

The New York Times

THE FUTURE



DESIGN INNOVATION & LEADERSHIP - SPRING 2015

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REPORT

OBJECTIVES OF OUR REPORT

A 96-page internal report on digital innovation at the New York Times was sent to top executives on May 2014. The report described how its newsroom was struggling more dramatically than its newsroom was immediately visible to adjust the digital world. The report vividly depicted how large corporations face a big challenge to transform their existing business to the digital platform due to resistance of its long historical and cultural values and the way of thinking.



When the New York Times announced the report in public, their spokesman said “It is very candid and was meant to be an honest investigation of where we are and need to be, and for that reason was never intended for wide circulation. Now the full report is out, and perhaps that is a good thing, because we are proud of the report and what it says.”

It has been almost one year since the full report was out in public, and a group of four students at the New School has examined the New York Times Innovation Report within the context of a class of Design Innovation + Leadership. In this report, we firstly discussed what worked and what did not work in the report. Secondly, we conducted research and analysis by ourselves to see areas of opportunity where the New York Times should change and capitalize. Thirdly, based on our research and analysis, we proposed solutions of how the New York Times should change their internal culture to adjust a new business model and how they should capture these areas of opportunity.

THE INNOVATION REPORT

The NY Times is a landmark institution and a leader in the news industry since 1851. It's major strengths are the great quality journalism, reliability, respectability and readership loyalty. However in the volatile and ever changing world we currently live in, the Times' traditional values are not as important for young readers who are open and used to an ever changing world in which their loyalty shifts. Our research also shows that 82% of Millennials that follow the news do so through digital media and the NY Times Innovation Report clearly reports that it hasn't "done enough to crack the code in the digital era"; they need to grow their audience and the amount of time the audience spends reading their news.

The Times is still a powerhouse but competition is growing at a faster pace and surpassing the Times' readership. The report mentions that growing the audience falls squarely in the newsroom but it obviously needs to be a combined effort of newsroom and the supporting business side of the organization. Great reporting is the core of the Times, it's the differential that has made it a news leader over many decades. It seems like the newsroom has been resistant to the digital landscape of constant changes so the challenge is to change their mindset, show the world of new possibilities of digital media and explain that the Times' survival depends on it as much as it depends on their great quality content.

The report mentions several times about the creation of a small strategy team to integrate the newsroom with product development, apps, social and Masthead which is a great idea, but seems like a lot to be handled

by a small floating team. A stronger approach would be to have strategists as a fundamental part of the Times because in our current, and future world, changes will always happen at increasing speed. Strategists need to be the catalyst of uncertainty and constantly advise the different departments in the Times. This team needs to be composed of strategists specialized in different areas and needs to be given autonomy and authority by the Masthead to act without barriers, and at a fast pace, to not only keep up but be ahead of trends and changes in technologies and reader behavior.

Part of the strategy team should also focus on integration and collaboration between a resistant newsroom and designers, product developers and consumer insight. The strategy team would play a fundamental role in audience growth and in transitioning the Times to become a truly digital-first organization which sets the bar in the digital news market.

The increasing competition has played a big role on destabilizing the NYT. One pain point is the reach of more readers; they call it the "Audience development". The goal of any newspaper or magazine is reaching out to as many readers as possible. The NY Times competitors understood the importance of their growing online customers, and they changed their overall strategy by accommodating to those emerging clients and they are still moving forward in this direction. Growing their audience is crucial for the NYT to be sustainable and to grow, not only for getting more readers but to be on the same level as their competitors.

The world of internet media is evolving exponentially, new uprising start-up in this field are taking part of the market, more and more readers read the news on the Internet. It is a whole new word for existing newspapers and magazines.

Accommodating to this fast changing environment is hard and it is even harder to target audience on mobile platforms as well as on online platforms. It requires a diversified set of skills and expertise different from the one they already master with printed newspapers. NYT has to merge good content and reaching audience. They are not used to doing that. Good content used to sell the newspaper by itself. NY Times didn't pay attention to platforms like Facebook or Twitter, and now the new generation uses those platforms to stay up-to-date with what is happening around them. Reaching the audience is more demanding nowadays and they still didn't implement emails or phone alerts to reach the audience. The online community is now crucial for the success of the NY times. New ideas should be implemented to the NY Times strategy in order to attract more online readers and to retain them.

PROMOTION

In the section of "Promotion", the New York Times analyses social media strategy. Their institutional accounts reach tens of millions of people and the

accounts of individual reporters and editors reach millions more, but only less than 10 percent of their digital traffic is coming to their sites through social media. To enhance the digital engagement through social media, the New York Times considers two ways: Institutional Promotion and Front-Line Promotion. The New York Times falls into silos and do not develop consistent social media approach because their Twitter account is run by the newsroom and their Facebook

is run by the business side and their operation is independently managed. This fact proves the team frames its mission around using a social media as a reporting tool rather than as a tool for audience development tool. The New York Times implemented a quick experiment by forming a promotional team of experts in the newsroom to focus on building and executing strategies for extending the reach of their most important work. As a lesson of their experiment, the

New York Times raises as one of reasons of failure the fact that decisions lacks of data which affected both setting goals and measuring outcomes.

In Mar 2015, we had the opportunity to hear Alexis Lloyd, Creative Director at the New York Times R&D labs, and she addressed the issue. In the R&D labs, a multidisciplinary team are formed including designers and engineers in order to develop applications and prototypes to facilitate innovation and thoughtful consideration of the future of media. The R&D team

The strategy team would play a fundamental role in audience growth and in transitioning the Times to become a truly digital-first organization

recognizes that their social media team collected less data and is less integrated with the rest of the newsroom than their competitors, which hampered their efforts to identify and spread best practices. Therefore, the R&D team incorporates big data analysis to identify what section is more popular and what device is more important in their news. Moreover, the R&D team recognizes the limitation of big data analytics not to capture long tail needs and not to figure out real time feedback. To tackle the issue, the team proceeds with the development of a new data visualization tool and a new approach to capture semantic data. This effort can be evaluated as a great progress the New York Times has achieved so far.

CONNECTION

In the section of "Connection", the New York Times considers how to leverage their strong assets: Op-Eds. The New York Times already has one of the most celebrated forums of user-generated content although the New York Times find themselves behind their competitors to bring in the digital platform. The New York Times sees the opportunity to extend Op-Ed because most of user-generated content is not fully utilized due to the constraints of printing space although the New York Times receives dozens of Op-Ed submissions every day from top thinkers and leaders. To meet long tails needs, considering how to leverage these strong assets would be key. In addition, the New York Times considers offline events just as TED Talks. It is a brilliant idea to organize events like a New York Times Readers Festival. In the event, subscribers of the

New York Times are exclusively invited in New York. The New York Times suggests to hold panel sessions by top stories, and we can propose this event can also be the place to celebrate journal contributors for user-generated contents in the New York Times. As an example of other companies, Tongal, a crowd-sourcing video advertisements startup, holds annual offline event to celebrate contributors of video idea and film making. The New York Times can apply this type of offline events for digital participants development.

READER EXPERIENCE

There has been a huge separation between the newsroom and the business side of the NY Times. There are a lot of issues from this separation and there are some parts of business that have no idea what goes on in the newsroom. People like designers, technologists and analysts never meet with people in the newsroom so their jobs are sometimes more difficult and work of limited utility is produced. There is a large lack of communication between these entities.

The NY Times plans to solve this with a "Reader Experience" team that combines people in the newsroom with people in business. The team's role will be seen as an extension of the digital newsroom. The other issue that this team has to endure is how their digital presence should work. There is a big gap for when stories need to be updated.

NEWSROOM STRATEGY TEAM

NY Times has many other channels that they fail to use to its highest potential. The Masthead is in charge of the newsroom and manages the day to day tasks. The Newsroom Strategy Team is similar to an assistant to the Masthead but more importantly notifies the Masthead for any changes with competitors, strategies, technologies or reader behavior. They pretty much are there to ensure there are no problems throughout the building.

DIGITAL FIRST

In the third section of "Digital First", the New York Times assesses their current revenue model of print versus digital and analyzes their positioning in the market. More than three quarters of their advertising and subscription revenue still comes from the newspaper, and most of their employees have spent their careers building skills to succeed in print. However, the New York Times recognizes the huge majority of readers are digital, and this represents their single biggest opportunity for growth. In that sense, the New York Times only benefits off from the legacy they built up in the past to generate some time to live out.

However, from a perspective of employees in a print section, it is natural to hone their skills and build careers in print because they are motivated to work that way by their performance assessment system and their promotion policy within the organization. They do not do anything wrong in the current internal system. Due to the fact that any incentives are not given to employees and that just warning is given to

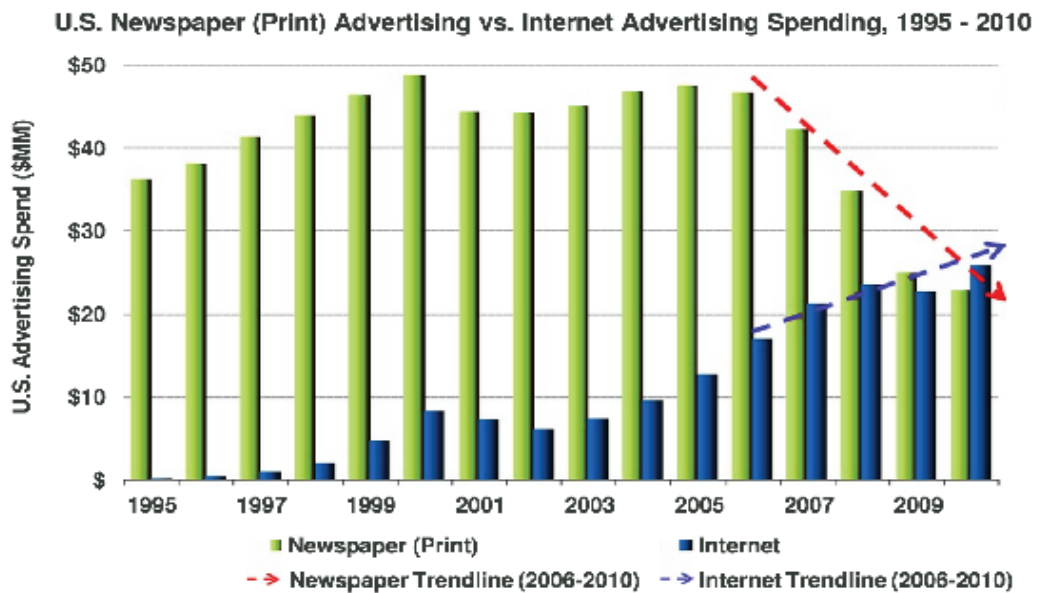
them, their change has been incremental and reactive. Digital first is a great slogan, but actual change should not be done unless each employee is convinced of the importance of the new concept and to change their behavior and values because they have to deny what they have built up in their career to some degree. To put it another way, this transition is tough because it is not to solely build something from the ground up, but to break up the existing legacy first and to instill new mindsets to reconstruct something completely different.

As the report mentions partly in discussing what other competitors deal with, this transformation needs the strong leadership of senior executives. Showing the commitment of senior executives would cater the message to employees of how serious the New York Times take the needs of this transformation. A manager in the new business development tends to be obsessed with the resistance from managers in the existing division due to the scarce of human and capital resources and the constraint of their authority. It is of course important to consider the digital strategy, including assess the digital capabilities of various desks and fill the holes or hiring new talents in the digital fields, but more importantly, arranging the supporting system for the manager to lead the new initiatives would be required for senior executives. Senior executives need to delegate the manager more authority to let the manager perform well and change the assessment to measure the performance of the manager's team. Moreover, senior executives may have to change the reporting line that other managers in print do. The organization design would be indispensable to implement new projects in a large organization.

RESEARCH MARKET TRENDS

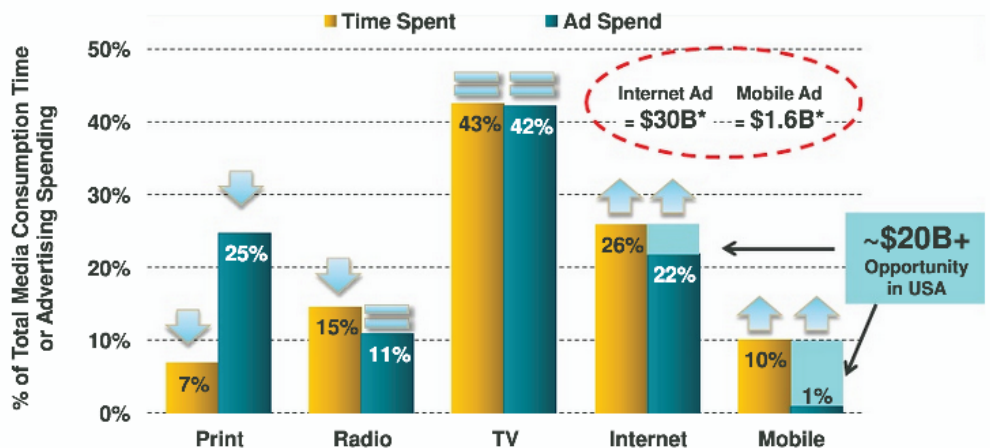
Over the past 15 years, the Ad spending landscape has completely changed. In the US, Ad spending on Internet surpassed that on newspapers. Newspaper ad spending became almost half of \$49M at the peak in 2010 while internet ad spending had rapidly grown. Among all media, both of time spent and ad spending through internet and mobile have been increasing.

U.S. Newspapers Ad Spending was Surpassed by Internet



Internet/Mobile Usage and Ad Spending Increase

% of Time Spent in Media vs. % of Advertising Spending, USA 2011



> **35%** of time spent in media through digital (Internet and mobile)

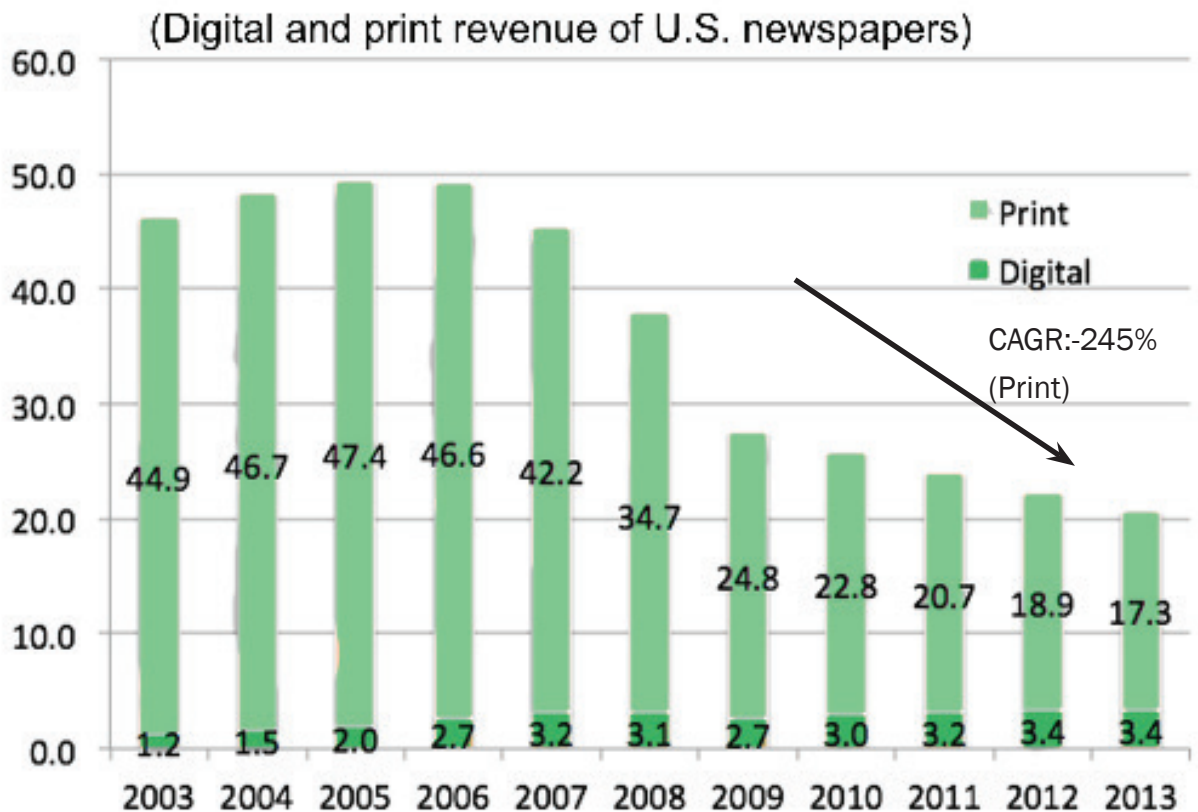
23% Ad spending in all media through digital.

In contrary, U.S newspapers have suffered from declining its revenue in the whole industry. Revenues from digital media has grown, but we cannot say we capture enough revenue by adapting our business model to profit of. We need to develop our digital strategy by capturing our reader's behavior change.

-245% of Print Revenue Declined Each Year

U.S. Newspaper's Revenue has Plummeted in the past 10 years

Billion(USD)



Source: Newspaper Association of America

RESEARCH

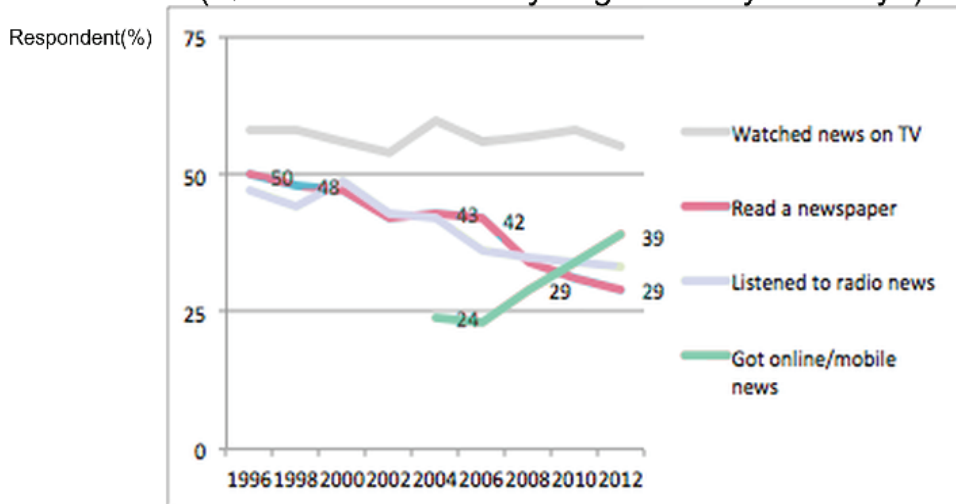
MARKET TRENDS: SOCIAL MEDIA

Our research showed us there was a big change to news readers. There are more number of readers that get news from online/mobile sources than the number of readers that get news from a newspaper. When it comes to generation demographics, online/mobile sources are the most frequently used channel for millennials, and the second most frequently used channel for readers in 30's and 40's followed by TV.

39% of readers get their news from online/mobile

Digital Surpasses Newspaper As a Way to Get News

(Question:Where did you get news yesterday?)

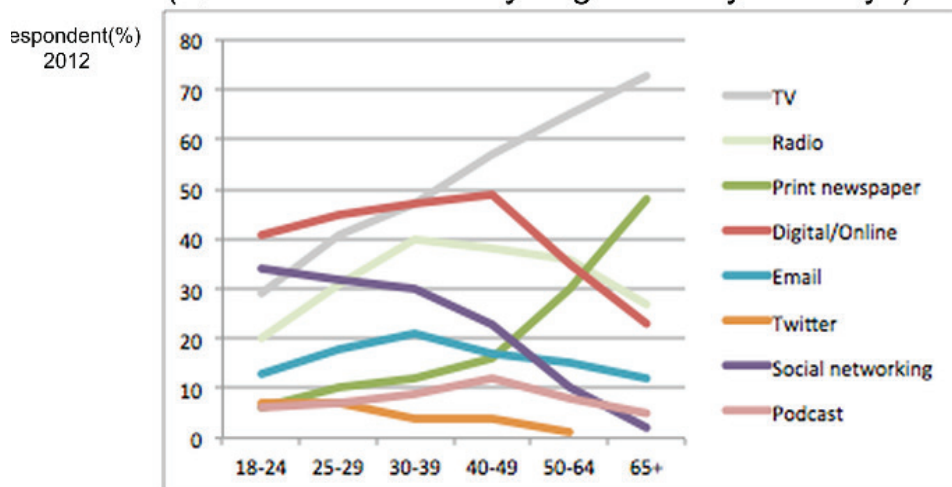


N=1,751(1996), N=3,002(1998), N=3,142(2000), N=3,002(2002),N=3,000(2004),N=3,204(2006),N=3,615(2008),N=3,006(2010),N=3,003(2012)

Source: Pew Research Center

Young Generations Prefer Digital/Social Networking Sites

(Question:Where did you get news yesterday?)



2012, N=465 (18-29), N=769(30-49), N=875(50-64), N=832(65+)

Source: Pew Research Center

According to this survey conducted in 2010 and 2012, social networking sites have important platforms to get news. Twitter is not dominant platform, but a growing number of people use twitter as a useful source to get news and 36% of readers follow news organization and journalists on Twitter.

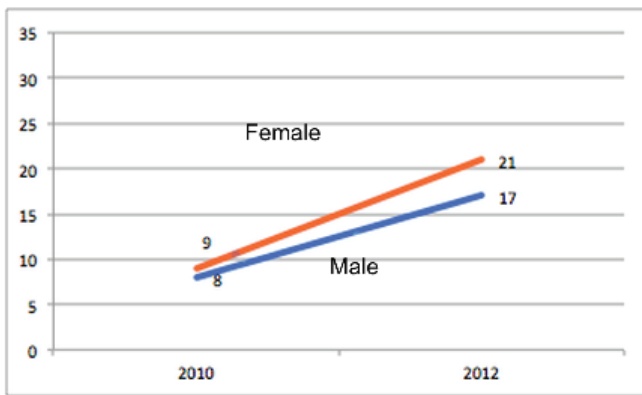
> 30% of readers below 40 get their news from social networking sites

Social Networking Sites Rise Among All Genders and Generations

Question: *Did you see any news on social networking sites yesterday?*

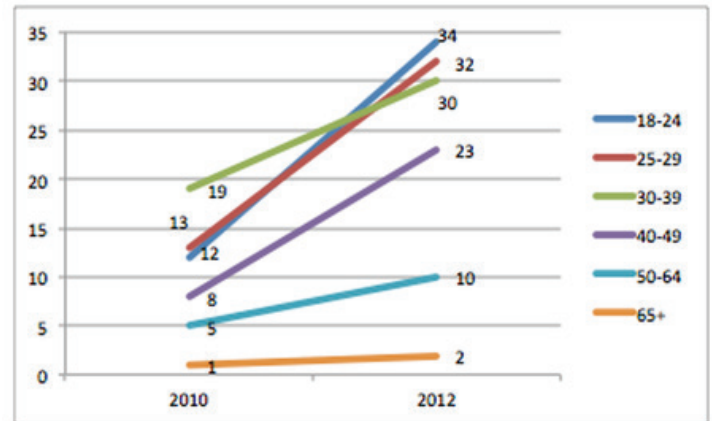
Gender Demographics

Respondent(%)



Age Demographics

Respondent(%)



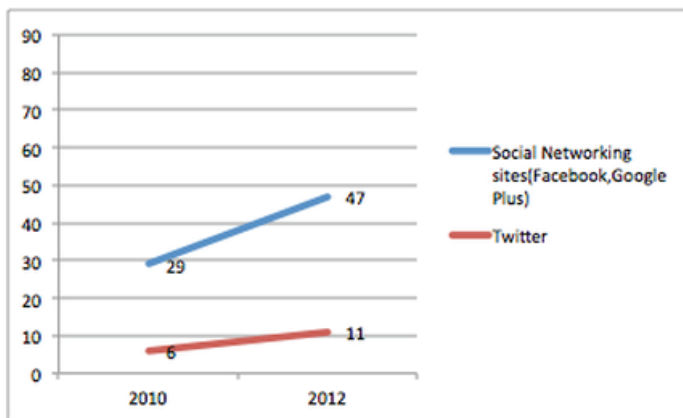
2012, N=465 (18-29), N=769(30-49), N=875(50-64), N=832(65+)

Source: Pew Research Center

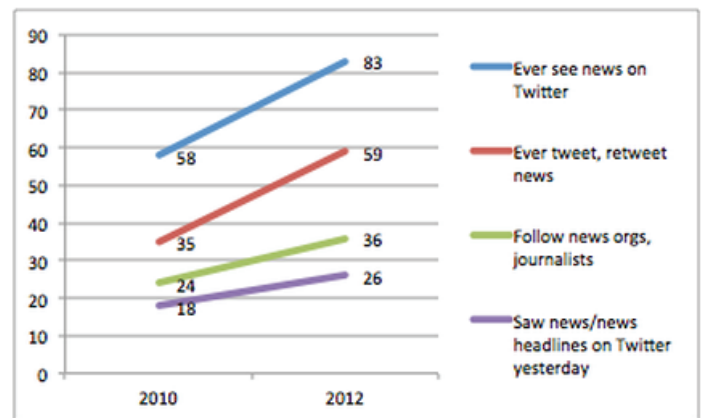
Twitter is not Dominant, but More Users See News There

% of public who ever sees news on

Respondent(%)



% of Twitter users who



2012, N=465 (18-29), N=769(30-49), N=875(50-64), N=832(65+)

Source: Pew Research Center

RESEARCH MARKET TRENDS: MOBILE

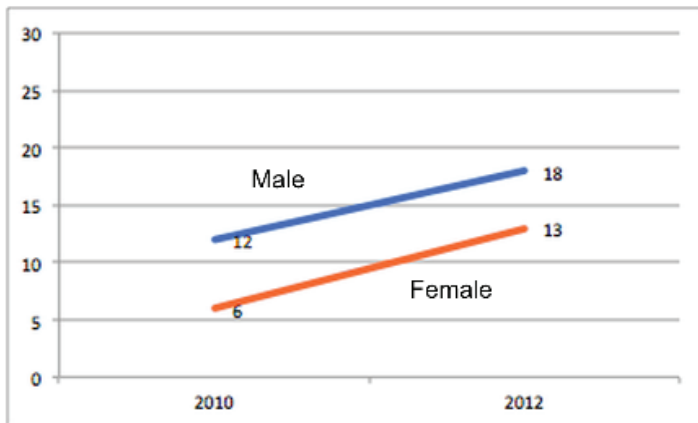
An increasing proportion of Americans say they regularly get news on a cell phone, tablet or other mobile devices. People younger than 50 are far more likely than older Americans to regularly get news. Young people also consistently spend less time with the news than older Americans. Most young people do not follow political news and prefer weather or entertainment. According to this survey, 32% of the audience of New York Times are Millennials, so we need to encompass these trends to make our digital strategy sustainable.

