team and try to look at the topic from different perspectives. I think that’s very different than how journalism here used to function.”

One of her favorite aspects of the Republik community has been the discussions with readers about her pieces. After publishing an article, Republik will set up a window of time for the reporter to be online and participate in debates with the readers, digging into the details behind the story. Between 25 and 400 members have participated in a debate at one time, she said.

“We don’t just put up a comments section. We’re actually present there from a certain time to discuss with the readers. It’s not something you keep open forever — it’s more like a dinner party,” she said. “The debates I have done with the pieces I wrote, that was when I got a feeling for the community and got to talk to the readers.” They asked her about her sources and potential flaws in the data, and she was able to reap some future story ideas as well.

A major investigation into racketeering in a tourist town outside the main metropolitan areas of Switzerland also helped build the site’s credibility beyond city dwellers, not to mention caused a candidate to drop out of a governor’s race. “We did a lot of foreign policy, and we did some politics and analytical pieces. We have a lot of people good in that,” Kühni said. “But what we didn’t have so

far was a real muckraking story from the countryside, where people live every day. It showed that we're not just these progressive people in the city talking about debates."

"I think the secret about this is really about the community," Sugimoto said.

3) Altering the Model

Ken Doctor outlines how existing print titles are having to change their working model to stay afloat in the digital era.

<http://www.niemanlab.org/2018/11/newsonomics-can-the-correspondent-unbreak-news-in-the-united-states/>

Vice, Vox Media, and BuzzFeed all find themselves retooling and retooling. They got big fast, saw their growth interrupted by runaway Google/Facebook ad dominance, and now diversify, layoff and re-strategize for the 2020s. The New York Times and The Washington Post have created a twofer national newspaper renaissance and now find themselves joined by new ambitious, deep-pocketed spenders. Those include Marc Benioff, buying and adding 60 staffers to Time's newsroom, and the Emerson Collective's impressive new investment in making The Atlantic an even bigger player. Both The Atlantic and Time aim to be go-to "magazine" sources (whatever magazine means these digital days) for the age of Trump and have, along with The New Yorker, proven adept in sensing this political and cultural moment.

There's Patrick Soon-Shiong's emerging push at the L.A. Times. We can also expect the new owner of Fortune, Thai businessman Chatchaval Jiaravanon, to invest in that other Time Inc. refugee, as veteran news exec Alan Murray lays new plans. Then there's the Financial Times, still a leader in the small pack of true transformers in the digital journalism business. It is now backed by Nikkei, a more enthusiastic owner than Pearson had been.

4) The Future of Print Media

"Newspapers are seeing a decline in readership," says Tim Evans, Founder of Pitch Side <http://pitch-side.co.uk/index.html>, Adjunct Professor at Richmond University, London, UK, Former Marketing

Director of BT, “They have all had to go online and whilst those with specialist content, such as the Financial Times, have a slightly more protected future, most are struggling and are having to put up paywalls or create subscriber memberships as a way of generating revenue.”

The Future of the New York Times - A report by the 2020 group - a team of seven NY Times journalists, outlining the newsroom’s strategy and aspirations

<https://www.nytimes.com/projects/2020-report/index.html>

<https://www.nytco.com/wp-content/uploads/Our-Path-Forward.pdf>

As the UAE’s Gulf News celebrates forty years of publishing, Group CEO of BPG Group, Avi Bhojani considers its future during the next decade.

<https://gulfnews.com/business/fast-forward-2028-the-future-of-print-media-in-the-digital-age-1.2283295>

According to Patrick Dixon, Futurist Keynote Speaker traditional newspapers will rapidly decline in almost all developed nations over the next 5-10 years, while readership will grow in news-loving nations such as India, driven by growth in middle class. In 5 years, newspaper readership fell in America by 47%, but expect 17% growth in India in the next 5 years. India is the world’s largest consumer of newspapers.

One in five of the entire world’s daily newspapers are published in India – more than 100 million separate titles – and newspapers benefit from around 45% of all advertising spend. At the same time, in a strange paradox, many free newspapers will do rather better, whether dailies given out in metro stations with minimal editorial teams, or local weekly papers in areas with robust local advertising, particularly from estate agents. Specialist magazines will be more resilient – indeed throughout the last few years, magazine titles in many countries have boomed in number, each for ever more niche groups of readers. Magazines will continue to benefit from convenience, and superior look and feel to a mobile device.

