

WHAT IS HAPPENING TO OUR NEWS?

How digital has disrupted news
A question of trust
Broken business models
What's next?
Implications ...

Nic Newman, Reuters Institute for the Study of
Journalism, Oxford University

NORDIC JOURNALISM CONFERENCE 2018
27 September 2018

@nicnewman



World's biggest ongoing news survey

74,000
respondents



37 Markets

Methodology

RESEARCH CONDUCTED ONLINE IN JANUARY/EARLY FEBRUARY 2018

Country	Sample Size	Internet penetration
USA	2401	96%
UK	2117	95%
Germany	2038	90%
France	2006	87%
Italy	2040	87%
Spain	2023	87%
Portugal	2008	72%
Ireland	2007	94%
Norway	2027	100%
Sweden	2016	93%
Finland	2012	93%
Denmark	2025	97%

Country	Sample Size	Internet penetration
Belgium	2006	88%
Netherlands	2010	95%
Switzerland	2120	89%
Austria	2010	85%
Hungary	2005	81%
Slovakia	2006	85%
Czech Republic	2020	88%
Poland	2005	73%
Romania	2048	63%
Bulgaria	2021	60%
Croatia	2010	74%
Greece	2014	69%

Country	Sample Size	Internet penetration
Turkey*	2019	70%
Japan	2033	93%
Korea, South	2010	93%
Taiwan	1008	88%
Hong Kong	2016	87%
Malaysia	2013	78%
Singapore	2018	84%
Australia	2026	88%
Canada	2022	90%
Brazil*	2007	66%
Argentina	2012	79%
Chile	2008	77%
Mexico*	2007	65%

Polling by **YouGov**

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RUC

Roskilde University

Google



UNIVERSITY OF
CANBERRA

Universidad
de Navarra

CENTER FOR INTERNET
STUDIES AND DIGITAL LIFE
SCHOOL OF COMMUNICATION

한국언론진흥재단
Korea Press Foundation

Media Industry Research
Foundation of Finland

Ofcom
making communications work
for everyone

FRITT ORD

NEWS

DEINSTERBARIJAT VOOR DE MEDIA

HANS-BREDOW-INSTITUT
for Media Research at the University of Hamburg

REUTERS
INSTITUTE
FOR MEDIA RESEARCH

UNIVERSITY OF
OXFORD

Changes over time

@risj_oxford

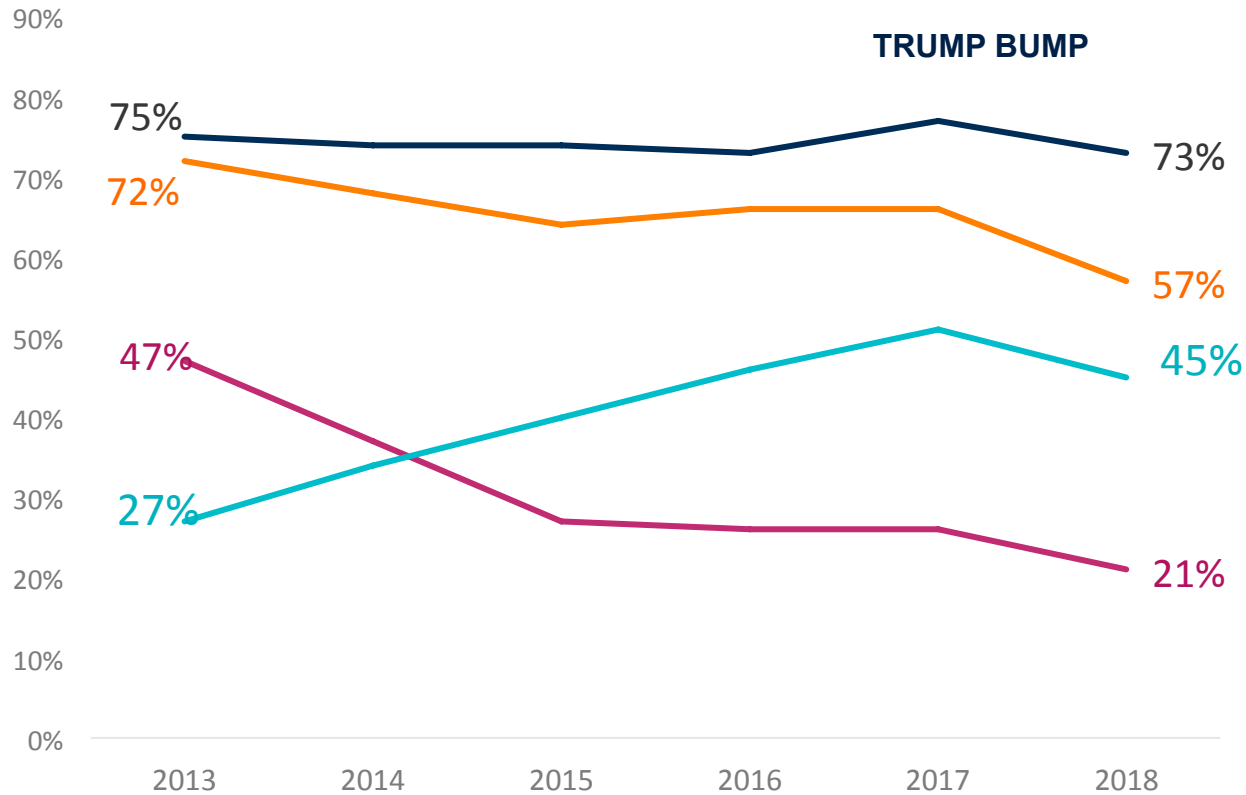


Changes over time

Online flat, TV and print decline, social media back to 2015 levels

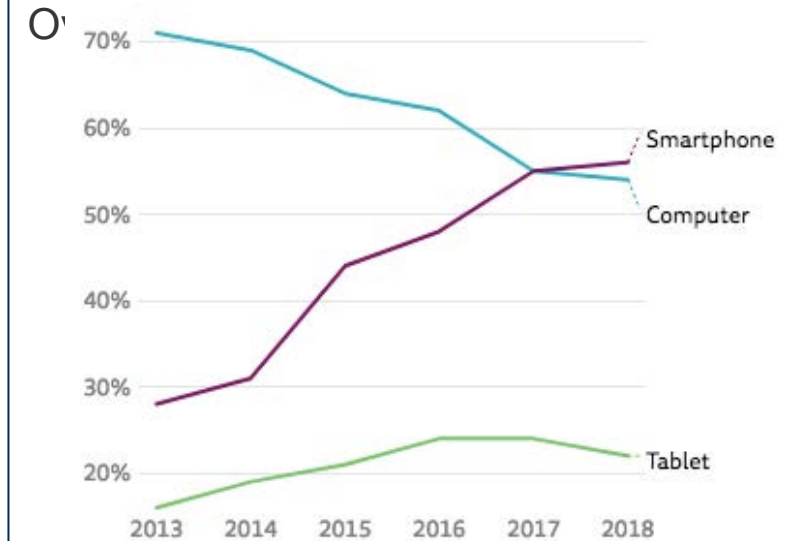


SOURCES OF NEWS 2013-18, UNITED STATES



DESKTOP > SMARTPHONE

56% use smartphone for news (+28)

