

IAPA General Assembly, October 3-7

*Seminar: In search of new readers. Audiences' tastes have changed.
New technologies for new audiences. Social networks and blogs.*

The changing relationship between journalists and their audiences: Drifting together or drifting apart?

Prof. Dr. Klaus Meier
University of Applied Sciences,
Darmstadt, Germany

The changing relationship between journalists and their audiences: **Drifting together?**

1

a more interactive nature of relationship

for instance: email, comments to the stories, ratings

 Post your comment

 34 comentarios

MOST VIEWED

TODAY

PAST WEEK

PAST MONTH

1. **Swiss restaurant to serve meals cooked with human breast milk**
2. **Pictures of the day: 18 September 2008**
3. **Italian model plans to sell virginity for 1m euros**
4. **Scientists study 'out of body experiences'**
5. **World's smallest man meets woman with world's longest legs**

The changing relationship between journalists and their audiences: **Drifting together?**

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a better knowledge of the audiences' desires, expectations and interests

- technologies of digital media (ratings, search words), but also more audience research due to increased competition and market pressure
- consequence I: conforming to audience demands, tailoring news content to appeal to consumers
- consequence II: changing news values (e.g. shifting away from “hard” news (e.g. foreign) coverage towards “news-to-use” such as health, lifestyle, education or to „light“ news topics)

The changing relationship between journalists and their audiences: **Drifting together?**

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meeting the audiences' demands who want to access the news in a variety of forms and times

- multiple-platform publishing in convergent newsrooms (e.g. print and online with audio and video)



The Daily Telegraph

London

DIE WELT Berlin

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Edward Roussel, Daily Telegraph Media Group's digital editor:
"It's about serving the customer, not serving the newspaper."



The Daily Telegraph

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The changing relationship between journalists and their audiences: **Drifting apart?**

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<i>paid daily circulation</i>	2007 (over the previous year)	2003 - 2007
global	+ 2.57 %	+ 9.39 %
European Union	– 2.37 %	– 5.91 %
Australia / Oceania	– 4,28 %	
USA	– 3.03 %	– 8.05 %
South America	+ 6.72 %	
Asia	+ 4.7 %	
Africa	– 0.49 %	

Source: WAN World Association of Newspapers, June 2008

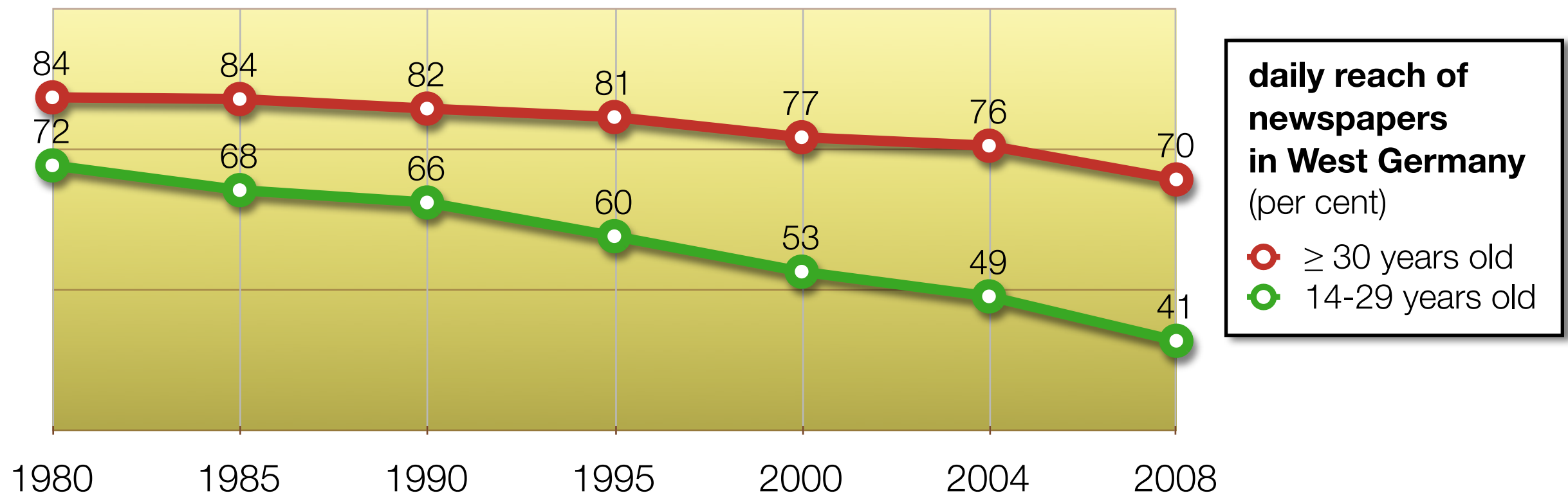
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decline of circulation and reach of the paid-for newspaper, especially in Europe and the United States



