

Understanding news experiences with innovative methods

Hallvard Moe, Erik Knudsen & Marianne Borchgrevink-Brækhus

WP1

sfri = **Research Centre for Responsible
Media Technology and Innovation**

Project number 309339



WP1 Understanding media experiences

We are: Media scholars and analysts interested in the role of media in democracy, and in the impact of new technologies on user experience

Our objective: *To provide **fundamental knowledge** on how users will interact with media of the future, by monitoring and understanding users across media through advanced qualitative and quantitative approaches.*

Questions we are asking:

- How will users interact with media of the future?
- How can we understand users across and beyond media?
- How does datafication change media use?
- What does it take for users to evaluate media as responsible?



People and partners



Kristian Tolonen,
industry leader



Brita Ytre-Arne, WP
leader



Hallvard Moe, WP
leader



Erik Knudsen,
researcher



Ana Milojevic,
postdoc



John Magnus Dahl,
postdoc



Marianne
Borchgrevink-
Brækhus, PhD cand.



Irene C. Meijer,
professor 2



Two ongoing activities

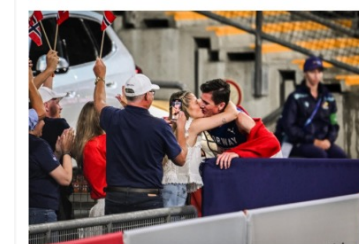
- How to understand digital news use?
- How to capture news use across media?

Using innovative methods

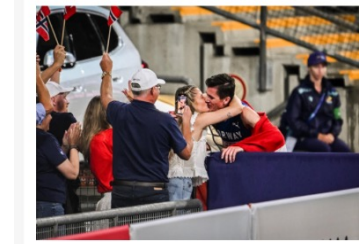
- 1) Constructive news survey experiment
- 2) User data donation

The effects of using constructive news

A collaboration between industry partners and scientific staff in WP1



Jakob Ingebrigtsens takk til brødrene og forloveden: – Vi har gjort mye riktig



Jakob Ingebrigtsens takk til brødrene og forloveden: – Vi har gjort mye riktig



Høyeste rente siden 2011 - Dette er grepene du kan ta.



Sjeføkonom om rentehevingen: – Har ikke tid til å vente

WP1 DIGSSCORE-Workshop

Open for all MediaFutures Partners. The first part will be in English, and the second part will be in Norwegian/Scandinavian.

Introduction to DIGSSCORE

MediaFutures WP1 workshop on DIGSSCORE

onsdag 15. juni 2022 fra 10:00 til 13:00

3 timer

<https://uib.zoom.us/j/65597060274?pwd=Q0huZm9EY2s4VGJCSWdMdVRwTGZk...>

Bli med

11:30-11:45: DIGSSCORE

11:45-12:00 Coffee break

12:00-12:15: Opportunities for researching constructive journalism and hard-to-reach audiences using DIGSSCORE.

12:15-12:45: Designing the study

12:45-13:00: Summing up and the road ahead

Partners use it for? (20 minutes presentation and 20 minutes

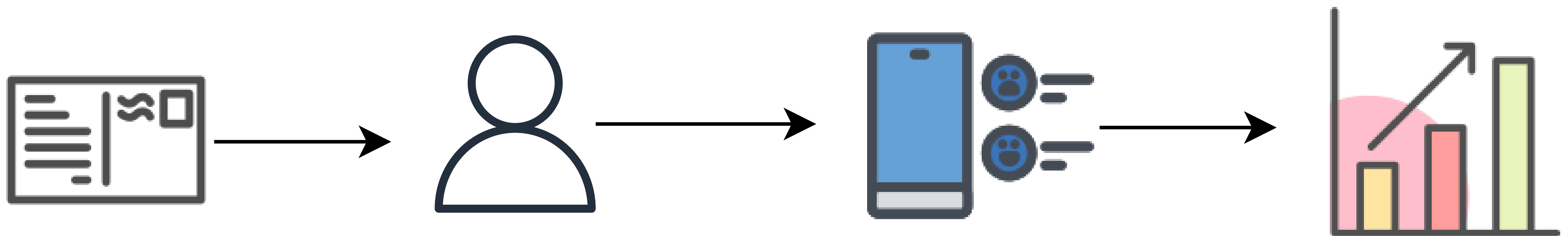
constructive journalism (10 minutes presentation and 5 minutes for

presentation and 5 minutes for questions).

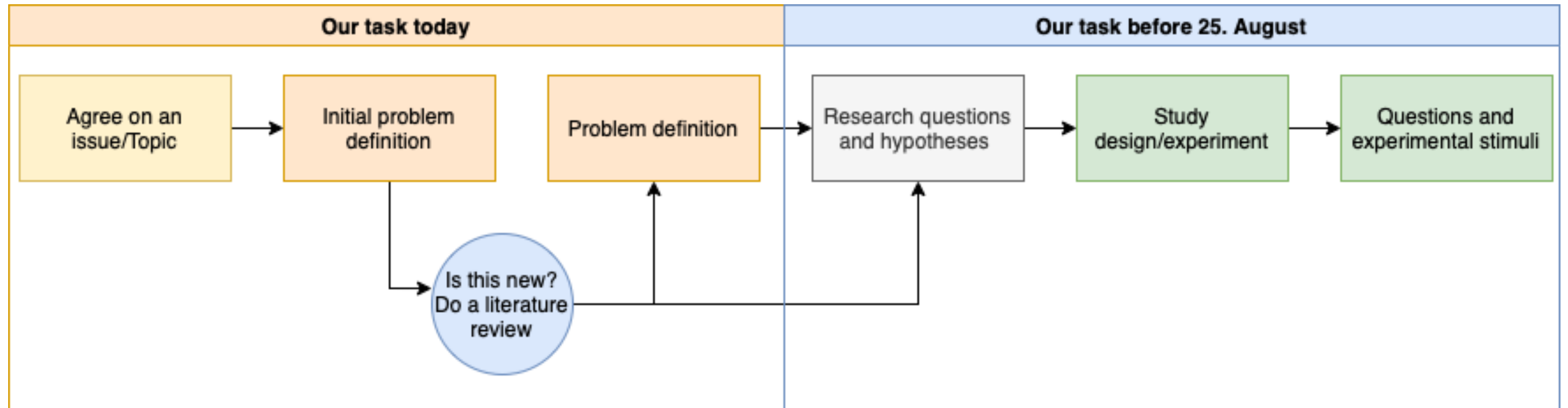
The Norwegian Citizen Panel...

- + ... is a research-purpose internet panel with over 10.000 active participants.
- + ... is based on a probability sample of the general Norwegian population above the age of 18 drawn from the Norwegian National Registry.
- + Panel members complete an online questionnaire (at least) three times a year of 15 minutes each.
- + Researchers share the space!