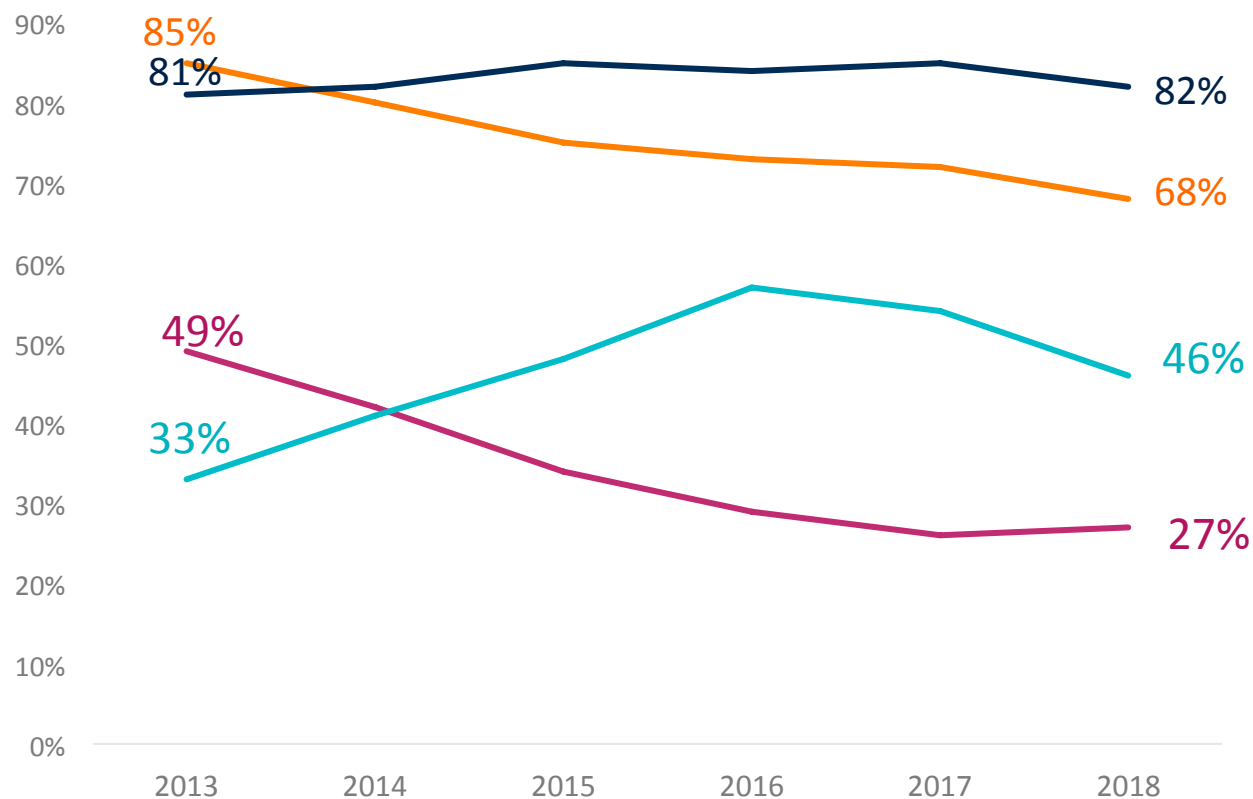


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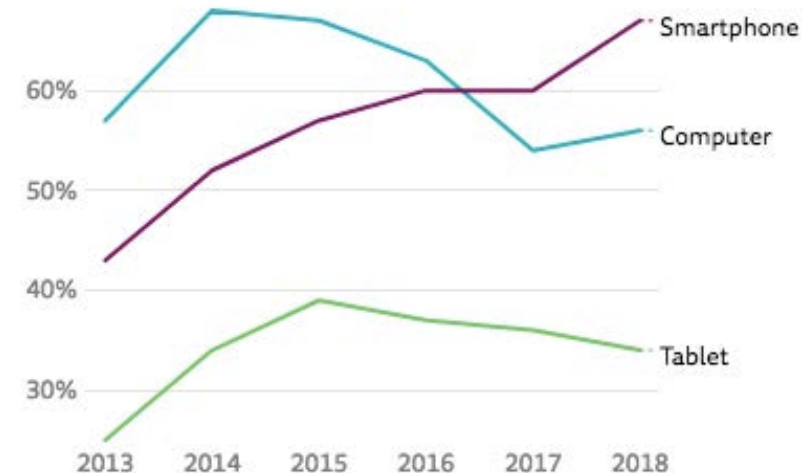


SOURCES OF NEWS 2013-18, DENMARK



DESKTOP > SMARTPHONE

67% use smartphone for news (+21)
Overtaken computer (**56%**)

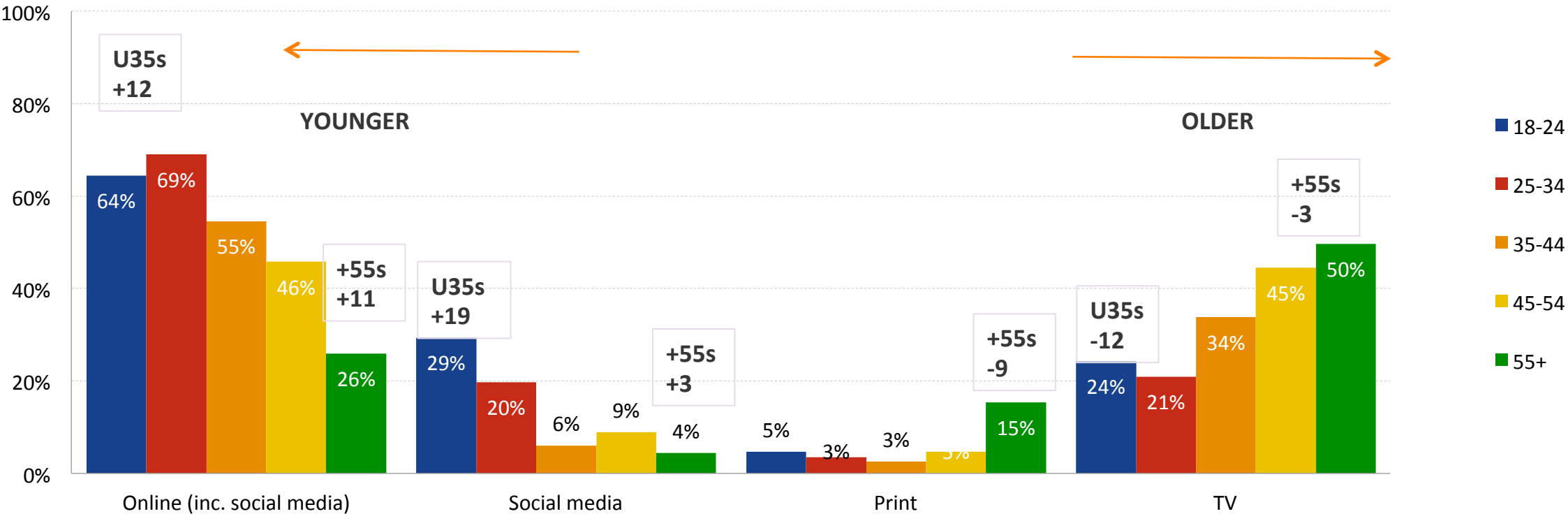


Generational divides

Since 2013, online and social media as main source of news has experienced a growth amongst most age groups. TV has dipped slightly with older groups but faced a 12 point decline with u35s



MAIN NEWS SOURCE BY AGE - UK



Q4. You say you've used these sources of news in the last week, which would you say is your MAIN source of news?

Base: 18-24 = 204, 25-34 = 194, 35-44 = 279, 45-54 = 389, 55+ = 894.

Avoidance and distraction



- 29% say they AVOID the news sometimes or often
- It is getting harder to grab or attract quality attention

Trust in the News

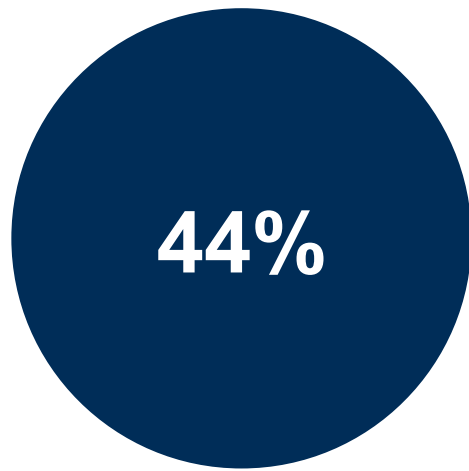
@risj_oxford | #DNR18



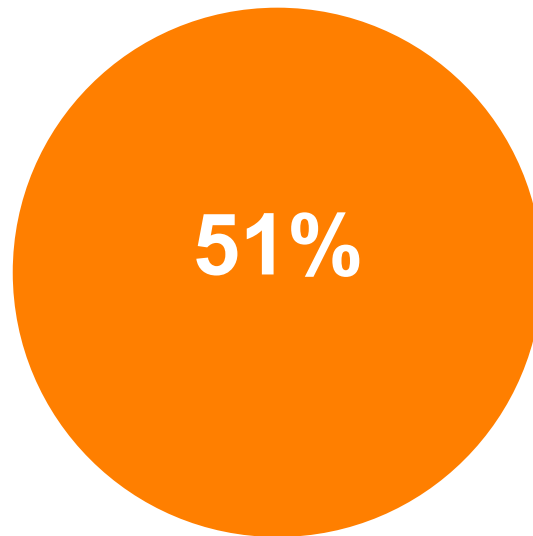
Different types of trust

ALL 37 MARKETS - % THAT TRUST EACH MOST OF THE TIME

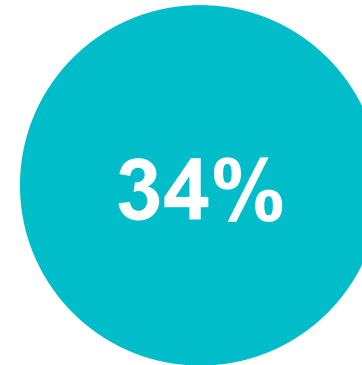
Trust news
overall



Trust news
I use



Trust news
in search



Trust news
in social



Mostly this about trust in mainstream media
and in the sources that people use

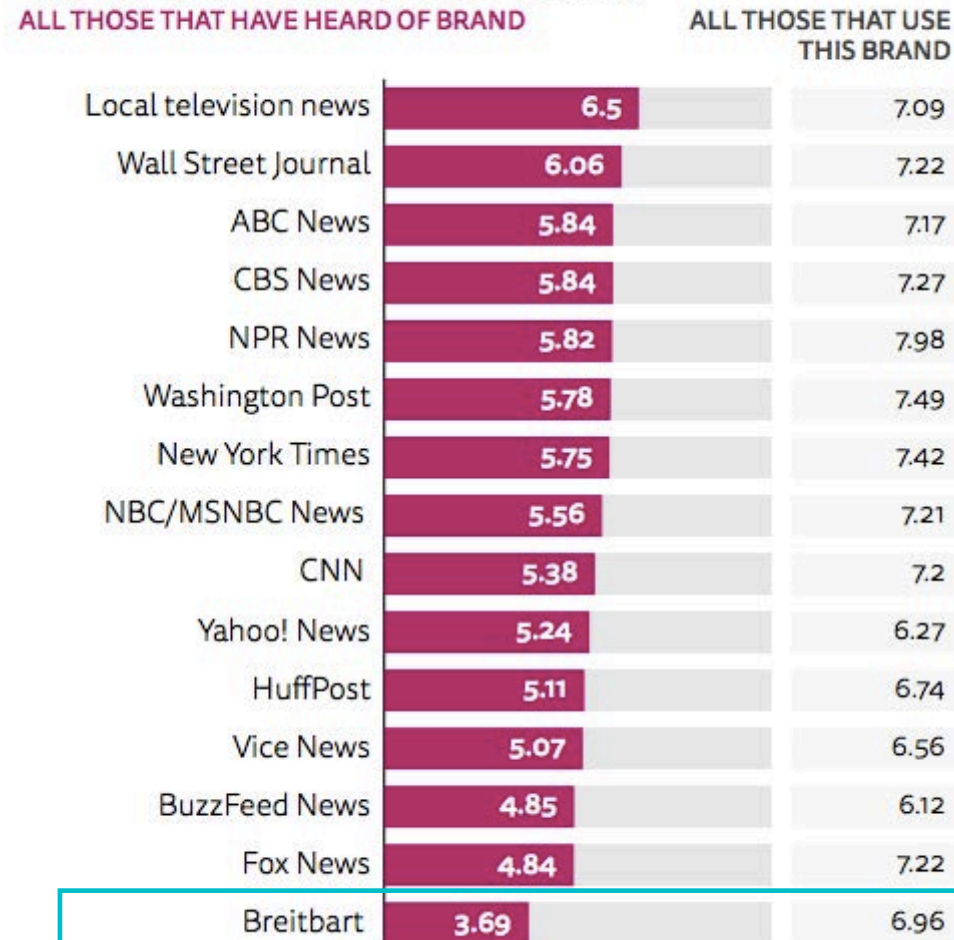


Uncertainty in distributed environments, information
unchecked, hard to distinguish news from rumour...