Mobile News Consumption Increases among all Genders and Generations

Question: *Do you regularly get news on mobile or tablet?*

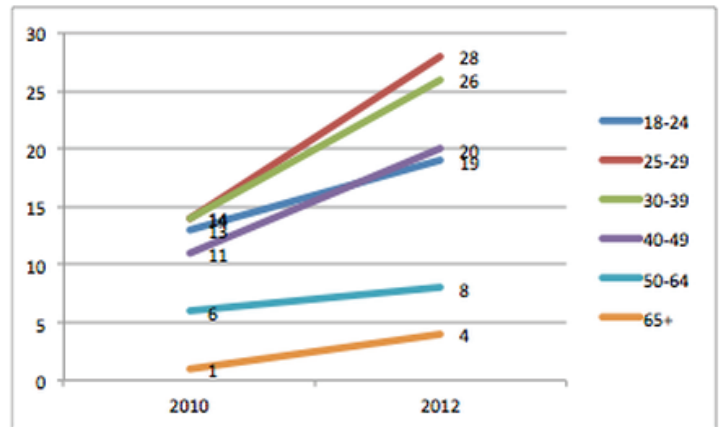
Gender Demographics

Respondent(%)



Age Demographics

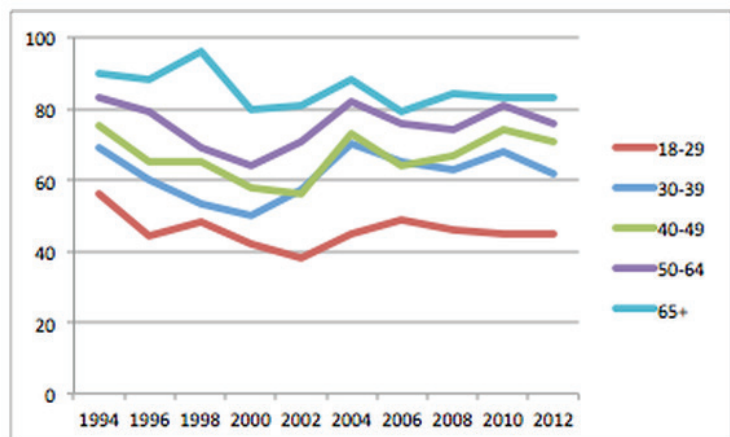
Respondent(%)



Young People Continue to Spend Less Time with the News

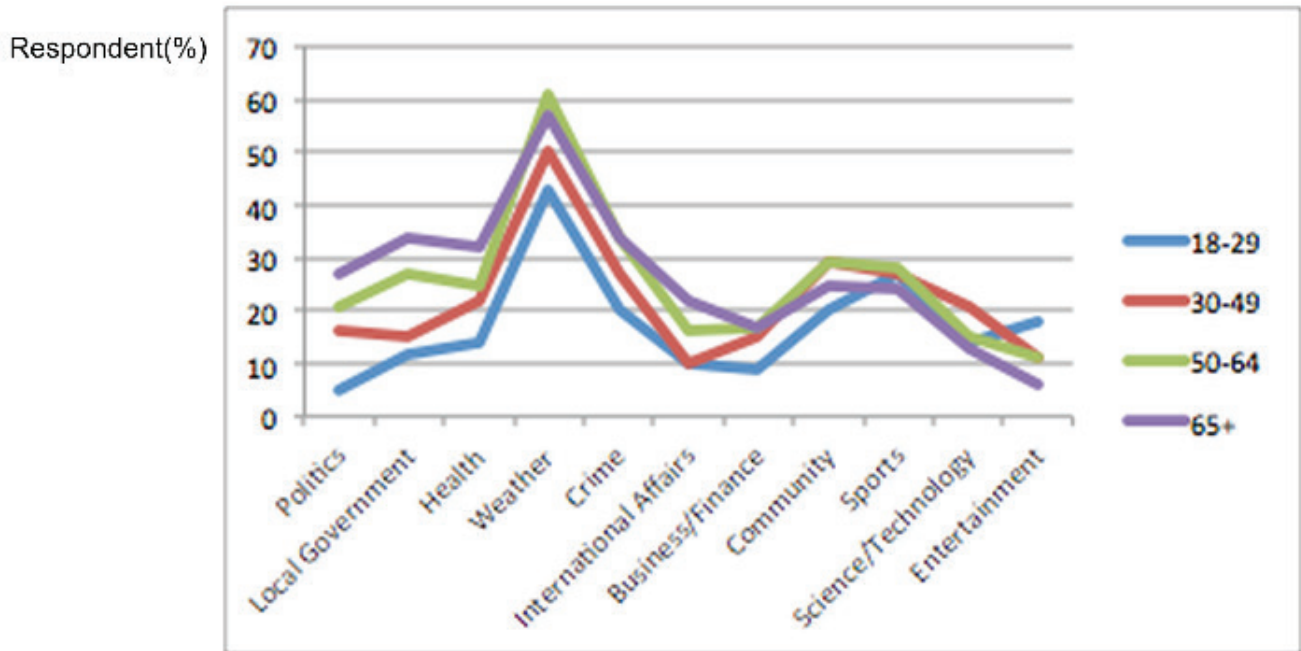
Question: *What's the average minutes on news yesterday?*

minutes

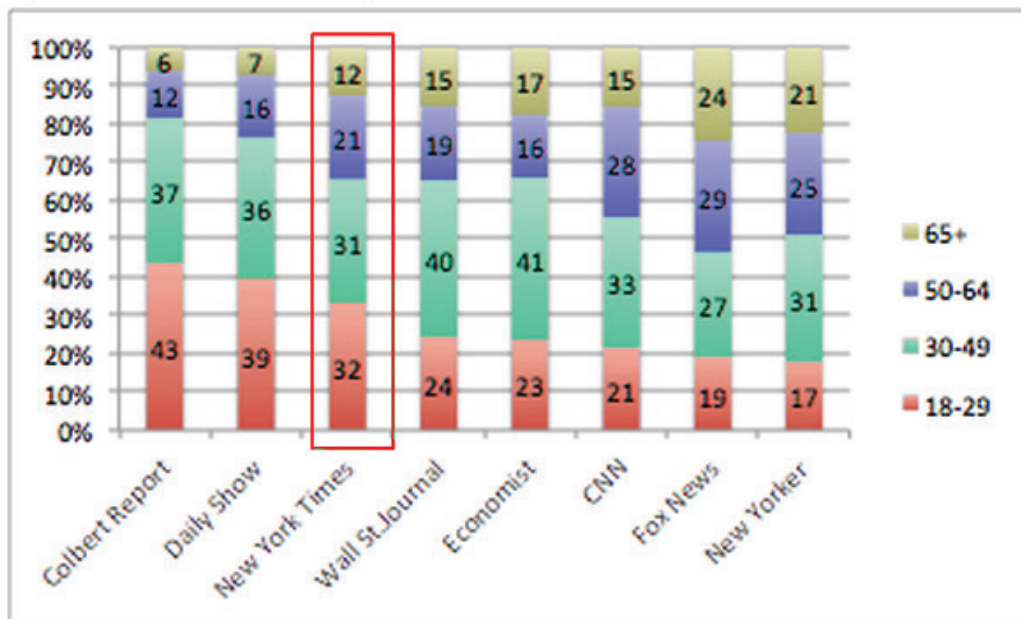


Young People Express Very Little Interest in Politics

Question: What news do you regularly follow?



(Audience Profile)



COMPETITIVE ANALYSIS

There are different segments when talking about the NY Time's competitors. Their digital and print product competes on the advertising side and on the consumer's side. This competition is related to free and paid newspapers, magazines, media platforms and television. We measure the advertising competition by looking at the audience size, by the number of ads and their rates, and the ads results. We measure the consumer competition by looking at the quality of content, the pre and post service and the price.

The main competitors of the NY times regarding print newspapers are the national newspapers such as the USA Today and the Wall Street Journal. Some major international newspapers are part of the main competitors of the NY Time such as the Economist, The Financial Times and Bloomberg business week. Since the world is shifting to digital new competitors have upraise. NY Times is not only competing with printed newspapers but with all social media platforms and digital news platforms. The shifting in methods of distribution (laptops, phones, smartphones, iPhones, I pads) has a great impact on the emergence of new

competitors. The NY times website is standing against Google news, Yahoo news, CNN.com and many others. Huffington Post has surpassed the NY times in reader traffic with a difference of 40 millions readers approximately, USA today and BuzzFeed around 15 millions readers. The strategy of BuzzFeed was the use of data to build a big audience and they made their stories go viral. Their strength is the aggressive social distribution. They have 130 millions unique visitors and a revenue of 40 millions\$ in 2013. Another competitor in CIRCA which is a mobile news app, this company is competing with the NY time's mobile app. The Huffington post is very popular in the USA, and they are aggressively using platforms and social media, they reached an audience of 40 millions readers in November. Vox media is another kind of competitors which rely on their community engagement, they publish news on different categories such as sports, fashion, food, real estate, and technology. Yahoo's news is another competitor relying on their new mobile app called the Yahoo News Digest. It has reached 65 millions unique visitors and realized 1,5 Billion in revenue.



The New York Times

- Strong brand name and brand awareness,
- Known nationally and internationally
- One of the leading newspaper
- Highly skilled employees

- Decline in revenues and profit
- A target market is not well defined
- Need of a new strategy to keep up with new technologies.
- Differentiation is missing

- International expansion
- Developing an app for iPad's
- Partnership with other websites to be more present online
- Use large scale marketing campaign through the internet

- The decline of the newspaper industry
- Volatile revenue
- New products could now substitute the NYT newspaper
- Keeping up with competitors.
- Large number of competitors
- Challenges of the industry

BuzzFeed

- Share most of the social content on the web
- Use of Pinterest
- Content easy to find even on mobile app
- 24/7 newsroom strategy
- Fun and entertaining content

- No clear hierarchy internally.
- Little diversity in the entire company.
- Focus a lot on expending which cause problems to employees

- BuzzFeed emerging writers fellowship.
- International expansion
- Developing an app for iPad's
- Keep focusing on content that the audience can't not to read

- Regulation
- Technology changes very quickly

Vox

- Appealing advertising experience
- Great creative and technology capabilities
- Great storytelling
- Good Platform
- Focus on design
- Attention to their customers and users
- The growth rate is high

- The cost is higher than competitors
- Research and development is an area than need to be invested in

- International expansion
- Developing an app for iPad's
- Partnership with other websites to be more present online
- Find new investors and partners

- Competition with uprising start-ups in the field.
- Competition with well established magazine and newspaper.

RESEARCH

WHO ARE THESE MILLENNIALS

The median age for The NY Times online reader is 42 years old. The Times needs to increase their readership to include the coveted Millennials market. We researched Millennials characteristics and news reading habits to better understand their behaviour and come up with suggestions to attract this market.

Born in the early **1980s to 2004**

Higher support of classical liberal economic policies than preceding generations.

As of **2012**, it is estimated that there are approximately **80 million** U.S. Millennials.

Have liberal attitudes with regard to social and cultural issues.

Millennials are identified as 'digital natives'.

Millennials are optimistic, engaged, and team players.

Civic-minded.

Their career aspirations value financial security and a diverse workplace.

Somewhat entitled and narcissistic.

Optimistic. **49%** of Millennials think the country's best years are ahead.

Will switch jobs frequently, due to their great expectations.



75% of Millennials consider wealth a very important attribute.

Support same-sex marriage and the legalization of marijuana.

Are less supportive of abortion than Gen X and more likely to be pro-choice.

Economic prospects for the Millennials have declined, largely due to the late-2000s recession.

97% of Millennials interviewed own a computer, **94%** own a cell phone.

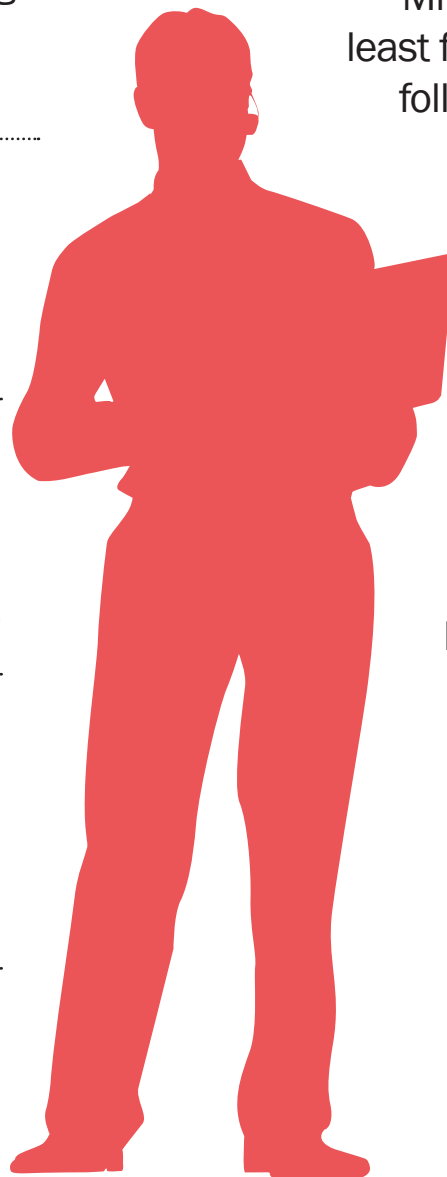
45% of Millennials have the notion of “developing a meaningful philosophy of life”.

35% for Millennials keep abreast of political affairs.

Millennials have benefited the least from the economic recovery following the Great Recession, as average incomes for this generation have fallen at twice the general adult population’s total drop and are likely to be on a path toward lower incomes for at least another decade.

Millennials delay some rites of passage into adulthood. There is a trend toward members living with their parents for longer periods than previous generations.

Millennials are confident and tolerant.



Source: <http://en.wikipedia.org/wiki/Millennials>
<http://nytmmediakit.com/online>

RESEARCH

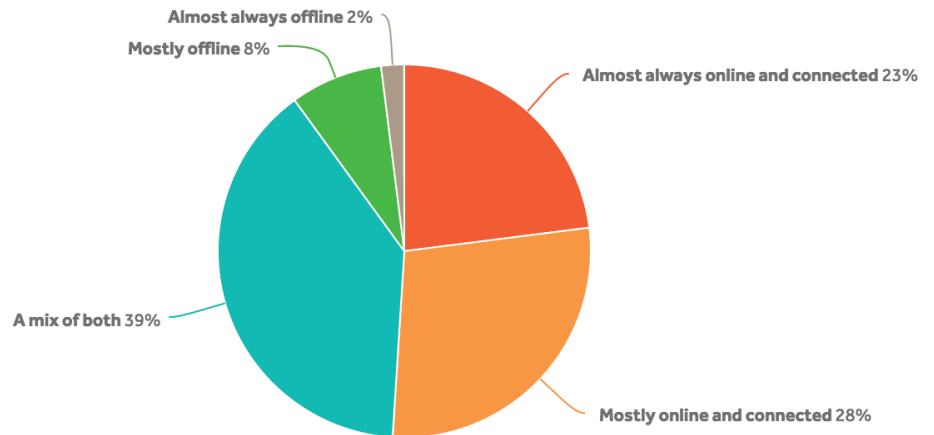
MILLENNIALS & THE NEWS

Our research shows that the majority of Millennials are online & connected most of the time.

> 90% of adults age 18-34 own smart phones, and half own tablets.

51% say they are online most or all of the day.

82% of Millennials get most of their news from online resources.



The way Millennials read the news vary but in most cases news are woven into their other online activities. Facebook dominates as a social media platform for news and information, Millennials read and share and comment on news through Facebook and an interesting finding is that Millennials explore contrary opinions of their own found through social media.

How often do Millennials read the news

“I have so much faith in my generation to change the course of this country, and I love seeing that play out in the news, whether it be through health care changes, gay marriage acceptance, sexual education and access to information, and race issues.”

64% regularly keep up with the news online

70% keep up with the news at least once a day

40% keep up with the news multiple times a day

57% report going online regularly for a practical form of the news – checking the weather, traffic, or public transportation

74% of Millennials acquire news of civic motivations

63% of Millennials acquire news on problem solving

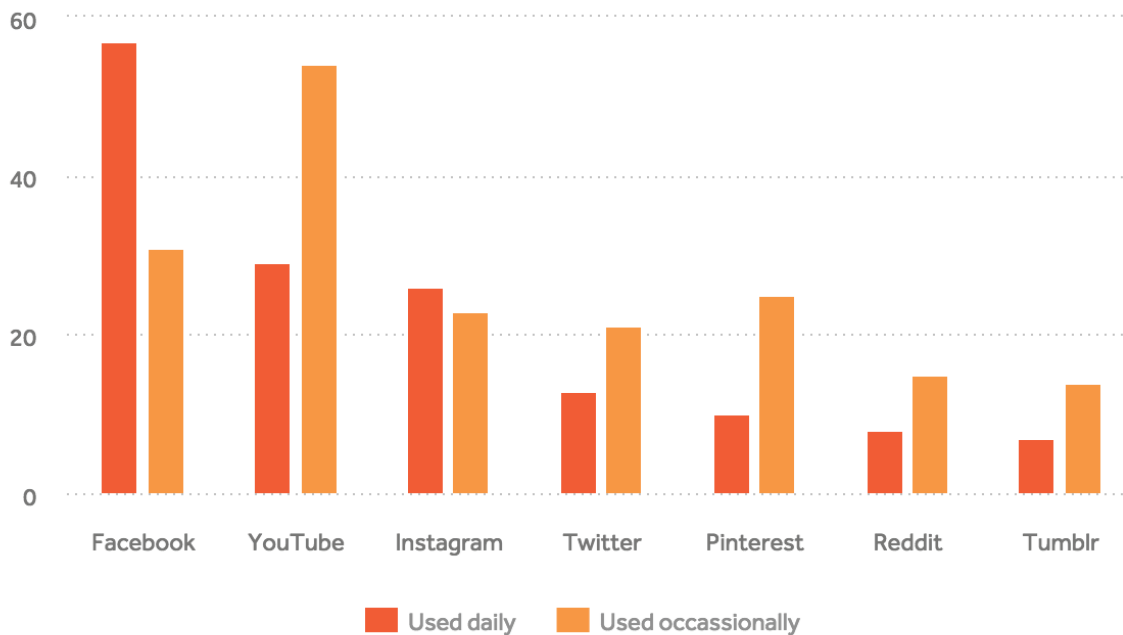
67% of Millennials acquire news for social factors like talking about it with their friends and feeling connected to their communities

41% feel that it helps them take action on issues they care about

Social media has become a news reader for many users. Readers are using everything from Whatsapp to Twitter's new Periscope app to gather news and stay informed about the world. According to data aggregated by eMarketer, Facebook still holds the most allure as a social news source, especially among Millennials - Source: Adweek.

Facebook dominates as a social media platform for news and information

Question: How often, if at all, do you get news and information from each of the following?



Topics for which Facebook is Millennials' most common point of access

Pop culture	78%
Music, TV and movies	63%
Social Issues	62%
Crime and public safety	57%
City, town and neighborhood	56%
Cooking and recipes	51%
National politics and government	47%

“Most Millennials see the news as an enjoyable or entertaining experience.”

Top news and information topics Millennials regularly follow

Music, TV and movies	66%	Hobbies	61%
Traffic & Weather	51%	Sports	49%
Cooking	44%	Jobs	44%
Crime and Public Safety	44%	How-To-Information	43%
National Politics	43%		



The research shows that for hard news topics, Millennials continue to embrace original news reporting sources.

Hard-news can be defined as:

Seriousness - Politics, economics, crime, war, and disasters are considered serious topics, as are certain aspects of law, business, science, and technology.

Timeliness - Stories that cover current events—the progress of a war, the results of a vote, the breaking out of a fire, a significant statement, the freeing of a prisoner, an economic report of note.

Topic	Percent using a social source	Percent using a reporting source	Percent using a curated source
Business and the economy	64%	77%	58%
Crime and public safety	73%	77%	46%
Foreign or international news	63%	77%	57%
Health care and medical information	63%	68%	56%
Information about my city, town, or neighborhood	77%	77%	42%
National politics and government	68%	76%	53%

Millennials will also do further research in news that interest them. When Millennials are interested in learning more about a news topic they will dig deeper. They are also selective of the destinations they use for their research.

57% say they need to know well the source of their deeper research

52% say the source needs to be transparent and with references and links

37% cited a long and trusted reputation as a factor that made a source useful or reliable



“ I want the news to find a balance. That’s my most important thing. I don’t want to turn on the news and just see nothing but negativity and you know, nothing but sadness,”
“Like I found out the Richmond death rate or homicide rate has been the lowest in many years. I found that out from social media. I didn’t find that out from the news.”

- Sam, age 19 in San Francisco.

“ I’d like if the media in the next five years is actually stripped down and is more factual as opposed to sensationalized. I feel like the news creates so much drama for us, it creates so much fear instead of just saying, ‘okay, this is what happened.’”

- Marwa, age 25 in Chicago.



Survey conducted by the Media Insight Project, an initiative of the American Press Institute (API) and the Associated Press-NORC Center for Public Affairs Research.
1,759 respondents between the ages of 18 and 34.

Please refer to the Appendix for complete research.

Source: <http://www.americanpressinstitute.org/publications/reports/survey-research/millennials-news/>

RESEARCH

DIGITAL NEWS MARKET

AS PART OF OUR RESEARCH OF TRENDS IN THE DIGITAL NEWS MARKET WE INTERVIEWED THE SENIOR VP OF DIGITAL STRATEGY AT THE HILL (CONGRESSIONAL NEWSPAPER). THROUGH THE INTERVIEW WE LEARNED THAT:



News organizations need to be platform agnostic

Using contributors to write topic specific stories is a good strategy because their knowledge of specific subjects might be greater than that of a journalist. Contributors also promote their published stories on their social media platforms which drives more traffic to the story.