The process



The team

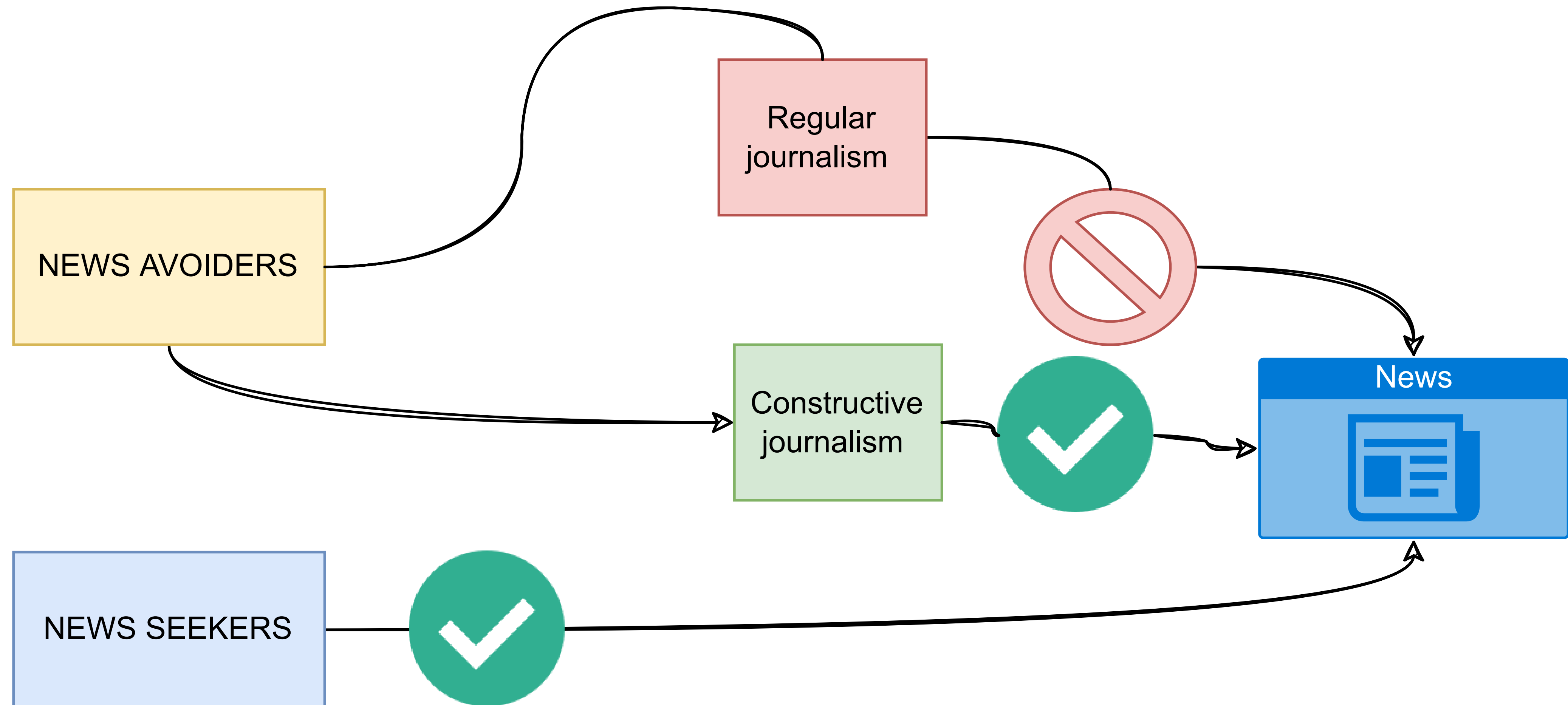


Nini Berge

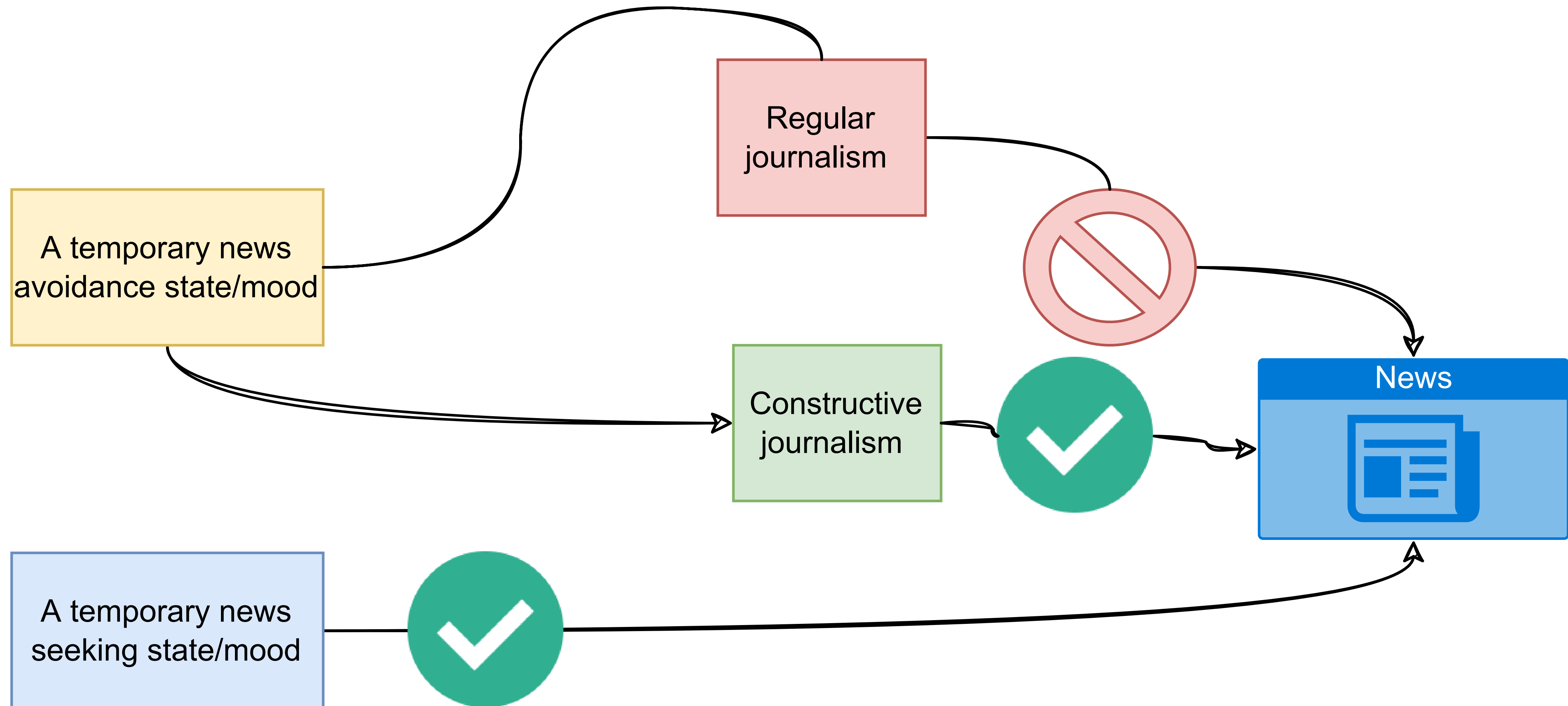


Erik Knudsen

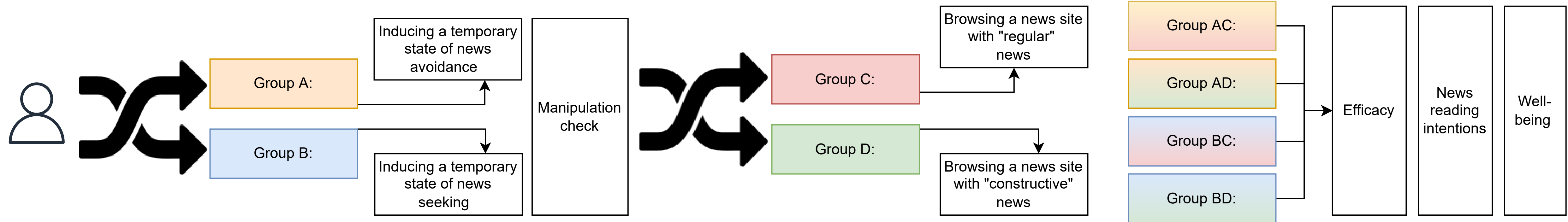
The idea

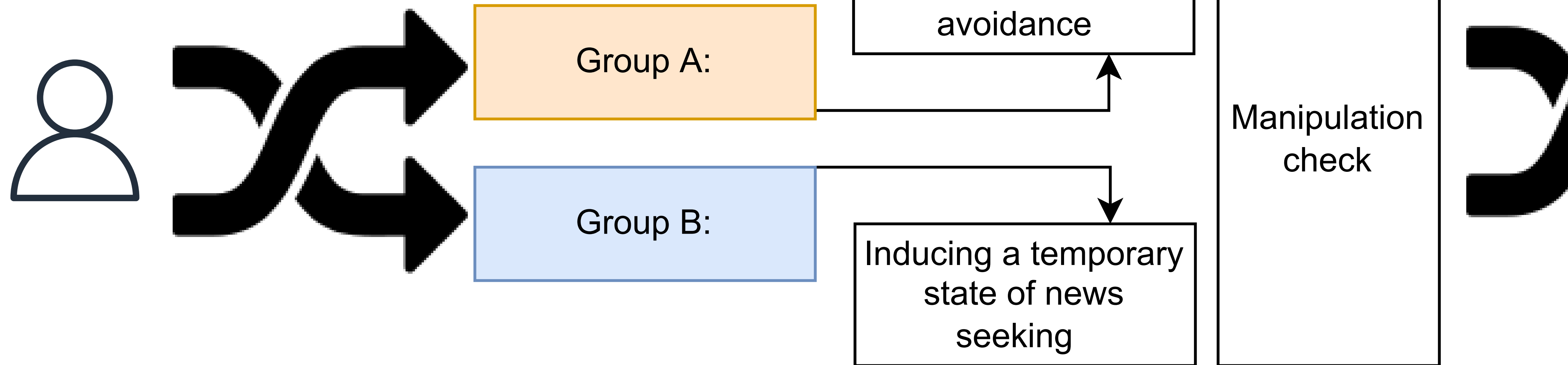
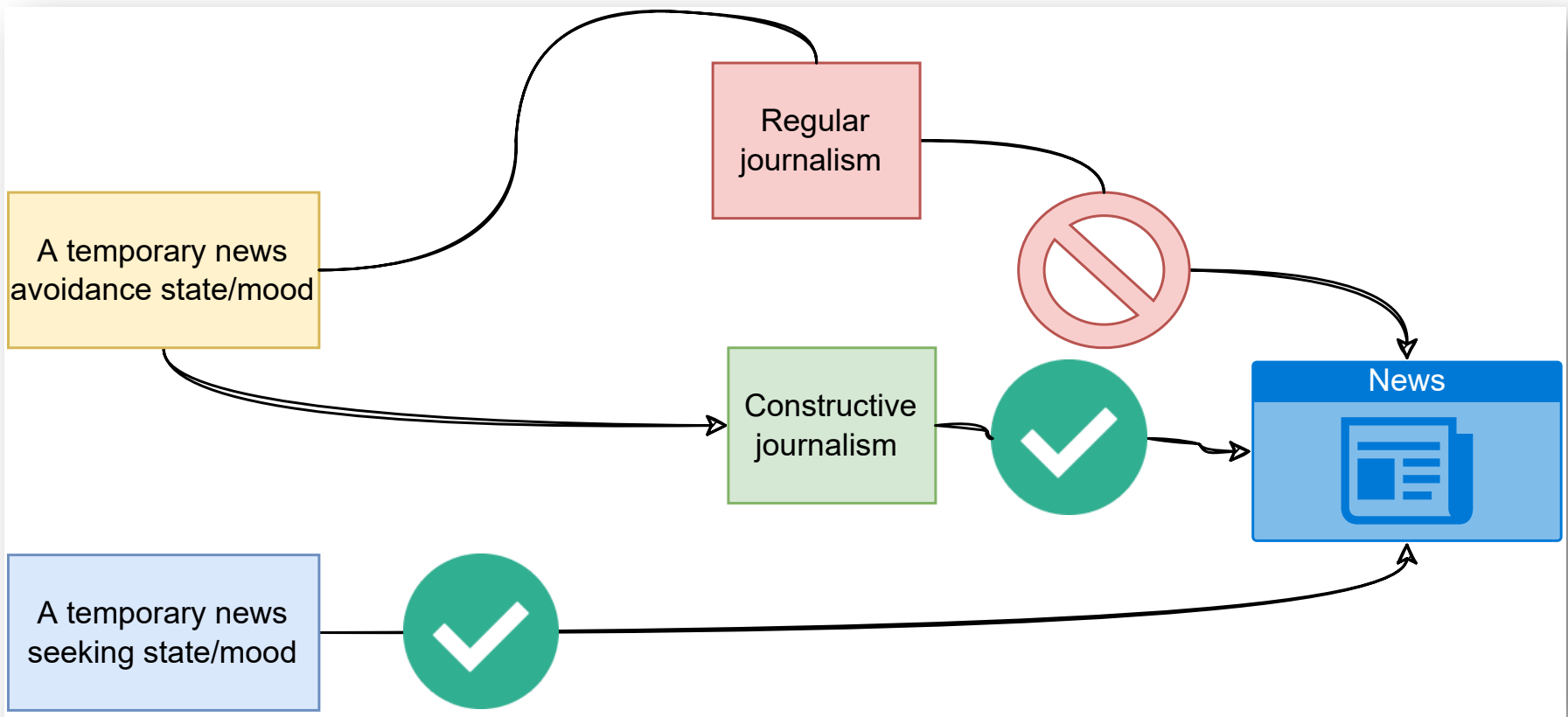


