



# Los adolescentes saben lo que quieren en la Internet

Michael P. Smith  
SIP/2 de agosto del 2009

# If it catches my eye

An exploration of online news  
experiences of teenagers

January 2008



Media Management Center

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# Lo que nos dijeron estudios anteriores



# Lo que nos dijeron estudios anteriores



# Cómo los adolescentes se relacionan con las noticias en la Internet

- Con frecuencia quedan abrumados con las noticias
- Quieren estar informados y les gusta cuando un artículo les “atrae la atención”
- Hasta cierto punto interesados – pero con muy poco tiempo
- Les cuesta prestarle atención a algo; es como un idioma extranjero. “Seguir las noticias” les intimida.
- Se van a otra parte si algo es muy difícil

# How to Become "Easy to Use" Online

By Stacy Lynch

with Vivian Vahlberg, Sunny Oh, and Won-joo Yun

January 2009

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Stacy Lynch, 210.627.4326, [stacy.lynch@gmail.com](mailto:stacy.lynch@gmail.com)  
Vivian Vahlberg, 847.467.1790, [v-vahlberg@northwestern.edu](mailto:v-vahlberg@northwestern.edu)

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**Ignore the Hyperventilating About Debt** - Robert Borosage,  
Huffington Post

**Emanuel's Profitable Stint at Freddie Mac** - Sector & Zajac, Chicago  
Tribune

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las  
noticias**

**My Speech to Gordon Brown Goes Viral** - Daniel Hannan, Daily  
Telegraph

**Politics Nation: Boehner v. Blue Dogs | and v. Cantor? | Obama  
Townhall**

RCP Morning Edition

**U.S. Resembling Argentina, Russia** - Desmond Lachman, Washington  
Post

**Will Obama Beat Bush's Fiscal Irresponsibility?** - Mort Kondracke,  
Roll Call

**Time to Admit It: Taxes Will Have to Rise** - E. J. Dionne, The New  
Republic

**Obama's Trojan Horse Agenda** - Bartle Bull, Prospect Magazine

**Daddy, What Exactly is a Derivative?** - James Carville, Financial  
Times

**Washington's Truth Deficit** - Victor Davis Hanson, San Francisco  
Chronicle

**What's Behind the Geithner Debate?** - Will Marshall,  
RealClearPolitics

6 ciudades, 12 grupos focales, 96 adolescentes





# **Entonces, ¿qué aprendimos?**

# Este sitio los abrumó



- Demasiado texto
- Las fotos no son informativas
- Demasiadas opciones
- Jerarquía confusa
- Las listas de titulares suponen que se conoce las noticias
- Jerga noticiosa

# Este sitio sí que los espantó

TODAY'S DATE:  
Wednesday, Feb. 3, 2009

Well Meet  
or Beat Their  
Lowest Price

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Ask questions  
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ideas and

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HOME NEWS

## Obama's tax plan is really a welfare plan

QUEST COMMENTARY IN THE WALL STREET JOURNAL BY PETER FERRARA

Barack Obama's tax plan is the opposite of supply-side economics. He proposes to raise marginal rates for just about every federal tax. He also proposes a raft of tax credits that taxpayers can receive if they engage in various government-specified activities.

Moreover, the tax credits would mostly go to those who pay little or nothing in federal income taxes. His trick is to make the tax credits "refundable." Thus, if the tax credit is for \$1,000, but the taxpayer would otherwise only pay \$500 in taxes, the government would write a check to the taxpayer for \$500. If the taxpayer pays nothing in federal income taxes, the government would pay him the whole \$1,000.

Such credits are not tax cuts. Indeed, they should be called The New Tax Welfare. In effect, Mr. Obama is proposing to create or expand a slew of government spending programs that are disguised as tax credits. The spending on these programs is then subtracted from the total tax burden, in order to make the claim that his tax plan is a net tax cut overall.



Built-in everything.

On the tax side of the ledger, the details released by his campaign last week confirm what a President Obama has in mind for our most productive citizens. The top individual income tax rate, for example, would be increased by 13%, to 39.6%; the next-highest rate would be raised to 36%. The top rates on capital gains and dividends would rise by a third, to 20%.