Brand level trust – United States



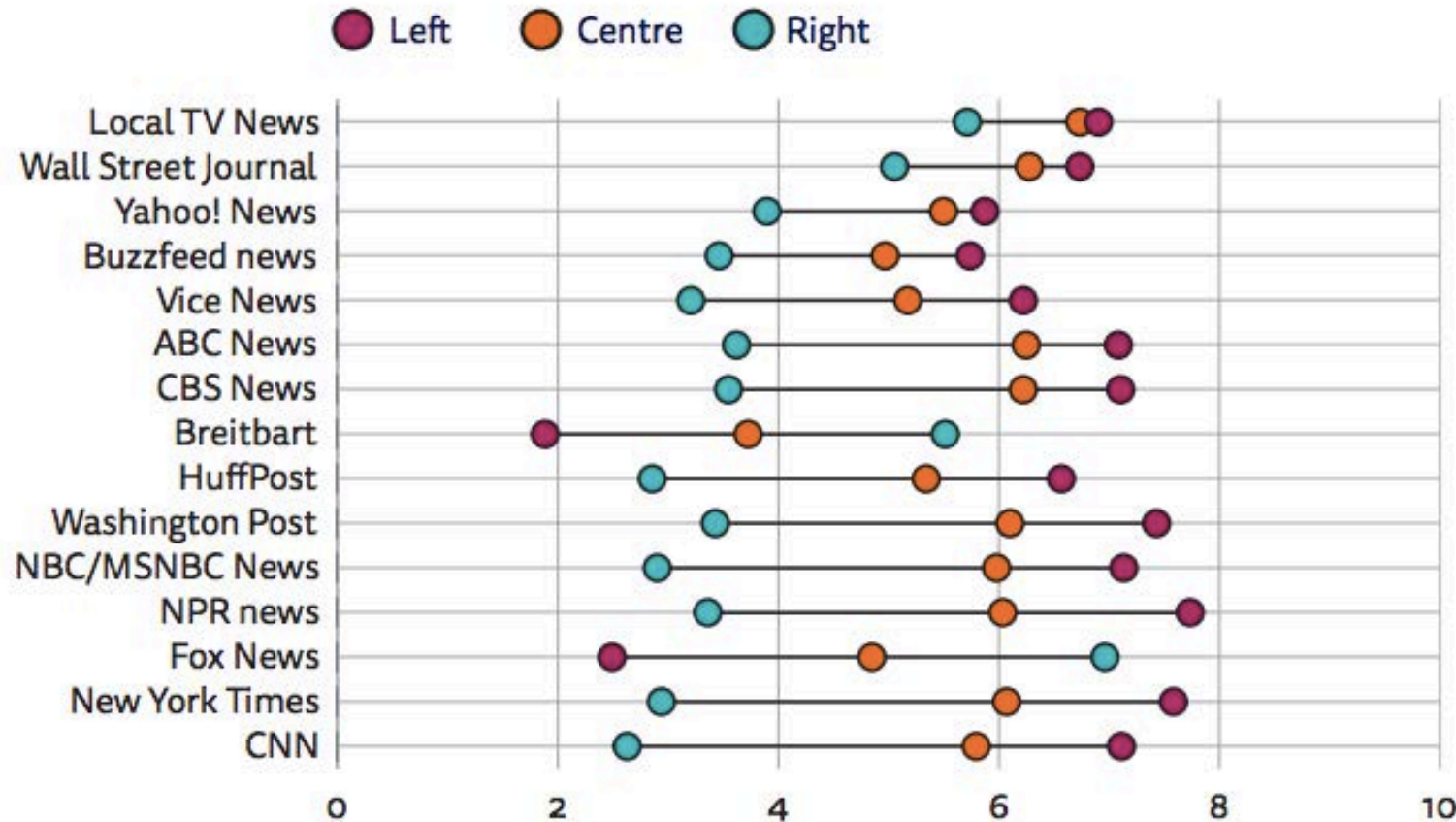
10 POINT SCALE (0 IS UNTRUSTWORTHY, 10 COMPLETELY TRUSTWORTHY)



- Local news and broadcast most trusted
- Quality newspapers next
- Digital born trusted less
- Partisan brands more trusted by users

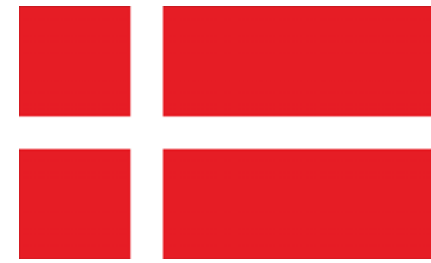
Q6_2018. How trustworthy would you say news from the following brands is? Base: Total sample/all who used each brand in the last week.

News brand trust by political orientation United States



- Most publications including CNN and NYT **deeply distrusted by the right**
- Fox and Breitbart **deeply distrusted by the left**

News brand trust by political orientation Denmark

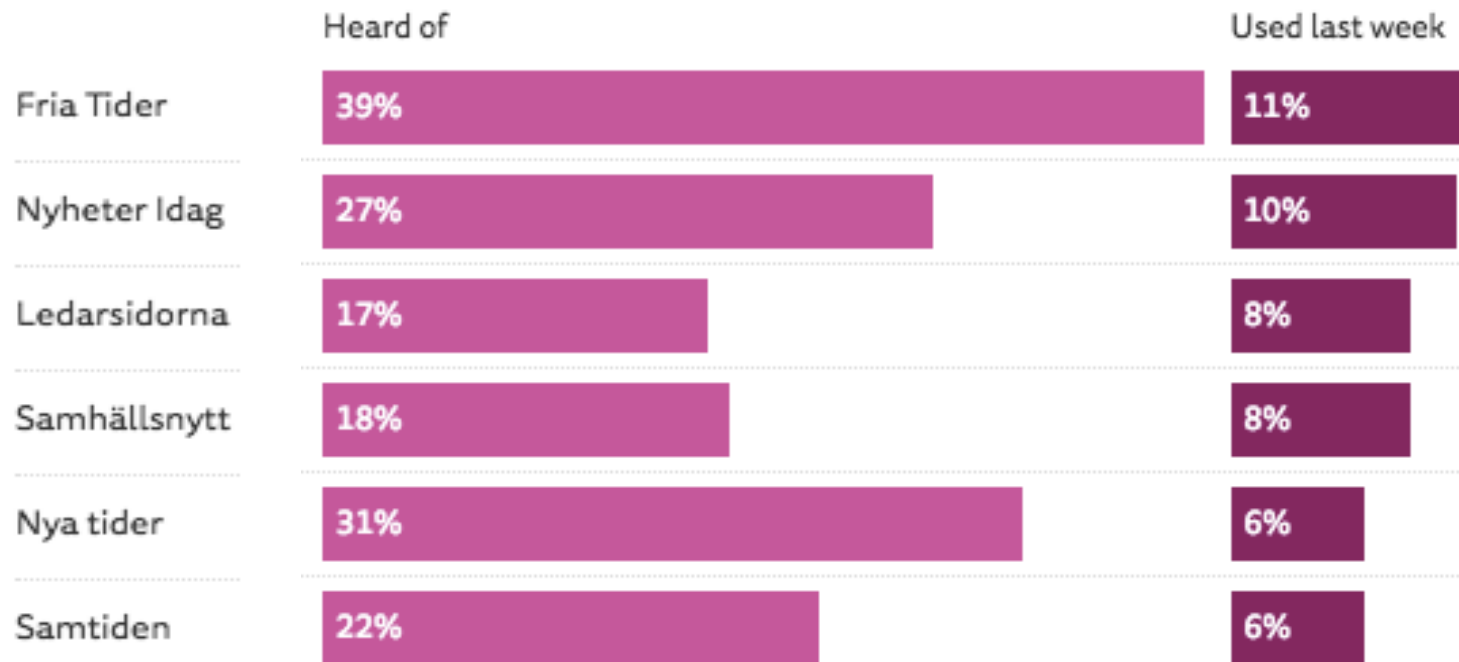


- Most publications trusted equally by left and right
- Denkorteavis **less trusted by the left**
- DR, Politiken, Information **less trusted by the right**