Example Germany (5th largest national market for newspapers worldwide; no free dailies): The decline of newspaper circulation and reach has been dramatic over decades



Source: Allensbacher Markt- und Werbeträgeranalysen AWA 1980 - 2008

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at the same time: **boost of free papers and free content on the web**

Free dailies now account for nearly 7 per cent of all global newspaper circulation and for 23 percent of circulation in Europe (WAN 2008)



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Newsroom Barometer of the World Editors Forum (survey among 704 senior newspaper editors from around the world, conducted in March 2008):

“A majority of editors – 56 percent – believe **news in the future will be free**, up from 48 percent from last year's survey. Only one-third believe the news will remain paid for, while 11 percent were unsure.”

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Do people no longer want to pay for journalism?

Journalism loses its (*economic*) value for the audience.

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loss of credibility and trustworthiness

trust in and respect for journalism is declining / on a very low level in many countries

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astonishing: in countries with a free press trust in journalism is low – higher in developing countries with partly free or not free press

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	Trust in the Media (1)
Nigeria	88
Indonesia	86
India	82
Egypt	74
USA	59
Russia	58
UK	47
South Korea	45
Brazil	45
Germany	43

**(1) BBC/Reuters/
Media Center Poll:
Trust in the Media**
Polling was
conducted in-person
or by telephone from
10 March to 4 April
2006 with a total
sample of 10,230
people.
**per cent („A Lot“
and „Some Trust“)**

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astonishing: in countries with a free press trust in journalism is low – higher in developing countries with partly free or not free press

	Trust in the Media (1)	Global Press Freedom Ranking (2)
Nigeria	88	54 (partly free)
Indonesia	86	58 (partly free)
India	82	37 (partly free)
Egypt	74	61 (not free)
USA	59	16 (free)
Russia	58	72 (not free)
UK	47	19 (free)
South Korea	45	30 (free)
Brazil	45	39 (partly free)
Germany	43	16 (free)

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**(2) Freedomhouse
2006 (Rating 1-100)**

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- *likely reason I:* **insufficiently accountable handling of press freedom** (journalistic scandals and errors; fewer hard news, more “light” news topics and entertainment)
- *likely reason II:* **media diversity and different angles of view** (people have the problem that things are often ambiguous – whom should they trust?)
- *likely reason III:* **journalism has lost its sacred aura**; audiences have a much greater chance to choose and question

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loss of credibility and trustworthiness (above all in countries with a free press tradition)

“Consumers trust and rely on journalists less, and expect more of them, because they have alternative sources of information.”

(www.stateofthenewsmedia.org; USA)

“the public asks the journalist for an explanation for the way he fulfils his job”

(a French journalist in a survey of Monika Metykova, 2008)

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Do people no longer trust in journalism?

Journalism is at risk of losing its (*journalistic*) value for the audience.

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Do people no longer trust in journalism?

Journalism is at risk of losing its (*journalistic*) value for the audience.

Distrust leads to switching:

Over one in four people (28%) across the 10 countries surveyed either strongly agrees (13%) or somewhat agrees (15%) with the statement, “In the past year I have stopped using a specific media source because it lost my trust.”