The Social Security payroll tax would be raised between 16% to 32% for families making over \$250,000 a year. This means that the real returns these people get from their lifetime payments into the retirement program will be driven below 0%, according to my own previous research, which was published by the Cato Institute and elsewhere.

Mr. Obama also wants a permanent federal estate tax, with a top rate of 45%; his health-insurance plan includes a new payroll tax on employers; and he also contemplates several increases in the corporate income tax, including a new so-called windfall profits tax on oil companies.

Then there is the spending side of the ledger. Mr. Obama proposes a fully refundable Making Work Pay Tax Credit, which would have the government pay out \$500 to each worker and \$1,000 to couples -- reminiscent of George McGovern's 1972 election proposal for the government to send a \$1,000 check to everyone.

His American Opportunity Tax Credit would provide a \$4,000, fully refundable tax credit for college tuition expenses. His Mortgage Interest Tax Credit would provide a 10% credit -- refundable -- to offset mortgage interest payments for lower- and middle-income families. His Health Care Tax Credits, which the campaign says "will ensure that health insurance is available and affordable for all families," include "a new refundable 50 percent health tax credit on employee premiums paid by employers."

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**FURTHER READING ON ECONOMIC CRISIS**

**The Basics**  
[Obama's strategy to save the nation](#)

**Background**  
[Full text of Obama's plan](#)  
Video: [See Obama's plea to Congress](#)

**News Analysis**  
[Why Congress stresses jobs, not taxes](#)  
[Can new Treasury Secretary fix this mess?](#)  
[7 ways the stimulus plan will help retirees](#)

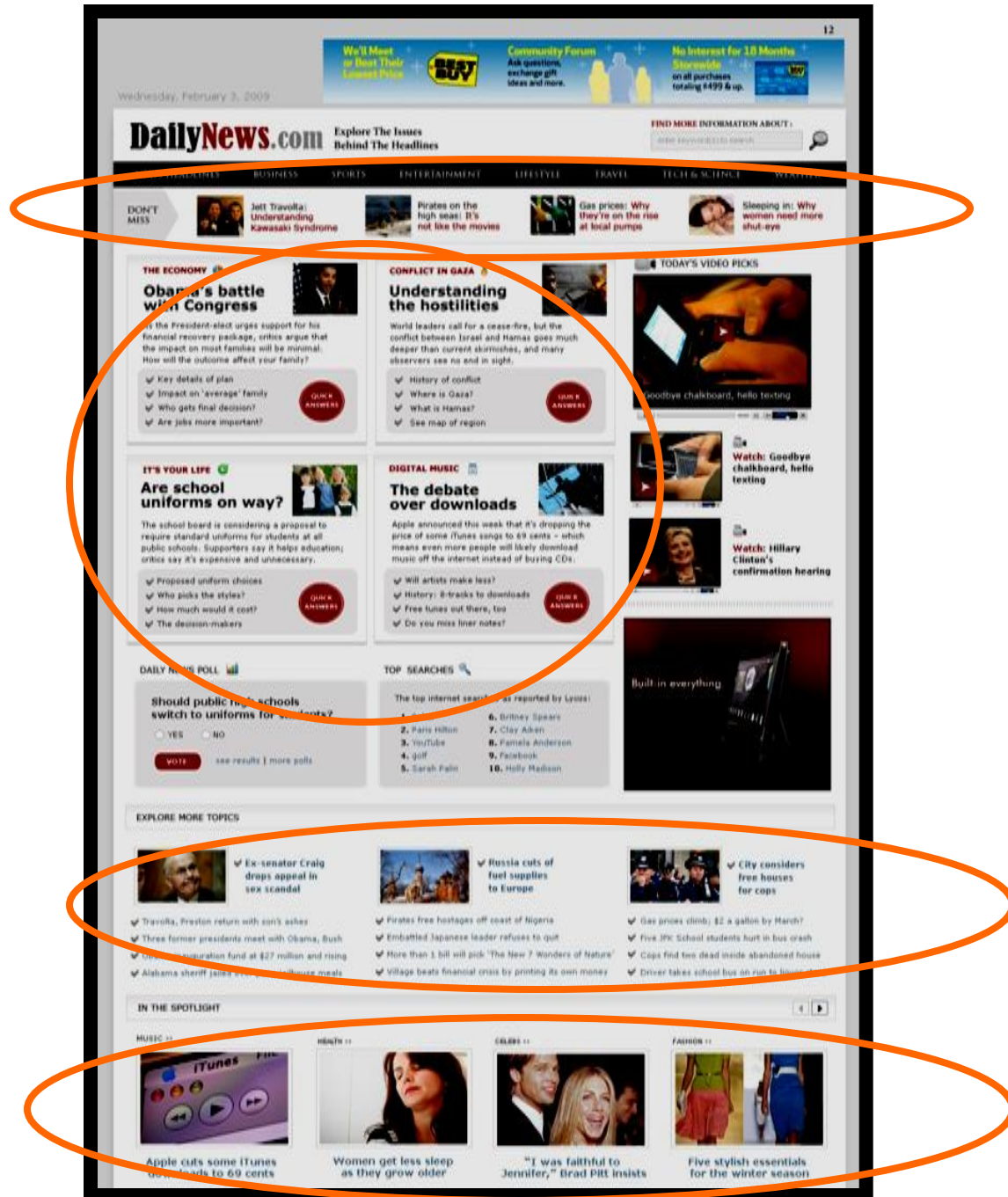
**Opinions**  
New York Times: [Critics' arguments are overstated](#)  
Wall Street Journal: [It's really a welfare plan](#)