Rise of Partisan news sources



SWEDEN



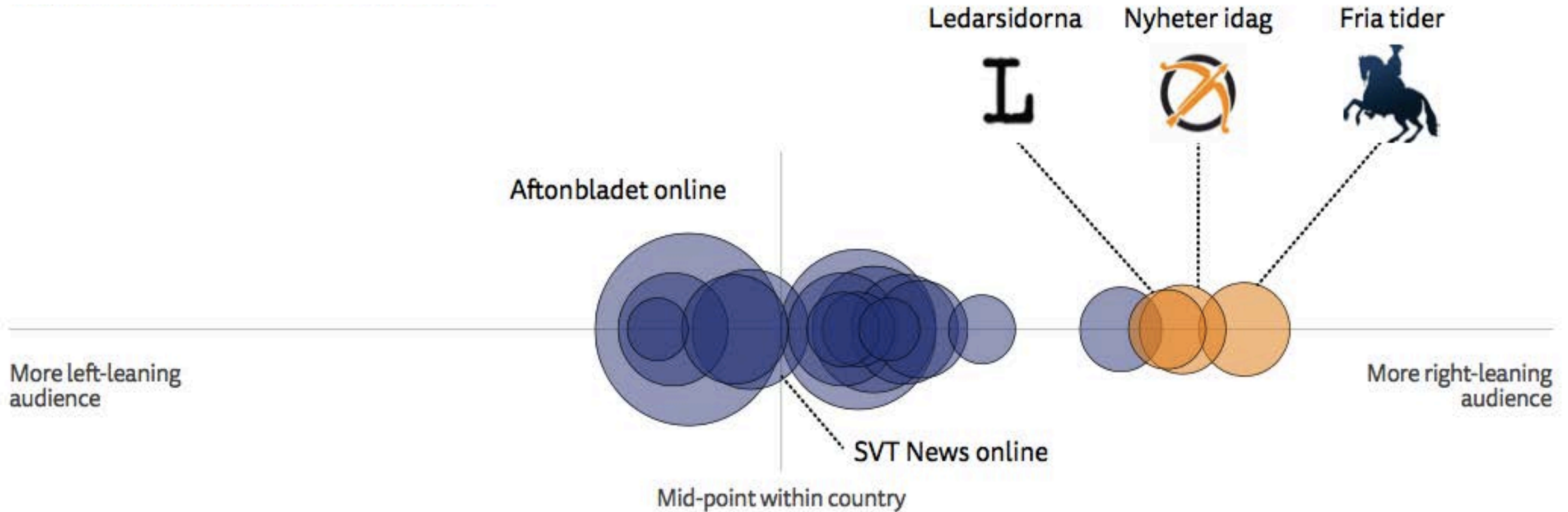
Similar trends in Norway
(Used last week)

Resett 7%
Document.no 5%
Human Rights Service 5%
Minerva 2%

Those on the far right are half
as likely to trust the news

Rise of partisan news sources in Sweden

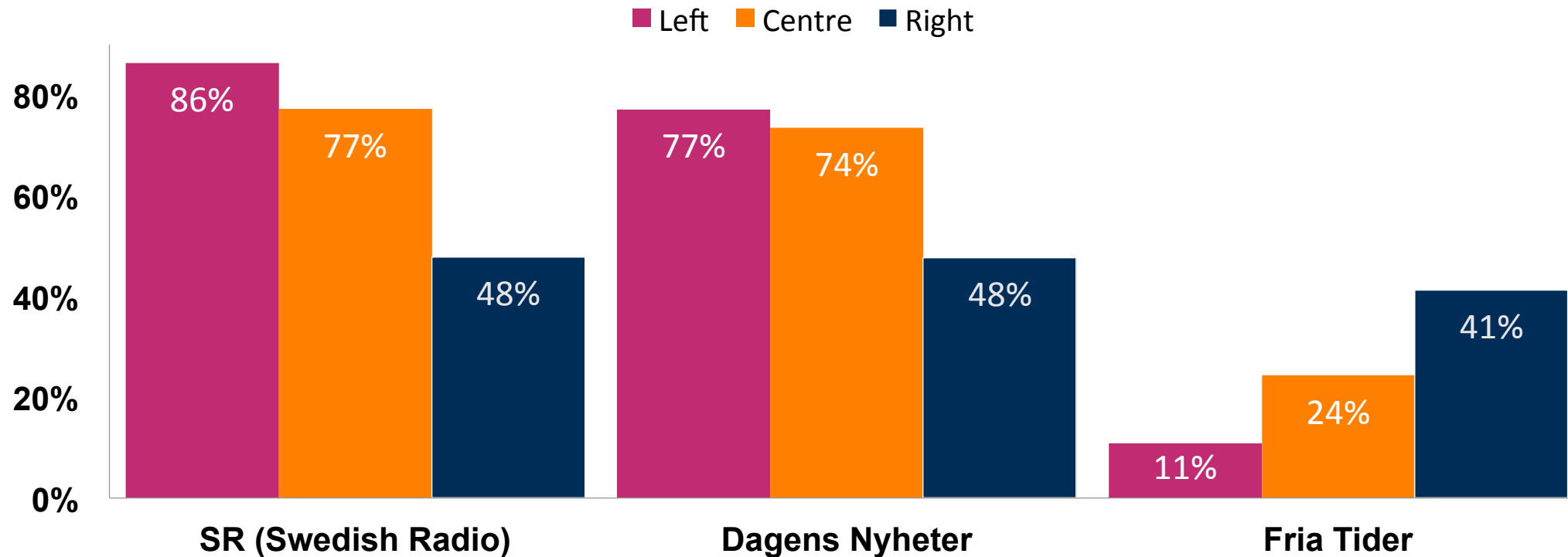
AUDIENCE MAP FOR ONLINE NEWS BRANDS



“Conservative news is real news as opposed to totalitarian socialist propaganda from elite media sources.”

Brand trust scores by political allegiance

% OF EACH POLITICAL VIEW GIVING TRUST SCORES OF 6-10



‘Fake News’

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Audience definitions of news are much wider

ALL MARKETS

What type of 'fake news' are people **EXPOSED** to?

42%
see **poor journalism**,
mistakes and
clickbait every
week

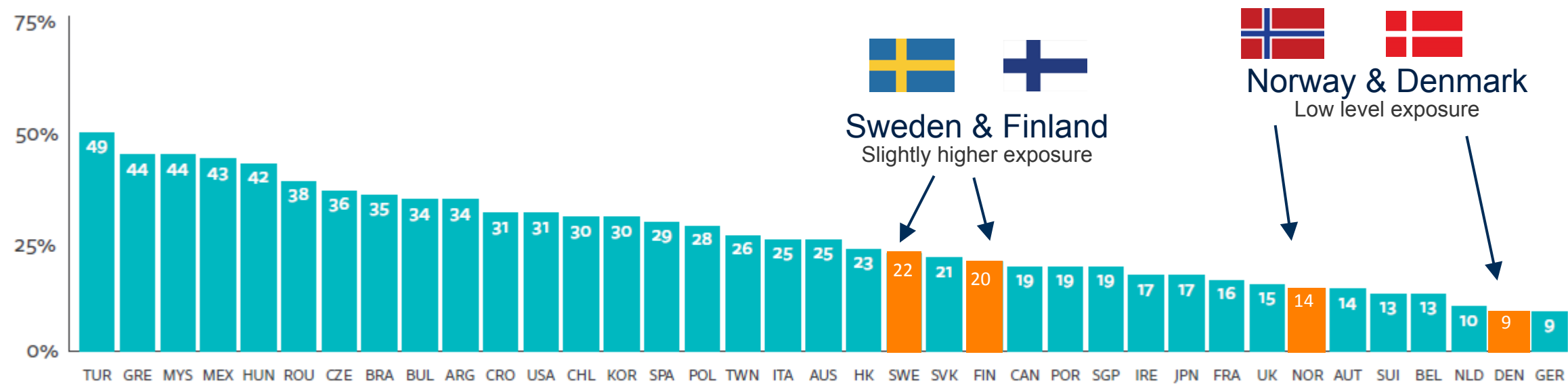
39%
complain about
spin and
agenda-filled
news

Only **26%**
say they have
been exposed to
completely
made up news

Q_FAKE_NEWS_3. In the >LAST WEEK> which of the following have you personally come across? Please select all that apply.

Exposure to completely made-up news in the last week – all markets

PROPORTION WHO SAY THEY WERE EXPOSED TO COMPLETELY MADE-UP NEWS IN THE LAST WEEK – ALL MARKETS



Q_FAKE_NEWS_3. In the LAST WEEK which of the following have you personally come across? Stories that are completely made-up for political or commercial reasons. Base: Total sample in all markets.

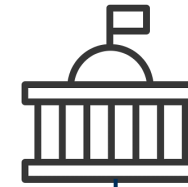
Who bears biggest responsibility to fix the problem?



