

Emerging media models through crowdsourcing, creative commons and foundation-financed journalism in the digital environment

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Journalists have always crowd-sourced



Crowdsourcing

A new term, but an old journalistic practice

- Journalists have always gathering information those who at places where news is happening
- Journalistic practices of verification and multiple sourcing emanated from this practice

New techniques and methods designed for online news gathering

- Information from social media, photos/videos taken by amateurs, online photo agencies (Shutterstock, iStock)
 - Often used for news where journalists are not yet present or in locations where they cannot be deployed
- Information from specialist information sites, often run by NGOs and civil society organisations
- Planned vs. spontaneous crowd sourcing

Contemporary crowdsourcing creates needs for new verification and multiple sourcing practices

- Seeking multiple sources of information, reviewing the locations and identities of those contributing information
- Checking photo time stamps; using multiple sources of similar photos to determine if representation is correct; use of software to check for photo manipulation

Crowdsourcing

Challenges:

- Many online sources of information and photos about political and armed conflicts are operated by those not actually in the location of events
 - Many sources about Syrian conflict and conflict with ISIS are in Lebanon, Turkey, Germany, and the UK
- Many sources have vested interests
 - Many sources of information about Iran are expatriate refugees or in exile
 - Many sources of information about ISIS are Kurdish refugees
 - Many sources of information about climate change, the environment, and other issues are activists with specific perspectives
 - Many sources of public policy information are 'think tanks' whose corporate funding is obscure

Digital news borrowing

Aggregating stories from other sites

Linking to other sites

- Industry standard is to use a headline and 1 paragraph and then take the reader to the original site
- National copyright laws can override the standard

Taking content from other sites

- Using the entire story/photo(s)
- This use is generally protected by copyright
- Requires a license and attribution

Copyright doesn't work very well in the digital environment

Things move too quickly

- Takes too much time and to get copyright licenses absent an exist over-arching agreement

Syndication mechanisms for individual stories, photos, videos are inefficient in many organisations

Copyright law differences related to news in many parts of the world

Digital news borrowing

Creative Commons

A licensing arrangement designed to always rapid flow of digital content

- Not an alternative to copyright
- Individual negotiations are not needed when standard licenses are use.

Typically makes free use of materials for non-commercial uses, educational uses,

Reserves some rights

- Rights were commercial uses are involved
- Moral rights

Human and machine readable license

- Public domain mark



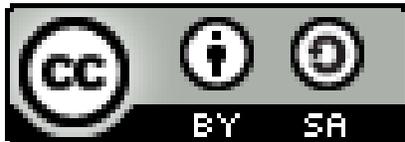
6 standard Creative Commons licenses



attribution required



attribution required and no derivative permitted



attribution required and derivative work available under same terms



attribution required and no commercial derivative permitted



attribution required and no commercial derivatives, must be available under same terms as content incorporated



attribution required and no commercial derivatives, cannot change content into a derivative

Foundation-financed journalism

Foundations increasingly providing support for news organisations and news production

Funding many startup digital initiatives

- Particularly local and investigative enterprises

Funding specific types of news coverage

- health news, environmental news, investigative reporting, specific conflict zones

Challenges

- Foundations are not neutral
- Foundations' interests change over time and may lose interest
- Difficulties evident in governance, acquiring capital, and sustainability
- Are not able to create larger scale firms
- Failure rates are about the same as for all start-up firms

Digital news consumption is related to pre-existing patterns of news consumption

Type of news consumed

Amount of time spent with news

Text or visual preferences

News brand preferences

Willingness to pay for news

How user find digital news differs

News brand important in UK, Denmark, Spain and Finland. Search engines in France, Germany, Italy, Japan, Brazil and US. Social media in Brazil and US.

	UK 	France 	Germany 	Denmark 	Italy 	Spain 	Japan 	Urban Brazil 	USA 	Finland 
Directly via brand	45%	23%	27%	46%	39%	46%	20%	46%	33%	57%
Search engine	29%	40%	42%	15%	59%	35%	41%	59%	40%	26%
Social media	17%	14%	15%	16%	34%	38%	12%	46%	28%	24%
Email	9%	24%	12%	16%	12%	12%	18%	22%	27%	11%
News aggregator	4%	5%	9%	7%	6%	7%	13%	5%	8%	14%
Mobile phone alert	3%	6%	4%	7%	4%	5%	6%	10%	6%	5%

