

Impacts of Social Media on the (News) Media Sector Challenges and Opportunities



Jochen Spangenberg, Deutsche Welle, Innovation Projects
New Media / Strategy, Marketing & Distribution
Contact: jochen.spangenberg@dw-world.de

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Agenda

- Social Media – a Snapshot
- Social Media and News
- Challenges (Focus on Information Gathering / Sourcing)
- Conclusions

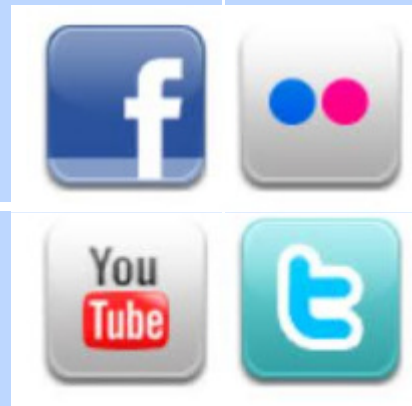


Source: DW

Social Media – a Snapshot

Late 2011: more than 800 million Facebook users

September 2010: Flickr hosts more than 5 billion photos



January 2012: 48 hours of video uploaded to YouTube per minute. Equals eight years of content uploaded every day

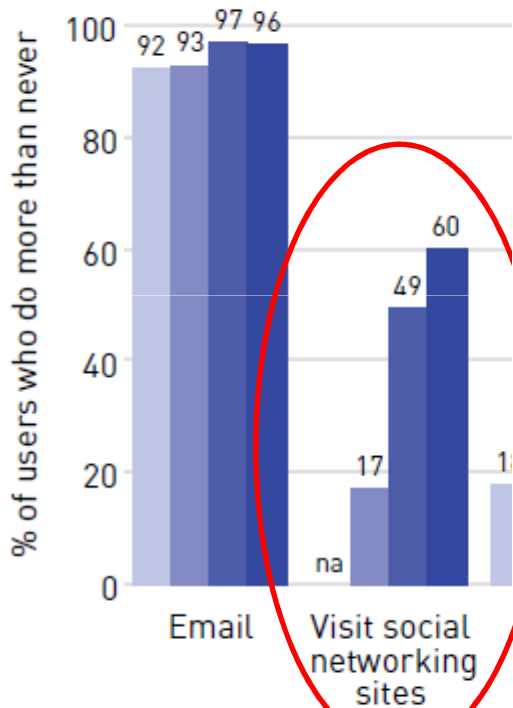
February 2011: 140 million tweets posted daily on Twitter

Sources: company information (of those mentioned)

Social Media – a Snapshot (the UK as an example)

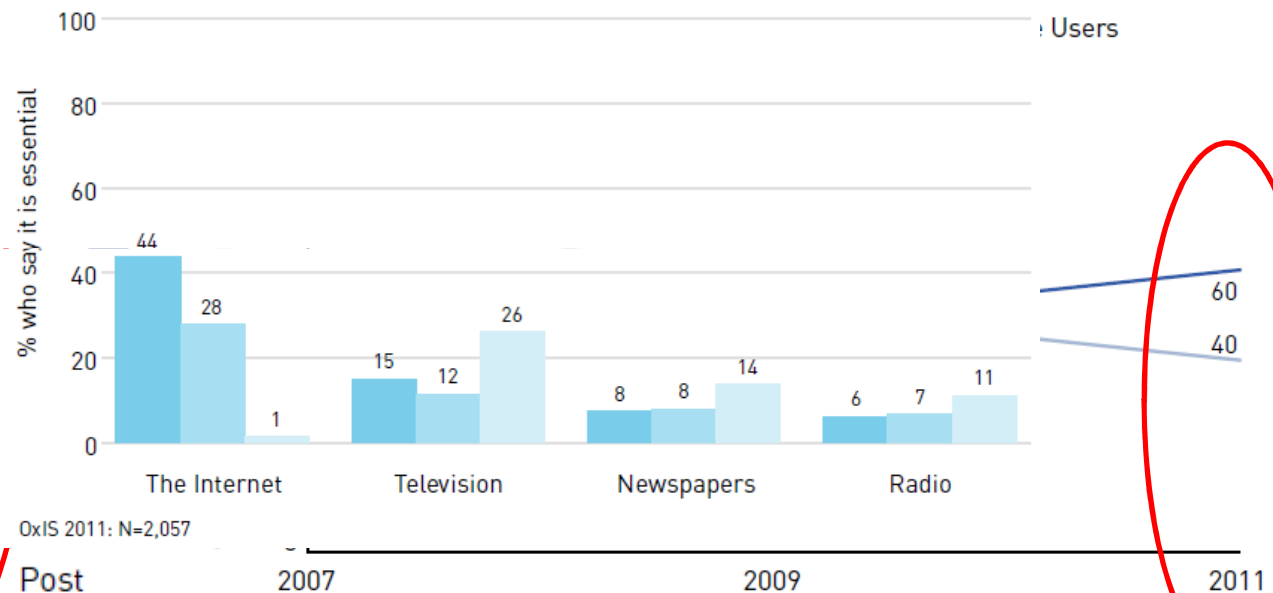
Communication Only

2005 2007 2011



Average Importance of Media for Information by Users and Non-Users (QA2 by QH12)