Mr. Ferrara is director of settlement and budget policy for the Institute for Policy Innovation. He served in President Reagan's White House Office of Policy Development, and as associate deputy attorney general under the President George H.W. Bush.

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# Odiaron esta página de inicio

- ¿Qué es importante?
- Demasiada información
- Demasiadas opciones
- Hay que hacer clic muchas veces
- Las fotos son demasiado pequeñas para atraer





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NEWS SPORTS ENTERTAINMENT LIFESTYLE OPINION

Wednesday, Feb. 3, 2009



## Power lunch, presidential-style

Three former presidents gather for historic meeting with Obama and Bush

### TODAY'S TOP STORIES



Travolta, Preston return with son's ashes

- ◆ WORLD: 'Nowhere to hide' in Gaza
- ◆ LOCAL: Gas prices reverse direction
- ◆ LOCAL: Five hurt in school bus crash
- ◆ MUSIC: Apple to cut prices for iTunes downloads
- ◆ NATION: Party budget: \$27 million and counting
- ◆ WORLD: The coolest places on earth
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The best news photos from around the world



### Opening this week

Bride Wars, The Unborn and The Wrestler



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NATION

## Obama party budget: \$27 million and climbing

Donations expected to surpass the \$40 million spent on Bush celebrations

THE ASSOCIATED PRESS

Published Feb. 3, 2009 10:54 a.m.

Washington -- Despite the economic hard times, money keeps pouring in for President-elect Barack Obama's inaugural party.

The committee in charge of the festivities has raised \$27 million, according to information on its Web site. Most of the donations have come in over the past three weeks. If fundraising continues at that pace, Obama's committee will have no problem reaching or exceeding the roughly \$40 million raised for each of President George W. Bush's inaugural celebrations.

More than 2,000 donors donated to Obama's Jan. 20 swearing-in festivities, and at least 378 gave the maximum \$50,000.

The \$50,000 donors will get access to events including candlelight dinners with appearances by members of Congress and the Obamas and tickets to an official ball, the swearing-in ceremony and parade seating.

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SUBMIT

### MEMBER COMMENTS | 1 comment

Posted by [cjwheels](#) on 2/3/2009 at 11:45 a.m.

If all of us 2 million commit to giving \$50 each month for the next 2 months, that's \$100 million a month for O. Who's with me?