1. PUBLISHERS
75%



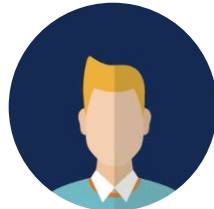
2. PLATFORMS
71%



3. GOVERNMENT
61%

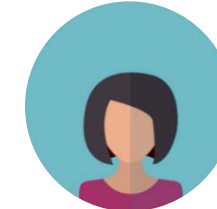


60%



“content is now removed
within a few hours.”
(M, 30–45, Germany)

41%



“It’s free speech right?”
(F, 20–29, USA)

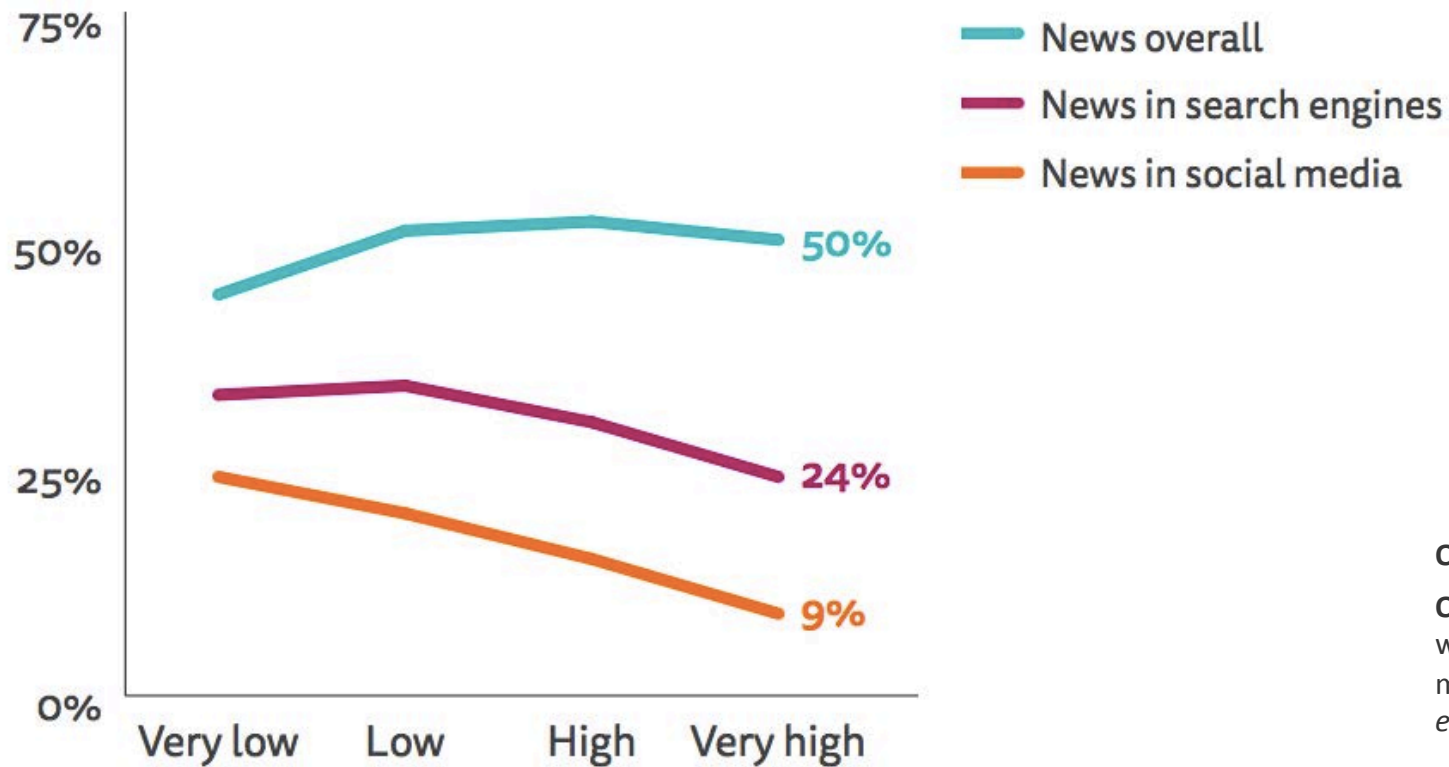
Initiatives to rebuild trust

- Refocus on quality journalism (New York Times)
- Improving branding and messaging to help stand out from fake news (W Post)
- Clearer separation of news and opinion (Guardian)
- Fact check initiatives (BBC, W Post and many others)
- Digital literacy approaches, teach critical thinking



Can news literacy improve trust?

PROPORTION THAT AGREE YOU CAN TRUST THE NEWS, BY NEWS LITERACY



Q14_2018a_combined2. News literacy scale.

Q6_2016_1. Please indicate your level of agreement with the following statements. I think you can trust most news most of the time. *Base: Total sample in each market. Note: Also showing change from 2017.*

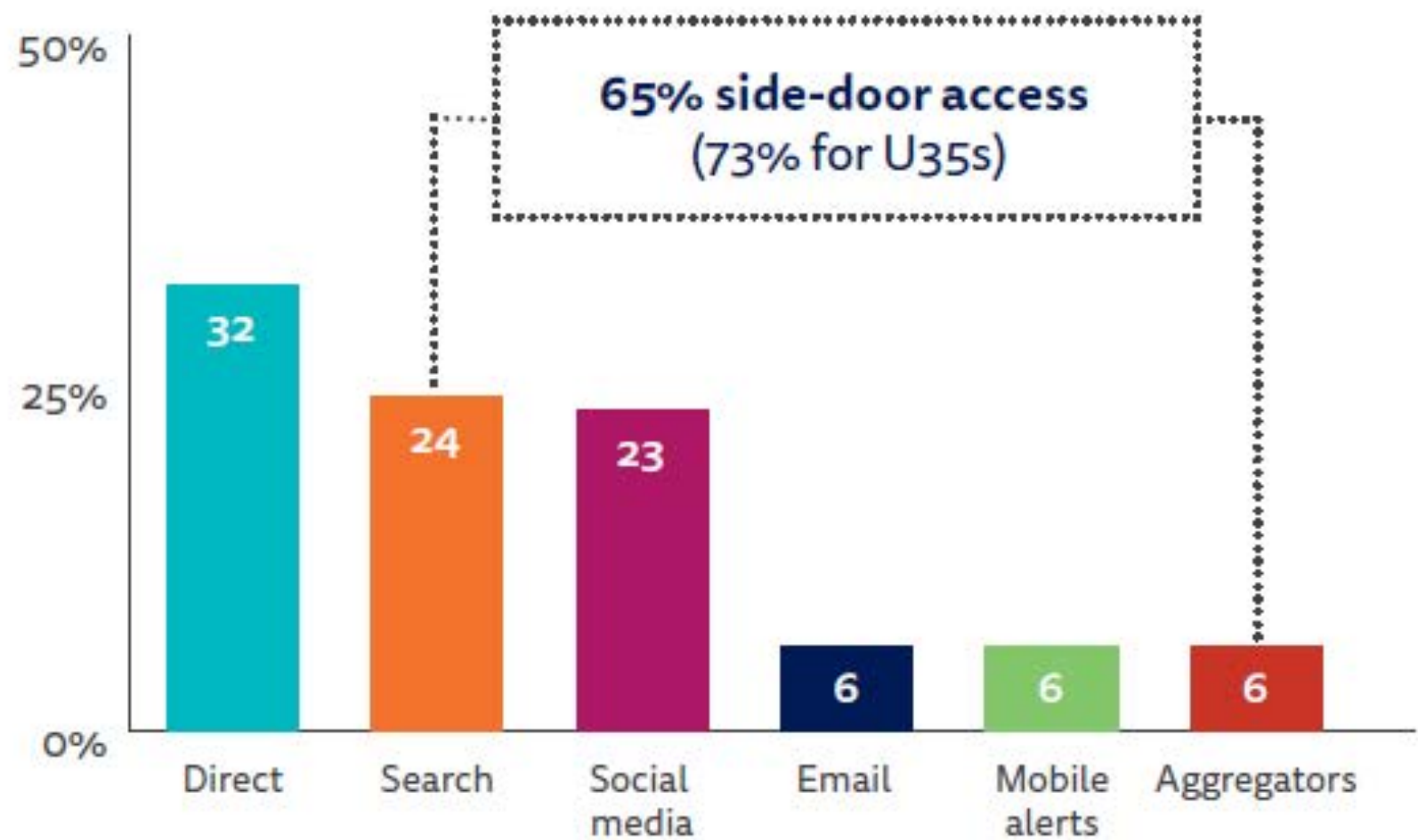
Gateways for news

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MAIN Gateways to news

ALL MARKETS



Q10a_new2017_rc.
Which of these was
the MAIN way in
which you came
across news in the last
week? Base: All/under
35s that used a
gateway to news in
the last week: All
markets =
69246/19755.

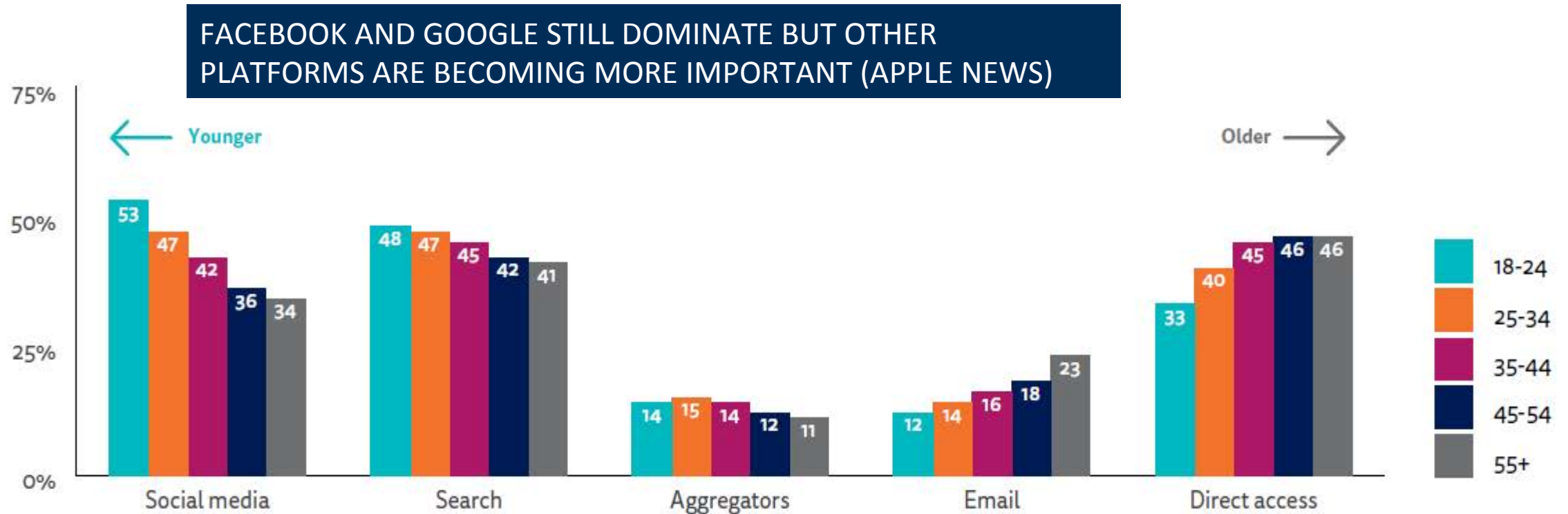
Proportion that say each is main Gateway to news