Source: BBC/Reuters/Media Center Poll: Trust in the Media 2006

The changing relationship between journalists and their audiences: **consequences**

3

to sum up the challenges:

- newsrooms are more interactive, know their audiences better and use new platforms to make the news accessible in a variety of forms and times
- but: journalism is losing its *economic* and its *journalistic* value for the audience

The changing relationship between journalists and their audiences: **consequences**

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How can editorial departments meet these challenges?

- restore your credibility and trustworthiness
- more authenticity and accountability through ***transparency***

The changing relationship between journalists and their audiences: **consequences**

3

more authenticity and accountability through transparency

traditional approach:

- Ombudsman (Public Editor, Readers' Editor, Defensor del Lector, Leseranwalt)
- Code of Ethics
- Leserbeirat ("readers' advisory board")
- (transparent) Corrections
- accountability for journalistic scandals

The changing relationship between journalists and their audiences: **consequences**

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more authenticity and accountability through transparency

new digital approach: learning from the Blogosphere

- ✓ Are the sources in articles clearly identified? (linking creates checkability and hence credibility)
- ✓ Is the rationale behind the news explained, especially the editorial decisions?
- ✓ Has the journalist „a human voice“? Does he talk about „how we got the story“?
- ✓ Are all sides asked to comment? (news as conversation)

The changing relationship between journalists and their audiences: **consequences**

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more authenticity and accountability through transparency

new digital approach: open the windows and
the drawbridge of the *fortress newsroom*

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more authenticity and accountability through transparency

new digital approach: open the windows and the drawbridge of the *fortress newsroom*

- ✓ Example I: **Initiative „Transparent Newsroom“ of „The Spokesman-Review“** (Spokane, Northwestern USA): live webcasts of all daily news meetings; editorial decisions explained in the blogs „Daily Briefing“ and „Ask the Editors“

THE SPOKESMAN-REVIEW

The Transparent Newsroom

Daily Briefing: Notes from our daily news meetings.

» A couple thin slices, links for your weekend, redesign update

On The Air: Updates on the Spokesman's radio project.

» Thoughts about Joseph Duncan, and our coverage...

Ask The Editors: We answer your questions about our editorial decisions and operations.

» Can the press make candidates be truthful?

News Diary: Managing editor Gary Graham talks about media.

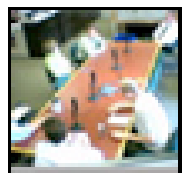
A Matter of Opinion: Our editorial board takes on the issues.

Future of the Newsroom: Download Carla Savalli's report.

News meetings: Streaming video of our weekday 10 a.m. news meeting.

Live webcast »

Read our code of ethics »



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more authenticity and accountability through transparency

new digital approach: open the windows and the drawbridge of the *fortress newsroom*

- ✓ Example II: **Initiative „Öppen redaktion“ („Open Newsroom“)** of the **Swedish newscast „Aktuellt“**: two video reporters always in the newsroom; clips from conferences and conversations instantly on the web



Vad borde vi ha gjort?

INBLICK Veckan på nyhetsredaktionen har till stor del kretsat efterspelet av FRA-dokumentären och en uppretad utrikesminister. I dag gav reportern Mikael Pettersson sin syn på saken.



The changing relationship between journalists and their audiences: **consequences**

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more authenticity and accountability through transparency

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- ✓ Example III: **Editorial Blog of the German newscast „Tagesschau“:** all editors in chief and about 50 journalists explain and discuss the editorial decisions with often several hundreds of comments



subtitle: behind the news

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Thomas Roth | 30.08.2008 17:10 Uhr | 1,250 Kommentare »
Kategorie: Auslandskorrespondenten

blog.tagesschau.de¹
hinter den Nachrichten

subtitle: behind the news

1,250 comments about a blog item on an interview with Putin (30-08 to 30-09)

The changing relationship between journalists and their audiences: **consequences**

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Drifting together

journalists are more interactive and try to meet the audiences' demands

Drifting apart

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more authenticity and accountability through transparency

traditional approach
new digital approach

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more authenticity and accountability through transparency

traditional approach

new digital approach

Our news culture demands transparency of government officials, politicians, business leaders and celebrities. Shouldn't we – of all people and professions – be the most transparent?

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