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### TODAY'S TOP STORIES

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- ♦ LOCAL: [Five hurt in school bus crash](#)

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# Lo que de verdad quieren los adolescentes

1. Una manera rápida de **mantenerse al día**
2. Que los ayuden más a **entender las cosas**
3. Que los ayuden a **estar más motivados**



# Todo esto se traduce en que...

- Las páginas de inicio deben ofrecer MENOS
  - Se deben parecer más a la **TV o la radio**
  - Deben tener resúmenes con variedad y selectividad
  - Deben captar la atención de ellos con rapidez y facilidad

# Lo que a su vez quiere decir que...

- Las páginas de artículos deben ofrecer MAS
  - **Se deben parecer a las revistas**
  - Historia contextualizada: explicación, síntesis, antecedentes
  - Múltiples puntos de ingreso



## WORLD

MOVE



### Russia cuts fuel to Europe

Cuts leave a dozen countries struggling to cope with dwindling energy supplies

- ◆ Pirates free hostages off coast of Nigeria
- Embattled Japanese leader refuses to quit
- ◆ Read more world news



## NATION

MOVE



### Travolta, Preston return

...s ashes

...ar-old's death,  
...memorial service

...na, Bush

...andal

MOVE



### Europe

...ies struggling to  
...y supplies

...a

...uit

MOVE



2 cents



Cost of a gallon rises at local pumps;  
we could reach \$2 a gallon by March

- ◆ Five JFK School students hurt in bus crash
- ◆ City council considers free houses for cops
- ◆ Read more local news

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5. NATION: Travolta returns to Florida with son's ashes
6. LOCAL: Gas prices rise 12 cents; \$2 a gallon by March?
7. PHOTOS: Power lunch, presidential-style
8. WORLD: Rising tensions between Russia, Eastern Europe
9. MUSIC: Apple cuts some iTunes downloads to 69 cents
10. MONEY: Village beats financial crisis by printing its own money

**THE GAZA EFFECT**  
Israeli soldiers continue assault on Hamas

WORLD: Israel-Hamas conflict enters 17th day  
Israel reserve forces prepare to enter the Gaza Strip despite a recent United Nations call for an immediate end to the fighting. Hostilities continued today between Israel and Hamas militants.

World reaction: Groups in Israel plea for Gaza citizens  
Impact on Hamas: Group still dangerous  
Impact on citizens: Civilians flee attacks

Roll over for maps, photos and more from Hamas

**Asian stock slump**  
good indicator of U.S. woes

Asian stocks dropped, dragging the regional benchmark index to a five-week low, after Japanese machinery orders and US retail sales fell at double the pace estimated.

**Apple cuts some iTunes**  
downloads to 69 cents

The new price cut means more people will likely be downloading more music instead of buying CDs.

**Travolta, Preston return with son's ashes**

Four days after their 16-year-old's death in the Bahamas, the couple returns to Florida.

**NEWS DIGEST** (What's going on at a glance)

**BUSINESS:** Average Mortgage Rate, 5%, is the lowest in decades

**SPORTS:** Florida beats Oklahoma to win second Bowl Championship, 24-14

**ENTERTAINMENT:** *Dark Knight* takes 5 People's Choice Awards

**TECHNOLOGY:** Palm unveils its new smart phone, the Pre

**LOCAL:** State superintendent proposes raises of maximum class size to 30

**WORLD:** UN backs ceasefire call for Gaza

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# THE GAZA EFFECT

Israeli soldiers continue assault on Hamas



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**TECHNOLOGY:** Palm unveils its new smart phone, the Pre

**LOCAL:** State superintendent proposes raises of maximum class size to 30

**WORLD:** UN backs ceasefire call for Gaza





## READ MORE ABOUT GAZA

### The basics

- ◆ How the dispute started, what's at stake

### News analysis

- ◆ Israel's long history of border disputes
- ◆ Hamas leaders build strong local support

### Background

- ◆ Maps: How Israel's borders have changed over history
- ◆ Leaders: Who's who on both sides
- ◆ Glossary of terms

### Opinions

- ◆ From Al Jazeera: Diary from Gaza: Where is the humanity?
- ◆ From Jerusalem Post: Israel's strategic incompetence



Getty Images  
stands in her damaged home  
military strike

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## Conflict in Gaza

THE ASSOCIATED PRESS  
Published Feb. 3, 2009 10:54 a.m.