Next generation users First generation users Non- and Ex-users



Current users. OxiS 2005: N=1,309; OxiS 2007: N=1,578; OxiS 2009: N=1,401; OxiS 2011: N=1,498

Source: Oxford Internet Survey 2011 Report, p. 34 & 43 (The situation in the UK)
http://www.oii.ox.ac.uk/publications/oxis2011_report.pdf

A word cloud of adjectives describing the experience of using a mobile phone. The words are arranged in a circular pattern, with 'GOOD' being the largest and most central word. Other prominent words include 'EXCELLENT', 'GREAT', 'FUN', 'CONVENIENT', 'INTERESTING', 'EASY', 'INFORMATIVE', 'BORING', 'OKAY', 'AWESOME', 'ADDICTIVE', 'CONFUSING', 'OVERWHELMING', 'HELPFUL', 'AMAZING', 'DISASTROUS', 'OVERSTATED', 'CONSUMING', 'ENTERTAINING', 'USEFUL', 'ANNOYING', 'FRUSTRATING', 'INTRODUCED', 'WASTE', 'WASTEFUL', 'LOCAL', 'COMMUNICATION', 'MEDICINE', 'FAMILY', 'SATISFIED', 'RARELY', 'ENJOYABLE', 'TIME', 'SOMEONE', 'ENJOYING'.

People post content in Social Networks

- to share things about themselves
- to tell others what is happening around them
- for commercial reasons, PR, marketing, “spin”, propaganda etc.
- ...

Now what does this mean for journalist / the news – media business?

New (additional) sources have emerged

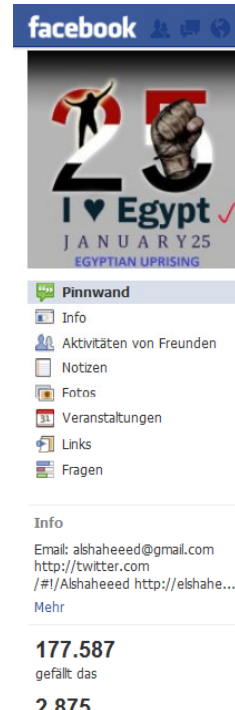
BUT:

- usefulness varies
- old, traditional sources still exist (and still have value)
- some old rules and practices still apply (and make sense)

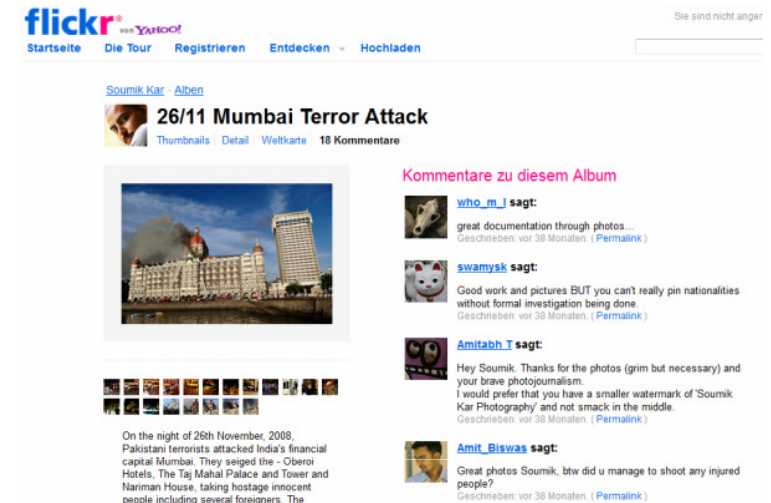
Content in Social Networks as a News Source



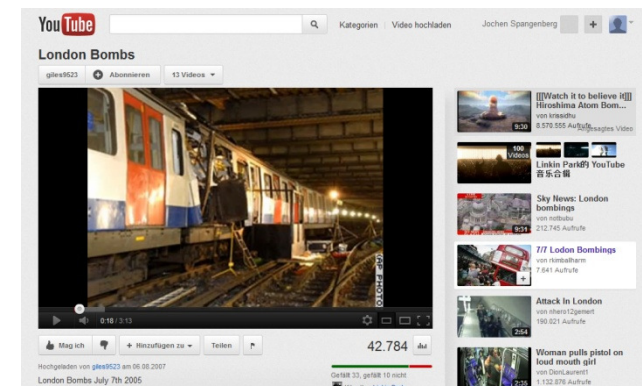
Source: Photo taken by Janis Krums in Jan 2009 on his iPhone and posted on TwitPic / shared via Twitter, from where it was picked up by numerous news outlets.
See <https://twitter.com/#!/jkrums/status/1121915133>