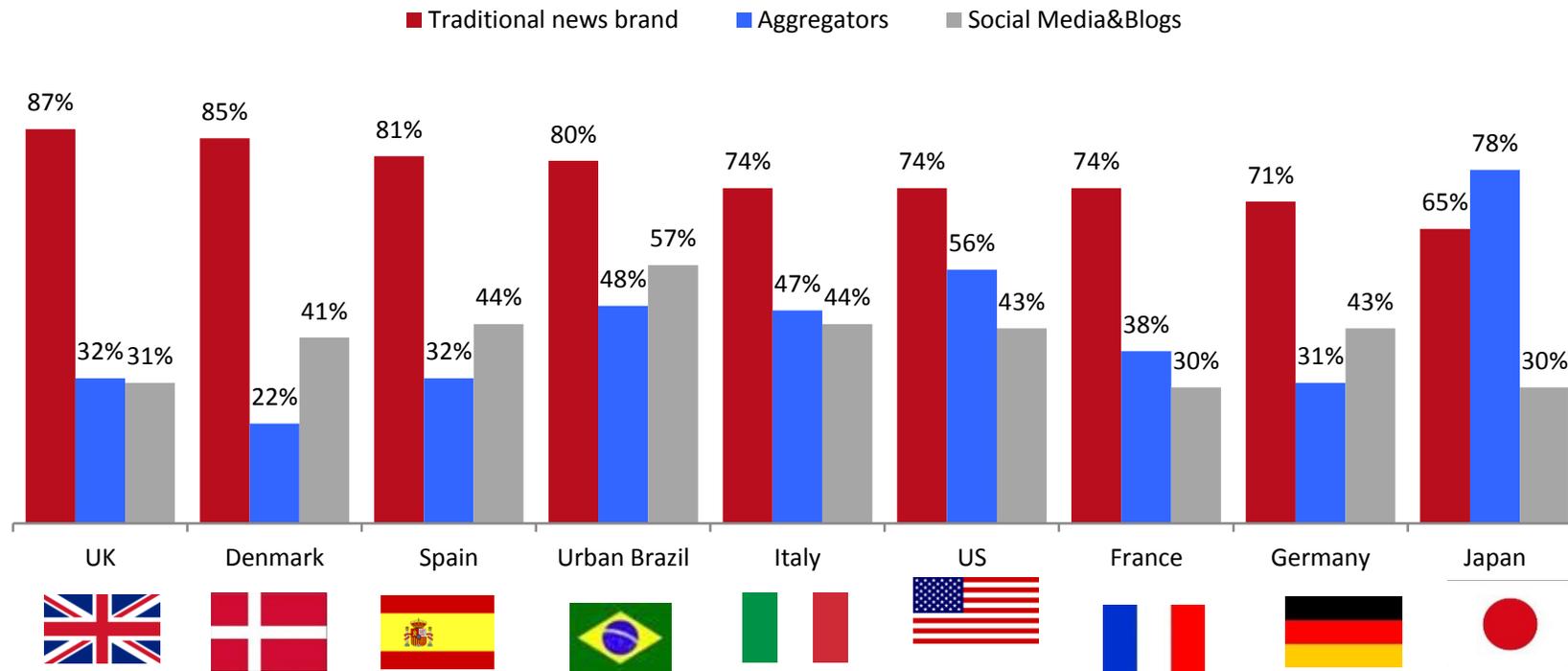
Q10. Which were the ways in which you came across news stories last week? (Please select all that apply)

Base: All markets 2014 – UK=2082, Germany=2063, Spain=2017, Italy=2010, France=1946, Denmark=2036, Finland=1520, US=2197, Urban Brazil=1015, Japan=1973

Traditional brands remain strong

The UK has the strongest traditional news brands of our surveyed countries.

Aggregators/pure players have made the most impact in Japan.



Digital payment is increasingly viable, but not a panacea

- Consumers have increasing experience with payments for news
 - More than 10 percent of digital users have already paid for digital news\
 - Brazil leads with 22% having paid for digital news
- Willingness to pay is increasing
 - 14% overall; 19% among heavy news consumers
 - 61% in Brazil, 23% in Italy, 21% in Spain, 11% in US, 8% in Japan

23% expect the lack of free quality news will lead them to pay in the future

People 18-24 have highest willingness to pay

People with tablets have highest willingness to pay

Reuters Institute Digital News Report

<http://www.digitalnewsreport.org/>

Reuters Institute site

<https://reutersinstitute.politics.ox.ac.uk>

Personal sites

www.themediabusiness.blogspot.com

www.robertpicard.net