### Latest developments


#### Rockets hit Israel; counter-attack follows quickly

Rockets from Lebanon smashed into northern Israel Tuesday, provoking a counter-attack by Israeli artillery units and sending civilians running for bomb shelters.

It was the second such attack in less than a week. Although the Israeli military said the rockets injured no one and damaged nothing, they revived concerns that militants might try to open a new front to distract Israel from its war on Gaza.

There was no claim of responsibility for the rockets, which landed near the town of Koryat Shmona. Hezbollah, the Iranian-backed guerrilla group that fought a monthlong war with Israel in 2006, had denied involvement in the earlier attack.

In Gaza, the Israeli military said its warplanes and helicopter gunships hit at least 40, including more than 30 weapons-smuggling tunnels from Egypt.



A Palestinian girl stands in her damaged home after an Israeli military strike. (Daily Images)


### World reaction

#### Groups in Israel join plea for Gaza civilians

A broad coalition of Israeli human-rights groups decried the toll the fighting has taken on Gaza's civilians and suggested war crimes could be involved.

Human Rights Watch and other international organizations have called for Israel to allow civilians to escape the fighting and for humanitarian groups to be permitted to enter with medical supplies, food, fuel and equipment.

Israel said it has allowed humanitarian aid into Gaza, but much of the enclave remains without electricity. Pleas for donations and shelter echo from the loudspeakers of mosques in the 140-square-mile coastal territory.



People shout slogans at a rally against the Israeli invasion of Gaza. (Daily Images)


### Impact on Hamas

#### Israel official says group still dangerous

The fighting has weakened the military power of Hamas, and its political leadership is divided over plans for a possible cease-fire. But an Israeli intelligence official said Tuesday that the radical group remained dangerous, with 15,000 fighters, tunnels and a sophisticated arsenal of rockets and antitank weapons.

The Israeli intelligence official, who spoke on customary condition of anonymity because of security concerns, did not underestimate Hamas but indicated that the group had been overwhelmed by 18 days of bombardment. The official said Hamas was not significantly tapping its caches of antitank and antiaircraft missiles but was occasionally using suicide bombers to spearhead combat missions.

"The level of damage to Hamas' military wing is less than the damage" to its civil infrastructure, the official said. "I think they will try to do their best to hit it, to come up with some symbolic achievement, a suicide operation or the kidnapping of an Israeli soldier."



Israel's main city attacks and killed a senior Hamas leader. (Daily Images)

### Impact on Gaza citizens


#### Civilians flee attacks 'from the sky and from the ground'

Tuesday's battle between Israeli ground forces and Hamas militants occurred in a neighborhood of high-rise apartments in southeastern Gaza City. Civilians fled as Israeli units, backed by shelling from warships near the seaside enclave, edged deeper into the city but appeared to stop short of Hamas strongholds.

Israel's push into the Tal al Hawa neighborhood of Gaza City, about a mile from the city center, increased pressure on Hamas fighters and on humanitarian groups and hospitals trying to cope with rising numbers of homeless and wounded Palestinians.

Israeli forces invaded the Tal al Hawa neighborhood about a mile from the city center "and started to shell from the sky and from the ground," said Khader Dahdoub, whose home was badly damaged in fighting that began after midnight and lasted until dawn. "The resistance fighters were firing rocket-propelled grenades, and the soldiers took cover in nearby villas."

Palestinian medical authorities reported that at least 50 Gazans were killed and 150 wounded in Tuesday's fighting.




A wounded woman is held after an Israeli air force strike on houses. (Daily Images)

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4. CAL: Cops find two dead inside abandoned house
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6. CAL: Gas prices rise 12 cents; \$2 a gallon by March?
- PHOTOS: Power lunch, presidential style
7. WORLD: Rising tensions between Russia, Eastern Europe
8. MORN: Apple sells some iTunes downloads to 9th grade
9. MONE: Village beats financial crisis by printing its own money

Para resumir

Entonces, ¿qué debemos hacer?