NEWS ORGANIZATIONS NEED TO ATTRACT MORE MILLENNIALS BY:

Increasing social research

Using more graphics and infographics

Utilizing mobile

Delivering content in lists or listicles

Hiring data visualization experts

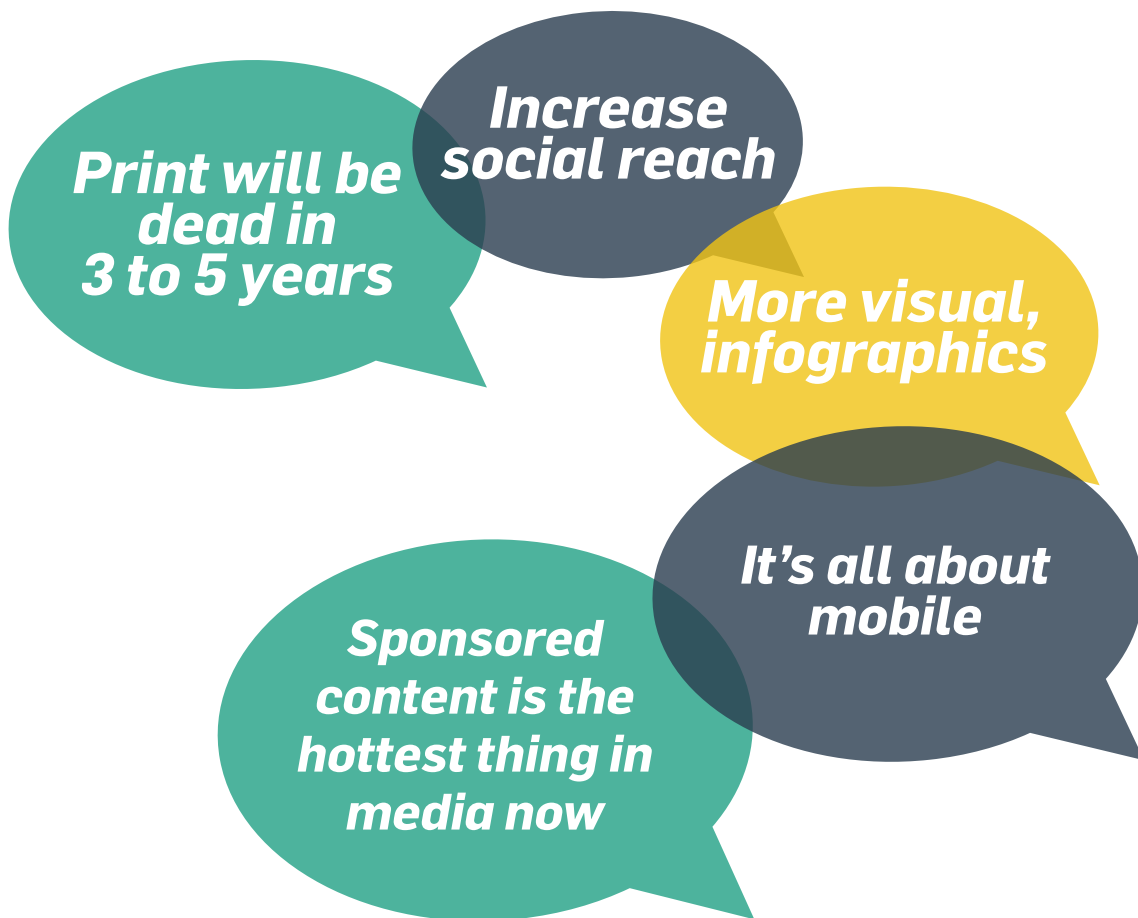
Hiring social media experts

In terms of revenue increase, **Sponsored content**, also known as native advertising, is the hottest thing in media now. BuzzFeed is a great example of successful native advertising use, there are no banner ads on their site, all advertising comes from sponsored content. By having the advertising woven in the content the design can be kept cleaner and consistent throughout the site.

Unbundling content into different topic apps is a trend and it's also a great opportunity to sell exclusive sponsorship for those apps and generate new revenue streams.

Most news organization time and money should be invested in their social and mobile efforts.

“People’s attention span is becoming lower and lower, so strong visuals help overcome that. Millennials like infographics, lists or listicles.”



Key Takeways:

Video
Mobile
Social

Interesting headlines
Shorter stories
Links to go deeper

Infographics
Images / Very visual
Lists

Source: Interview with Rory McCafferty, Senior VP of Digital Strategy, The Hill

SURVEYS & INTERVIEWS



We surveyed and interviewed
53 people

with ages ranging from
20 to **62** years old

29 of those were **Millennials**























RESEARCH SURVEY ANALYSIS

Part of our research was to obtain as much insight as possible from readers of the NY Times and as well as other publications. We wanted to know how often they read the news, what publications and most importantly why they chose these publications and what attracts them to that source. We also wanted to see how people read their news. Was it by phone? By computer? How often would they check?

The survey reached a total of 53 people, with ages ranging from 20 to 62 years old. We initially looked at the data as a whole, but we decided it would be better to compare and find data trends by separating the responses by groups. We separated by gender as well as by date of birth; individuals born before 1982 and individuals born after.

Top Publications Read

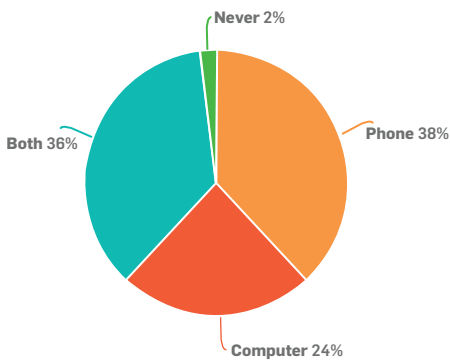
1. 
2. 
3. 
4. 
5. 
6. 
7. 
8. 
9. 
10. 
11. 
12. 
13. 
14. 
15. 
16. 
17. 
18. 
19. 
20. 

Top Topics of Interests

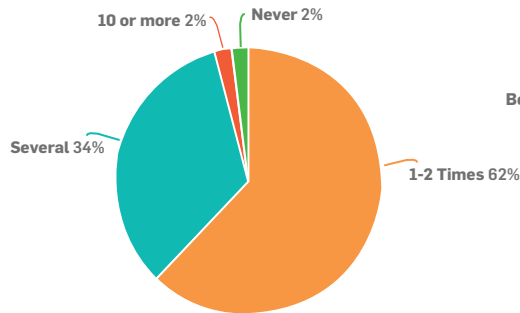
World News	38%
Current Events	21%
Science + Technology	19%
Politics	17%
Entertainment	13%
Local	13%
Travel/Lifestyle	9%
Food/Health	9%
Arts + Culture	8%
Anything	8%
Sports	6%
Business	6%
Features	4%
UK News	4%
Op-Ed	4%
Law	2%
Home-care	2%
Fashion	2%
Military	2%
Events	2%

How their news is received

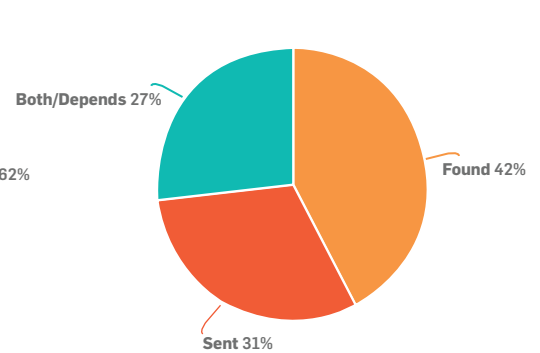
Device Used



Times Checked (daily)



News Found or Sent



Top Attractions of a Newspaper

Title/Headline	40%
Personal Interests	26%
Images	19%
Content	17%
General Impact	8%
Short Summary/Lede	4%
Credibility	4%
Informative	2%
Font Size	2%
Video Footage	2%
Brief stories	2%
Injustice	2%
5 W's	2%
Important Information	2%
First Sentence	2%

Top Discouragements

Excessively Long/Repetitive	11%
Bad Headlines	9%
Bias	9%
Sensationalism	9%
Poor Design	6%
Irrelevant Content	4%
Celebrity Gossip	2%
Fallacy	2%
Bad Images	2%
Lack of Photos	2%
Lists	2%
Pedantic Writing	2%
Too Many Ads	2%
Poor Grammar	2%
Violence	2%

SURVEY ANALYSIS: MILLENNIALS

We received responses from 29 Millennials. The main focus was to see what publications they prefer, any specific topics and to see if they share any news on social media. Most Millennials we asked were students while a select few had a stable job.

Male Millennials (Average Age:25)

Top 5 Publications Read

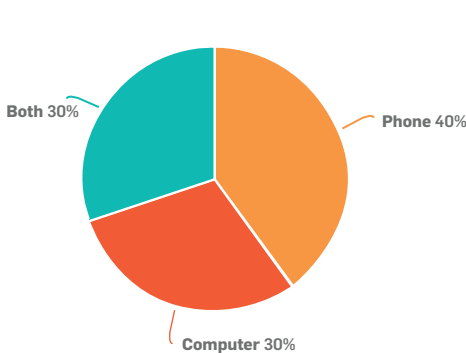
1. **BBC**
2. **CNN**
3. **theguardian**
4. **The New York Times**
5. Other Publications

Top 5 Topics of Interest

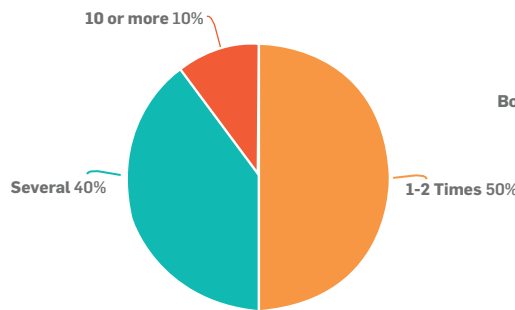
- Science + Technology **38%**
- World News **38%**
- Politics **31%**
- Entertainment **15%**
- Sports **15%**

How their news is obtained

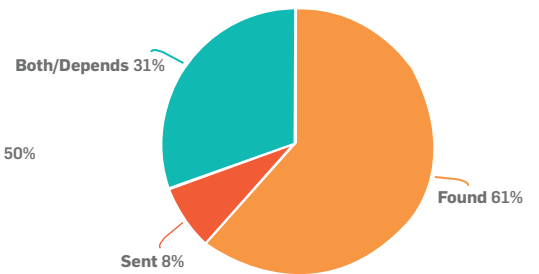
Device Used



Times Checked (daily)



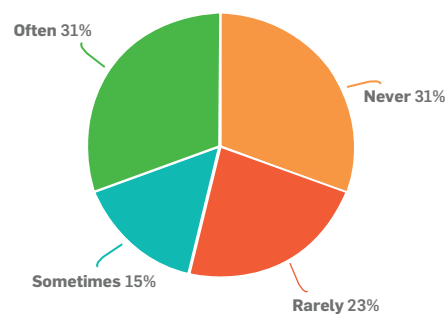
News Found or Sent



Sharing Content

- Facebook **47%**
- Twitter **27%**
- Never **20%**
- Email **6%**

Share Frequency



Female Millennials (Average Age:26)

Top 5 Publications Read

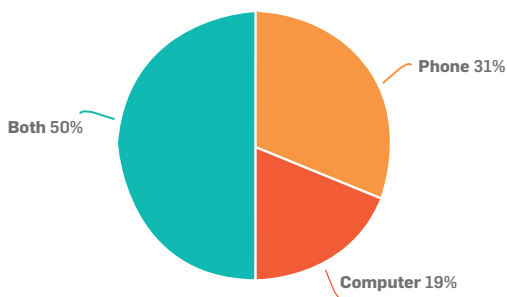
1. **BBC**
2. **facebook**
3. **CNN**
4. **THE HUFFINGTON POST**
5. **YAHOO!**

Top 5 Topics of Interest

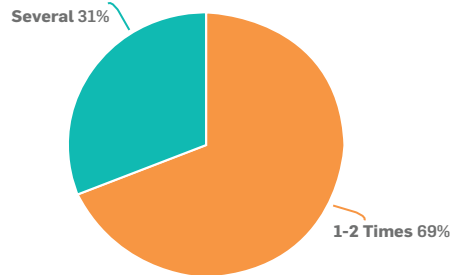
1. World News **44%**
2. Entertainment **25%**
3. Current Events **19%**
4. Travel/Lifestyle **19%**
5. Science + Technology **13%**

How their news is obtained

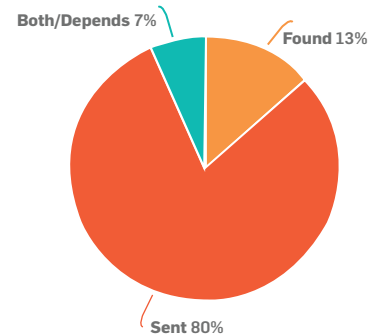
Device Used



Times Checked (daily)



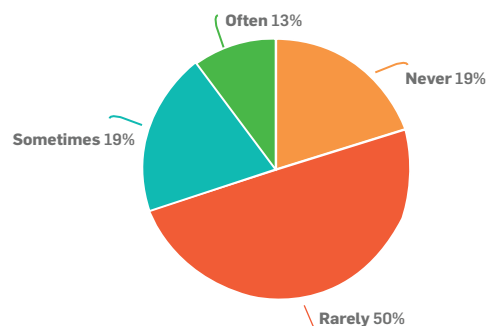
News Found or Sent



Sharing Content

- | | |
|-----------|------------|
| Facebook | 69% |
| Never | 19% |
| Twitter | 13% |
| Wordpress | 6% |

Share Frequency



Key Takeaways:

Just by comparing male and female Millennials, you can clearly see some of the minor differences between content and how their news is obtained and shared. Men will generally view the news on their phone more throughout the day than women, who will mainly check their phones when a notification is sent via app. News is shared more often by men through social media.

SURVEY ANALYSIS: NON-MILLENNIALS

We also didn't want to limit ourselves by only asking Millennials questions and wanted to frame their responses with responses from non-millennials (traditional).

Male Traditional (Average Age:44)

Top 5 Publications Read

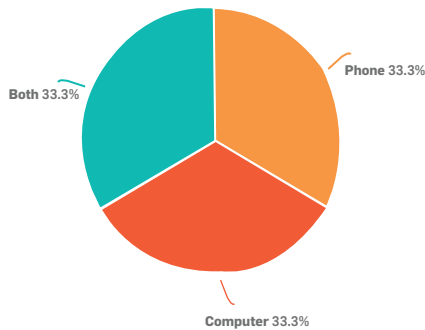
1. **The New York Times**
2. **ESPN**
3. **DAILY NEWS**
4. **THE HUFFINGTON POST**
5. **Newsday**

Top 5 Topics of Interest

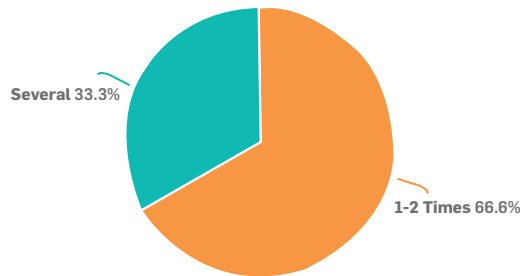
1. World News **55%**
2. Sports **22%**
3. Current Events **11%**
4. Politics **11%**
5. Business **11%**

How their news is received

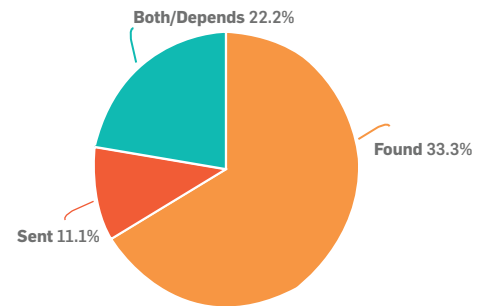
Device Used



Times Checked (daily)



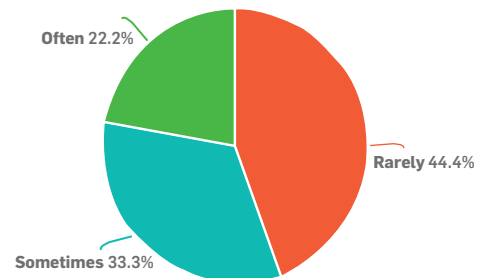
News Found or Sent



Sharing Content

- | | |
|----------|------------|
| Facebook | 77% |
| Email | 33% |
| Never | 11% |

Share Frequency



Female Traditional (Average Age:45)

Top 5 Publications Read

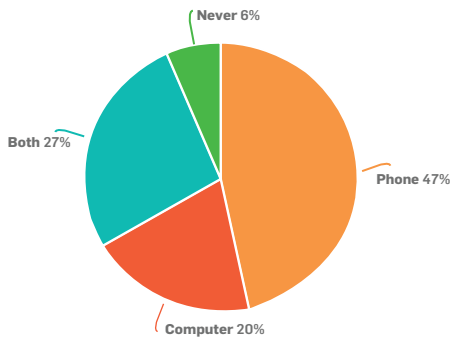
1. **The New York Times**
2. **BBC**
3. **CNN**
4. **DAILY NEWS**
5. **facebook**

Top 5 Topics of Interest

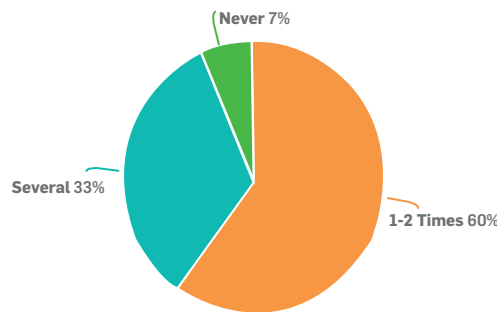
1. Current Events **47%**
2. Local **33%**
3. World news **20%**
4. Food/Health **20%**
5. Art + Culture **20%**

How their news is received

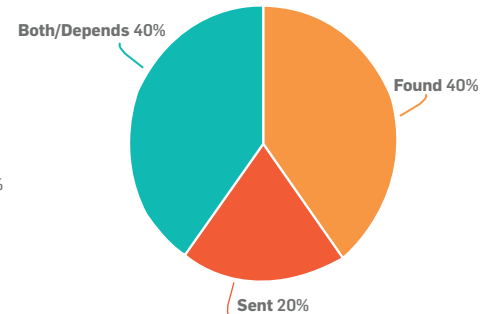
Device Used



Times Checked (daily)



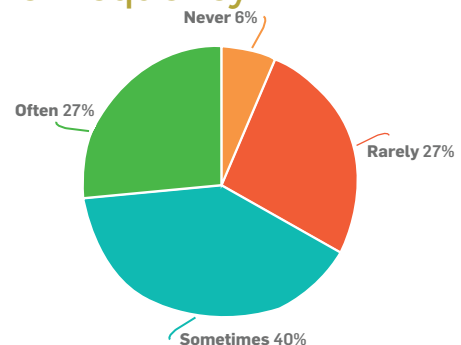
News Found or Sent



Sharing Content

- | | |
|----------|------------|
| Facebook | 73% |
| Never | 20% |
| Twitter | 13% |
| Email | 13% |

Share Frequency



Key Takeaways:

Looking at the data for the non-millennials, the top publication read is the New York Times, while Millennials opt for BBC. From all groups, there is a clear trend that phones are being used more than computers to read the news. It is also notable that topics Millennials read are more segmented and varied as opposed to non-millennials whose topics can be considered more “general”.

PERSONAS & JOURNEY MAPS



The next step of our project was to use our research, surveys and interviews to create reader personas and visualize their news reading habits through journey maps. This helped us understand further what readers in different age groups are looking for in their news consumption.



PERSONA

MILLENNIAL MALE

Name: Tyson “Ty” Elliot

Age: 25

Education: BS in Computer Science with Minor in 17th Century Gothic Poetry

Occupation: Freelance Software Developer



Profile: Ty works as a Freelance Software Developer for anyone looking for coders. He meets ends meet. He has a personal hobby of his home Craft Beer Brewery that he hopes one day will take off.

Hobbies and Interests: Blogging, Science + Technology, Discovering new bars, Craft brewing, Slam poetry

Social Media: Uses Twitter, Facebook, Instagram, Wordpress, LinkedIn, and shares links at least twice a day either on his Facebook wall/twitter or sends them to friends.

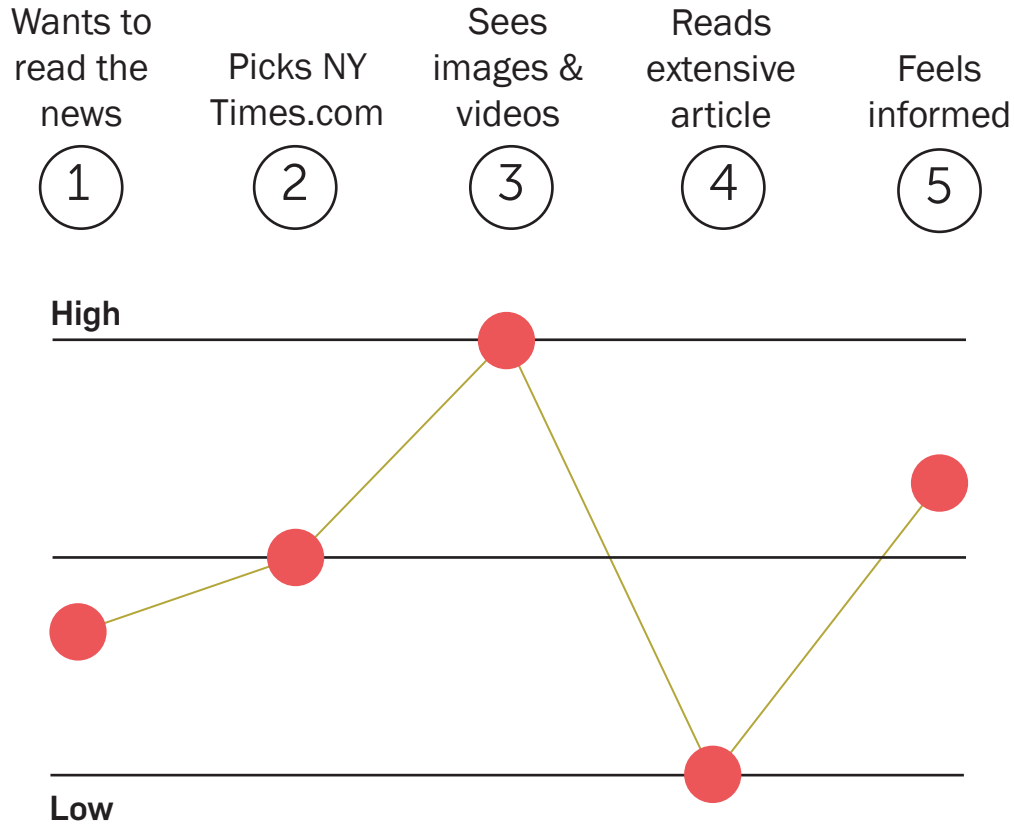
Publications of Choice:



Journalism Tendencies: Never watches the News. Ty always finds the news by phone apps or online. He picks his publications based on his personal interests.

Ty follows news related to current events, local news, science + technology, Arts + Culture, and Food. He's attracted to Images, Videos, Headlines and the Lede. He hates articles with a lot of bias when it is a report as opposed to an Op-Ed and poor layouts where it's difficult to find things.

Opinion of the NY Times: Knows and respects it but doesn't really read it. He will check it every now and then. Will also check the *Best Sellers List*.



PERSONA

MILLENNIAL FEMALE

Name: Stacii Chaffey

Age: 27

Education: BA in International Relations with Minor in French Literature

Occupation: Human Resources Department for TD Bank.

Profile: Stacii always thought she would be working in Belgium, working for the European Union. She studied abroad in Belgium and never wanted to come back. Her dream job would be to write Female Empowerment Literature while living in France.

Hobbies and Interests: Vegan baking, Tennis, Writing, Traveling

Social Media: Uses Facebook and Instagram. Has a Twitter account as well but never posts, only used to follow others.



Publications of Choice:

facebook.

JEZEBEL

CNN

The New York Times

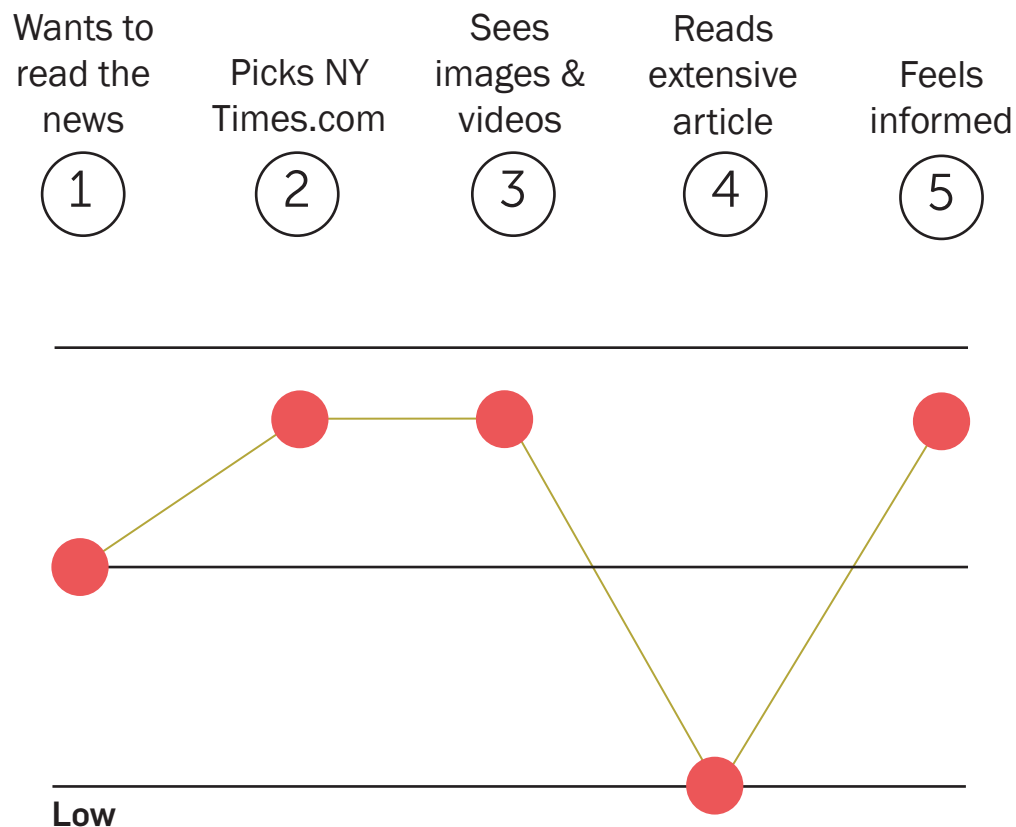
twitter 

BBC

Journalism Tendencies: Reads and purchases on occasion when she has time to relax and unwind, otherwise she will watch the news or read it throughout the day when she receives push notifications for various publications.