Source: Facebook site set up in honour of Khaled Said



Source: Flickr.com (Mumbai attacks of 2008)

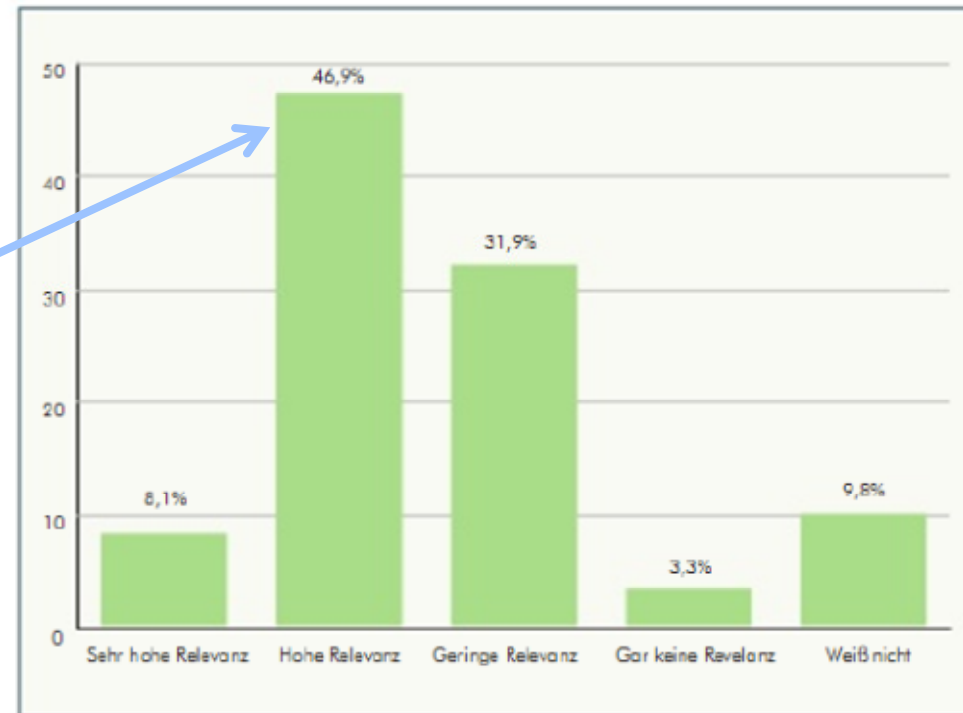


Source: Youtube.com (London bombings of 2005)

Relevance of Social Media for Journalistic Work

Welche Relevanz hat Social Media für die journalistische Arbeit?

For **46.8 %** of journalists questioned, Social Media is of „high relevance“



Data / Source: 2.682 journalists working for different media questioned in March 2010 for “Medien-Trendmonitor“

Some Reasons WHY Social Media is Relevant for Journalists

Social Media allows journalists to

- tell (better) stories
- be quicker
- build engaged communities
- distribute content virally
- ...



Source: Jochen
Spangenberg
(BBC newsroom)

Some Reasons WHY Social Media is Relevant for News Brands

**Traffic to Top 5 Newspaper Sites in Europe Preceded by Facebook.com
November 2011 vs. November 2010**
Total European Audience, Age 15+, Home and Work Locations
Source: [comScore Media Metrix](#)

Site	Percentage of Incoming Traffic Preceded by A Visit to Facebook.com		
	Nov-10	Nov-11	Point Change
Mail Online	8.5%	13.1%	4.6
Guardian.co.uk	4.6%	12.8%	8.2
Hurriyet.com.tr	6.5%	10.0%	3.5
Bild.de	8.4%	14.8%	6.4
Milliyet.com.tr	9.9%	18.9%	9.0

Source: comScore, reprinted in thenextweb.com on <http://tnw.co/w9W71d>

Some Challenges for News Media when Using Content from Social Networks

- Verification
- Filtering
- Sensing
- Analysis
- Visualisation
- Cross-platform issues
- Speed
- Legal

Initiatives that Tackle Some of These Issues

The research project ARCOMEM (www.arcomem.eu/)



- “collect, archive and intelligently store content from Social Networks”

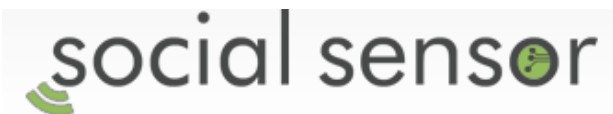
The research project SOCIOS (www.sociosproject.eu/)

- “search and newsgathering across Social Media platforms”



The research project SOCIAL SENSOR (www.socialsensor.eu/)

- “filter and analyse content in Social Networks”



Conclusions

- Social Media = huge impact on media organisations and journalism
- Journalists / media organisations can / should not ignore Social Media
- “Just another source” – relevance varies
- “Opportunities versus dangers”
- “Old” principles still apply
- Currently, using content from Social Networks still laborious, time-consuming, difficult
- Many solutions / improvements needed
- We are tackling some of them ...

The End



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