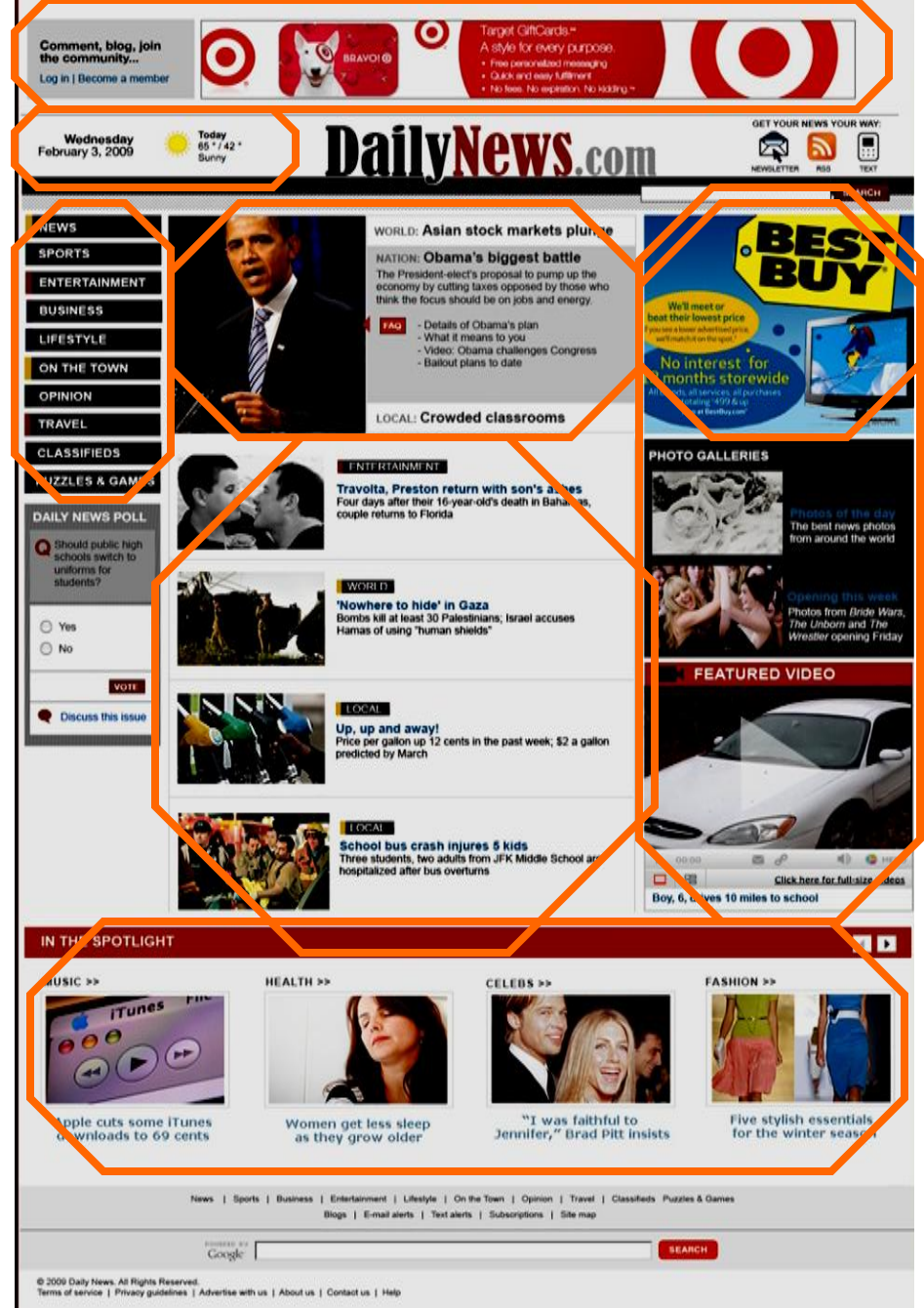


# Para comenzar...

- Crear un sitio de noticias **para aquellas personas que no tengan experiencia** con las noticias (y no sólo para adolescentes)
- Meta: Aumentar el interés en las noticias
- La clave: simplificar y no abrumar

# PAGINAS DE INICIO

- Menos artículos
- Más enfoque
- Jerarquía clara
- Resúmenes y fotos
- No hace falta hacer muchos clic



# PÁGINAS DE ARTÍCULOS

- Además del artículo: antecedentes, explicaciones, definiciones
- Dividir en secciones
- Varias formas alternativas de captar la atención