<https://www.globalchange.com/why-print-media-still-has-a-future-truth-about-books-newspapers-magazines-and-print-advertising-and-why-the-paperless-office-is-such-a-last-century-idea.htm>

Also, Patrick Dixon talking about the future of newspapers: <https://www.globalchange.com/future-of-newspapers-advertising-and-readership.htm>

Freddy Mayhew of the Press Gazette looks at how paywalls have been going up across a number of news websites, as publishers look to create a stable digital income separate from online advertising, where Facebook and Google are claiming the lion's share:

<https://www.pressgazette.co.uk/more-paywalls-going-up-online-as-news-publishers-face-shrinking-share-of-ad-revenue-and-try-to-fight-back-against-ad-blockers/>

Douglas McLennan, Founder and Editor of ArtsJournal, and Jack Miles, Pulitzer Prize and MacArthur award-winning author consider a future without newspapers:

https://www.washingtonpost.com/news/theworldpost/wp/2018/03/21/newspapers/?utm_term=.1ef6a825bde5

5) Facebook and Breaking News

Facebook to work with news publishers to highlight urgent news stories on its platform. Will this be the end of fake news and renew trust in media organizations?

https://newsroom.fb.com/news/2018/08/inside-feed-can-breaking-news-break-through-on-facebook/?_ga=2.1668018.205594238.1542739825-941008010.1493918646

Can Breaking News Break Through on Facebook?

https://www.facebook.com/facebookmedia/blog/expanding-breaking-news-on-facebook?utm_source=Daily+Lab+email+list&utm_campaign=ba0b5efa39-dailylabemail3&utm_medium=email&utm_term=0_d68264fd5e-ba0b5efa39-396193277

About Breaking News on Facebook in Facebook's own words:

When people see news on Facebook, they want to easily identify when it is timely. And news publishers have told us they want help highlighting urgent news stories on Facebook.

"The "Breaking News" indicator is a step in the right direction for Facebook to increase transparency and urgency in people's News Feeds." - Cynthia Collins, Off-Platform Editor, The New York Times

6) Is the Democratization of Media Bad for Democracy?

Rob Howard asks what the democratization of media means to democracy:

<https://medium.com/the-mission/is-the-democratization-of-media-bad-for-democracy-cd992f6aea3d>

We thought more information would open our minds. Instead, our brains have revolted against unlimited stimulation.

Not long ago, sharing information with thousands of people was a serious endeavor. The cost of printing and the time it took to produce and transport magazines and newspapers created physical barriers to how much could be written and how much we could read.

Before word counts and three-minute reads, journalists were allotted column inches. Paper was money, and the space your publisher set aside was a proxy for the value and quality of your story.

Today, those limits have evaporated, and we've lost our best neurological shortcut for deciding who to trust. The democratization of publishing seemed like a great idea, but it has been a disaster for democracy.

We thought more information would make us more knowledgeable and allow us to consider a wider range of worldviews. Instead, our brains have revolted against unlimited stimulation. Without any limits on what can be published or how much we can consume, we've decided we can't trust anything we read.

Faced with a never ending scrolling news feed, our brains revert to a digital form of fight or flight.

Some readers embrace their social media echo chambers.

They rely on their friends to provide a new, replacement filter on the information they receive. This is the fight reaction, because it leads to more anger, more conflict and more polarization. Your friends have no stake in your quest to become an informed, responsible citizen — they post on social media so they can feel smart or edgy, and so they can grab a fleeting rush of dopamine from a few hours of approval and attention. That's not a recipe for a calm, balanced view of the world.

Others go off the grid and eschew the news entirely.

This works well if you truly aim to live in a cabin in the woods, but a certain degree of engagement and understanding of government and current events is a prerequisite to being an active participant in society. The urge to cut yourself off is the natural flight response to the threat of infinite information. It protects your brain in the short term, but it prevents you from reaching your potential.

The rest of us rely on an elaborate suite of tools, tricks and willpower to strike a tenuous balance.