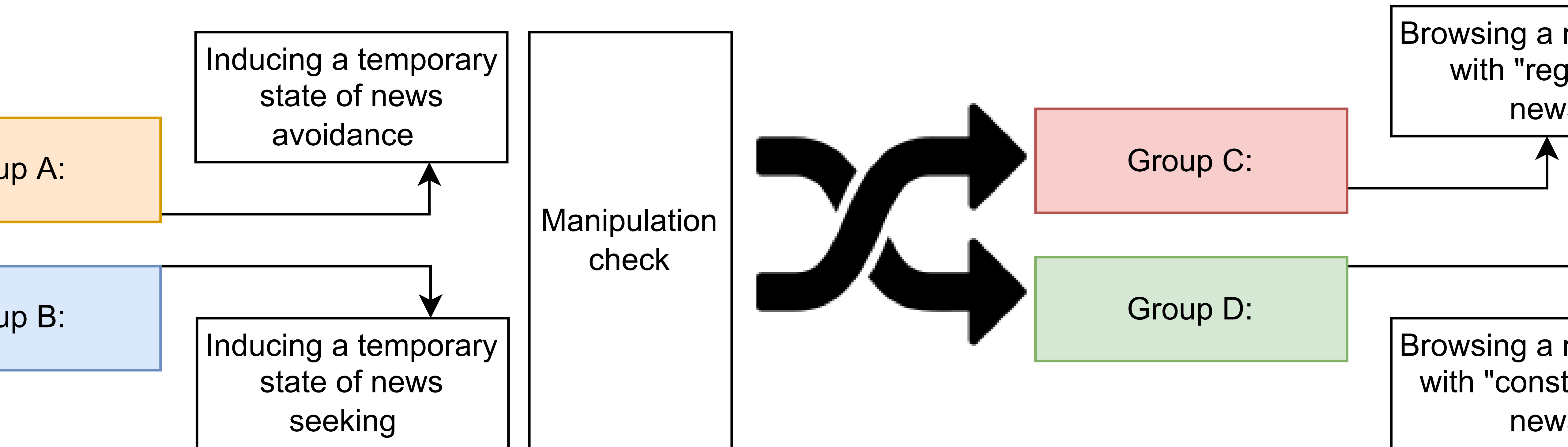
The idea

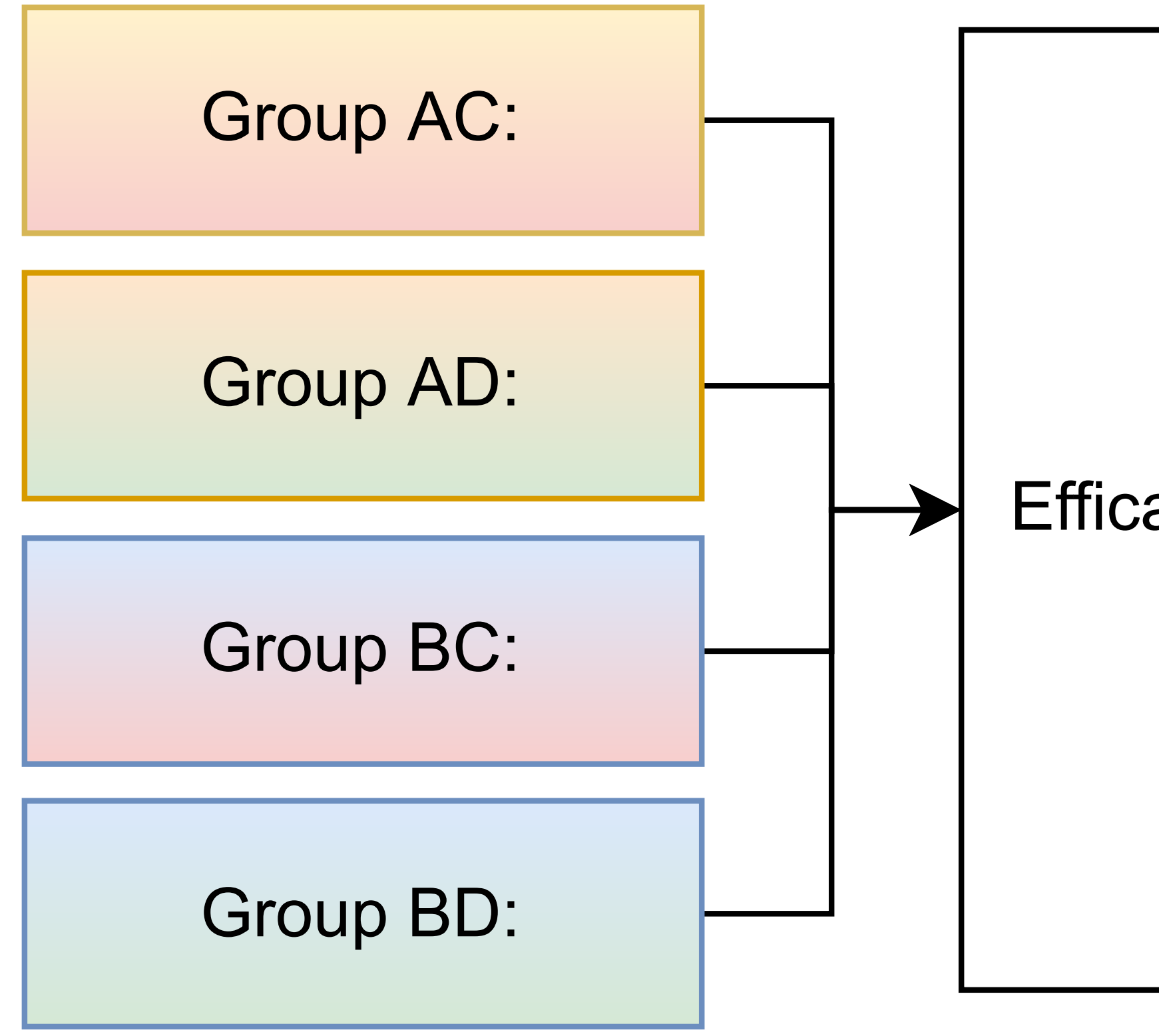
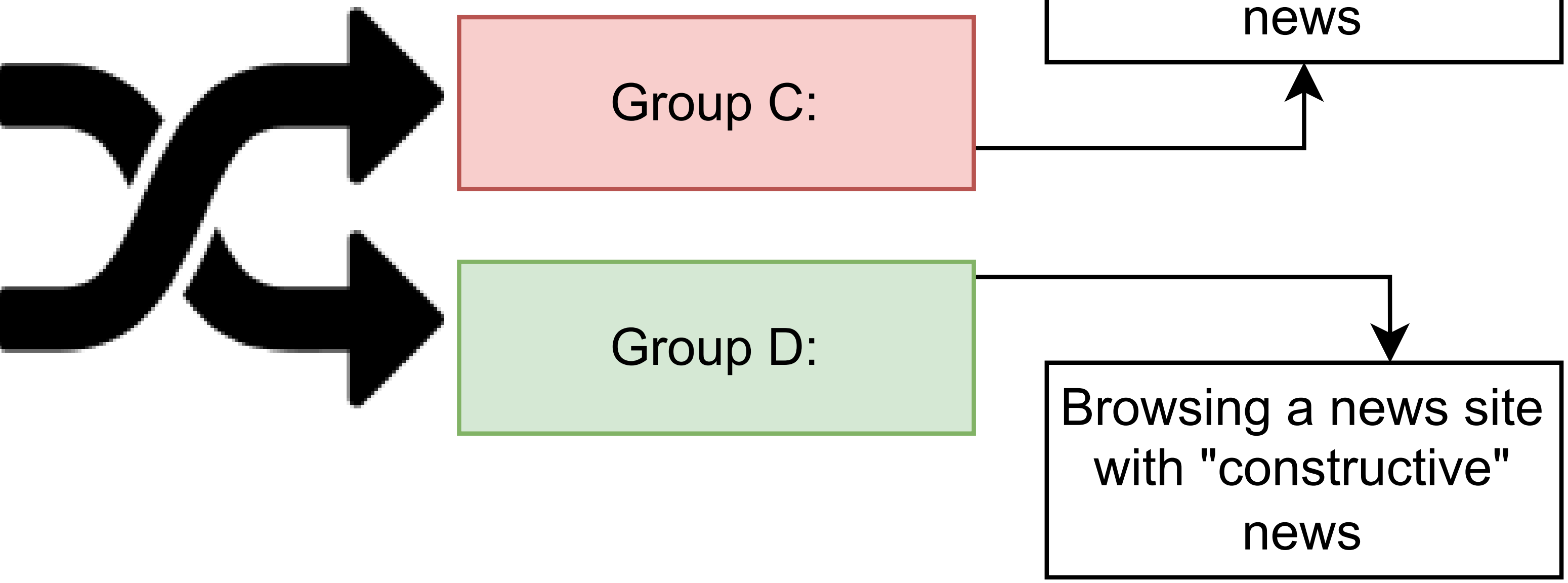
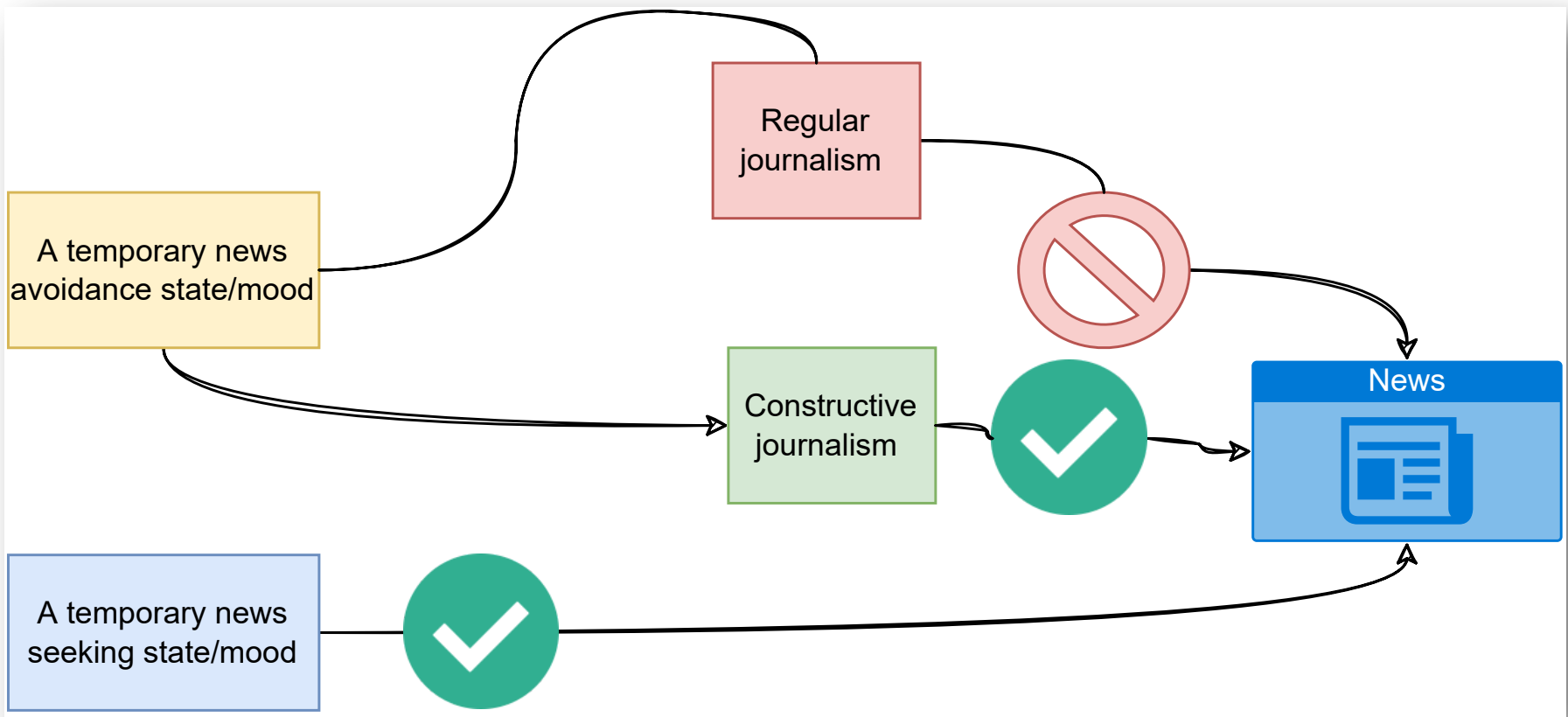


The design









vs site
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vs site
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Group AC:

Group AD:

Group BC:

Group BD:



Efficacy

News
reading
intentions

Well-
being



INTRO_NYHETER


Den neste delen av undersøkelsen handler om nyheter, og dine opplevelser knyttet til nyheter.