Top Direct		Top Social	
 Finland	65%	 Chile	43%
 Norway	62%	 Bulgaria	42%
 Sweden	52%	 Malaysia	40%
 Denmark	52%	 Argentina	37%

Top Aggregators		Top Search	
 Japan	36%	 South Korea	47%
 South Korea	30%	 Poland	39%
 Taiwan	21%	 Italy	39%
 Hungary	11%	 Czech Rep	38%

What gateways do user prefer? By age ...

ALL MARKETS



Q10. Thinking about how you got news online (via computer, mobile or any device) in the last week, which were the ways in which you came across news stories? *Base: 18-24/25-34/35-44/45-54/55+:*
All markets = 8179/12922/13672/13369/26052

Paying for Online News

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All over the globe

PEOPLE ARE REALISING THAT QUALITY COSTS

“ I now realize that good journalism requires money. If I keep relying only on free news stories, the quality of journalism I get will be dumbed down and made much worse”

M, 52, USA

16%

Now pay for
online news in
the US

22%

Average in Nordic
countries pay

8%

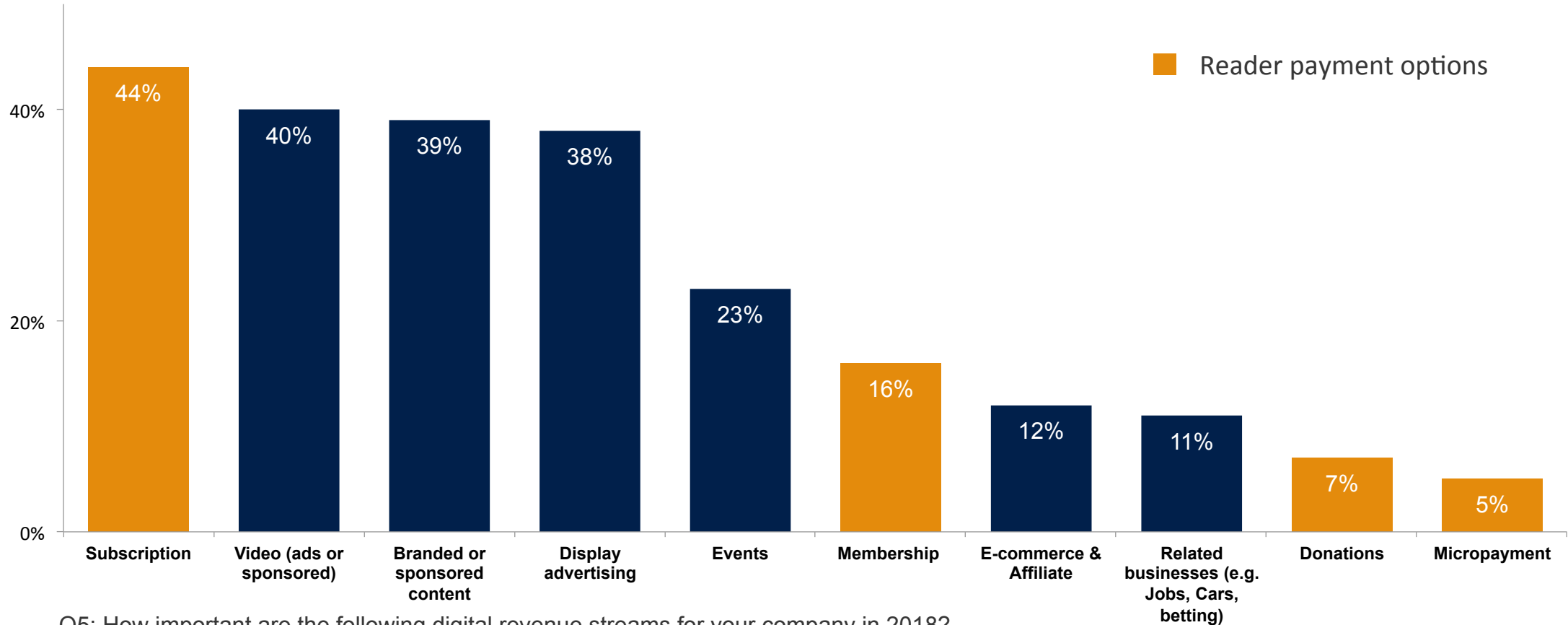
In Germany

NORDIC
COUNTRIES LEAD
THE WORLD

Publishers are diversifying (average of 6 rev streams)

IMPORTANT REVENUE STREAMS FOR 2018

% SAYING OPTION WAS VERY IMPORTANT. MORE THAN ONE OPTION COULD BE SELECTED



Q5: How important are the following digital revenue streams for your company in 2018?

RISJ Digital Leaders Survey (2018), n=162 Digital Leaders (excluding those with non-commercial models)

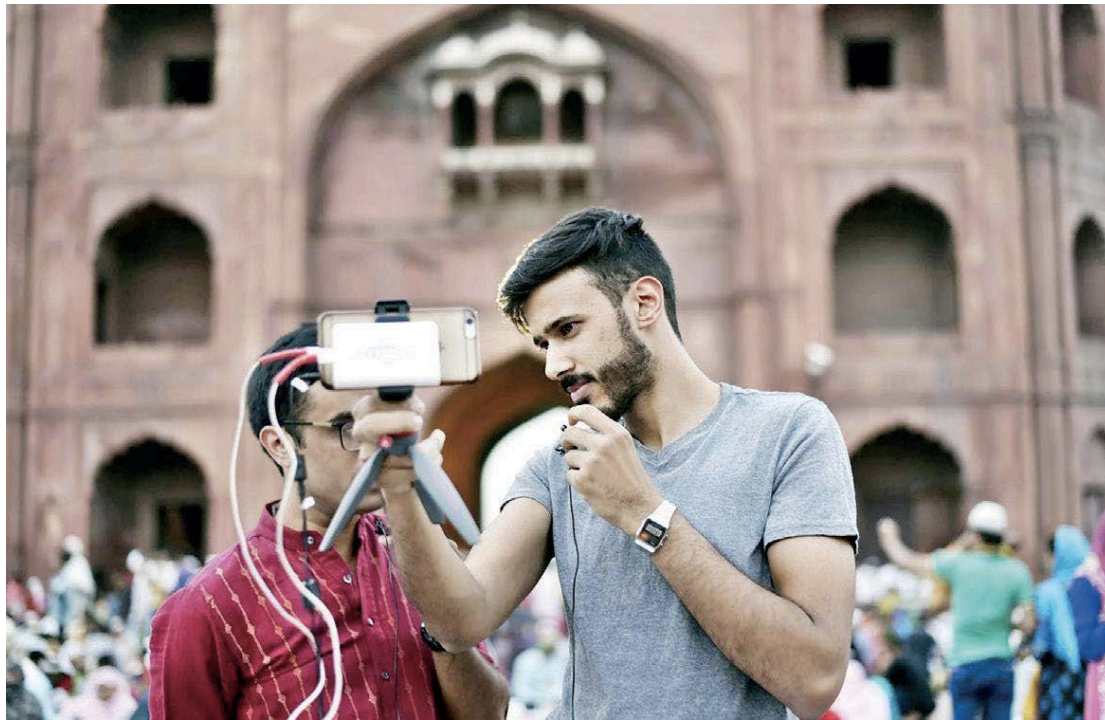
What's next?

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New formats and approaches

#ourstories



New types of investigations



ANATOMY OF A KILLING

- *Computer assisted investigation*
- *Debunked 'fake news'*
- *Distributed via TV and online*
- *TWITTER THREAD >>>>>*



Attracting younger audiences?