The screenshot shows the DailyNews.com homepage with the following sections and highlighted elements:

- Top Navigation:** Includes a search bar, a "FIND MORE INFORMATION ABOUT:" section, and a "SEARCH" button.
- Header:** "DailyNews.com" logo and tagline "Your guide to learning more about today's top stories".
- Section 1: Understanding the conflict in Gaza**
  - Image:** A photograph of a crowd in Gaza.
  - Text:** "World leaders have called for a cease-fire, but the conflict between Israeli and Hamas goes much deeper than current skirmishes. Both are adamant about their position, and many observers see no end in sight." "DailyNews.com has pulled together the best, most reliable writings on the subject to help you go deeper and fully understand the issue."
  - Buttons:** "Print", "Email", "Live", "RSS", "Discuss", "Save", "digg", "StumbleUpon", "Facebook", "Twitter", "LinkedIn", "Google+", "YouTube", "RSS", "Discuss", "Save".
  - Link:** "CLICK HERE FOR LATEST UPDATES"
- Section 2: THE BASICS**
  - Image:** A photograph of a person in a military uniform.
  - Text:** "How the dispute started, what's at stake" "Israeli officials say the strikes into Gaza are necessary to force an end to the rocket attacks from Gaza. Such has been ruled by the radical Islamist group Hamas since it split from the Palestinian Authority. Palestinian militants in Gaza have launched rockets at Israeli towns across the border, and in the past six weeks the number of attacks has increased dramatically."
  - Link:** "Read the full story from the Washington Post"
- Section 3: NEWS ANALYSIS**
  - Image:** A photograph of a person in a military uniform.
  - Text:** "Israel sends clear message about its goals" "Israel wanted Hamas to take a message from the ground invasion of Gaza: We're coming for you, and we'll stay as long as it takes. The purpose remains a durable cease-fire that ends rocket fire from Gaza into southern Israel, but Israeli officials believe that to reach such an agreement, Hamas must be persuaded onto the rope."
  - Link:** "Read the full story from Time"
- Section 4: FIRST-PERSON**
  - Image:** A photograph of a person in a military uniform.
  - Text:** "Gaza resident tells of life under fire" "We have tried to distinguish between 10 bombings, Apache and tank shelling, and the sound of various other projectiles exploding. But yesterday, Gaza witnessed the most intense attacks and the deepest incursions into so far, and a variety of could be heard at the end of our street. At around 6 a.m., after a night of fretful listening, I fell asleep from sheer exhaustion."
  - Link:** "Read the full story from Time"
- Section 5: How badly has Israeli assault injured Hamas?**
  - Image:** A photograph of a person in a military uniform.
  - Text:** "For 17 days, Israeli forces have punished Hamas fighters in Gaza with scorching firepower delivered by helicopter gunships, aircraft and artillery. Israeli troops are edging toward Gaza City, where most of Hamas' 15,000 fighters are holed up. They do so, both Israeli and Hamas are disputing claims over how much damage the assault has inflicted so far on the Islamist militia."
  - Link:** "Read the full story from Newsweek"
- Section 6: THE BACKGROUND**
  - Image:** A map of Gaza and Israel.
  - Text:** "Gaza Strip has a long history of conflict" "The region of Gaza, a 25-mile long, 7-mile wide finger of land along the Mediterranean coast at the border between Israel and Egypt, has been at the center of a geopolitical tug-of-war for its entire existence."
  - Link:** "Read the full story from the Associated Press"
- Section 7: OPINIONS**
  - Image:** A photograph of a person in a military uniform.
  - Text:** "From Jerusalem Post: Israel's strategic incompetence" "Commentary on the Israel-Hamas war has tended toward partisan pleading, making the moral case for or against Israel. That's a crucial debate but not the only one; there's also a need for a cool strategic assessment: Who is winning, who is losing? Scenarios exist in which Hamas gains."
  - Link:** "Read the full commentary from the Jerusalem Post"
- Section 8: MORE:**
  - Text:** "Maps: How Israel's borders have changed over history" "Photo gallery: Who's who on both sides" "Glossary of terms"