Tilbake

Neste

Inducing a news avoidance mode



r25mepanx

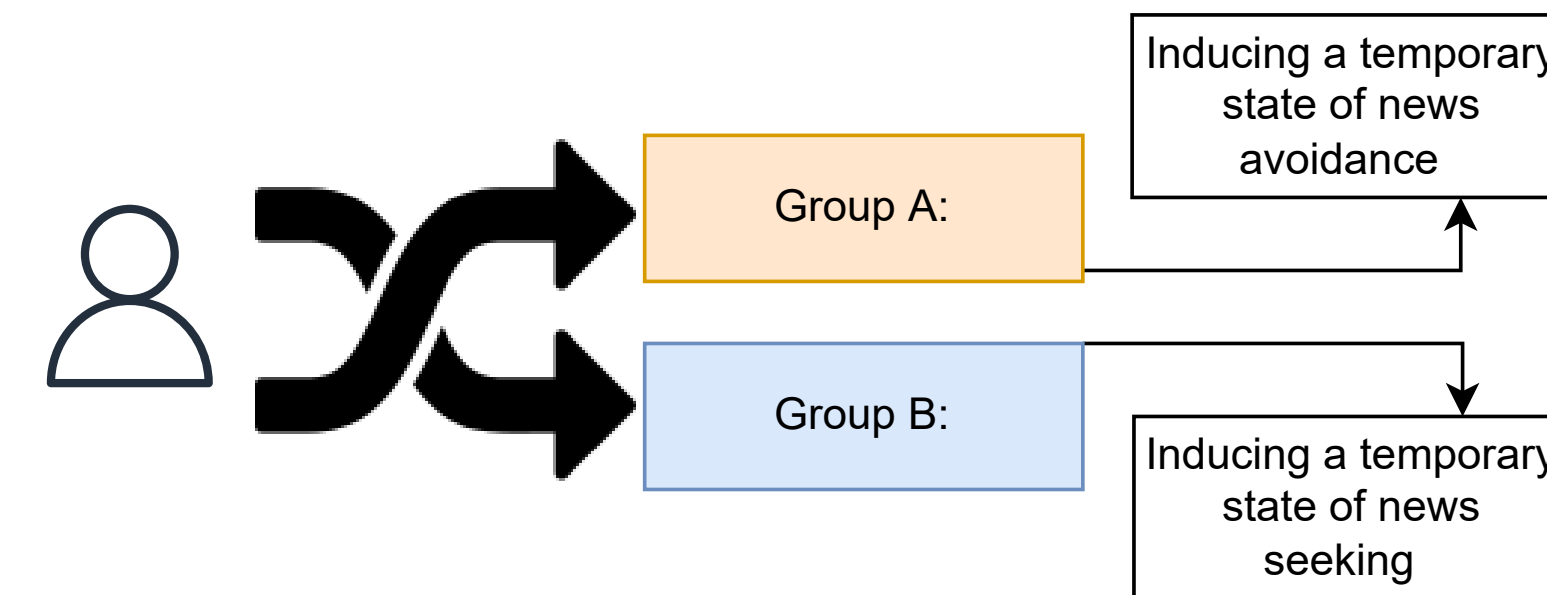
Mediene fokuserer ofte på negative hendelser og kriser. I perioder kan mengden av negative nyheter virke overveldende og gjøre at man føler seg sliten, makteløs og i dårlig humør. Noen ganger har man gjerne lyst til å ta en pause fra alle de negative nyhetene.

Kan du huske tilbake til og beskrive en spesiell situasjon der du ble veldig sliten av nyhetene eller ønsket å ta en pause fra nyhetene?


Vennligst beskriv dette minnet og den følelsen du hadde med et par setninger, eller bare noen få ord dersom det passer bedre for deg.

Tilbake

Neste



Inducing a news seeking mode



r25mesenx

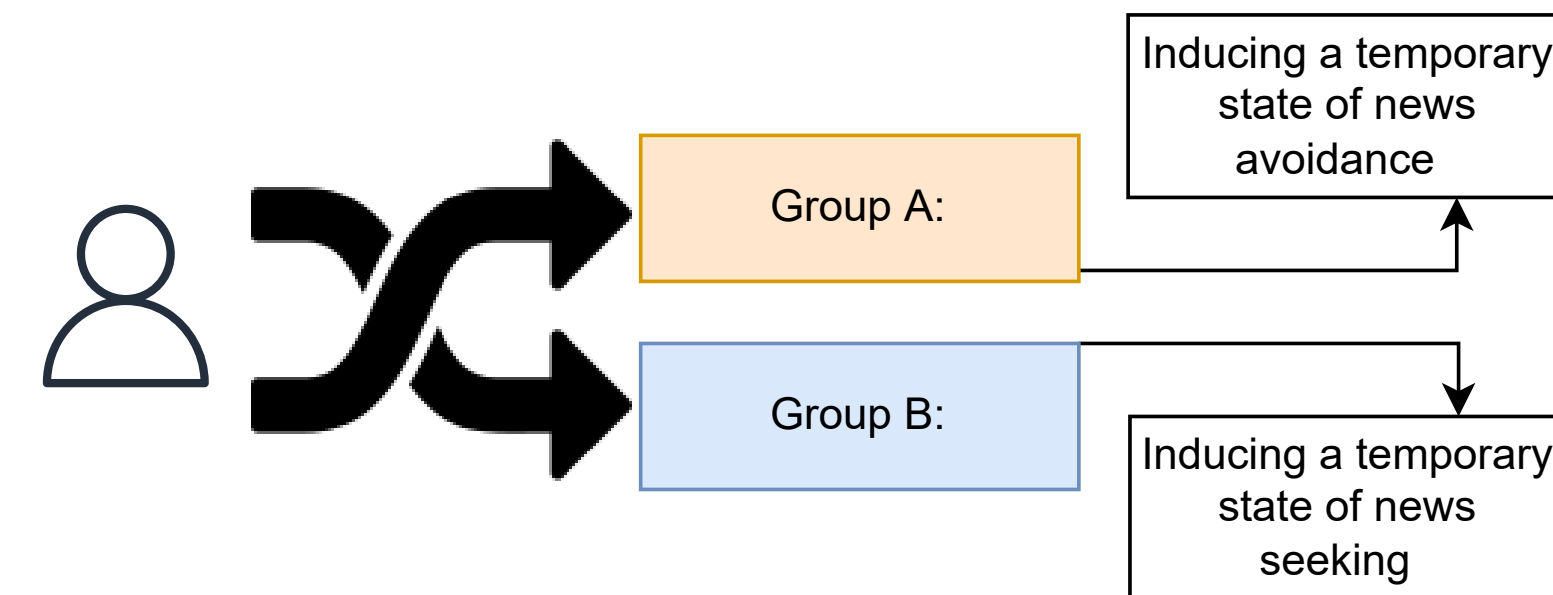
Mediene er en av folks viktigste kilder til informasjon om hva som skjer i Norge og resten av verden. I perioder har man gjerne et sterkt ønske om å oppsøke nyheter og oppdatere seg på kriser og viktige hendelser.

Kan du huske tilbake til og beskrive en situasjon der det var svært viktig for deg å følge med på nyhetene?

Vennligst beskriv dette minnet og den følelsen du hadde med et par setninger, eller bare noen få ord dersom det passer bedre for deg.

Tilbake

Neste



Manipulation check

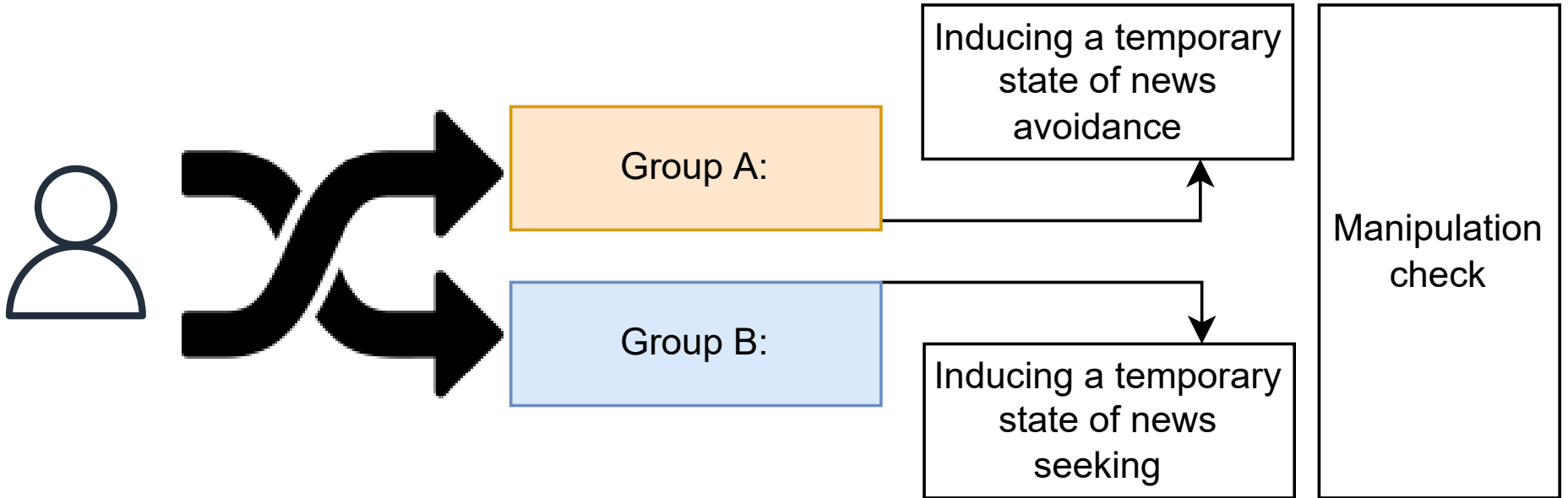
r25mernex

Når du tenker på hvordan du har det i dette øyeblikket, hvor enig eller uenig er du i følgende utsagn?