La Pulla's wildly popular YouTube videos (born at a 130-year-old newspaper) are bringing hard news to young Colombians

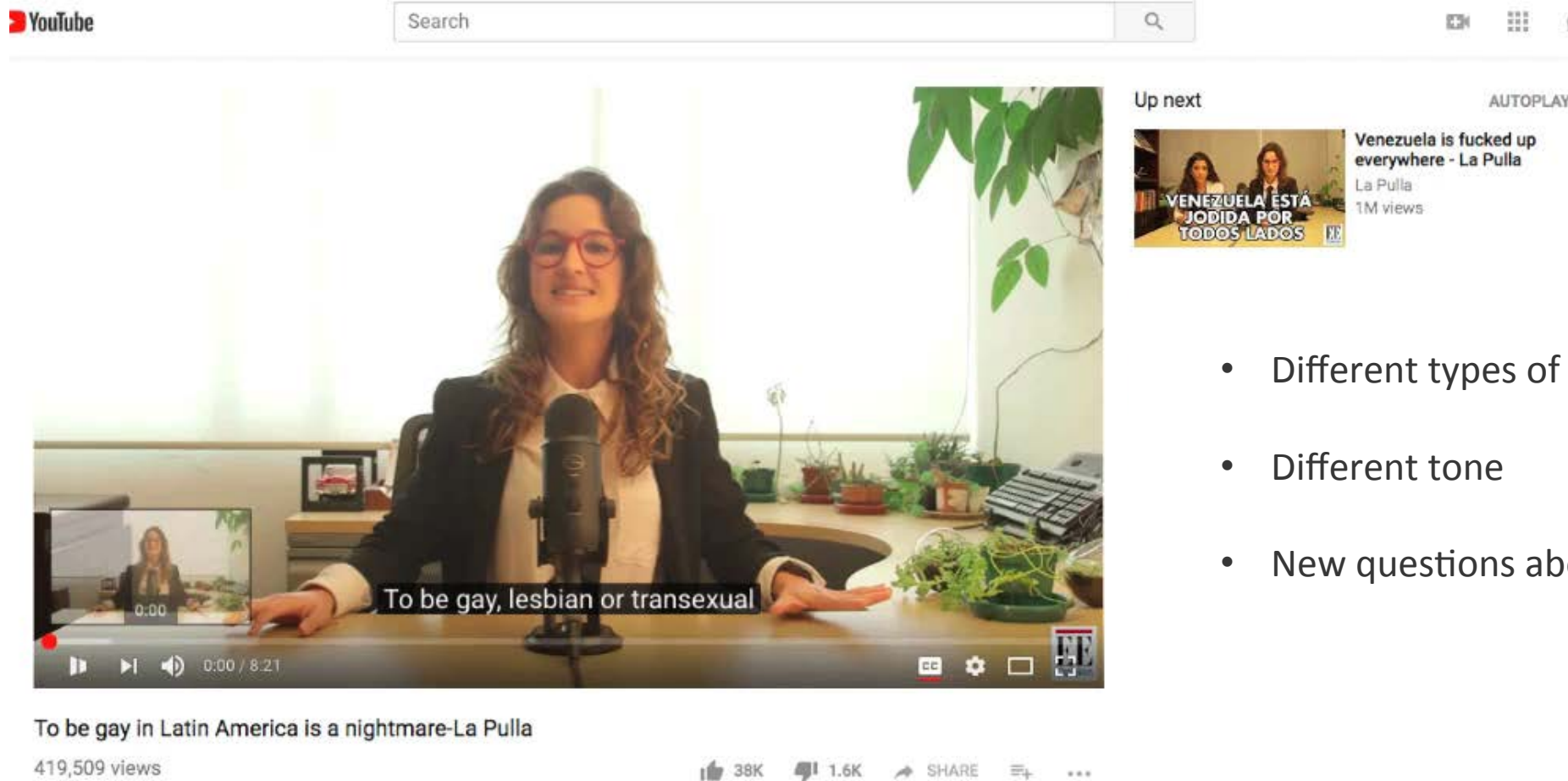
Part of El Espectador – 130 years old

LA PULLA (THE TAUNT)

- One satirical video a week
- Different subjects
- YouTuber sensibility to hard news
- 1m subscribers on YouTube and Facebook cf less than 100,000 for the paper

“created by young journalists who were bored and disenchanted by current way of telling stories”

Attracting younger audiences?



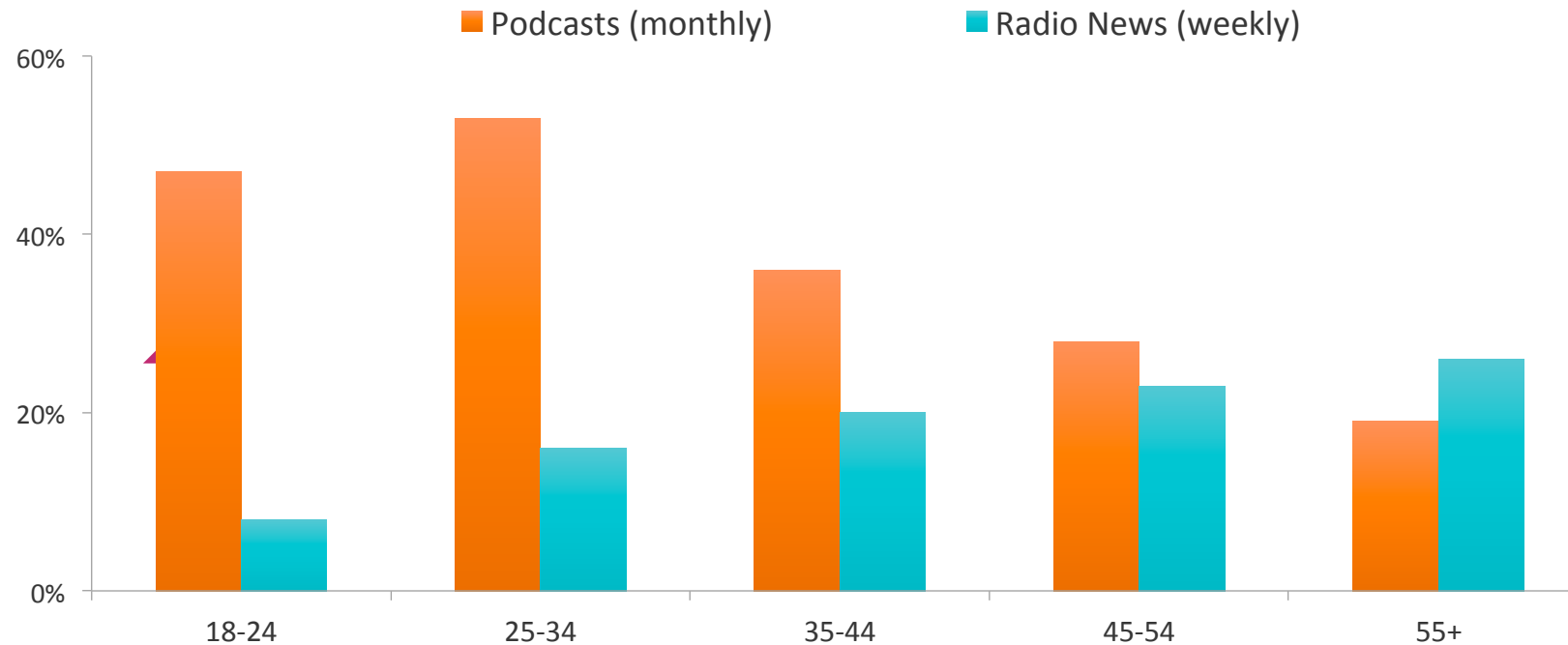
- Different types of stories
- Different tone
- New questions about impartiality

Podcasting on the up – driven by young

PODCASTS VS RADIO NEWS BY AGE – USA

% ACCESS AT LEAST MONTHLY

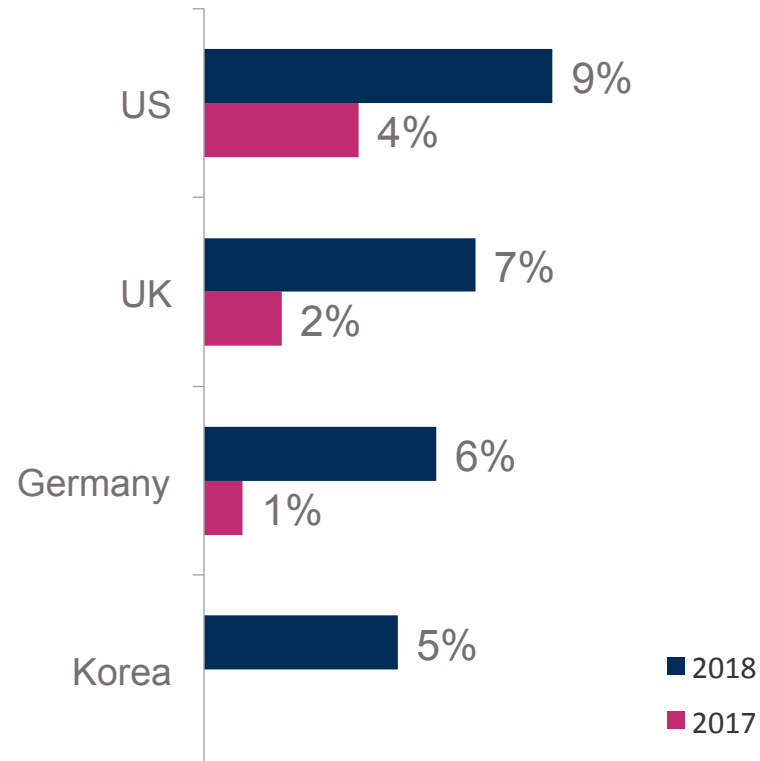
US **31%**



Smart speakers – next big thing?