But even the best time-trackers and ad-blockers can only get you so far. Every time you engage with the media vortex, you're expending willpower, subjecting yourself to stress, and making it more likely you'll get sucked back in. All that risk, and there's no guarantee you'll even find a source you trust.

We can't deny the value of technology and the Internet, and there were plenty of problems when journalism was ruled by a cohort of major publishers. But we also can't build a nation of knowledgeable citizens in an environment of unlimited stimulation and information overload.

The truth hidden behind the likes, comments and clickbait is that the world is not quite as extreme and chaotic as it seems.

When we step back from the vortex, even for a few days, the snap reactions to scary stories and angry tweets fade away. We have the calm, relaxed focus to see the big picture — including the parts of the world we like and the parts we want to change — and we can use that renewed energy to become the citizens the world deserves.

7) Why Mobile Will Dominate News Media by 2020

Caroline Scott, Deputy Editor spoke to Glen Mulcahy, Head of Innovation, RTÉ Tech, about how technology will continue to change both the way journalists work and audiences consume content.

<https://www.journalism.co.uk/skills/why-mobile-will-dominate-news-media-by-2020/s7/a708993/>

"In the next three to four years we are going to see an exponential explosion on several different fronts that are going to have massive impact on both the smartphone and your daily lives," said Mulcahy, at the Mojo (mobile journalism) Meetup in London on 16 August 2018.

Warning news organizations not to see technology as linear, but as a quickly evolving medium that will change workflows and production on a wider scale, he explained why he thinks mobile will dominate news media in just three years' time.

"Processing power is getting faster, cheaper and a hell of a lot more powerful," Mulcahy said, reminding attendees that the smartphone in their pocket is far more powerful than the computer NASA used to put a man on the moon. "If all you do with it right now is tweet, send the occasional email and take selfies, you're driving a Ferrari in first gear."

Storage capacity is growing. "One of the biggest challenges with mobile journalism to date has been running out of space," Mulcahy said, noting that reporters using their phones to shoot in HD and 4K have had problems out in the field, often having to spend a lot of time transferring content to larger hard drives mid-shoot. "But that almost becomes a negligible argument now."

"We will get to the point where we have trouble filling the storage available to us, whether it is localized on your device or cloud-based."

Camera technology is advancing. Smartphones are now able to shoot in 4K, a resolution four times higher than HD content, and consumers are being pushed to buy future-proofed 4K TV sets.

"But many broadcasters are still standard definition, and yet, we can shoot, edit and share 4K content from our smartphones," he said. Broadcasters just aren't ready for it yet, he added – if they were to migrate to a 4K transmission path, they would need a huge, costly amount of infrastructure.

"Very quickly, you'll probably see Apple release a 4K Apple TV, so you can stream that content to your super high-resolution television in your home, without going through the broadcast chain – for me as a broadcaster, that is a very scary proposition."

Mulcahy explained that brands are now pushing out their own short films, and more and more journalists are picking up their phones, jumping in at the deep end, shooting and editing their own stories on mobile.

"You look at them on the screen and you don't wonder what it was shot on, you just think that the story is engaging, the storyteller is engaging."

8) How Two Industry Leaders See the Year Ahead

<https://agency.reuters.com/content/dam/openweb/documents/pdf/news-agency/report/journalism-media-technology-trends-and-predictions-2018.pdf>

“Another gigantic news year. Having been burned, platforms somewhat retreat from news. Most news organizations contemplate or launch pay models, most of which fail. Given the negative forces pressing on advertising (print and digital), economic distress in the industry grows. Further consolidation is one result. AI/intelligent assistants solving for consumer needs across devices, environments, media is the big tech story of the year.”

Mark Thompson, CEO, New York Times

“This is a crucial year in the battle for the future of journalism. After years of ‘disruption’ will the digital platforms really act on the emergency they have created, which has brought about a devaluation in the profession of journalism and a collapse of trust in media organisations and what they report?”