Stacii follows news related to World News, Entertainment, Travel, Local, and Health. She hates articles that tend to be excessively long or just repetitive for no reason. She also doesn't like news stories that can be unnecessarily stretched out and are already unpleasant.

Opinion of the NY Times: Enjoys the NY Times articles because they are well written and the brand has a positive reputation (journalistic integrity, multiple perspectives, quality photography).



PERSONA

TRADITIONAL MALE

Name: Robert Bell

Age: 42

Education: MEng in Electrical Engineering

Occupation: Control Systems Engineer for ConEd

Profile: Robert is a hard working family man. He is divorced and remarried. Has 1 child each with both wives. Robert is happy with his life and proud of his kids. He has seniority at ConEd which gives him more flexible hours to spend time with his family.

Hobbies and Interests: Sports, Science + Technology, Model Cars or Planes with his kids.

Social Media: Robert uses Facebook to connect with friends and family across the country. Usually posts things related to family or sports, but almost never shares articles.



Publications of Choice:



The New York Times



Bloomberg

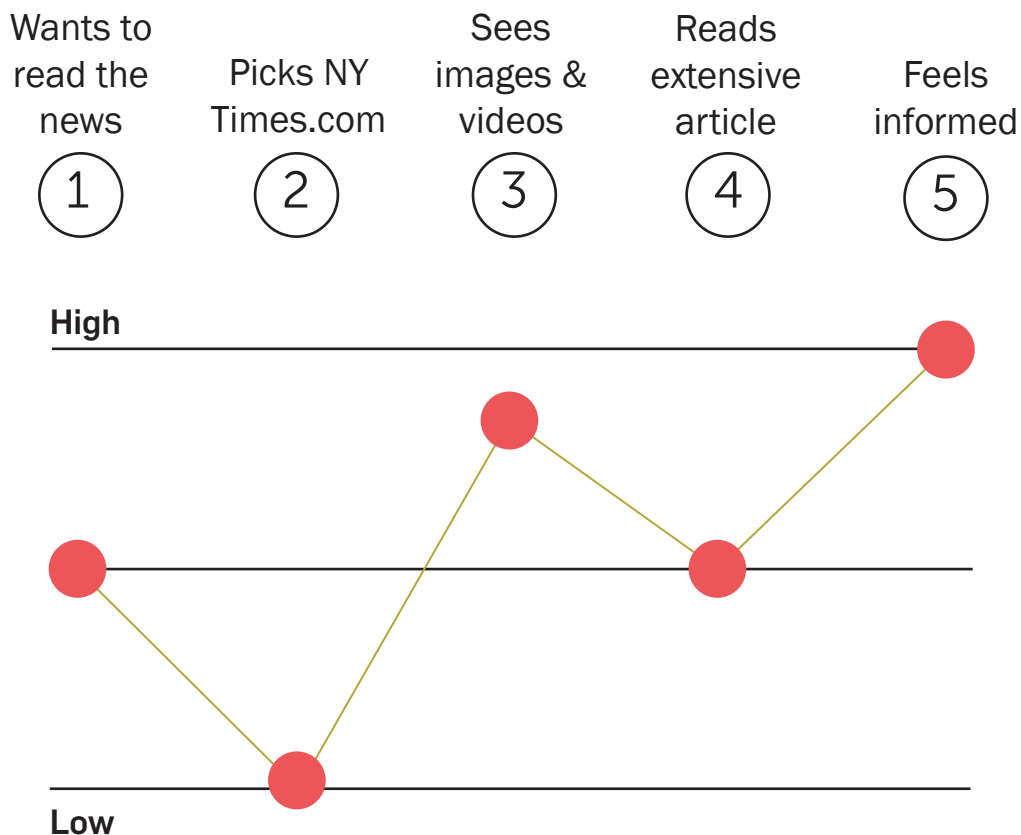


DAILY NEWS

Journalism Tendencies: Robert watches the news on NBC when he wakes up for his local news. On his way to work he picks up a copy of the Daily News to read on the train. If he doesn't have to work, he grabs the NY Times to enjoy it on his own time.

Robert follows news related to local, current events, some world news, technology and sports. When commuting, Robert likes his news short brief and to the point, tackling the "5 W's". He hates when publications have too much sensationalism for certain stories.

Opinion of the NY Times: Likes the NY Times and chooses it for its integrity. Only thing he hates is that it can be expensive for content he can get cheaper or even for free. Robert will opt for digital publications but cannot escape the classic feel of holding a physical newspaper.



PERSONA

TRADITIONAL FEMALE

Name: Nicholle Gonzalez

Age: 47

Education: BS in Accounting with minor in Gender Studies

Occupation: Office Manager at Deloitte.



Profile: Nicholle's parents influenced her work ethic to help her where she is now. She spends all her time either at work or helping animals. The occasional times she's not working, she enjoys herself going to Latin dance nights at various venues in NYC. She is single and it pains her mother.

Hobbies and Interests: Knitting, Dancing (Various Latin Styles), Volunteering at the Animal Shelter.

Social Media: Uses Facebook just to see what her friends and family are up to. She never shares links.

Publications of Choice:

The New York Times

facebook.

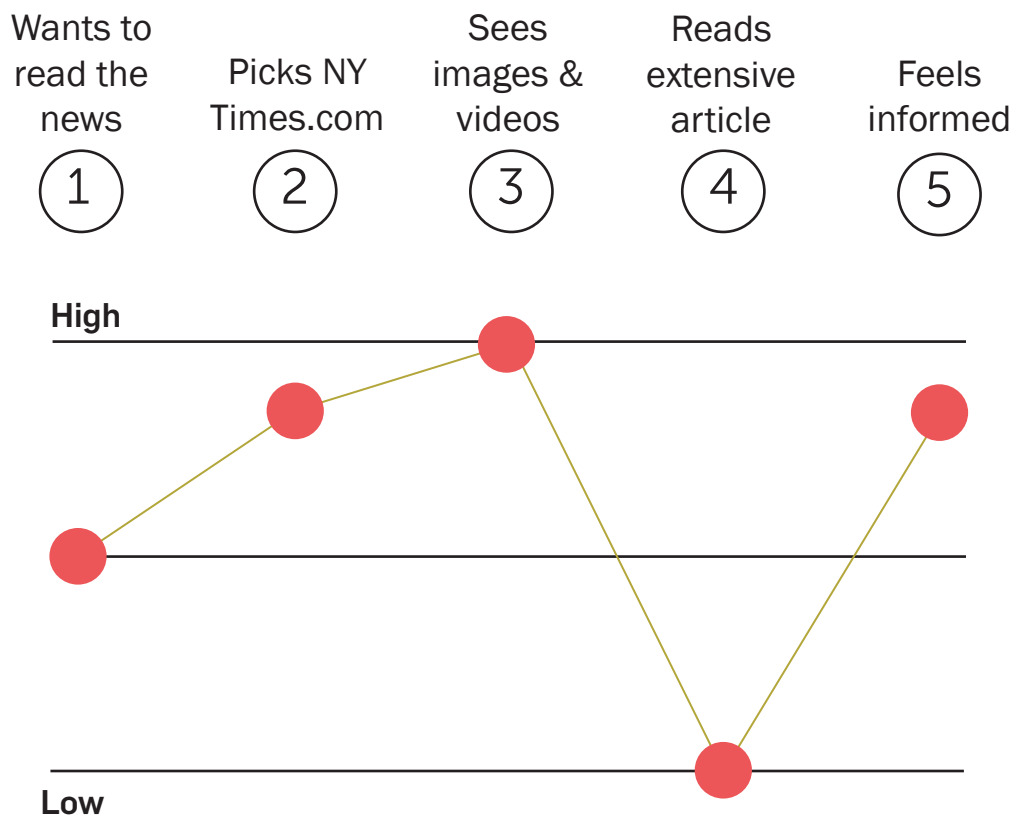
msn

YAHOO!

Journalism Tendencies: Looks up the news on her laptop in the morning. Throughout the day, she will check as well if there are any breaking stories in her area. Nicholle will occasionally buy the NY Times for certain articles and the crossword puzzle.

Stacii follows news related to Current Events, Local News, Food/Health, Arts + Culture, and various events around the city. Nicholle is attracted to visuals, content, other stories revolving her personal interests or whatever catches her attention. She hates news that is too violent and stories that tend to drag on or with misleading headlines.

Opinion of the NY Times: “It’s a classic brand with high reliability.” She only reads digitally. Doesn’t like to purchase papers and waste material.



RESEARCH SITE REDESIGN

The Times redesigned their website 5 times since 2001. These redesigns reflected incremental changes but never a more radical leap from the previous version. The 2014 redesign did add a cleaner UI on the story pages but not on the homepage. Nowadays story pages are more important for a news site, our research shows that readers tend to get their news through social channels or search engines when looking for a specific topic, which will link them to story page.

Having said that the homepage is still important for part of the audience that is used to going to the Times as their main news source, and it should have a cleaner look that is more digital friendly instead of trying to mimic the amount of content from the print edition's front page.

There was a lot of hype around the 2014 redesign which turned out not to be so great because it didn't improve readership. They opened it up to the community for testing prior to launch, but it doesn't look like that helped much. A/B testing is something they need to be doing on a daily basis to collect and analyze data, and make changes on a regular basis based on that data. Their readership might be stagnant but it is still very strong and they should be constantly learning from it to improve their user experience.



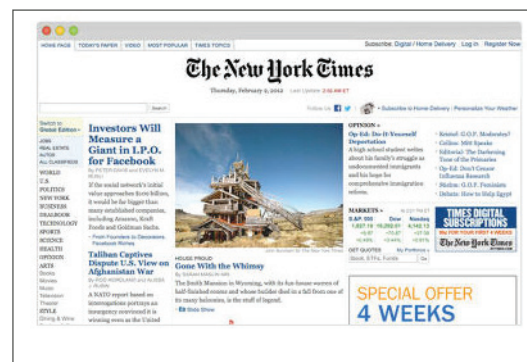
2001



2004

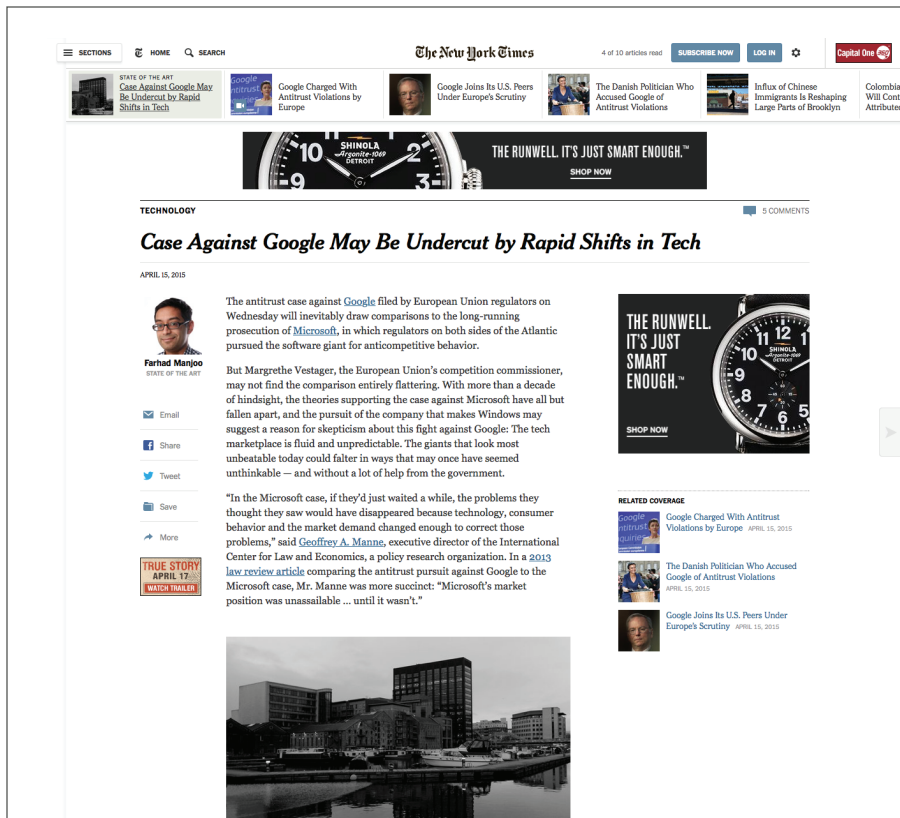


2006



2012

2014



Source: <http://www.fastcompany.com/3024407/innovation-agents/a-look-inside-the-last-new-york-times-site-redesign-ever#4>

WORLD MEGA TRENDS

After participating in a workshop of world mega-trends in school we were able to identify some relevant trends for the future of the NY Times and digital news in general.



Society:

Social media era
Silver tsunami and gender focus



Politics:

Local politics, regionalization



Economy:

Online economy
Social economy
Regional economic clusters
Female economy



Technology:

Social media revolution
Proactive health
Media addiction epidemic
New democratic wireless internet



Environment:

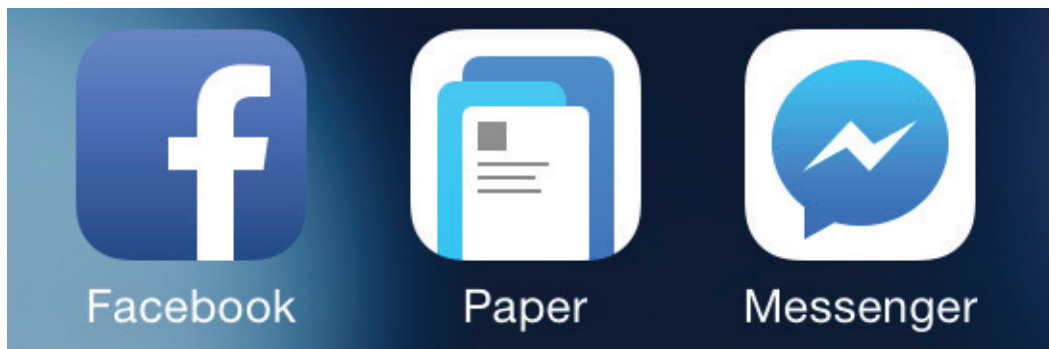
Waste management
Mega cities

Source: 'Designing thoughts' Trend Workshop by Zuzanna Skalska

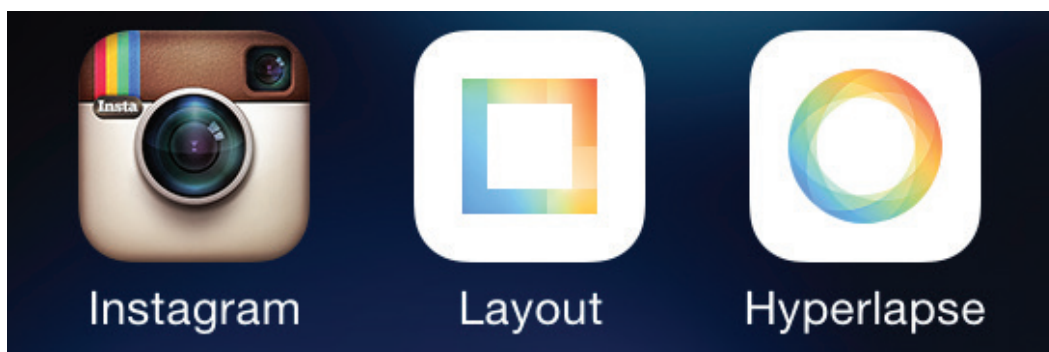
These mega trends helped shape our suggestions in the following pages.

UNBUNDLED APPS

The current unbundling trend in apps focuses on simplicity of user experience as well as quicker development and simpler maintenance; in other words smaller apps are easier to build and are maintained under shorter release cycles. Smaller apps are also more successful in targeting specific audiences by focusing on clearly defined topics and subjects of interest. The mobile world is shifting towards this unbundling trend and social media giants like Facebook and Instagram are already part of it.



Facebook app family



Instagram app family

Source: http://www.huffingtonpost.com/2015/03/16/millennials-consume-news_n_6875958.html

SUGGESTIONS

Our suggestions are based on the NY Times' unfair advantages over their competition, which are **great quality journalism** and large amount of **evergreen content**. We also focused on the needs and desires identified in our research and interviews of their target **Millennials audience**. We believe that these suggestions can be part of an incremental innovation process that will increase readership and establish the Times' leadership as the main news source for Millennials.

Our research shows that Millennials are used to reading news that are embedded in their everyday activities and that are easily accessible through mobile devices, they are mostly passive readers and are used to having the news find them instead of seeking for news. Good headlines and interesting visuals capture their attention and make a story more likely to be read.

Our suggestions are also based in our research on world trends and trends in the digital and news markets.

We believe the changes suggested in this paper will help the Times achieve sustainability through audience growth and by increased advertising and sponsorship revenue.



1. NEW PRODUCTS

1.1 - Curated Newsreader App

Our research shows that Millennials like to read their news on Facebook because they like to see what their friends are talking about. We believe that a curated newsreader app would leverage on that behaviour by allowing users to follow other users and read their story picks. Times editors would also be curators in the newsreader which would increase their social exposure and drive more traffic to the selected articles. The app would also bring in extra advertising revenue.

1.2 - Unbundled Apps

Unbundled apps are a trend and also an opportunity to generate revenue not only via advertisement but also via app specific sponsorship. From our research we learned that the NY Times already launched some topic specific apps like the NY Times Now and NYT Opinion as well as a Cooking app to reframe evergreen recipes.

We suggest focusing on unbundled apps on Millennials main topics of interest.

For hard news topics we suggest creating apps for:

- BUSINESS AND ECONOMY
- WORLD NEWS
- LOCAL NEWS
- POLITICS AND GOVERNMENT
- SCIENCE AND TECHNOLOGY

For top news and information topics:

- MUSIC, TV AND MOVIES
- TRAFFIC & WEATHER
- COOKING

Re-framed evergreen content:

- LIFE STYLE
- TRAVEL
- HEALTH

These apps should be designed keeping Millennials' user experience preferences in mind.: attractive graphics, simple, straight forward UI and UX and shorter articles with lots of related links so the reader can dive deeper into a topic if they want to.

All the unbundled apps could be part of a separate but connected app family where one app can be downloaded from another app. For example: there could be a bookshelf type of app with all NY Times unbundled apps downloaded by the user as part of it.

1.3 - Collaborator App

This is a crowdsourcing app in which screened members can submit articles through a template, it would be open to anyone who qualified through the screening process (like an Honorary Reporter). The user experience would be gamified so if a member has a lot of activity in their stories, likes, shares, comments etc, they would be ranked higher in the user interface and app search functions. This app would increase social activity since members would also share their published stories in their personal social media channels driving more traffic to the app. Member articles could also link to existing NY Times articles.

1.4 - Videos and Explainer Videos

Our research also shows that video is a big trend in digital news and the web in general. Millennials are watching more online videos than TV, so the Times should make a big push on their video initiative. Explainer videos are also trending in digital news, these are videos that explain the news with animated infographics.

1.5 - Native Advertising

Native advertising is woven into content resulting in a more pleasant user interface as opposed to more traditional banner advertising and because it is integrated with the content it has higher readership rates. BuzzFeed, for example, generated over 100 Million in revenue last year and is solely based on native ads¹. Since Millennials are very interested in a visually attractive experience we suggest switching to this kind of advertising for more effective audience growth.

1.6 - Website Redesign

The NY Times' site should be redesigned with the current (and future) trends and the Millennial audience in mind. The UI should be uncluttered, easy to digest and navigate. It should also be very visual and headlines should be written to attract Millennials to click on them and read the stories. A percentage of stories should be delivered in form of lists or listicles, which according to our research are popular among millennial readers. UI and UX team should be constantly coming up with new ideas that can be A/B tested and analyzed for constant improvement.

How would these new products impact the stakeholders groups

CUSTOMER IMPACT: Easier access to specific interests/topics. Cleaner look and ease of information access which targets Millennials. Increased audience engagement.

CORPORATE IMPACT: Audience growth, bring in more Millennial readers, increase revenue.