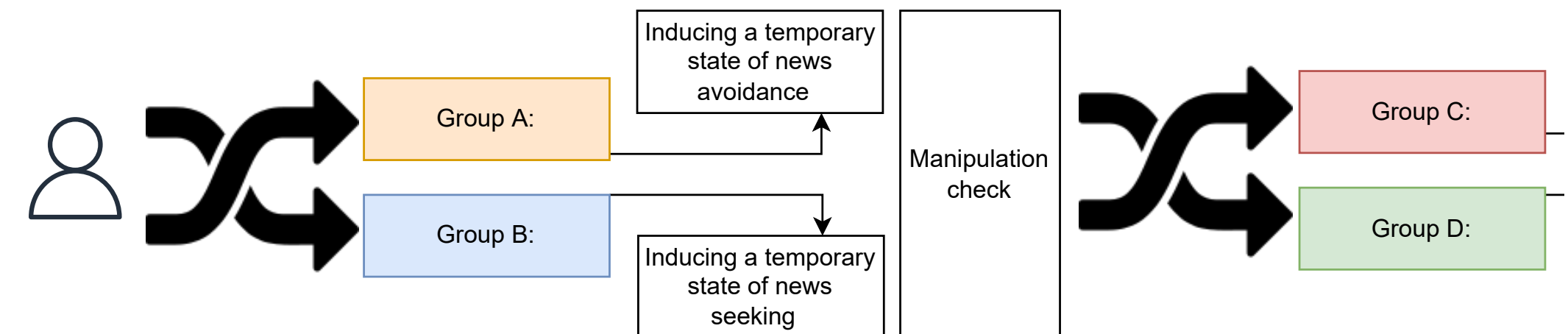
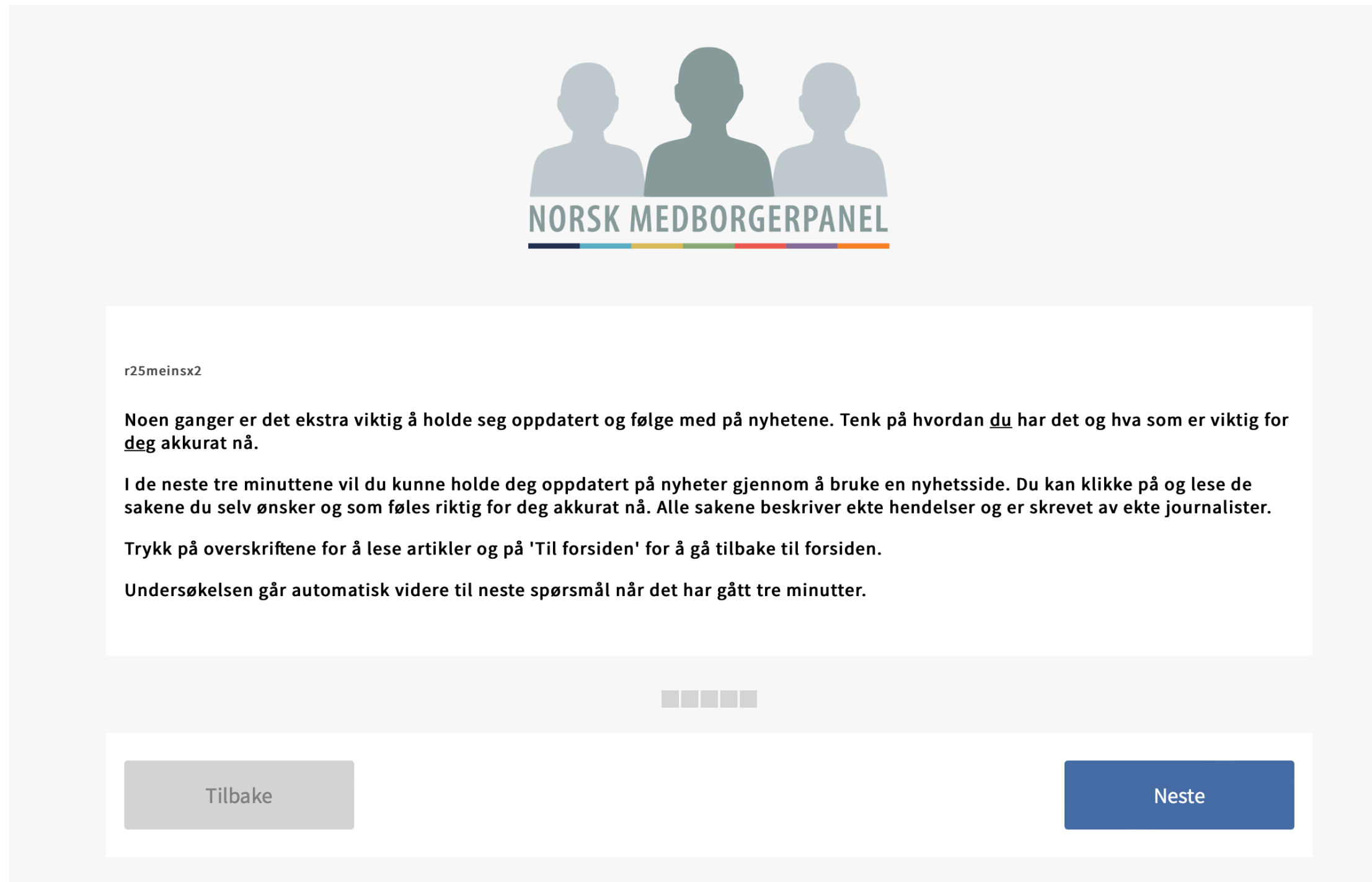
	Svært enig	Enig	Noe enig	Verken enig eller uenig	Noe uenig	Uenig	Svært uenig
Jeg har lyst til å lese nyheter om kriser akkurat nå	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jeg har mer lyst til å lese noe underholdende enn å lese nyheter om kriser akkurat nå	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det er best for meg å ta pauser fra å lese nyheter om kriser akkurat nå	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det er viktig for meg at jeg ikke går glipp av noen større nyheter om samfunnet akkurat nå	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mengden av negative nyheter er overveldende for meg	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nyhetene fokuserer for mye på negative hendelser	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Tilbake

Neste

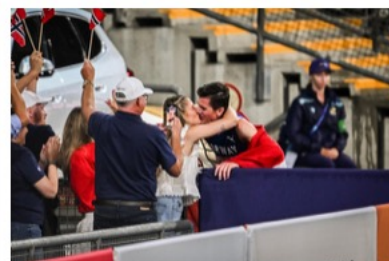


Introducing the online "news site"



Tid igjen før du går automatisk videre til neste spørsmål: 02:51 minutter.

NRK

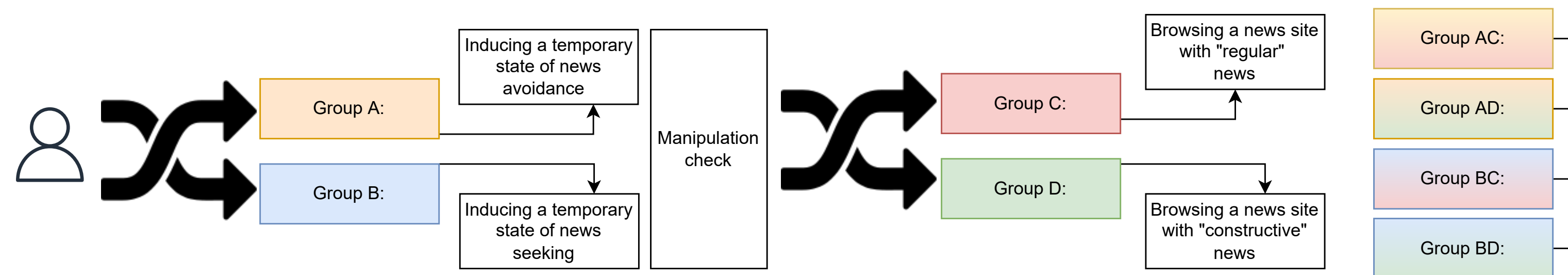


Jakob Ingebrigtsens takk til brødrene og forloveden: – Vi har gjort mye riktig



Sjeføkonom om rentehevingen: – Har ikke tid til å vente

Evakuert etter røykutvikling



Effect on efficacy?