Ben de Pear, Editor, Channel 4 News, UK

a) More Specific Predictions

- Investigations into misinformation and the role of platforms intensify, but lead to little concrete action in most countries beyond new rules for election-based advertising.
- Facebook or Google will be regularly accused of censorship this year after protectively removing content, which they feel might leave them open to fines.
- Fact-checking, news literacy, and transparency initiatives fail to stem the tide of misinformation and low trust.
- Publishers force users to sign-in/register for websites and apps – as well as investing heavily in data – to help deliver more personalised content and messaging.

- For the traditional media, we'll see a growing gap between big brands successfully managing digital transition and the rest (that are struggling).
- More publishers pivot to subscription (or other forms of reader revenue) as digital display advertising declines in importance.
- A number of publishers pivot *away* from video (... and back to text).
- In social media, we'll see a further move to messaging platforms and conversational interfaces.

b) Technology

- Voice driven assistants emerge as the next big disrupter in technology with Amazon strengthening its hold in the home.
- AR capable phones start to unlock the possibilities of 3D and immersive mobile storytelling.
- We'll be doing less typing on our phones this year as visual search becomes more important.
- New smart wearables include ear buds that handle instant translation and glasses that talk (and hear).
- China and India become a key focus for digital growth with innovations around payment, online identity, and artificial intelligence.

9) The Future of Journalism

According to Tony Simpson, Partner, Head of Global Media Practice at Savannah, London, UK, "My prediction for the future of journalism is that the journalist, rather than the newspaper or news organization, will become the brand and will be followed by people with similar views, similar political leanings. Journalists will have a direct relationship with the consumer, and the ability to monetize those relationships, making them a transferable commodity, in the same way sports people are."

a) The Future of Journalism in the Digital World

Dan Tynan, Tech Journalist examines the future of journalism in the digital world:

<https://www.forbes.com/sites/quora/2017/12/18/what-is-the-future-of-journalism-in-the-digital-world/#14c79f496a39>

Journalism is experiencing quite a resurgence, at least in the US. You can thank Trump for that. The Fourth Estate has totally upped its game since the election, reminding us all of the vital importance of a free press/media when staring fascism in the face.

Unfortunately, the business models have not changed. So regardless of the fact that subscriptions to the digital NY Times are up (and probably also across the board for the major publications), revenue models are not sustainable. News is too quickly commoditized; once a NY Times exclusive becomes public it's turned into a third-rate rehash and the Times sees not one dollar of ad revenue or any significant referral traffic from that.

Nobody has come up with a solution that truly works for turning digital news into profits. Paywalls, freemium/premium models, a la carte micropayments systems like Blendle — all are being tried, but not one solves this problem yet.

Which leaves media organizations at the mercy of deep-pocketed benefactors (like Jeff Bezos, the new owner of the Washington Post) and/or malefactors (Rupert Murdoch).

So newspapers/sites are continuing to slash their staffs.

Then there are the robots. Companies like Narrative Science and Audience Insights are already using bots to churn out sports and financial stories for outlets like AP and the LA Times. Welcome to our new robotic overlords.

But no matter how smart your AI is. You can't do journalism without the journalists.

b) Journalism, Media, and Technology Trends and Predictions 2018

Nic Newman looks at trends and predictions in journalism, media and technology for Reuters Institute's Digital News Project 2018.

This will be a critical year for the relationship between publishers and platforms, as companies like Google and Facebook fight a rising tide of criticism about their impact on society – and on journalism. News business models are shifting from advertising towards subscription and other forms of reader payment. 2018 will also see a renewed focus on data – as the ability to collect, process, and use it effectively proves a key differentiator. Media companies will be actively moving customers from the ‘anonymous to the known’ so they can develop more loyal relationships and prepare for an era of more personalized services. The era of Artificial Intelligence will bring new opportunities for creativity and for efficiency – but also for greater misinformation and manipulation.