¹ <http://www.wsj.com/articles/buzzfeed-nails-the-listicle-what-happens-next-1422556723>

1

Curated Newsreader App:

Read articles shared by friends and editors

2

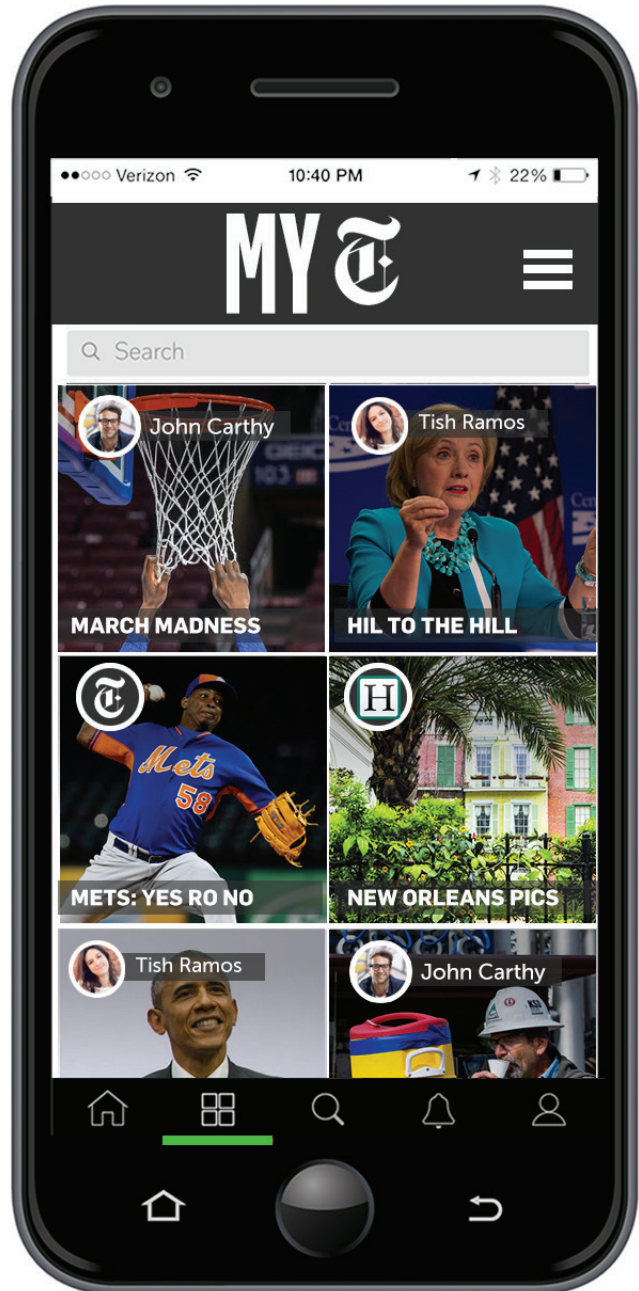
Unbundled News and Reframed Evergreen Content Apps:

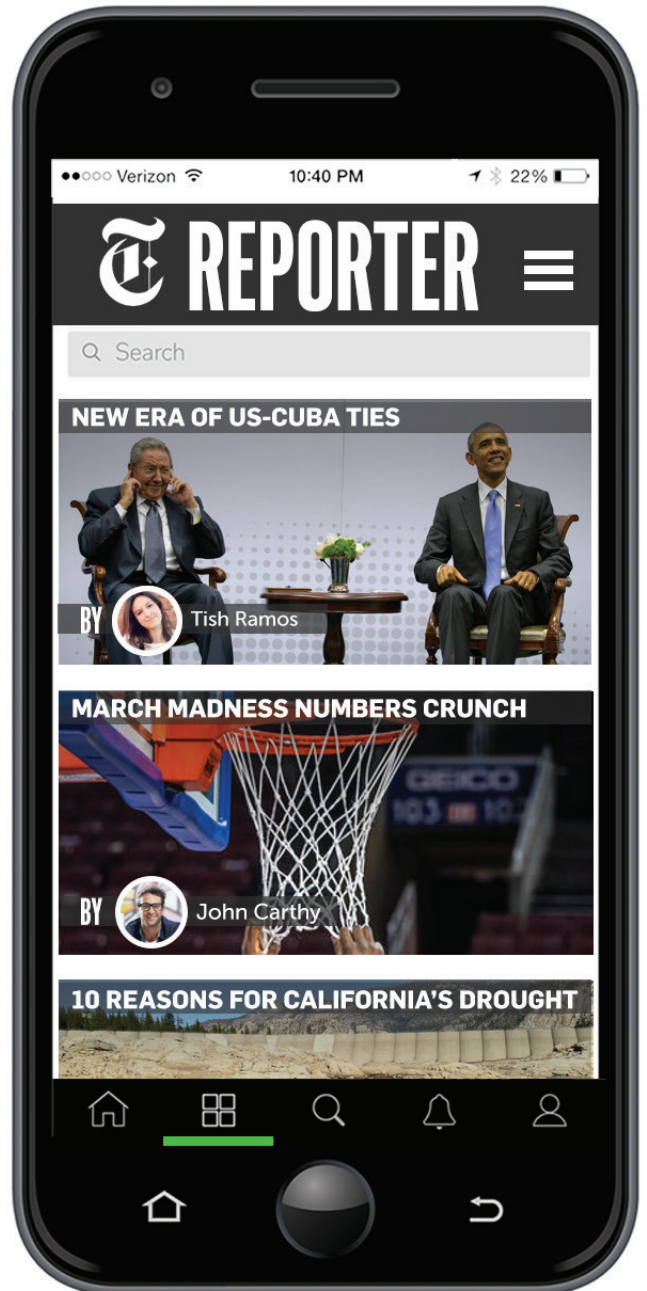
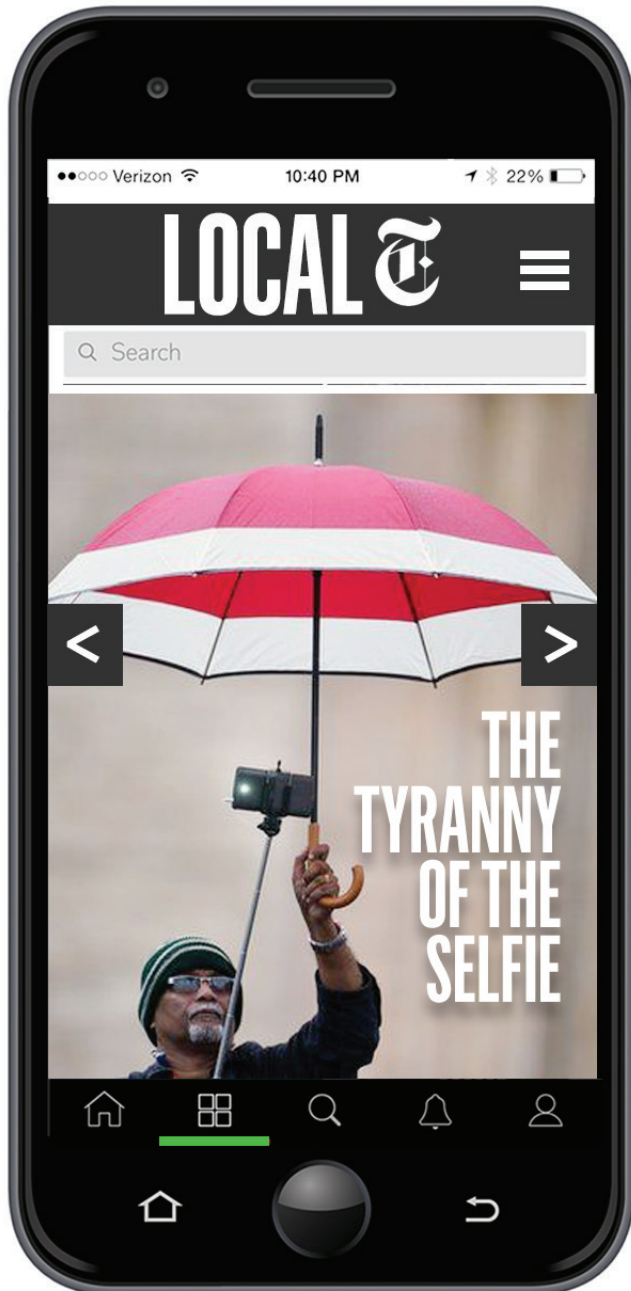
Topic specific apps

3

Collaborator App:

Members can post their stories





2. THE DIGITAL NEWSROOM

2.1 - Strong Strategy Team

As mentioned earlier on this paper we believe there should be a strong and somewhat autonomous strategy team that can constantly advise all desks on changes and trends that affect news delivery and readership. They would also act as innovation architects and encourage and enable collaboration between desks (newsroom and business side) to come up with innovative ideas. Lectures and workshops would be held by the strategy team to educate and foster collaboration within the organization. The strategy team would report to the Masthead and would be able to act without many barriers within the organization.

2.2 - Newsroom Layout and Integration

In order to bring the Times up to speed and deliver on the suggestions above, with the ultimate goal of reaching a growing Millennial audience, we suggest a physical redesign of the newsroom. The proposed layout will encourage further collaboration between the desks and the integration of new desks that we believe are vital to reach the desired millennial readership:

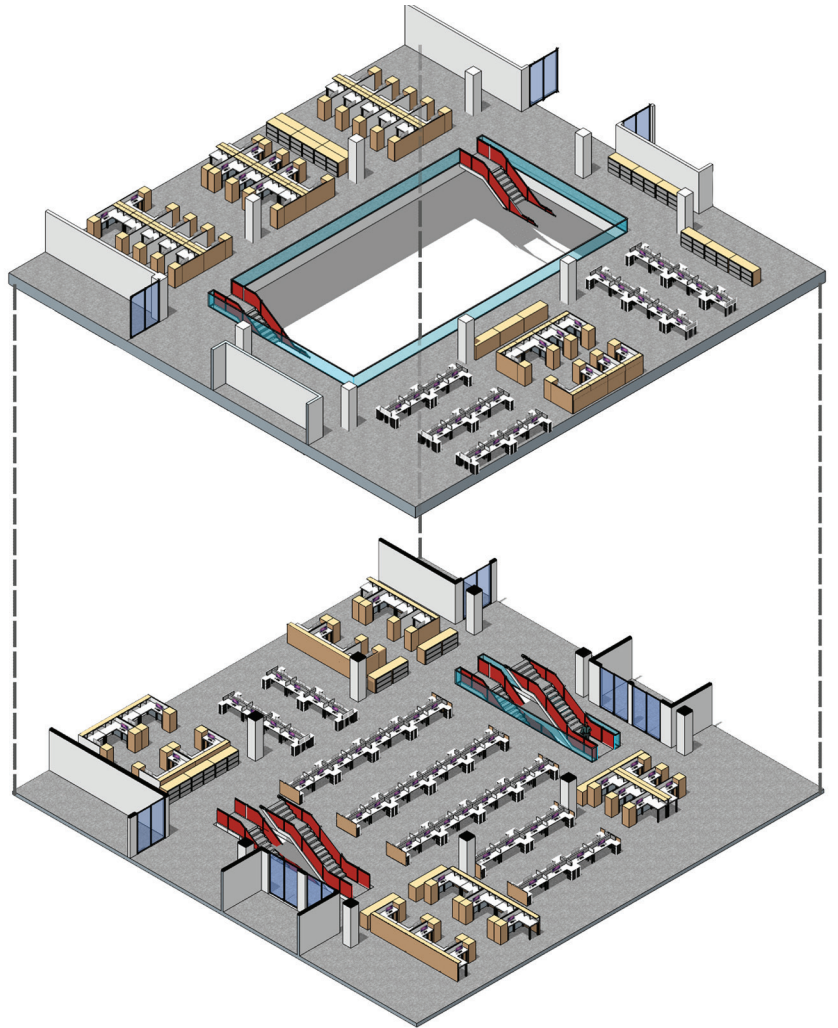
VIDEO	COMMUNITY
NATIVE ADVERTISING	SOCIAL
STRATEGY (INTERNAL AND EXTERNAL)	DATA VISUALIZATION

How would these changes impact the stakeholders groups

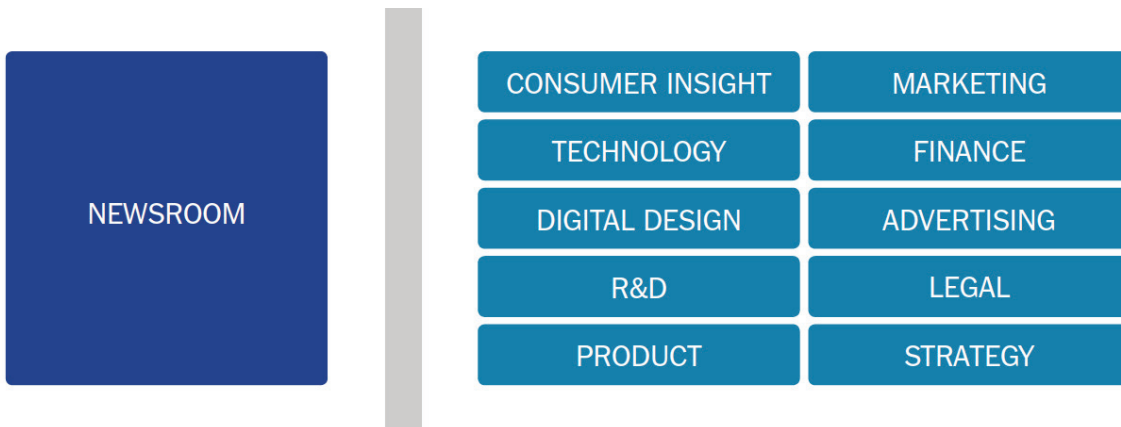
CUSTOMER IMPACT: A more integrated newsroom will better address customer needs and produce more targeted content.

CORPORATE IMPACT: Audience growth. A more dynamic and strategy driven newsroom allows for faster adjustments our VUCA world.

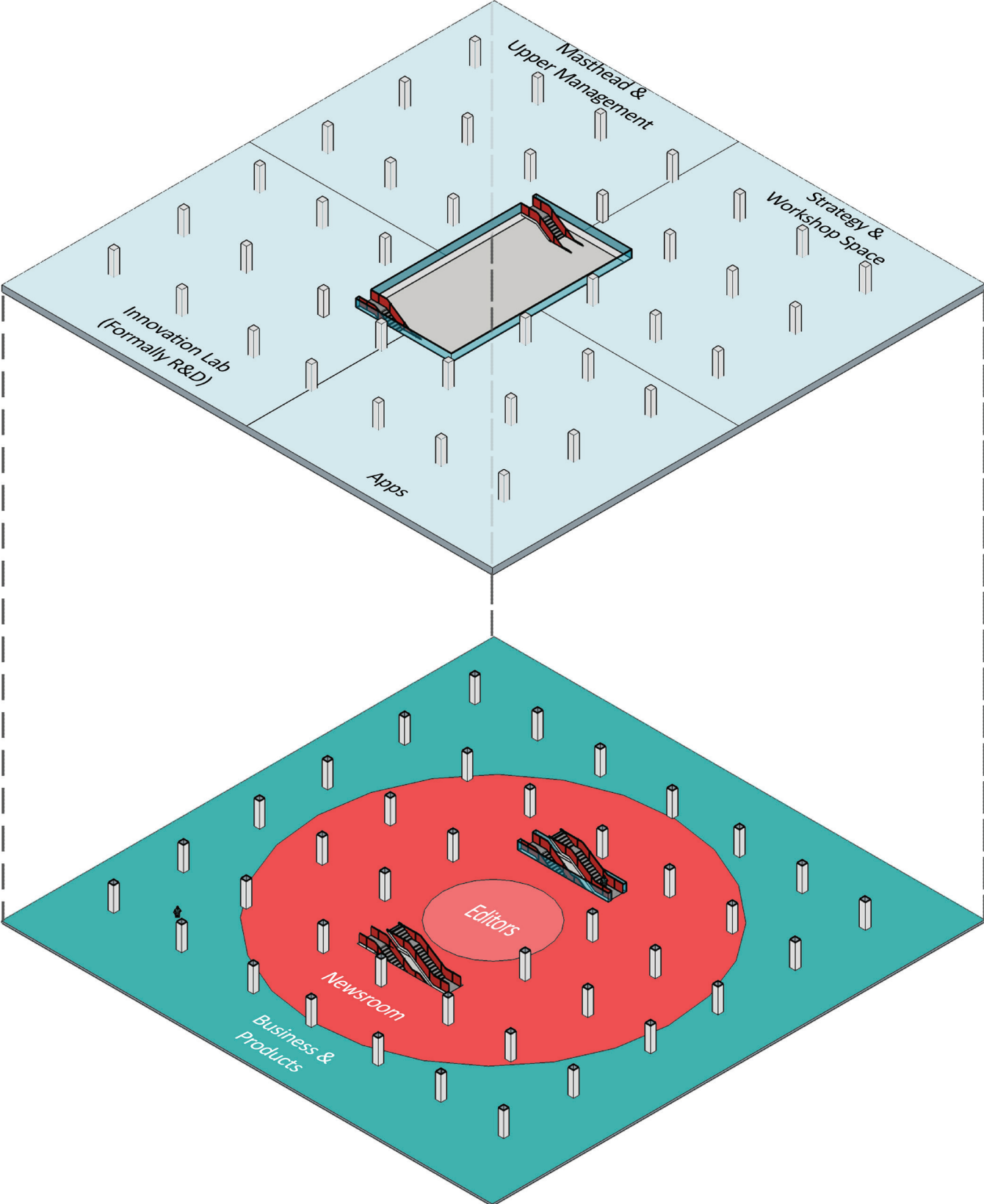
CURRENT NEWSROOM



CURRENT ORGANIZATION CHART



PROPOSED NEWSROOM

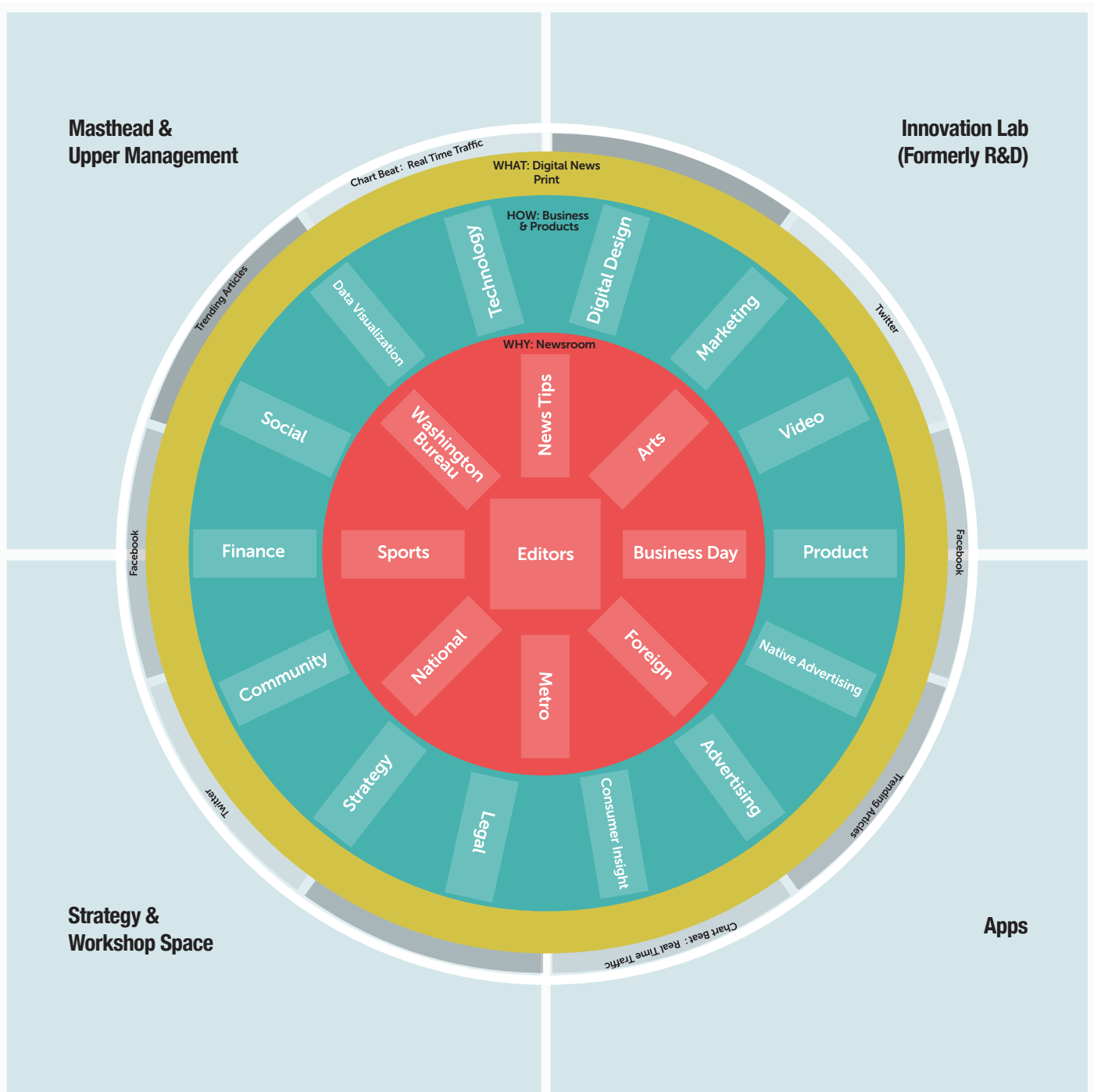


The proposed newsroom redesign is our vision for the NY Times of the future. Our inspiration for the design was Simon Sinek's Golden Circle.

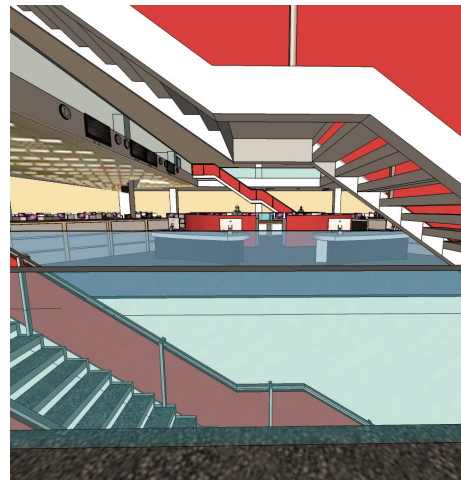
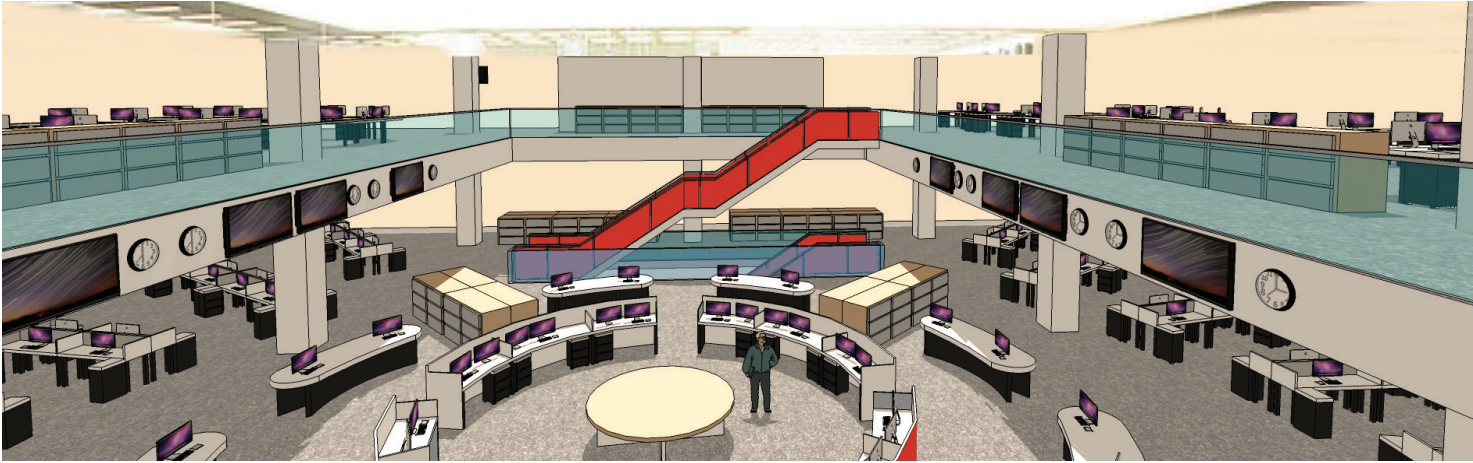
WHY - Newsroom: is the epicenter of the circle and it's the organization's cause or belief; it's the very reason why it exists.

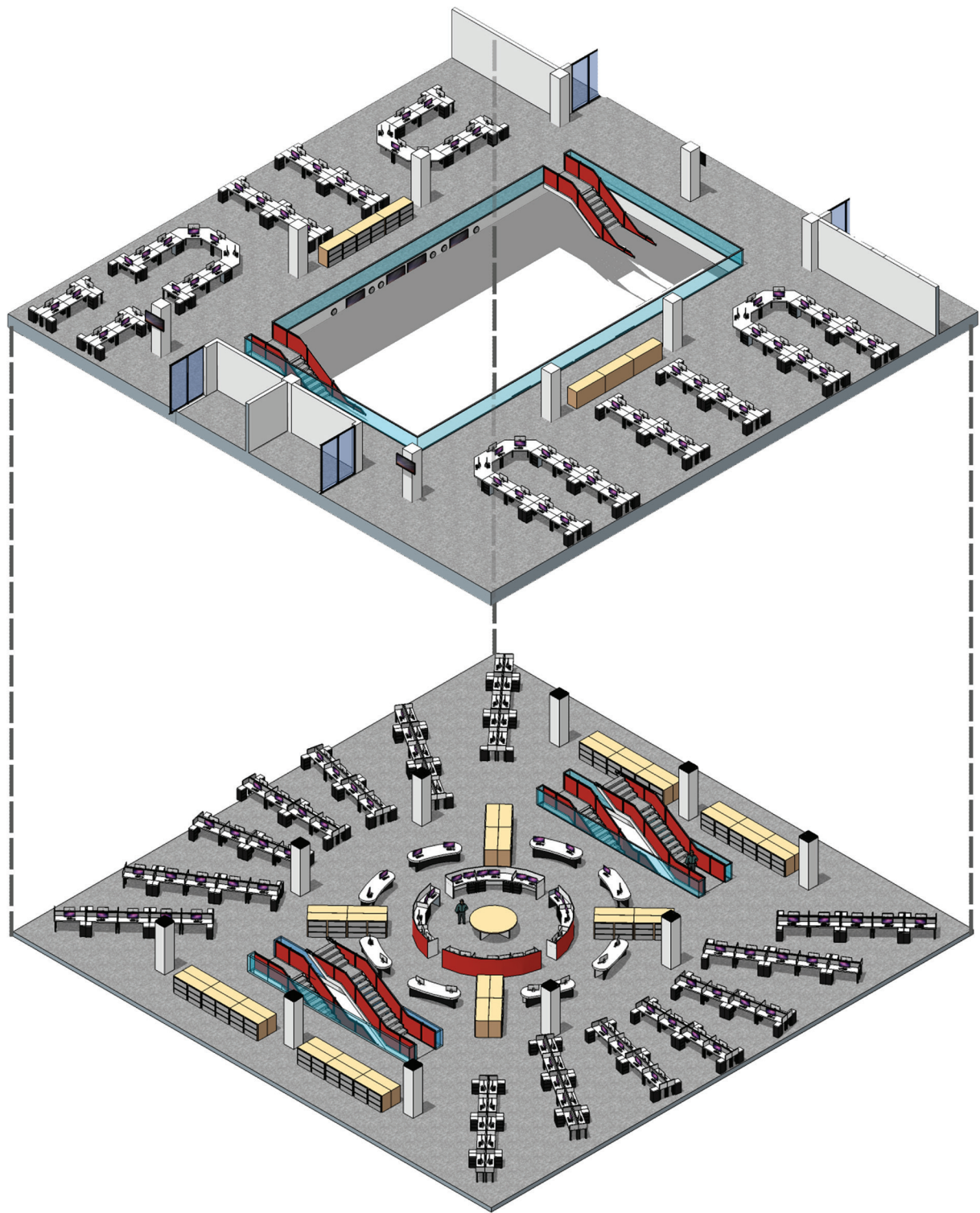
HOW - Business & Products: The way the organization shapes their product, it's the way they make their product special and what sets them apart from the competition.