NORSK MEDBORGERPANEL

r25poelpx

I hvilken grad føler du deg trygg på at du kan bidra til å løse klimakrisen?

☐

I svært stor grad

☐

I stor grad

☐

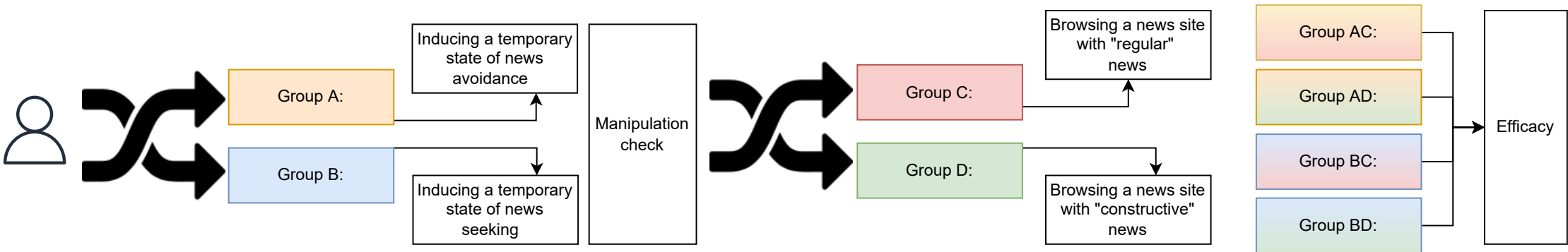
I noen grad

☐


I liten grad☐

Tilbake

Neste



Effect on well-being?



NORSK MEDBORGERPANEL

r25limeax

Alt i alt, i hvilken grad opplever du at det du gjør i livet er meningsfylt?