<https://reutersinstitute.politics.ox.ac.uk/sites/default/files/2018-01/RISJ%20Trends%20and%20Predictions%202018%20NN.pdf>

<https://reutersinstitute.politics.ox.ac.uk/our-research/journalism-media-and-technology-trends-and-predictions-2018>

c) Nieman Lab's Predictions for Journalism for 2018

Each year, Nieman Lab asks some of the smartest people in journalism and digital media what they think is coming in the next 12 months. Here's what they had to say:

<http://www.niemanlab.org/collection/predictions-2018/#all>

What Nieman Lab's predictions for Journalism 2018 (*see above link*) tell us about where we're headed:

<http://www.niemanlab.org/2018/08/through-the-looking-glass-backwards-what-nieman-labs-predictions-for-journalism-2018-tell-us-about-where-were-headed/>

- **Journalism diversifies**, 69 predictions: “Many Nieman Lab experts believe especially in the diversification of formats – such as innovative developments in podcasts and video. The traditional, print article format will be increasingly deconstructed to be consumed mobile, and the form and style of journalism will be much more than before tailored to different platforms separately. This implicates that the skill requirements of journalists will also diversify.”
- **Post-truth is being tackled but persists**, 39 predictions: “Whether people trust each other and institutions is decisive in combatting post-truth — the word *trust* is mentioned 122

times in the predictions. If trust in society is low, it is difficult to establish shared agreement about what is true and what is not, undermining also fact-checking. Building trust will become one of the core challenges of journalists, especially if social media continue to fragment.”

- **More collaboration and blurring boundaries**, 23 predictions: “If collaboration is to become more common, profound changes in the culture and mind-sets of newsrooms can be expected. Collaboration replaces clearly defined roles with cross-sectional hybrid ones that ‘connect departments and specialties and act as translators.’ Creating Commons, shared resources, may provide journalism with a new infrastructure, offering ‘open-ended systems for news production built around common pooled resources to collectively address critical issues.’”
- **Subscriptions, memberships and new business models replace advertising**, 22 predictions: “Paywalls can help proliferate specialised niche journalism as the audiences often only pay for contents they cannot get anywhere else. This encourages to create contents, forms and styles that appeal to certain audience segments. Subscriptions, memberships, and other payment-models entice a more close and direct relationship between media organisations and their audiences. Such models require more accurate audience data and insights about their needs and tastes, fostering the development of data gathering and hyper-specialised journalism.”
- **Platforms become established in news distribution**, 15 predictions: “Some algorithmically organised feeds will be moved back to real-time in order to allow more timely interaction with the news. Some platforms will decide that surfacing news is not worth it and reduce the number of news on them — in the case of Facebook this already happened in January 2018 as Facebook announced its algorithm changes that de-emphasise the role of news in users’ feeds.”
- **Quality over quantity**, 11 predictions: “More and more media outlets start to build relationships with committed and engaged audiences instead of pushing out more and more content and improve the quality of journalism with the audiences. Many a media company will fall, and those left standing will publish less, validate information more carefully, plan for the long-term, and show relentlessly they can be trusted. Audiences are especially looking for analysis based on careful information gathering and curation.”
- **Artificial intelligence in journalism**, 11 predictions: “Expectations are high especially on a precise personalisation of content, machine vision and hearing, automated curation, fact-checking, tackling mis- and dis-information, and natural language processing. If discussions

on artificial intelligence still revolve around how much human work they will replace, in the near future the focus shifts to how artificial intelligence can support journalists in their work and help improve it. Keefe thinks that 'big stories' augmented by machine learning will soon be published, with 'important truths and facts invisible to humans alone.'"

- **Journalists and the audiences get close**, 11 predictions: "The traditional way of separating journalism outside and above the rest of society as an institutionalised outsider may begin to seem obsolete. The audiences will be taken seriously and journalists move from often shallow community engagement to comprehensive community collaboration. The get-close is driven partly by subscriptions, membership fees and events replacing income from advertisements. New journalistic enterprises are the forerunners of a new audience relationship which does not 'stand apart from the public' but begins to 'rethink and recode their work as both reporters and relationship-builders.'"

10) The Future of the Media Industry

Snapshots of what the future holds for the media industry around the world:

<https://mailchi.mp/politics/audio-or-video-leading-newsroom-change-investigative-journalism-in-africa-1029713?e=78ee893e33>

- a) Canada's federal government has announced it will help the country's struggling media industry with new tax credits and incentives.

<https://abcnews.go.com/International/wireStory/canada-offer-tax-credits-incentives-media-59355356>

- b) Facebook gives £4.5m to fund 80 local newspaper jobs in UK.