WHAT - Digital News and Print: Final products that are available to the consumer.



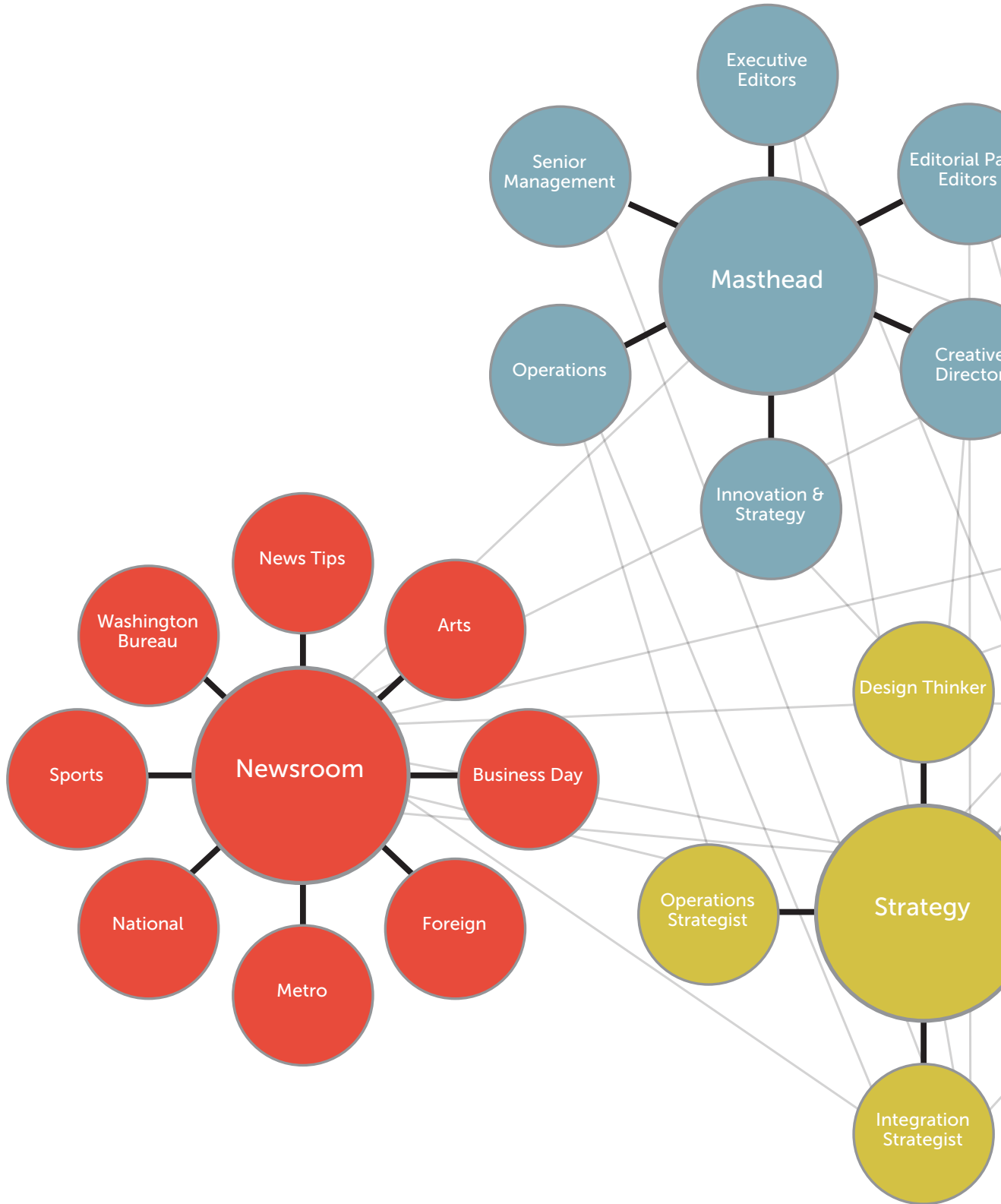
PROPOSED NEWSROOM



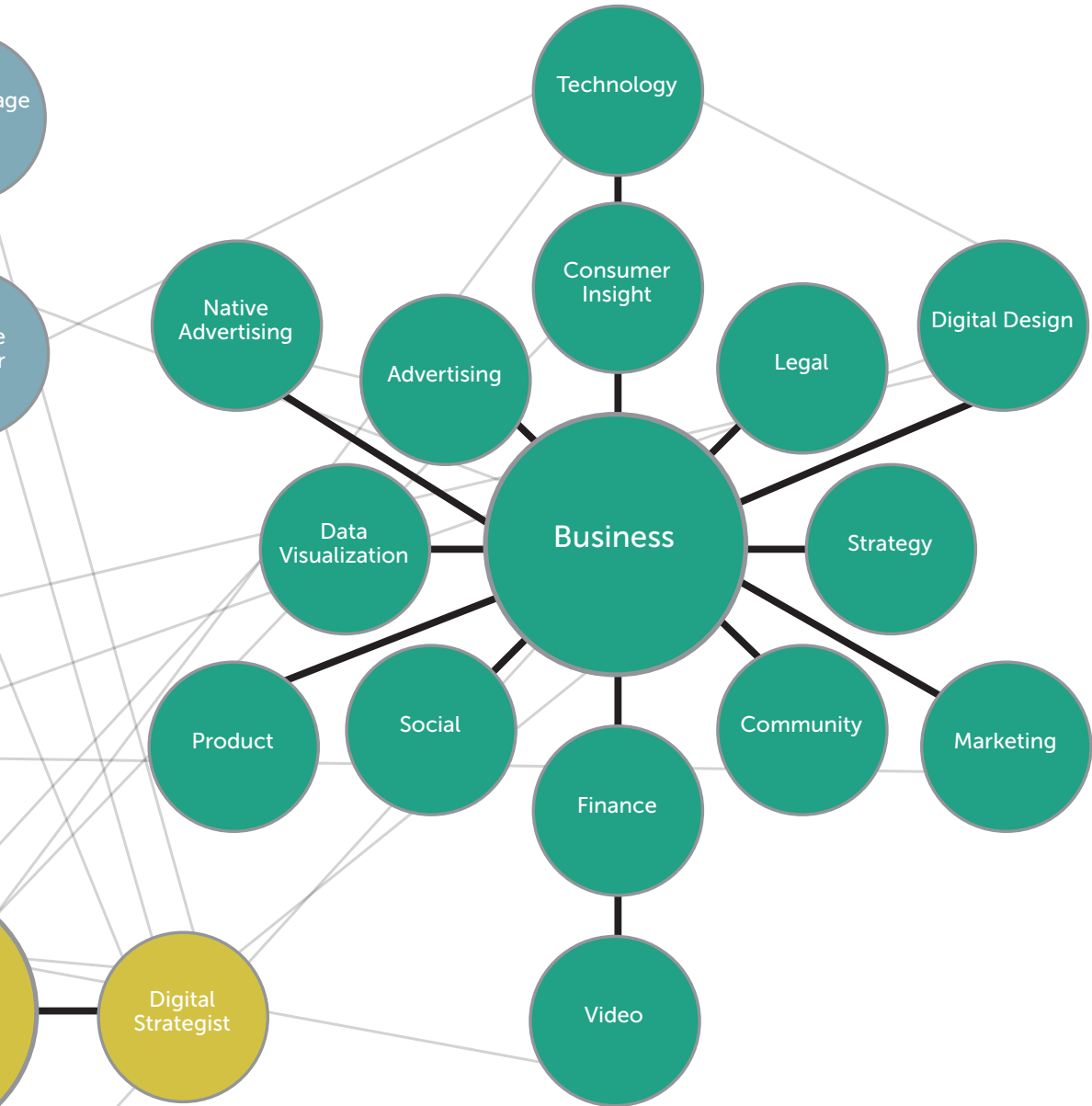


PROPOSED ORGANIZATIONAL CHART

The new newsroom will allow for better flow, integration and collaboration between all departments and desks. The chart shown here is a visual representation of how we see the organizational structure of the NY Times of the future.



We envision a culture of open communication, information exchange and collaboration to deliver the best possible news products to an ever growing audience.



REFLECTIONS

Our proposition aims not only to boost their revenue by capturing Millennials, but also to foster innovative culture within the organization. We still have many perspectives we need to consider in order to implement our proposition in a holistic way.

1.1 Vision:

To promote heretical innovation within the organization, the New York Times needs to invest in strategy team and innovation labs to make more resilient organization. In the innovator's method, the authors say "Corporations are designed for execution, not innovation". As a new style of leadership, the authors insist that leaders are not chief decision makers, but chief experimenters who formulate hypotheses with their team, conduct experiments, and let the data speak for themselves.

The role of senior executives is to arrange the environment where a team that implements the digital strategy can perform to the utmost extent. We would propose "Skunk works" model as an organization structure; form a special project team given a high degree of autonomy and unhampered by bureaucracy. First of all, this project team is directly under senior executive to let the manager directly report to the executive. By designing the organization structure, executive board members can show their commitment to cater the message to employees how serious the New York Times takes the needs of this transformation as well as secure the autonomy of the team.

Millennials are the future and should be the focus of the New York Times. This is why the implementation of a mobile application is crucial as a next step. Everyone is using more and more their phone for multi-purposes, and watching the news is one of them. Integrating visuals is part of this move, adding videos and pictures will promote the new application. The New York Times should not only attract Millennials but engage them, and that is the idea behind the collaborator App. The user interface is a step to retain current readers, users are going to be an integral part of the app

1.2 Valuation:

From a perspective of employees who worked for a long time in a print section, it is natural to hone their skills and build careers in print because they are motivated to work the way by their performance assessment system and their promotion policy within the organization. They do not do anything wrong in the current internal system. To implement heretical innovation, the New York Times needs to change incentives to employees completely. The New York times needs to consider new policy of payroll and treatment. For instance, a manager position in the innovation lab would be a gateway to promote to executive position in the near future. To show employees promising talented elite takes this manager position would make a huge impact on changing internal mindsets.

Moreover, the New York Times should redefine ROI by setting up different metrics they applied to the print division. If the New York Times set up revenue or profits digital media would earn, this project would be ruined and force themselves to withdraw from the market because new projects always experience a lot of failures by experiment and cannot meet the short term profit objectives and need to be judged in the long term. Instead, the New York Times should monitor the progress of the project by seeing how much learnings the team accumulated; the number of acquisition of unique users per month, or the number of users who retweet articles.

1.3 Partnership:

To build a resilient organization, the New York Times should consider partnerships. For the collaborator app, the New York Times can partner with educational institutions in Journalism such as design + journalism program at New School. Students in Journalism can have opportunity to write their journal and post on the platform to disseminate their message to digital readers. Some students who get high ranked in their post by votes or views of readers can get some awards from the New York Times.

APPENDIX

RESEARCH

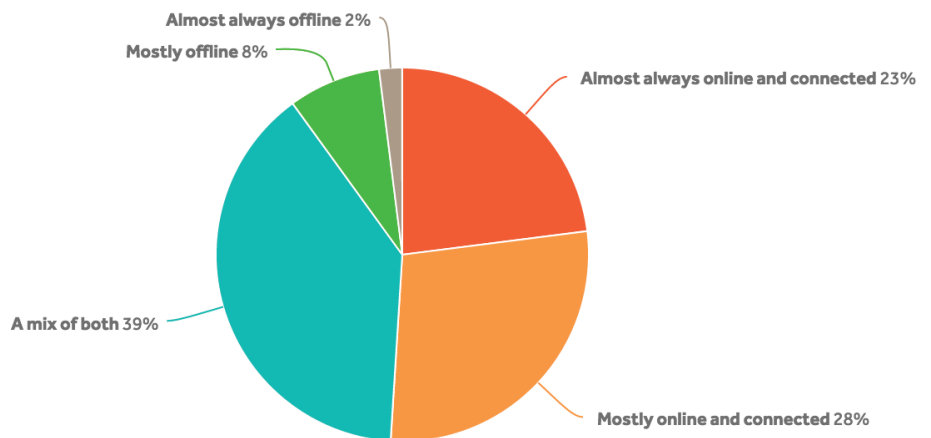
MILLENNIALS & THE NEWS

Our research gave us quantitative and qualitative data on how Millennials read the news. We got great insights on different platforms, subjects of interest and dynamics of Millennials' news consumption behavior, as well as what they expect their consumption of news to be. We were also able to detect some negative insights on the excessive use of Facebook and other social media, some Millennials think their time would prefer to use their time doing something else. There is also negative feeling towards sensational media, Millennials want to get facts not so much opinions or flourished news that end up distracting from the facts. They would also like more optimistic news, not just news that are prone to instigate fear.

Majority of Millennials are almost always or mostly online & connected

> 90% of adults age 18-34 own smart phones, and half own tablets.

51% say they are online most or all of the day.



Millennials are interested in keeping up with the news

85% Say keeping up with the news is at least somewhat important to them

69% Get news daily

45% Regularly follow five or more "hard news" topics

86% Usually see diverse opinions through social media

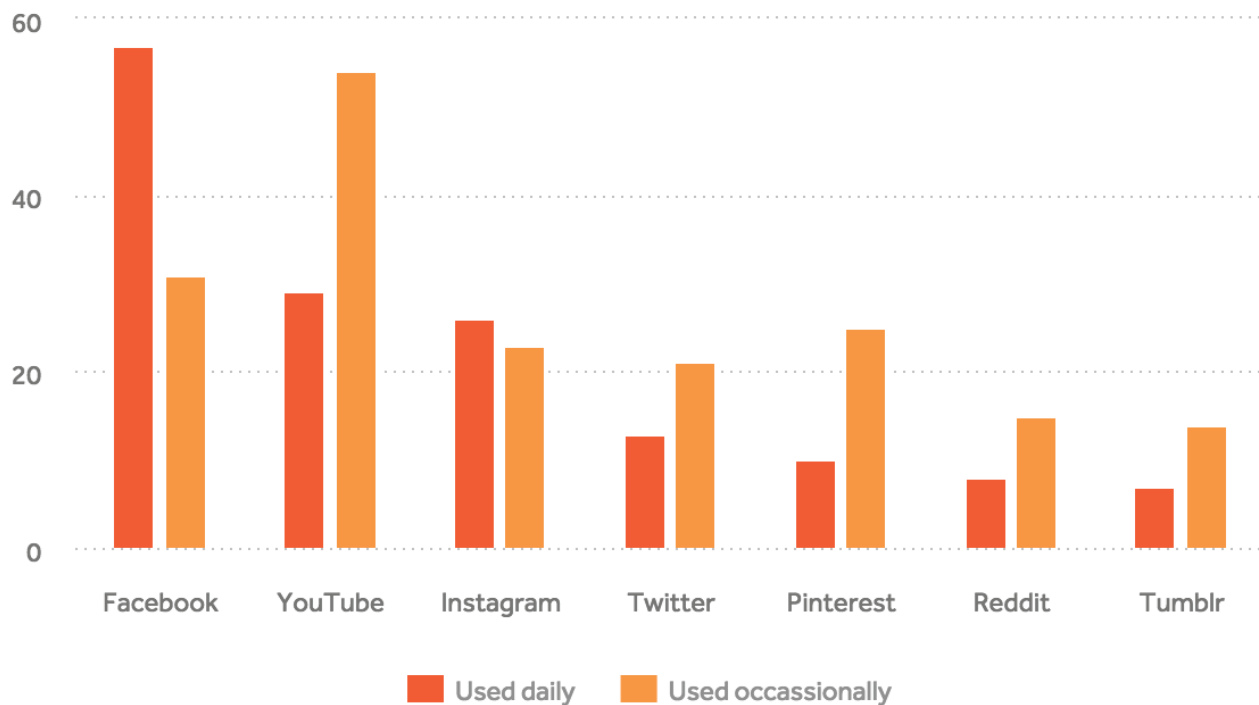
40% Pay for at least one news-specific service, app, or digital subscription

Millennials spend more time on social networks, often on mobile devices. They consume news and information that are woven in their social platforms. The top platform for their news and information is Facebook, followed by YouTube and Instagram. Fully 88 percent of Millennials get news from Facebook regularly, for instance, and more than half of them do so daily.

82% of Millennials get most of their news from online sources

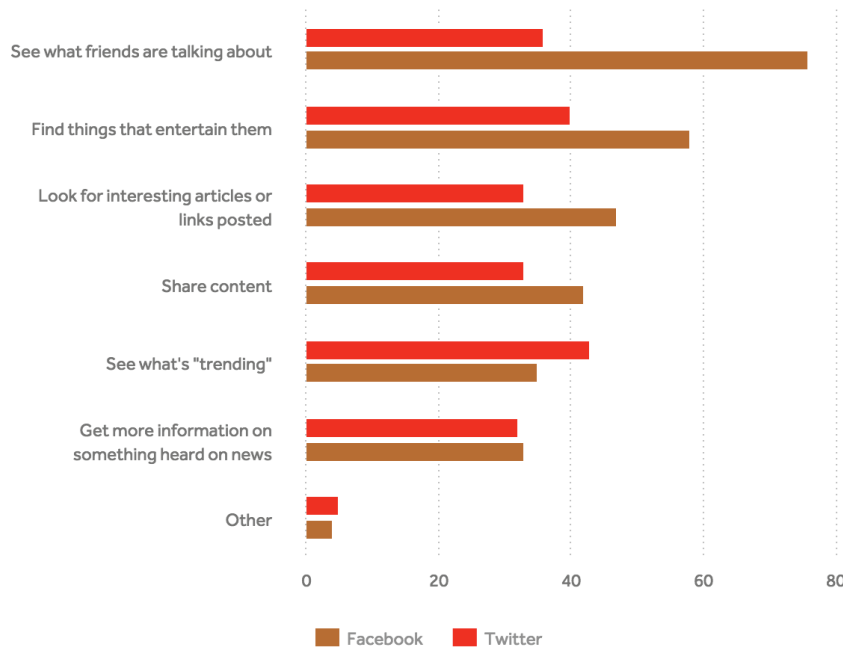
Facebook dominates as a social media platform for news and information

Question: How often, if at all, do you get news and information from each of the following?



The main reasons Millennials turn to Facebook vs. Twitter

Questions: Which of these, if any, are the main reasons that you use Facebook? Which of these, if any, are the main reasons that you use Twitter?

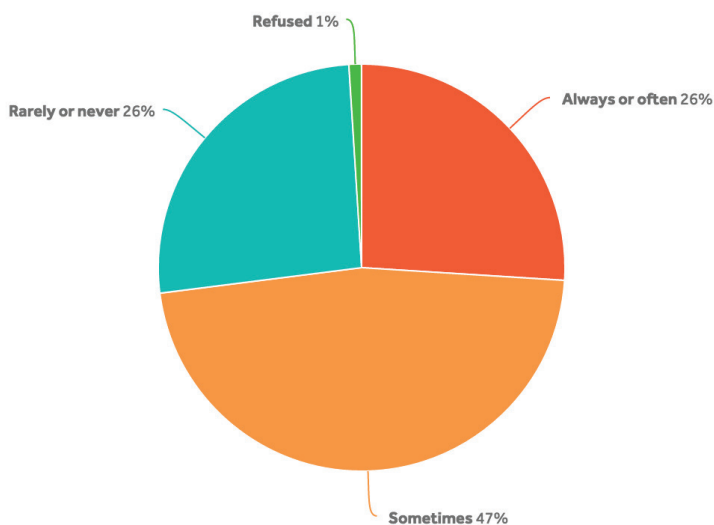


78% see what friends are talking about

57% find things that entertain them

Millennials explore contrary opinions found through social media

Question: How often, if at all, would you say that you click on or investigate opinions you see in your social media feeds that are different than your own?



47% sometimes find contrary opinions to their own

26% almost or always find contrary opinions to their own

How often Millennials read the news

64% regularly keep up with the news online

70% keep up with the news at least once a day

40% keep up with the news multiple times a day.

57% report going online regularly for a practical form of the news – checking the weather, traffic, or public transportation

74% of Millennials acquire news of civic motivations

63% of Millennials acquire news on problem solving

67% of Millennials acquire news for social factors like talking about it with their friends and feeling connected to their communities

41% feel that it helps them take action on issues they care about

“ I have so much faith in my generation to change the course of this country, and I love seeing that play out in the news, whether it be through health care changes, gay marriage acceptance, sexual education and access to information, and race issues

Most Millennials see the news as an enjoyable or entertaining experience.

The second-highest proportion of Millennials, more than 60 percent, regularly get news and information about a hobby.

Millennials report regularly following 9.5 different news and information topics. The most popular topic is “TV, music, and movies.” Two out of three Millennials say they follow news about it on a regular basis.

Older Millennials, are more inclined to actively seek news, while others tend to let news find them, but virtually all Millennials employ a blend of both methods, as well as a mix of platforms and activities.



Millennials regularly follow a variety of news and information topics

Topic	Percent who regularly follow
Music, TV, and movies	66%
Hobbies	61%
Traffic and weather	51%
Sports	49%
Cooking	44%
Job	44%
Crime and public safety	44%
How-to information	43%
National politics	43%
Science and technology	43%
City, town, and neighborhood	41%
Health and fitness	40%
Price comparisons	37%
Social issues	37%
Pop culture	35%
Local restaurants or entertainment	35%
Health care and medical information	35%
Natural disaster	35%
Schools and education	33%
Foreign and international news	30%
Arts and culture	29%
Business and economy	29%
Style, beauty, and fashion	26%
Religion or faith	22%



Topics for which Facebook is Millennials' most common point of access

Social media is no longer simply social. It has become a way of being connected to the world generally.

Topic	Percent using Facebook for topic
Pop culture	78%
Music, TV, and movies	63%
Social issues	62%
Sports	60%
Style, beauty, and fashion	60%
Crime and public safety	57%
City, town, and neighborhood	56%
Arts and culture	54%
Local restaurants or entertainment	54%
Natural disasters and environment	53%
Religion or faith	53%
Cooking and recipes	51%
National politics and government	47%

Social platforms predominate as the gateway to lifestyle news

Millennials rely on social media strongly, but not exclusively, for news about lifestyle and entertainment topics.

Topic	Percent using a social source	Percent using a reporting source	Percent using a curated source
Celebrities or pop culture	91%	77%	49%
Food and cooking	80%	51%	61%
Health and fitness	74%	54%	64%
Local restaurants or entertainment	82%	57%	59%
Music, TV, and movies	82%	70%	55%
Sports	78%	84%	41%
Style, beauty, and fashion	84%	52%	54%
The arts and culture	83%	71%	66%

Search engines and news aggregators are most often utilized for 'news you can use'

Topic	Percent using a social source	Percent using a reporting source	Percent using a curated source
Advice or how-to information	72%	48%	73%
Information related to my interests or hobbies	79%	49%	70%
Information related to my job, industry, or profession	66%	56%	73%
Price comparisons or product research	58%	38%	79%

Hard-news can be defined as:

Seriousness: Politics, economics, crime, war, and disasters are considered serious topics, as are certain aspects of law, business, science, and technology.

Timeliness: Stories that cover current events—the progress of a war, the results of a vote, the breaking out of a fire, a significant statement, the freeing of a prisoner, an economic report of note.

For hard news topics, Millennials continue to embrace original news reporting sources.

Topic	Percent using a social source	Percent using a reporting source	Percent using a curated source
Business and the economy	64%	77%	58%
Crime and public safety	73%	77%	46%
Foreign or international news	63%	77%	57%
Health care and medical information	63%	68%	56%
Information about my city, town, or neighborhood	77%	77%	42%
National politics and government	68%	76%	53%
Religion and faith	81%	51%	46%
Schools and education	74%	68%	53%
Science and technology	65%	63%	69%
Social issues like abortion, race, and gay rights	79%	69%	53%
The environment and natural disasters	69%	77%	55%
Traffic or weather	48%	75%	46%

Millennials will do further research in news that interest them.

When Millennials are interested in learning more about a news topic they will dig deeper. They are also selective of the destinations they use for their research.