SELECTED COUNTRIES

Voice activated speakers growing quickly from a low base



Q8a. Which, if any, of the following devices do you ever use (for any purpose)? Please select all that apply. Showing smart speaker code. Base: All

The AI revolution

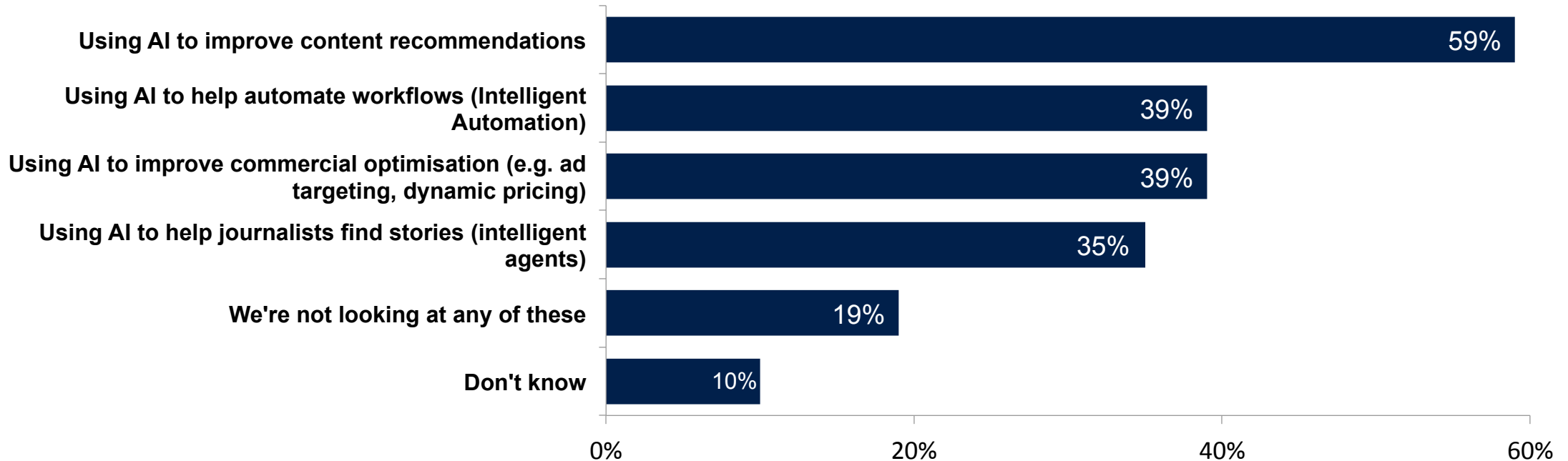
@risj_oxford



Artificial intelligence

A collection of **advanced technologies** that allows machines to sense, comprehend, act and learn.

MEDIA USE TODAY



Q9: Is your company actively looking into any of the following uses of AI (Artificial Intelligence) - select all that apply

RISJ Digital Leaders Survey, n=184

Artificial intelligence – intelligent automation

Back end computer processes to **eliminate repetitive tasks** and liberate the workforce

PA

00L	E38000130	322344	130000	104330	7333	8723	8700	8732	84
00M	E38000162	294315	147625	146690	9090	9348	8488	8411	101
00N	E38000163	155989	78186	77803	4236	4348	4007	4157	49
00P	E38000176	284028	141850	142178	7536	8102	7373	7917	92
00Q	E38000014	172525	87538	84987	6022	6223	6000	5808	58
00R	E3800							4715	49
00T	E3800							9496	92
00V	E3800							5753	57
00W	E38000032	230368	121903	108465	7585	7620	6564	7397	130
00X	E38000034	180333	89806	90527	5309	5419	4989	4854	47
00Y	E38000135	250193	125081	125112	8698	9151	8560	8129	76
01A	E38000050	376425	188628	187797	11624	12380	11508	11319	110
01C	E38000056	206888	102374	104514	5437	5932	5558	5470	46

NHS and population data



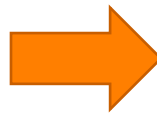
Ghost Patients Register

Main

Doctors making **currency(round(product(Ghosts2016, CostPP),-5),'GBP',",",n))** from thousands of 'ghost patients' across rowNames(FocusRow)

The NHS is paying GPs across rowNames(FocusRow) currency(round(product(Ghosts2016, CostPP),-5),'GBP',",",million) non-existent patients.

The family doctors received the money for round(diff(Patients2016, Pop2016),3) so called ghost patients who may have house but remain on the surgery register.



Wimbledon Guardian

Doctors making £1.9 million from thousands of 'ghost patients' across Merton



The NHS is paying GPs across Merton £1.9 million to look after non-existent patients.

The family doctors received the money for 14,000 so called ghost patients who may have died or moved house but remain on the surgery register.

The latest health service data shows that across the health service area 403,100 people are registered with a GP but the population is just 385,669 according to official government projections. That means that 17.4% of patients are being double counted or simply don't exist.

Funding for GPs is based upon the number of patients on the register. NHS statistics shows that last year GPs were paid an average of £141 per patient.

Croydon Guardian

Doctors making £2.5 million from thousands of 'ghost patients' across Croydon



The NHS is paying GPs across Croydon £2.5 million to look after non-existent patients.

The family doctors received the money for 68,000 so called ghost patients who may have died or moved house but remain on the surgery register.

The latest health service data shows that across the Wandsworth health service area 388,232 people are registered with a GP but the population is just 320,598 according to official government projections. That means that 17.4% of patients are being double counted or simply don't exist.

Funding for GPs is based upon the number of patients on the register. NHS statistics shows that last year GPs were paid an average of £141 per patient.

Wandsworth Guardian

Doctors making £9.5 million from thousands of 'ghost patients' across Wandsworth



The NHS is paying GPs across Wandsworth £9.5 million to look after non-existent patients.

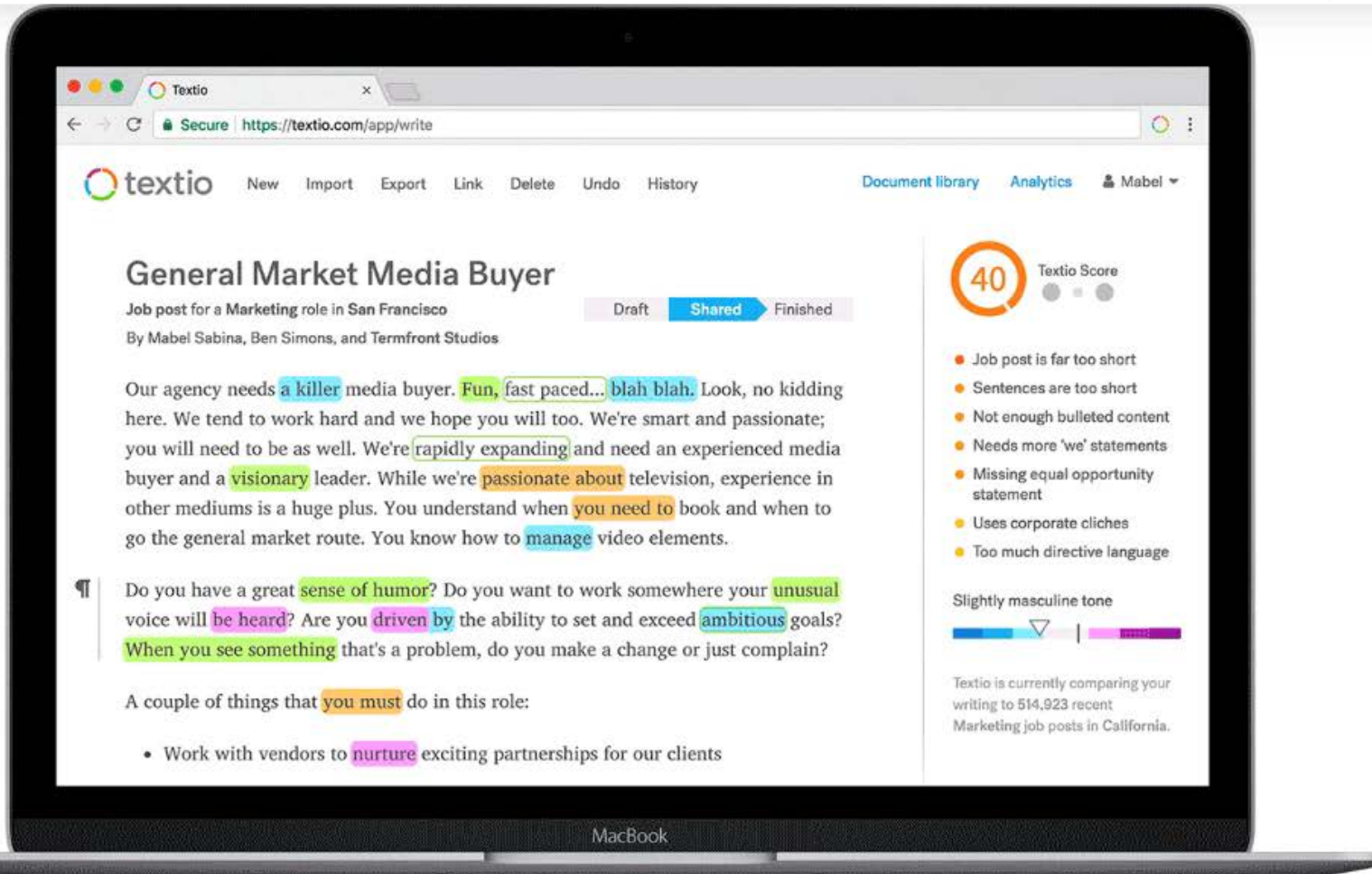
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Augmented writing

Changing **how we communicate** with customers and potential employees



- Fewer job seekers will apply if you use this phrase
- This word will put off female candidates



What does this
mean for us?

What does this mean for journalism educators?

- **The basics matter more than ever.** Journalism needs to stand out from the mass of information that is published on the internet. Sourcing, ethics, transparency are crucial
- Journalists need to be much more **audience focussed**, with greater understanding of changing behaviour, and how to tell and distribute stories in fragmented and networked world.
- **Flexibility and willingness to change will be key.** Journalism is not just about words/TV. Need to embrace new formats, approaches and tones (stories, voice, audio, video, aggregation)
- Embrace **data and technology** – to enable better storytelling and help make journalism more efficient and more relevant
- We need to **give hope** – that journalism in the future can be better than in the past