<https://www.theguardian.com/technology/2018/nov/19/facebook-gives-45m-to-fund-80-local-newspaper-jobs-in-uk-media>

- c) The future of voice and implications for news.

<https://reutersinstitute.politics.ox.ac.uk/risj-review/new-report-future-voice-and-implications-news>

11) Smartphones and the Future of Mental Health

Armed with more knowledge than ever before, can we future-proof our health from the impact of Smartphones and technology?

<https://genomind.com/how-smartphones-are-impacting-future-generations-mental-health/>

<https://www.virgin.com/entrepreneur/how-mental-health-affecting-generation-zs-ability-achieve>

<https://www.verywellmind.com/how-do-smartphones-affect-the-brain-2794892>

<https://www.telegraph.co.uk/family/parenting-tips-future-proof-children/>

PART SIX: ACKNOWLEDGEMENTS AND RECOMMENDED READING, VIEWING AND LISTENING

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- Nick Garnett, Journalist and Broadcaster, BBC Radio 5 live
- Andrew Hill, Associate Editor and Management Editor, Financial Times
- Caroline Scott, Deputy Editor, journalism.co.uk
- Tim Evans, Founder of Pitch Side, Adjunct Professor at Richmond University, London, UK, Former Marketing Director of BT
- Tony Simpson, Partner, Head of Global Media Practice at Savannah, London, UK
- Marc Hamilton, Chartered Psychologist, London, UK

Recommended Reading and Listening

Online

- <https://en.ejo.ch/comment/in-institutions-we-trust-what-is-quality-journalism>
- https://www.cjr.org/the_media_today/journalists-on-twitter-study.php
- [Anti-Social Media?](#) Contributors include Jeff Jarvis, Alan Rusbridger, Richard Sambrook, Prosper Tatendra
- <https://reutersinstitute.politics.ox.ac.uk/>
- <https://www.journalism.co.uk/>
- https://blog.feedspot.com/world_news_blogs/

For regular media news summaries try:

- UK: [FT Media](#)

- India: [Best Media Info](#)
- US: [Nieman Lab](#)
- [Center for International Media Assistance](#)

Books

- Anti-Social Media? The Impact on Journalism and Society
by John Mair (Editor), Tor Clark (Editor), Neil Fowler (Editor)
<https://www.amazon.co.uk/Anti-Social-Media-Impact-Journalism-Society/dp/1845497295>
- Antisocial Media: How Facebook Disconnects Us and Undermines Democracy Hardcover
by Siva Vaidhyanathan
<https://www.amazon.co.uk/Antisocial-Media-Disconnects-Undermines-Democracy/dp/0190841168>
- Breaking News: The Remaking of Journalism and Why It Matters Now, by Alan Rusbridger
<https://www.amazon.co.uk/Breaking-News-Remaking-Journalism-Matters/dp/1786890933>
- Distant Witness by Andy Carvin
<http://press.journalism.cuny.edu/book/distant-witness-social-media-the-arab-spring-and-a-journalism-revolution/>
- MOJO: The Mobile Journalism Handbook: How to Make Broadcast Videos With an iPhone or iPad
https://www.amazon.co.uk/MOJO-Mobile-Journalism-Handbook-Broadcast/dp/1138824909/ref=tmm_pap_swatch_0?encoding=UTF8&qid=&sr=
- The Phone Addiction Workbook: How to Identify Smartphone Dependency, Stop Compulsive Behavior and Develop a Healthy Relationship with Your Devices, by Hilda Burke, Paperback – June 18, 2019
<https://www.amazon.com/Phone-Addiction-Workbook-Smartphone-Relationship/dp/1612439039>

Audio

- All and any of the podcasts here are relevant: <https://podcasts.ox.ac.uk/series/reuters-institute-study-journalism>

Invaluable Websites, Surveys and Reports

- <https://digitalreport.wearesocial.com/>
- <http://www.digitalnewsreport.org/>
- <https://www.ofcom.org.uk/research-and-data/multi-sector-research/cmr/cmr-2018>
- <https://www.deloitte.co.uk/mobileuk/>
- <https://www.slideshare.net/wearesocial/digital-in-2018-global-overview-86860338>