☐

Svært meningsfylt

☐

Ganske meningsfylt

☐

Noe meningsfylt

☐

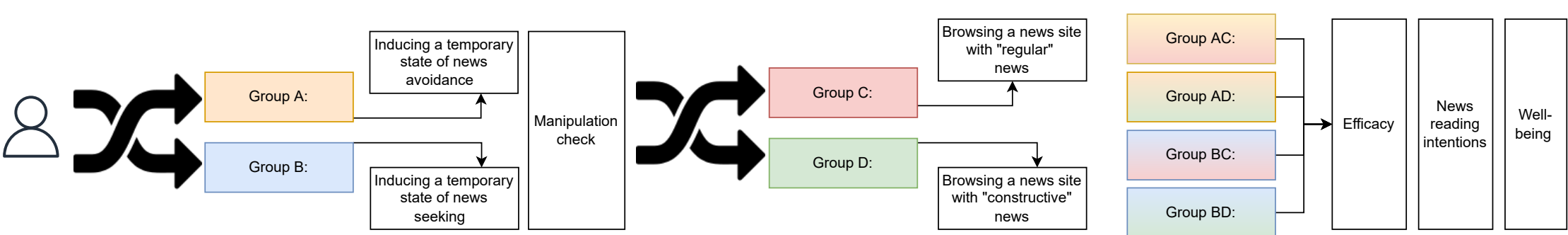
Lite meningsfylt

☐

Ikke meningsfylt i det hele tatt

Tilbake

Neste



Intended outcome



**Academic journal
paper**



**Collaboration between
industry partners and
scientific staff – with the aim
of being useful for both.**

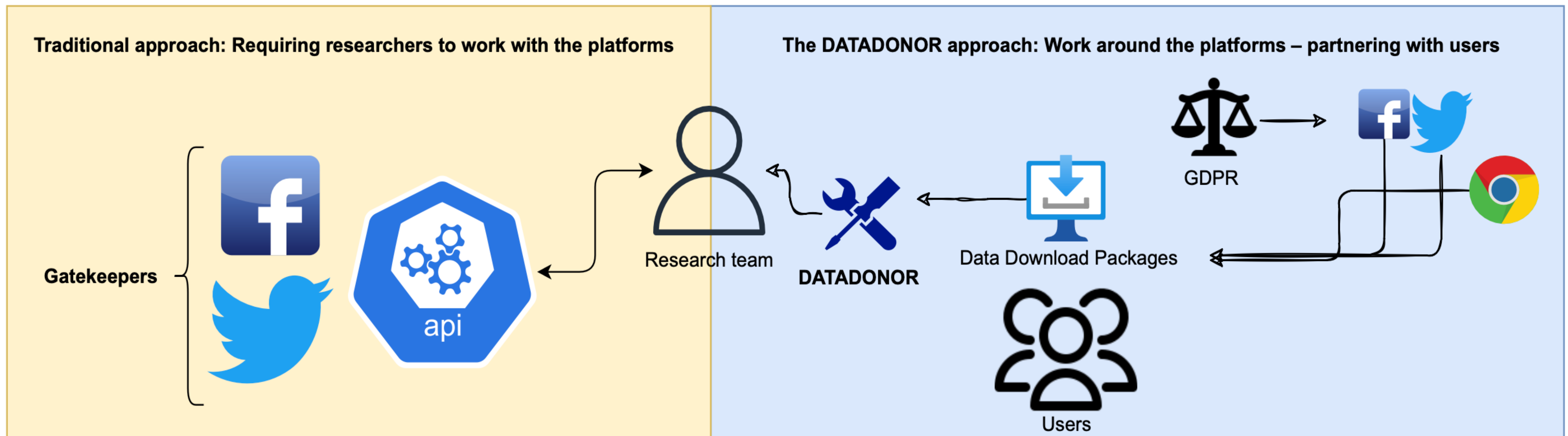


**Providing useful and innovative
insights for WP1 industry partners**



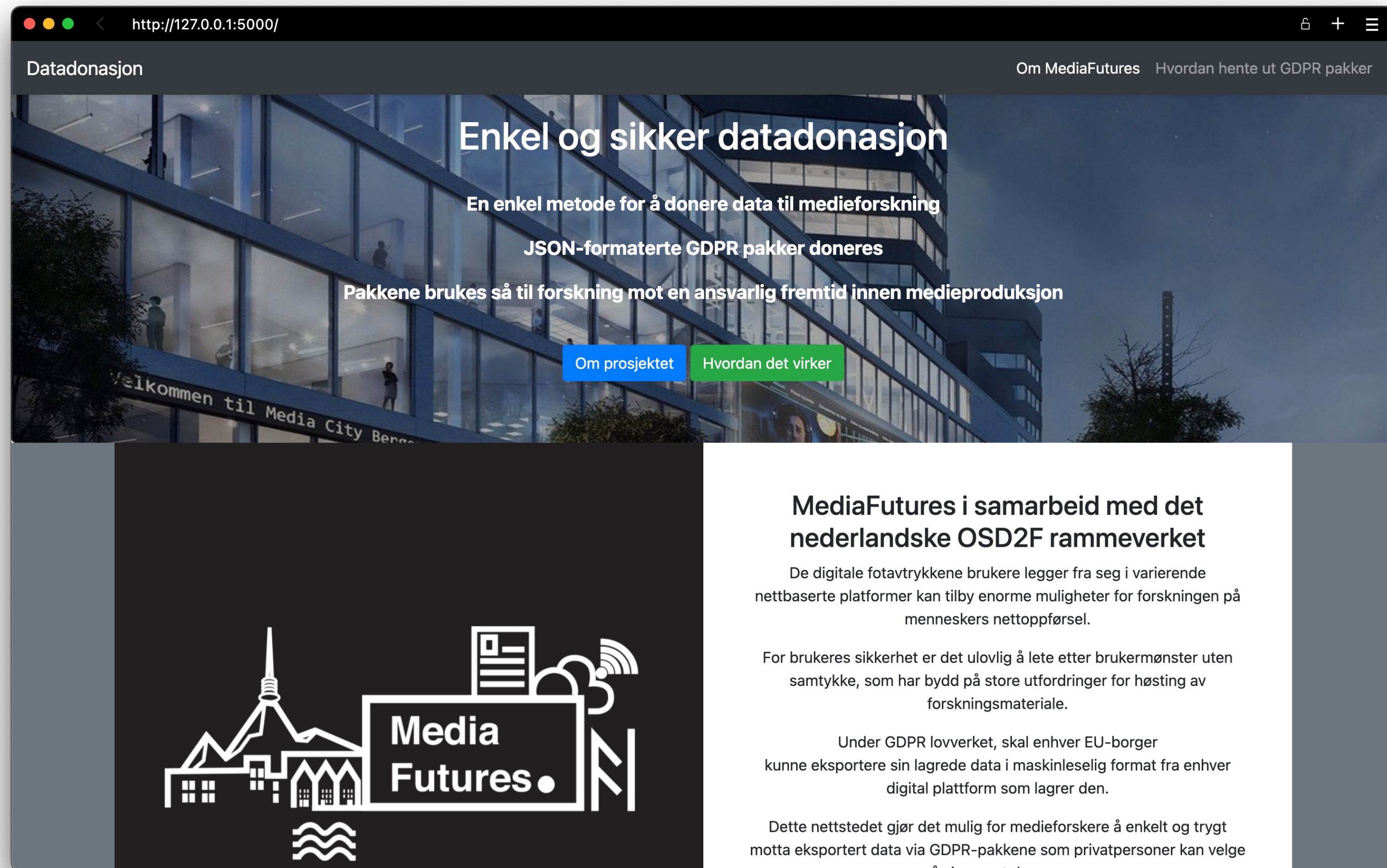
Data donation of media use

Partnering with users instead of platforms

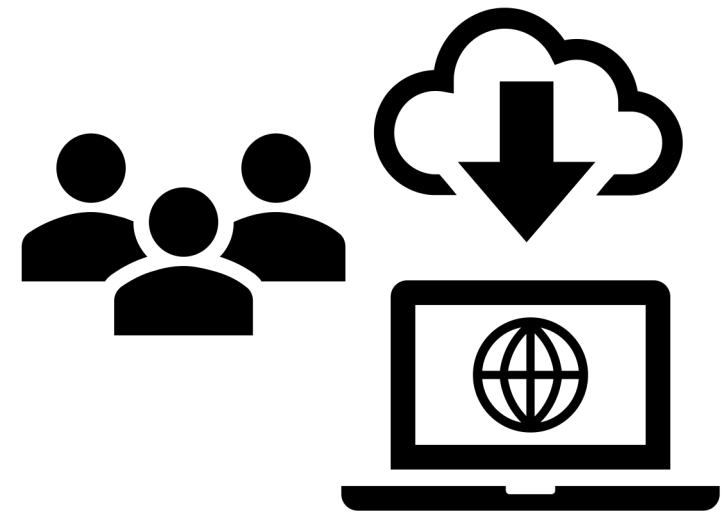


DATADONOR project

- Builds directly on existing framework «OSD2F» from colleagues in Amsterdam
- Relies on an explicit consent between researcher and user – increases transparency about the data shared
- Allows us to safely collect digital trace data from respondents with full GDPR compliance
- Will only collect whitelisted data and facilitate data minimization



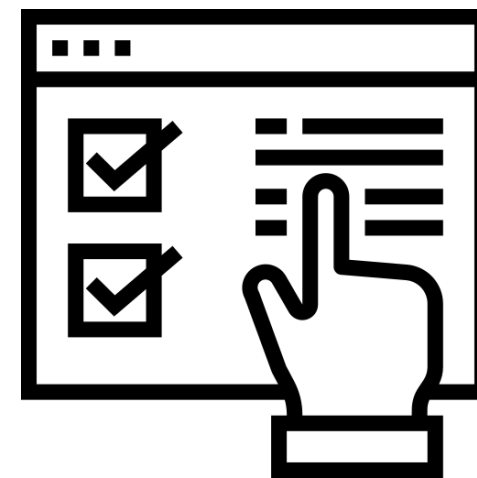
How does it work?



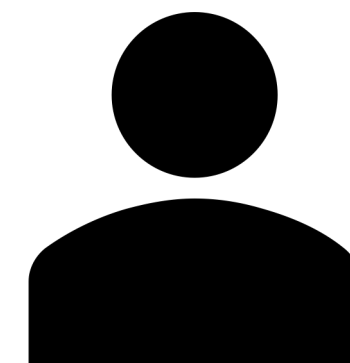