57% say they need to know well the source of their deeper research

52% say the source needs to be transparent and with references and links

37% cited a long and trusted reputation as a factor that made a source useful or reliable

57% first go to a search engine to learn more

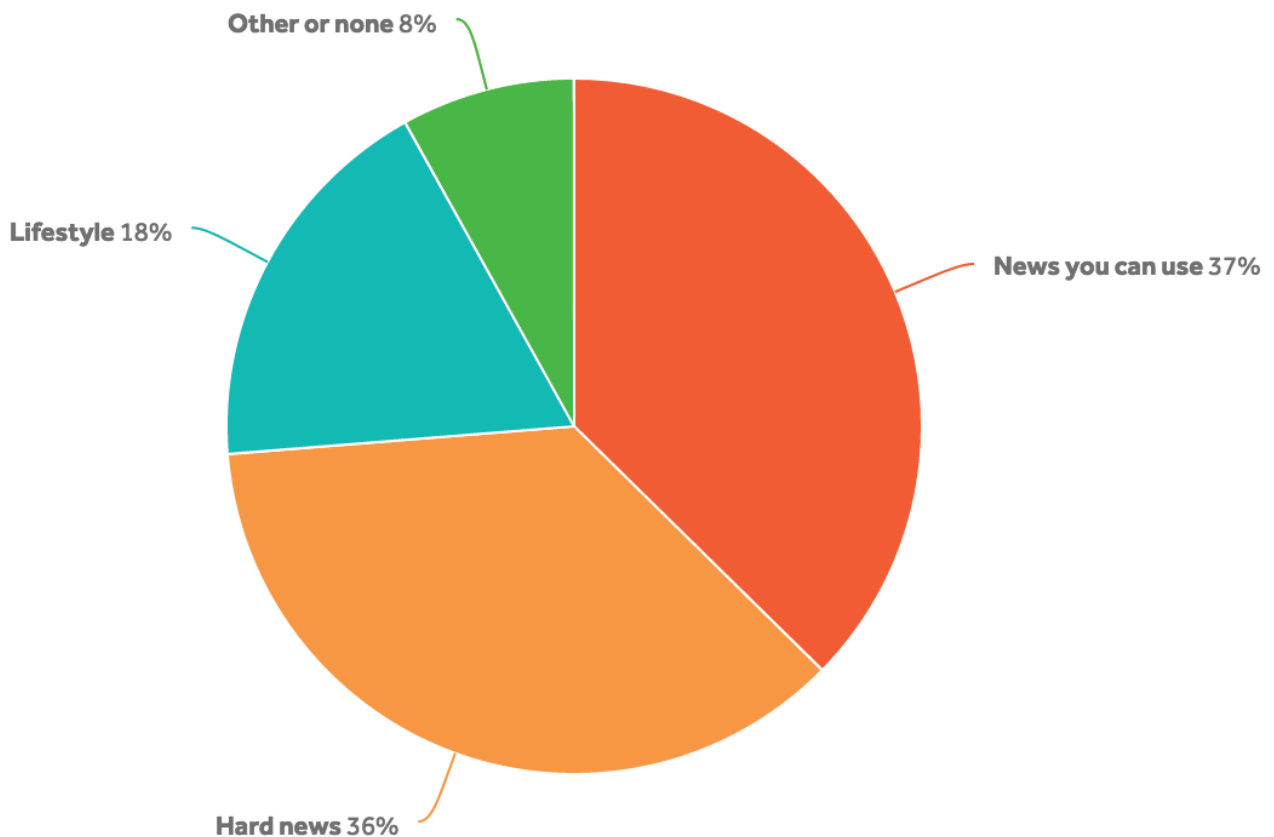
19% go to specify news organizations

7% go to Facebook

5% go to newspapers

4% go to Wikipedia or similar

Types of news Millennials explore deeply



Millennials and subscriptions

40% of Millennials report paying for at least one subscription themselves:

14% digital news app

11% digital subscription to a magazine

10% digital subscription to a newspaper

9% email newsletter

BUT, because they think news are so important for democracy people shouldn't have to pay for it. It should be more of a civic right because it is a civic good.

Millennials and news interests by gender

How men and women differ when reading the news:

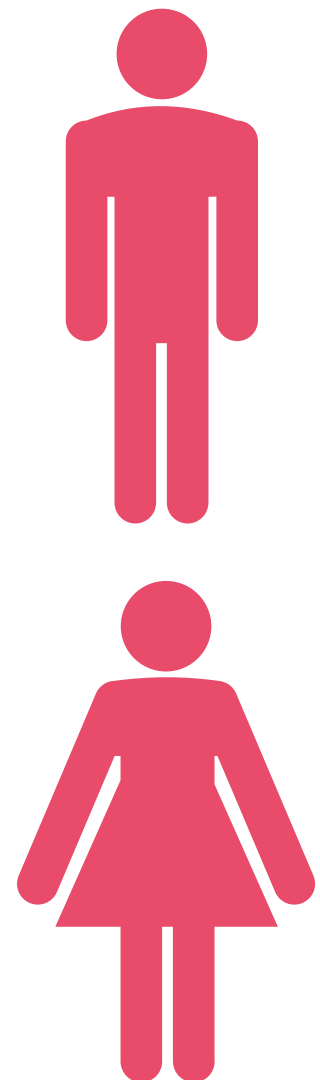
	M	W
Reddit	10%	5%
YouTube	35%	21%
Pinterest	16%	5%
Instagram	36%	17%

Topics women are more interested in:

	M	W
Celebrities	47%	23%
Style & Fashion	44%	10%
Health & Fitness	49%	32%
How-to-Information	51%	36%
Traffic & Weather	57%	46%
Health Care	45%	27%
Schools and Education	43%	24%
Social Issues	44%	31%

Topics men are more interested in:

	M	W
Sports	58%	39%
National Politics	48%	38%
Science	52%	32%



Social fatigue and negativity

Some Millennials are also beginning to see Facebook and other platforms as places that are often prone to negativity, that some people use it to start arguments, or that are filled with useless, inaccurate, or untrustworthy information.

There is also some evidence of what might be called social fatigue.

26% of Millennials have stopped using some of their social networks altogether.

“ I want the news to find a balance. That’s my most important thing. I don’t want to turn on the news and just see nothing but negativity and you know, nothing but sadness,”
“Like I found out the Richmond death rate or homicide rate has been the lowest in many years. I found that out from social media. I didn’t find that out from the news.

- Sam, age 19 in San Francisco.



“ I’d like if the media in the next five years is actually stripped down and is more factual as opposed to sensationalized. I feel like the news creates so much drama for us, it creates so much fear instead of just saying, ‘okay, this is what happened.’

- Marwa, age 25 in Chicago.

References: <http://en.wikipedia.org/wiki/Millennials>
<http://www.americanpressinstitute.org/publications/reports/survey-research/millennials-news/>
http://en.wikipedia.org/wiki/Infotainment#Infotainment_versus_journalism

INTERVIEW

RORY MCCAFFERTY

SENIOR VP OF DIGITAL STRATEGY AT THE HILL



Ø1

HOW IS THE HILL RESTRUCTURING FOR DIGITAL? WHAT ARE THE BIGGEST CHALLENGES?

It's all about mobile, but mobile is a challenge and an opportunity. The problem with mobile is that you don't make as much money per article because there are less opportunities for advertising. Someone looking at a page on mobile with one ad generates less revenue than someone looking at the same page on a desktop with potentially five ads, but mobile will eventually generate more page views.

We also increased the number of apps which increased app downloads and allowed to sell exclusive sponsorship for those apps which is a new revenue stream.

Instead of using email which is old fashioned, we will start using a collaboration software called Slack which allows for more transparency and faster collaboration.

Ø2

DOES THE STAFF VIEW THE HILL PRIMARILY AS A PRINT PAPER OR DIGITAL NEWS ORGANIZATION?

Our money will come from digital so we can't call ourselves "The Hill Newspaper." The word Newspaper sends the wrong message, old fashioned, slow. We almost need to be platform agnostic, which means I don't care where you read it, as long as you read it and we can make money from it.

Ø3

DO YOU HAVE ANY STRATEGIES FOR EXTERNAL COLLABORATION AND / OR ENGAGEMENT?

We have a contributors section on the site. Contributors can be far more knowledgeable in specific areas than journalists. They also promote their stories on their social media, which is another way to increase traffic, so it's definitely an area we want to grow. The Hill has revenue share for collaborators' high traffic stories.

Ø4

WHERE DO YOU SEE THE FUTURE OF JOURNALISM GOING?

It's already changing, it's about shorter content and on the other hand there is long form content that is also doing well, medium size articles are the ones people don't want to read. Video is going to become overwhelmingly more important. The battle for consumer attention will keep growing.

Print will be
dead in
3 to 5 years

Increase
social reach

More visual,
infographics

THE RISE IN THE NUMBER OF
COMPETITORS IS A BIG CHALLENGE

NEED TO OPTIMIZE NEWS FOR DIGITAL

SOCIAL AND MOBILE WILL BE THE BIG DRIVE FOR
TRAFFIC INCREASE

LOOK FOR PEOPLE WHO WRITE FOR DIGITAL

NEWS ORGANIZATIONS NEED TO BE
PLATFORM AGNOSTIC

VIDEOS PAY A LOT MORE THAN REGULAR ADS

"Vox is aimed at Millennials and phones. The design is very cool and it explains things. They differentiate themselves by explaining and using infographics. People's attention span is becoming lower and lower so strong visuals help overcome that. Millennials like lists or listicles.

06

HOW OFTEN DO YOU PUBLISH NEW STORIES ON THE SITE?

100 stories / videos a day, part of the strategy is to increase that number. Normally the right content will bring you more traffic. Paper publishes a fraction of what digital does, by the time you got the paper you heard half of it by being online.

07

CAN YOU SHARE YOUR OPINION ON THE NY TIMES INNOVATION REPORT?

The NY Times report was very smart, I agree with a lot of what they said. In a way it was lucky to make it public because it forces them to address these issues and realize their shortcomings.

08

HOW DID THE HILL CHANGE THE POLICY OF HUMAN RESOURCE (HIRING TALENT, STANDARD OF PROMOTION)?

We look at people who write for digital - are they socially active, are they on facebook, twitter etc. Social following is valuable. We look at Cloudscore which sums up reach across social to find out how socially active they are.

09

WHAT TOOLS DO YOU USE TO GROW YOUR AUDIENCE?

The main area of growth is social - social and mobile will be the big drive for traffic increase. People share much more on the phone than on the desktop. We have great content but want to reach a bigger audience while still keeping good quality journalism. We are investing in new platforms, new technologies, 50 things at once by all focusing on mobile and social.

Sponsored content is the hottest thing in media now

The main area of growth is social

ATTRACT MORE MILLENNIALS BY:

INCREASING SOCIAL REACH

USING MORE GRAPHICS AND INFOGRAPHICS

UTILIZING MOBILE

LISTS WORK WELL WITH MILLENNIALS

HIRING DATA VISUALIZATION EXPERTS

HIRING SOCIAL MEDIA EXPERTS

“ BuzzFeed doesn't use regular banner ads, their advertising is done through sponsored content which is the hottest thing in media now - also called native advertising - which are interesting stories tied to an advertiser.

FULL SURVEYS

Female Millennial Responses

1. Response 2

Q1: What is your gender, age, and occupation?

Female, 22, Student

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

Online sources mostly including posts on Facebook, reddit, bbc and sky news, huffington post, yahoo news, student paper publications, the metro etc. I use my computer for most news and I check it a few times a day

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

On Facebook I'm most likely to read law and politics related news and entertainment more likely than anything else. I prefer things relevant to the law degree I'm studying, and easier news to read, general current events

Q4: What draws your attention to a story? What turns you off from a story?

If it's something socially relevant to me, involves where I live or people that I care about, or fashion... I'm much more likely to read it. If the story is sponsored by a business or starts something like "20 things you think you are doing right that you are actually doing really really wrong," like interest stories, I just won't read them.

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

I'm of course more likely to read news sent to me, that way I don't have to do the leg-work and I know it's something relevant to people I know because they heard about it first.

Q6: What would make you choose between one newspaper/publication over the other?

If the name is familiar or trusted, I'm more likely to choose it. If it's named after an inanimate object, such as a mirror or sun, I'm probably going to avoid it.

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

I don't often share a story on social media unless it's a public interest story that I believe requires more attention, like some injustice being done that I care about. I use Facebook only for that. I've never shared an entertainment or fashion story because even though I enjoy them, I don't want to waste anyone's time unless it's something important.

Q8: How often do you buy a newspaper? How often do you buy a magazine?

I'll buy a newspaper once every month maybe, if I'm having Sunday breakfast outside. I'll buy a magazine even less frequently, because they tend to be extortionate in price.

Q9: What do you think of the NY times, does the brand mean anything to you?

It's a familiar name for me, but I'll only read it if it's given on an airplane or there's a free copy in a cafe. The brand to me means it's established, it makes me think of less-soft journalism, easy to read, a lot of general interest topics, and that it's hard to get published in.

Q10: Are there any new features you would like to see in news platforms?

I don't know what you mean by features. Do you mean like in terms of the format of news platforms, or features like stories? I'll answer both. I'd like to see less firms sponsoring stories and more crowds getting together to up vote things they think are important, such as on reddit. I want to read more sociological based stories, people not being afraid to share personal things that might be stigmatized in a major news platform, or are considered unapproachable subjects for the general public. I'd like to see taboo subjects discussed more frequently. In terms of formatting, it would be nice to have separate sections for concerns, I find yahoo actually does this well. They have sections for children and parents, current events in politics, jurisdictional divides (UK v USA for example), entertainment, well-being, etc.

2. Response 3 - Jalen

Q1: What is your gender, age, and occupation?

female, 23, grad student

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

wall street journal and flipboard, I use my cell phone(android) and the computer, I check at least twice a week

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

business, what's happening locally

Q4: What draws your attention to a story? What turns you off from a story?

the cover picture, font size, length of title

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

News that is sent to me - I get flipboard updates which tell me to check out a story or point to something that is trending/popular to read

Q6: What would make you choose between one newspaper/publication over the other?

How focused / dense is it in what I want to read, I prefer to not seek out / look hard for articles

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

never

Q8: How often do you buy a newspaper? How often do you buy a magazine?

never - all digital

Q9: What do you think of the NY times, does the brand mean anything to you?

I don't read it, I just know the physical paper is hard to reach comfortable in the subway because of its size

Q10: Are there any new features you would like to see in news platforms?

To send out a daily or weekly email with an update on what happened this week

3. Response 5 - Jalen

Q1: What is your gender, age, and occupation?

female, 25, student

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

i mostly read BBC news online. Otherwise via my phone using a local news app. I check it when i receive notifications, otherwise once per day.

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

most likely to read the international news/current events. currently most interested in articles about ISIS

Q4: What draws your attention to a story? What turns you off from a story?

Video footage and photos draw my attention to a story. articles that are excessively long turn me away from a story.

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?
equally willing to do both.

Q6: What would make you choose between one newspaper/publication over the other?

prestige of the newspaper, the political orientation of the newspaper

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

never. if i share stories i would do so via text message or whatsapp.

Q8: How often do you buy a newspaper? How often do you buy a magazine?

i have a subscription to a newspaper and i buy magazines depending on how often they are published, usually once every month

Q9: What do you think of the NY times, does the brand mean anything to you?

i enjoy reading the ny times online. ny times is a strong and powerful newspaper, valued internationally.

Q10: Are there any new features you would like to see in news platforms?

none that i can think of right now.

4. Response 10 - Jalen

Q1: What is your gender, age, and occupation?

Female, 21, student

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

Reuters, BBC News, CBC News. Mainly iphone applications, apart from watching CBC on the televisions at the gym. I check the news on my phone about once every three days.

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

I'm most likely to read stories related to my

Q4: What draws your attention to a story? What turns you off from a story?

I pay attention to stories that are relevant to me or my friends, that involve my interests, or that I believe are important in the world. I am turned off by stories that appear to be unnecessarily unpleasant, like when the CBC focuses for days on the murder of a child

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

I am more willing to read news recommended to me by friends or family

Q6: What would make you choose between one newspaper/publication over the other?

I would choose the publication I believe to be least biased and with the most international angle

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

Not very frequently, and when I do it is mainly in private messages on facebook.

Q8: How often do you buy a newspaper? How often do you buy a magazine?

I sometimes pick up free newspapers from school. I subscribe to a music magazine but no news ones.

Q9: What do you think of the NY times, does the brand mean anything to you?

I'm not particularly partial to the NY times but I am curious to read their articles

Q10: Are there any new features you would like to see in news platforms?

Not that i can think of

5. Response 25 - Jalen

Q1: What is your gender, age, and occupation?

Female 24 Grad Student

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

Facebook, laptop, everyday

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

anything

Q4: What draws your attention to a story? What turns you off from a story?

content/headline, nothing

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

sent to me

Q6: What would make you choose between one newspaper/publication over the other?

content

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

not often, Facebook

Q8: How often do you buy a newspaper? How often do you buy a magazine?

not at all

Q9: What do you think of the NY times, does the brand mean anything to you?

Yes, good content

Q10: Are there any new features you would like to see in news platforms?

Respondent skipped this question

6. Response 30 - Jalen

Q1: What is your gender, age, and occupation?

Female 31 graphic designer

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

i am not a news follower at all, I catch the news through word of mouth I surf the web through facebook recommendations by others and Twitter feeds

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

science technology design innovation statistics in engine discoveries travel

Q4: What draws your attention to a story? What turns you off from a story?

i like when sources are displayed and the information is reliable and thlanguage is compelling to read sophisticated and intellectual yet a friendly read at the same time

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

sent to me

Q6: What would make you choose between one newspaper/publication over the other?

if it caters to my needs if the news is positive and factual instead of politics and crises if I gain something from it on. Kgb values moral and offers discounts

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

once a week through Facebook and Twitter randomly and mainly about design and social innovation

Q8: How often do you buy a newspaper? How often do you buy a magazine?

never anymore

Q9: What do you think of the NY times, does the brand mean anything to you?

authentic good read valuable high quality writings

Q10: Are there any new features you would like to see in news platforms?

special offers random gifts

7. Response 31 - Jalen

Q1: What is your gender, age, and occupation?

Female, 29, Advertising account manager

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

I usually hear news through people or social media (FB, Instagram) and then search (Google) for articles from varied media outlets. I use my laptop and mobile phone. I check daily (twice-three times).

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

breaking news around the world (except politics and warzone conflict things), celebrity gossip, health articles

Q4: What draws your attention to a story? What turns you off from a story?

Draws my attention: attuned to my interests; Turns me off: when the headline is exaggerated and the article's content doesn't truly match

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

Sent to me. Most of the news I read/see is sent to me, even if on FB/IG it's through my newsfeed.

Q6: What would make you choose between one newspaper/publication over the other?

Journalistic integrity (reputation), good writing, interesting articles with varying perspectives

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

1-3 times per month, via FB.

Q8: How often do you buy a newspaper? How often do you buy a magazine?

Never, and I don't pay to read articles online either.

Q9: What do you think of the NY times, does the brand mean anything to you?

I enjoy NY Times articles because they are well written and the brand has a positive reputation (journalistic integrity, multiple perspectives, quality photography)

Q10: Are there any new features you would like to see in news platforms?

To be honest I don't spend much time reading news (in my opinion) so I'm not too familiar with existing features. But I imagine an aggregator that emailed me articles attuned to my interests (every few days -- daily would be overwhelming) could be helpful. Also, more visuals/photography/videos that load quickly and are short/get straight to the point.

8. Response 33 - Jalen

Q1: What is your gender, age, and occupation?

female, 23, student

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

BBC news, mobile app, 2-3 a week

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

European generic news, business and technology

Q4: What draws your attention to a story? What turns you off from a story?

nothing in particular, depending on the headline

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

both

Q6: What would make you choose between one newspaper/publication over the other?

i would not choose something that is politically biased, or would never read The Sun (UK)

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

i dont

Q8: How often do you buy a newspaper? How often do you buy a magazine?

i never buy then i used online or apps

Q9: What do you think of the NY times, does the brand mean anything to you?

popular, rarely read it. I read more UK based ones

Q10: Are there any new features you would like to see in news platforms?

nothing in particular

9. Response 34 - Jalen

Q1: What is your gender, age, and occupation?

Female, 29, Office Manager

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

Whatever catches my eye. Laptop, tablet, phone. 1 to 3 xs daily.

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

Anything interesting. No

Q4: What draws your attention to a story? What turns you off from a story?

Headline draws me in. Poor grammar turns me off.

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

Would rather find it myself

Q6: What would make you choose between one newspaper/publication over the other?

Content, can I trust the source, online layout, ease of use.

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

sometimes, if I think others might be interested. Facebook

Q8: How often do you buy a newspaper? How often do you buy a magazine?

Never. Rarely

Q9: What do you think of the NY times, does the brand mean anything to you?

I wish I could finish just one crossword!

Q10: Are there any new features you would like to see in news platforms?

Not particularly

10. Response 38 - Jalen

Q1: What is your gender, age, and occupation?

F, 31, Admin

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

Economist, Huffington Post, Iphone, Weekly

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

International Affairs, Family and Household related

Q4: What draws your attention to a story? What turns you off from a story?

General Impact, Postivie Change

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

Sent

Q6: What would make you choose between one newspaper/publication over the other?

N/A

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

Often, FB

Q8: How often do you buy a newspaper? How often do you buy a magazine?

Never

Q9: What do you think of the NY times, does the brand mean anything to you?

Liberal, No

Q10: Are there any new features you would like to see in news platforms?

No

11. Response 40 - Jalen

Q1: What is your gender, age, and occupation?

Female, 29, Account Director (Digital Marketing)

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

Skimm, CNN. I check daily and normally on my computer when I am bored at work.

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

Current events, entertainment, world news- whatever is most current and interesting.

Q4: What draws your attention to a story? What turns you off from a story?

Respondent skipped this question

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

Sent to me

Q6: What would make you choose between one newspaper/publication over the other?

Validity of the story

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

Twitter, Facebook

Q8: How often do you buy a newspaper? How often do you buy a magazine?

Never newspaper. Magazine when I travel and will fly.

Q9: What do you think of the NY times, does the brand mean anything to you?

Too serious - normally do not get my news from here (consider it more of a newspaper, and not online)

Q10: Are there any new features you would like to see in news platforms?

Respondent skipped this question

12. Response 43 - Jalen

Q1: What is your gender, age, and occupation?

female, 20, student

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

newspaper, tablet/computer; bbc, yahoo, fb, multiple times a day

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

current events, world news

Q4: What draws your attention to a story? What turns you off from a story?

how radical/shocking it is; if it's boring/typical/already seen

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

move to find news

Q6: What would make you choose between one newspaper/publication over the other?

integrity/research; not biased

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

not very often, usually fb

Q8: How often do you buy a newspaper? How often do you buy a magazine?

both very rarely

Q9: What do you think of the NY times, does the brand mean anything to you?

brand means big news and good journalism

Q10: Are there any new features you would like to see in news platforms?

news stories that are about good things that happen

13. Response 1 - Cecilia Female, 28 years old

What stories are you more likely to read?

Domestic overview for the UK, overview of the main worldwide stories, celebrity gossip (main)

What makes a story attractive to you?

An interesting headline, a story that I can somehow relate to such as about my home city, something that I feel I should know about to do with pressing issues worldwide such as Isis, a lifestyle story, if I've found a subject I'm interested in I like to hear the story from many different angles or views so will read many different articles on the one story

What turns off from a story?

Too much detailed information which bores me or irrelevant information where it feels like they're filling out a weak story

Which platforms do you use to read your news? Which device do you use to read news?

BBC and daily mail (for gossip only). I read on whatever device I'm on, at home it is usually the iPad but in work during lunch hours I would read on my desktop

What time of day do you normally check stories?

(When working) midday on my lunch break

(As a student) when I wake up and have my breakfast, sometimes in the evening if bored

How often do you share stories in social media? What social media do you use when you share stories?

Extremely rarely, mostly on wordpress

Are there any new features you would like to see in news platforms?

For the gossip, I would like something that allows me to click on what they're wearing and take me to options for similar outfits. For the news I'd like more flow so if there are points of interest I can click through and see more about them, maybe even more background on stories I don't fully understand that I can scroll over what I need it. I'd like easier access to older stories for days when I'm bored, often I'm limited to those displayed on the page and once I get through them I often end up leaving despite wanting more to read

What do you think of the NY times, does the brand mean anything to you?

I've know of it, have visited it a few times and know the quality of the brand but I don't read it online or offline mainly because I like the way the Bbc reports on world news, it feels less biased and has a bigger scope (despite it at times it's too factual and not very narrated).

How often do you buy a newspaper?

Only on a Sunday

How often do you buy a magazine?

At least once a month

Do you check the news more often on you phone or on your laptop?

Daily on my iPad

14. Response 1 - Shota Female, 27 years old

What stories are you more likely to read?

Health & Lifestyles:

ex) the demography of diabetes, causes/ how to avoid diabetes i

What makes a story attractive to you?

An headline or a category and a picture of the thumbnails that relate to the interest; fashion trend, famous restaurant in New York, health and lifestyles to get know what is the trend and how people in New York think.

What turns off from a story?

Too long. Too much detailed information.

Which platforms do you use to read your news? Which device do you use to read news?

Voice of America Learning English, New York Times

Mainly mobile, and sometimes laptop

What time of day do you normally check stories?

Right after getting up in the morning, right before sleeping on the bed or in a cafeteria

How often do you share stories in social media? What social media do you use when you share stories?

Never

Are there any new features you would like to see in news platforms?