1. Users download data packages



2. Users upload data packages to DATADONOR



3. Users select what they will donate



4. Whitelisted and anonymized data is shared with researchers

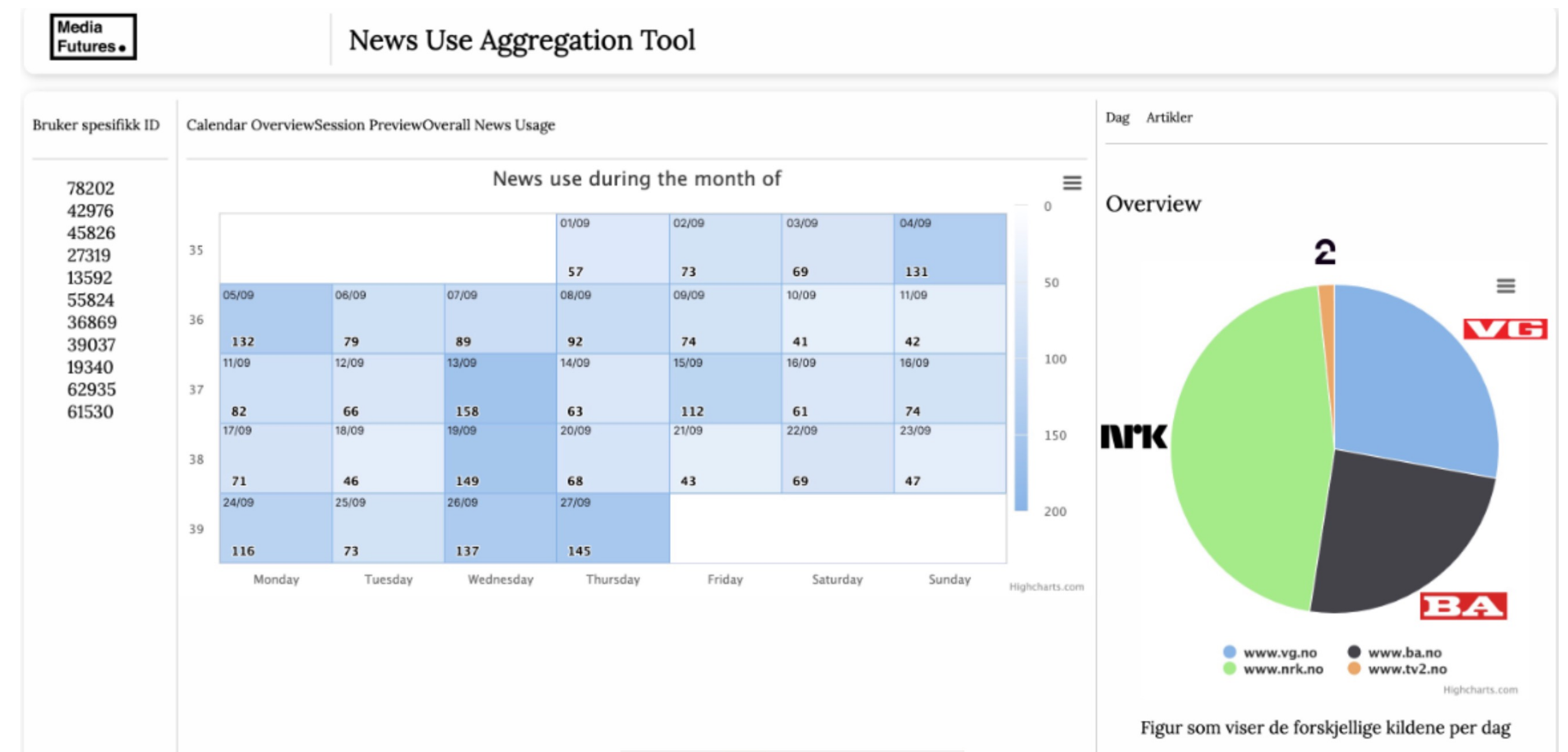
Applicability

- Can be linked with panel data to compare attitudes and beliefs with actual media use
- A supplement to self-reports and qualitative methods
- My PhD project: understanding what it means to spend time on news and what news people value
 - Interviews + data donation of news use + media diaries



Visualizing user habits through a news calendar

- Based on browsing history from Chrome (smartphone + laptop)
- DATADONOR filters browsing data from a list of predefined news sites
- Can illustrate news habits:
 - When they read news
 - Most used news sources
 - Number of articles read
 - Overview of reading sessions and time spent
 - Use of front pages vs. articles



Media Futures •

Thank you
for your attention

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Project number 309339



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