Graph or other visual materials including numbers to help me understand intuitively.

Audio to listen the sentences.

What do you think of the NY times, does the brand mean anything to you?

New York Times is recognized as a good resource to read.

How often do you buy a newspaper?

Never

How often do you buy a magazine?

Never

Do you check the news more often on you phone or on your laptop?

Mobile

What would make you choose between one newspaper over the other?

Ease of reading. sometimes New York Times have difficult vocabulary and too long. New York Times App allows me to read only 10 articles for free per month, so I do not visit the app so often. The articles does not seem to be "mobile first". On the other hand, Voice of America has a category according to the level of vocabulary, so it's easier to choose the articles. Also Voice of America has a short video content which makes me understand easily what the article is talking about.

15. Response 1 - Jing Interviewee, Female 23

What stories are you more likely to read?

Newest stories, and any kind of stories relevant to lifestyle like food, travel or photography

What makes a story attractive to you?

Brief stories within attractive titles!

What turns off from a story?

If it is too long and boring, I will turn it off.

Which platforms do you use to read your news? Which device do you use to read news?

Phone and laptop.

What time of day do you normally check stories?

Morning

How often do you share stories in social media? What social media do you use when you share stories?

Not really often, around every two weeks; Facebook

Are there any new features you would like to see in news platforms?

Pictures with sounds (or maybe video), I am more attracted by visuals.

What do you think of the NY Times, does the brand mean anything to you?

I don't really read NY times very often

How often do you buy a newspaper?

Everyday

How often do you buy a magazine?

Twice or three times a year

Do you check the news more often on you phone or on your laptop?

no

What would make you choose between one newspaper over the other?

Pictures within excellent cutline.

Are you more willing to read news that are sent to you or are more willing to search for news?

Prefer reading news that are sent to me, but it would be perfect if both together

16. Response 1 - MJ

Female, 24 years old

What stories are you more likely to read?

Fashion related

What makes a story attractive to you?

I like to see pictures and photographs, I could read something really stupid but that makes me laugh, or something more boring but productive.

What turns off from a story?

I hate when there is a lot of writing and when there is not enough visuals.

Which platforms do you use to read your news? Which device do you use to read news?

I am not very up-to-dated. I usually use the CNN and euronews app that I installed on my phone

What time of day do you normally check stories?

I don't have a specific time, so whenever I have time, or when I am bored

How often do you share stories in social media? What social media do you use when you share stories?

I usually share some stories on facebook.

Are there any new features you would like to see in news platforms?

More visuals.

What do you think of the NY times, does the brand mean anything to you?

NYT Is a famous newspaper, to be honest I don't read it, But I know it has a good reputation

How often do you buy a newspaper?

Not often at all

How often do you buy a magazine?

When I Take the plane, train, bus

Do you check the news more often on you phone or on your laptop?

I use my Phone to check the news, as I said before I have some downloaded apps

What would make you choose between one newspaper over the other?

Are you more willing to read news that are sent to you or are more willing to search for news?

I would like to have some push-notifications about important news. I would like to be up-to-dated with what is happening around me. I usually don't search for news, I use CNN app, but I don't open the app very often. So think that I would like to read news that are sent to me as long as they interest me.

Male Millennial Responses

1. Response 1- Jalen

Q1: What is your gender, age, and occupation?

M,26,student

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

BBC, CNN, Der Spiegel, Zeit, Time, The Guardian, Smartphone, Several times a day

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

Not specified to a specific section but local or relevant news are always worth a read. Also small 'obscure' or interesting stories that are out of the norm.

Q4: What draws your attention to a story? What turns you off from a story?

Accompanying images are helpful to draw my attention. Clickbait headlines turn me off.

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

I am more willing to find the news. I get enough spam.

Q6: What would make you choose between one newspaper/publication over the other?

Quality of reporting

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

I don't really share much content on social media these days

Q8: How often do you buy a newspaper? How often do you buy a magazine?

Twice a year, Twice a year.

Q9: What do you think of the NY times, does the brand mean anything to you?

Yes, it is a recognized publication with a global influence

Q10: Are there any new features you would like to see in news platforms?

Nothing comes to mind. Maybe a filter that lets me turn off topics that are not of interest to me

2. Response 6 - Jalen

Q1: What is your gender, age, and occupation?

Male 23 Architectural Student

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

Computer (online news) (reddit if it counts) regularly +10 a day

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

Technology, Movie News, Major Politics

Q4: What draws your attention to a story? What turns you off from a story?

Title, Bias

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

Ill read something sent to me

Q6: What would make you choose between one newspaper/publication over the other?

Reliance/reputation

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

ocasionally (1 or so a month) facebook

Q8: How often do you buy a newspaper? How often do you buy a magazine?

never, bi monthly

Q9: What do you think of the NY times, does the brand mean anything to you?

No opinion, Recognise the brand.

Q10: Are there any new features you would like to see in news platforms?

-

3. Response 7- Jalen

Q1: What is your gender, age, and occupation?

Male, 21, Student

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

BBC, Guardian, Vox, Huffpost. Web browser, more than once a day

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

World news, arts + culture, science + tech

Q4: What draws your attention to a story? What turns you off from a story?

Headline and image. Stock images turn me off. Exclamation marks turn me off.

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

More willing if sent yes, but will still find news

Q6: What would make you choose between one newspaper/publication over the other?

Political bias or lack thereof, quality of journalism and photography, layout + design

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

Rarely, but if so Twitter

Q8: How often do you buy a newspaper? How often do you buy a magazine?

A few times a year for newspaper, 5-10 magazines a year

Q9: What do you think of the NY times, does the brand mean anything to you?

Quality journalism, traditional/conventional, serious, prestigious

Q10: Are there any new features you would like to see in news platforms?

Interactivity, more visually rich, less rigid and processed,

4. Response 8 - Jalen

Q1: What is your gender, age, and occupation?

Male, 22, Student

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

BBC News, Mobile phone, Daily

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

Main headlines, UK News, Science and Technology

Q4: What draws your attention to a story? What turns you off from a story?

Headlines and short summary statements draw attention

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

Find news

Q6: What would make you choose between one newspaper/publication over the other?

Reputation, quality of writing

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

Facebook (not often), Twitter (often)

Q8: How often do you buy a newspaper? How often do you buy a magazine?

Never to both

Q9: What do you think of the NY times, does the brand mean anything to you?

I know of it, but not to any extensive detail

Q10: Are there any new features you would like to see in news platforms?

Respondent skipped this question

5. Response 9 - Jalen

Q1: What is your gender, age, and occupation?

male, 21, student

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

NYT, WSJ, Vice, CNN, BBC World, Ma'an, many more. I read on my phone or computer exclusively, usually using Google News Stand or Pulse News. I check at least once a day, sometimes more depending on what is happening in the headlines.

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

International news is always the most engaging for me because everything that happens carries such weight for all of our lives. But I love me some good slice of life feature stories.

Q4: What draws your attention to a story? What turns you off from a story?

For me it's always the narrative. Be it an international incident or two neighbors fighting over a fence, there is always a deeper story, more facts to be told. Those connections and contexts are what I find engaging. Things that turn me off from stories include over sensationalizing stories, fabricating conflict to spice up stories and the word slain, which should be stricken from the vocabulary of every beat reporter in the world.

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

I always try to seek out my own news. I find that if someone is sending me a news story, it's a story that fits their point of view rather than an accurate picture of what actually happened.

Q6: What would make you choose between one newspaper/publication over the other?

I look for a variety of points of view in a news source. If it is a news source reporting on the Israeli-Palestinian conflict, they better have both Israelis and Palestinians on staff, as well as some reporters with no stakes on either side. Only with variety can we come close to accuracy.

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

Very rarely. Unless it pertains to a previous conversation that I was having with a person then I tend to keep what I read to myself. Read my response for whether I read news that is sent to me. But if I am sending a story to someone it is over facebook chat, never by posting to someone's wall.

Q8: How often do you buy a newspaper? How often do you buy a magazine?

I only buy a newspaper if I am required to for a class. I occasionally buy magazines when I'm flying and too lazy to read a book. Generally I go with National Geographic or Popular Science.

Q9: What do you think of the NY times, does the brand mean anything to you?

NYT is OK, but I do not think we should put blind trust in any one publication. Everything should be viewed with some level of skepticism and nothing should be taken for granted. Currently the NYT does a pretty excellent job, but the organization is made up of people and people can be dishonest or make mistakes.

Q10: Are there any new features you would like to see in news platforms?

The future lies with multimedia presentation. Video, text, sound, web design, interaction with the audience, all of this needs to be incorporated into a seamless whole that will do a better job than any single medium will be able to do. So I guess my response would be I would like to see more major publications to embrace the digital age and accept that newspapers are a zero sum game, but text still has a place in the future of journalism.

6. Response 11 - Jalen

Q1: What is your gender, age, and occupation?

male, 23, student

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

bbc, smart phone, 2-3x a day

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

foreign affairs, middle east/ISIS

Q4: What draws your attention to a story? What turns you off from a story?

headlines

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

find news

Q6: What would make you choose between one newspaper/publication over the other?

its content and level of writing/information

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

never

Q8: How often do you buy a newspaper? How often do you buy a magazine?

newspaper 4x a month, magazine 1x a month

Q9: What do you think of the NY times, does the brand mean anything to you?

solid source of information

Q10: Are there any new features you would like to see in news platforms?

no

7. Response 12- Jalen

Q1: What is your gender, age, and occupation?

male, 29, working in finance

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

Inc magazine, The entrepreneur,

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

stories related to tech companies

Q4: What draws your attention to a story? What turns you off from a story?

I should feel that I am learning something

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

I usually know where to look for news, so I know where to find them

Q6: What would make you choose between one newspaper/publication over the other?

I guess its about habits

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

Not often

Q8: How often do you buy a newspaper? How often do you buy a magazine?

I never buy a hard copy, or very occasionally

Q9: What do you think of the NY times, does the brand mean anything to you?

Yeah I think its a reliable brand.

Q10: Are there any new features you would like to see in news platforms?

Yeah, to focus ore on headlines, making them straightforward

8. Response 15 - Jalen

Q1: What is your gender, age, and occupation?

male, 26, military (USMC)

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

BBC for the most truthful

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

American politics and the events going on in the Eastern European Block

Q4: What draws your attention to a story? What turns you off from a story?

Whatever interests me

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?
depends on what is interesting me at the time.

Q6: What would make you choose between one newspaper/publication over the other?

a so called "independent" newspaper

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

often, especially when it relates to the 2nd Amendment

Q8: How often do you buy a newspaper? How often do you buy a magazine?

Never

Q9: What do you think of the NY times, does the brand mean anything to you?

They generally have good articles and, in my opinion, are generally balanced... though they tend to lean more left

Q10: Are there any new features you would like to see in news platforms?

no idea

9. Response 28 - Jalen

Q1: What is your gender, age, and occupation?

M, 23, Student

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

Financial Times, Economist, The Guardian. Laptop/Tablet. Daily.

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

News. Features. Op-Ed. None specific.

Q4: What draws your attention to a story? What turns you off from a story?

1) Good writing, and subject. 2) Over flowery language.

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

More willing to find news.

Q6: What would make you choose between one newspaper/publication over the other?

Design layout, ease of going through the publication.

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

Rarely share. Mostly private messages on facebook or email.

Q8: How often do you buy a newspaper? How often do you buy a magazine?

Newspaper- Rarely. Magazine- 2-3 in a month.

Q9: What do you think of the NY times, does the brand mean anything to you?

Used to be good, solid standards. Now has varying significance. Can sometimes let down with subject choices.

Q10: Are there any new features you would like to see in news platforms?

Debates and more opinion columns.

10. Response 32 - Jalen

Q1: What is your gender, age, and occupation?

M/23/Student

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

BBC/CNN/Cyprus Mail and sometimes Al Jazeera and/or RT. Laptop. Several times a day.

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

Politics/Science/Sports

Q4: What draws your attention to a story? What turns you off from a story?

Images/how related it is to my degree/life/place of living

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

More willing to find news

Q6: What would make you choose between one newspaper/publication over the other?

Reliability of sources

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

Maybe once or twice a month, depending on how important I think it is. Facebook

Q8: How often do you buy a newspaper? How often do you buy a magazine?

Never. I read everything online

Q9: What do you think of the NY times, does the brand mean anything to you?

I occasionally read it, but I live in the UK and Cyprus so I am more likely to read European outlets. NY times provides an different perspective and I often read articles from it which might be related to my degree.

Q10: Are there any new features you would like to see in news platforms?

Open dialogue/forum/correspondence with newspaper authors. It would be interesting to see how journalists respond when their own stories are questioned.

11. Response 37 - Jalen

Q1: What is your gender, age, and occupation?

M, 28, Journalist

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

The Guardian, NY Times, and wires (Bloomberg, Reuters etc.)

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

Politics, current affairs, sports

Q4: What draws your attention to a story? What turns you off from a story?

Headline, lede, headline figures

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

both, but normally more willing to find news.

Q6: What would make you choose between one newspaper/publication over the other?

style of writing, how much time I have to read the story.

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

Vert often: Twitter and Facebook

Q8: How often do you buy a newspaper? How often do you buy a magazine?

if online counts - daily.

Q9: What do you think of the NY times, does the brand mean anything to you?

Excellent publication - respected and trustworthy.

Q10: Are there any new features you would like to see in news platforms?

not that I can think of.

12. Response 44 - Jalen

Q1: What is your gender, age, and occupation?

Male, 26, Personal Banker

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

Bbc, cnn, new york times, iphone, macintosh computer, every day

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

Foreign relations, and international issues

Q4: What draws your attention to a story? What turns you off from a story?

If it has to do with finances or the state of another country's economy I'm reading it

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

Find news

Q6: What would make you choose between one newspaper/publication over the other?

If they are clearly reporting with a blatantly obvious political agenda I tend to disregard them. I know objectivity is impossible, but I'm not reading someone's propaganda

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

I never share news.

Q8: How often do you buy a newspaper? How often do you buy a magazine?

Never. It's been years I read it all online for the most part.

Q9: What do you think of the NY times, does the brand mean anything to you?

It's a great brand. Well respected by me.

Q10: Are there any new features you would like to see in news platforms?

I'd like to see a newspaper where we can read reports on the things the politicians we vote for do for us on a weekly basis. Employees report to their managers, we should know what is being done for us.

13. Response 2 - Cecilia

Male - 33 years old

1 What stories are you more likely to read?

> Stories that help with work such as new media technologies and trends. Also items that interest me such as popular culture etc.

2 What makes a story attractive to you?

> Related to something that I work on or interests me

3 What turns off from a story?

> Headlines that over-promise such as you won't believe what happened next. Also poor design and too many ads

4 Which platforms do you use to read your news? Which device do you use to read news?

> Primarily iPhone followed by Powerbook

5 When do you check stories??

> Throughout the day, I read over 150 articles a week primarily through Pocket

6 How often do you share stories you read about through your social media?

> Most week days

7 What social media do you use when you share stories?

> Primarily Twitter, very occasionally Facebook

8 Are there any new features you would like to see in news platforms?

> Integration with Pocket app. Short form video that you can view offline

9 What do you think of the NY times, does the brand mean anything to you?

> I have great respect for the NY Times, it means usually being correct. For me it was tarnished a little by its involvement in the Iraq war but it is difficult to have a more respected brand in news.

10 How often do you buy a newspaper?

> Not in 3 years and no interest in buying again

11 how often do you buy a magazine?

> Not in 2 years

12 Do you check the news more often on you phone or on your laptop?

> Phone

13 What would make you choose between one newspaper over the other?

> Content and design

14 Are you more willing to read news that are sent to you or you are more willing to find news?

> Both but prefer to find news

Female Traditional

1. Response 13

Q1: What is your gender, age, and occupation?

Female, 45, UN official

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

BBC, CNN, local news read daily via internet.

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

International news, local events/outings.

Q4: What draws your attention to a story? What turns you off from a story?

War around the world. I don't like when there are stories which aren't truly worthy news.

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

Both.

Q6: What would make you choose between one newspaper/publication over the other?

Reputable journalists.

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

One a week.

Q8: How often do you buy a newspaper? How often do you buy a magazine?

Never.

Q9: What do you think of the NY times, does the brand mean anything to you?

Reputable newspaper for the most part.

Q10: Are there any new features you would like to see in news platforms?

None in particular.

2. Response 14 - Jalen

Q1: What is your gender, age, and occupation?

Female, 39, Artist

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

Never. I almost never read the news.

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

Articles about health and fitness.

Q4: What draws your attention to a story? What turns you off from a story?

Topic line

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

Depends

Q6: What would make you choose between one newspaper/publication over the other?

N/A

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

Sometimes. FW, TW, FourSq.

Q8: How often do you buy a newspaper? How often do you buy a magazine?

Never

Q9: What do you think of the NY times, does the brand mean anything to you?

Nothing. It's well written. Propaganda,

Q10: Are there any new features you would like to see in news platforms?

No.

3. Response 19 - Jalen

Q1: What is your gender, age, and occupation?

Female, 42, UN employee

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

Online papers, iphone, live feed

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

politics

Q4: What draws your attention to a story? What turns you off from a story?

subject, too much drama

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

both

Q6: What would make you choose between one newspaper/publication over the other?

simple writing, staying on the subject, avoiding dramas

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

often, FB

Q8: How often do you buy a newspaper? How often do you buy a magazine?

rare

Q9: What do you think of the NY times, does the brand mean anything to you?

dont focus so much on brands as much as I focus on reliability

Q10: Are there any new features you would like to see in news platforms?

no

4. Response 21 - Jalen

Q1: What is your gender, age, and occupation?

Female, 60, Office Manager

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

New Yorker, Daily News, NY Times, Android phone

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

Local Current events, Middle East Crisis, Legalization of Marijuana, happenings in Central & South America

Q4: What draws your attention to a story? What turns you off from a story?

How it affects me and my community

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

Just happen to come across

Q6: What would make you choose between one newspaper/publication over the other?

Easy to carry, with less advertisement

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

Most definitely, Facebook

Q8: How often do you buy a newspaper? How often do you buy a magazine?

I subscribe to 2 papers & two magazines

Q9: What do you think of the NY times, does the brand mean anything to you?

I read it digitally, it's too cumbersome to carry and read on the bus

Q10: Are there any new features you would like to see in news platforms?

More medical news

5. Response 22 - Jalen

Q1: What is your gender, age, and occupation?

F, 40, Massage Therapist

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

NYT, iPhone; women's health, iPhone; 3x/day

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

science related, health related, top stories. I read sections that interest me at that particular moment.

Q4: What draws your attention to a story? What turns you off from a story?

content draws my attention. Celebrity trash turns me off.

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

I look for news to read, but it's more convenient to read what is sent to me.

Q6: What would make you choose between one newspaper/publication over the other?

news quality

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

on occasion I share, on FB and Twitter

Q8: How often do you buy a newspaper? How often do you buy a magazine?

I have a paper delivered on weekends - NYT; I subscribe to Athlete's Quarterly magazine which is only available on paper. I'd buy other magazines every few months

Q9: What do you think of the NY times, does the brand mean anything to you?

yes, NYT has good stories and a great Science and Arts section

Q10: Are there any new features you would like to see in news platforms?

Not really

6. Response 23 - Jalen

Q1: What is your gender, age, and occupation?

Female, 48, Author

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

laptop, twice a day

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

current events, good Samaritan stories

Q4: What draws your attention to a story? What turns you off from a story?

good people, small group of people that try and override the good people do

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

find the news

Q6: What would make you choose between one newspaper/publication over the other?

Showing the good that people do over the bad -

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

quite often, Facebook

Q8: How often do you buy a newspaper? How often do you buy a magazine?

no to both

Q9: What do you think of the NY times, does the brand mean anything to you?

leftist, leftist - unfair - going for shock value instead of substance

Q10: Are there any new features you would like to see in news platforms?

To rise above the shock value - there are good people doing great things - show that - there is more good in NY than bad

7. Response 24 - Jalen

Q1: What is your gender, age, and occupation?

Female, 36, graphic designer

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

None, phone and iPad, morning and evening

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

top news, lifestyle, international news

Q4: What draws your attention to a story? What turns you off from a story?

Content and credibility

Q5: Are you more willing to read news that are sent to you or you are more willing to find news? sent to me

Q6: What would make you choose between one newspaper/publication over the other?

ease of navigation, user friendly

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

sometimes, Facebook

Q8: How often do you buy a newspaper? How often do you buy a magazine?

never newspaper, magazine sometimes

Q9: What do you think of the NY times, does the brand mean anything to you?

means nothing to me

Q10: Are there any new features you would like to see in news platforms?

not familiar with brand

8. Response 26 - Jalen

Q1: What is your gender, age, and occupation?

Female 40 cosmetologist

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

Yahoo iPhone twice a day

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

Top stories

Q4: What draws your attention to a story? What turns you off from a story?

Important info stupid stuff

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

Find

Q6: What would make you choose between one newspaper/publication over the other?

Convince

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

Facebook sometimes

Q8: How often do you buy a newspaper? How often do you buy a magazine?

Never once I. A while

Q9: What do you think of the NY times, does the brand mean anything to you?

No

Q10: Are there any new features you would like to see in news platforms?

No

9. Response 35 - Jalen

Q1: What is your gender, age, and occupation?

female, 52, Assistant

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

On my phone through Facebook, Daily News, Post, network news. Check several times throughout the day

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

Human interest, Local

Q4: What draws your attention to a story? What turns you off from a story?

Personal, human interest, especially if it is a positive story

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

find

Q6: What would make you choose between one newspaper/publication over the other?

more local human interest stories

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

Rarely unless I know it is on something that affects my friends or family personally.

Q8: How often do you buy a newspaper? How often do you buy a magazine?

rarely.

Q9: What do you think of the NY times, does the brand mean anything to you?

no. never liked. Not enough positive human interest stories. Plus, I am a visual person and the WY doesn't have enough photos

Q10: Are there any new features you would like to see in news platforms?

not that I can think of

10. Response 36 - Jalen

Q1: What is your gender, age, and occupation?

Female, 42, Admin Coordinator

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

Online-Huffington Post, TV- NBC News. Print- National Geographic magazine. Computer, TV, phone. Check approx 5 times daily.

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

Stories about art, jiu jitsu or martial arts and animals, and environment. No specific section.

Q4: What draws your attention to a story? What turns you off from a story?

I am generally first draw to a story by an interesting accompanying picture. The same thing can also turn me off from the story.

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

More willing to find news myself.

Q6: What would make you choose between one newspaper/publication over the other?

Reputation for reliability, amount of interesting topics listed as headlines / cover

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

approx 3 times a week through Facebook.

Q8: How often do you buy a newspaper? How often do you buy a magazine?

Rarely buy newspaper, but have two magazine subscriptions that arrive monthly

Q9: What do you think of the NY times, does the brand mean anything to you?

No opinion

Q10: Are there any new features you would like to see in news platforms?

More honest and objective news reporting.

11. Response 39 - Jalen

Q1: What is your gender, age, and occupation?

F, 50, Assistant

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

CNN & BBC websites - on phone/iPad - few times a week

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

Breaking news. International news.

Q4: What draws your attention to a story? What turns you off from a story?

Short, snappy, to-the-point headlines. Long headlines and dull, pedantic writing.

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

News that is sent.

Q6: What would make you choose between one newspaper/publication over the other?

size, cost, readability, how current the information is.

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

not often. via e-mail or text.

Q8: How often do you buy a newspaper? How often do you buy a magazine?

never. I subscribe to a weekly magazine, and a monthly magazine

Q9: What do you think of the NY times, does the brand mean anything to you?

Not impressed, not interested. Means nothing to me.

Q10: Are there any new features you would like to see in news platforms?

Not really. Maybe better archive and archiving search tools.

12. Response 42 - Jalen

Q1: What is your gender, age, and occupation?

Female 42 sales

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

NY Times, iPhone and iPad and the printed version. Check several times a day

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

Arts, metro section, front page

Q4: What draws your attention to a story? What turns you off from a story?

Respondent skipped this question

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

Read what is sent

Q6: What would make you choose between one newspaper/publication over the other?

Respondent skipped this question

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

Rarely

Q8: How often do you buy a newspaper? How often do you buy a magazine?

Weekly, rarely

Q9: What do you think of the NY times, does the brand mean anything to you?

I like the NY Times. I believe it is a reliable news source

Q10: Are there any new features you would like to see in news platforms?

No

13. Response 46 - Jalen

Q1: What is your gender, age, and occupation?

Female, 62, retired

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

New York Times, home computer, twice a day

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

Front page, travel, science, arts & leisure, food, op ed, puzzles

Q4: What draws your attention to a story? What turns you off from a story?

Good title or first sentence; topic of particular interest to me

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

Both

Q6: What would make you choose between one newspaper/publication over the other?

The content or bias (real or perceived) of the journalism

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

Less than once/week on FB; daily via e-Mail

Q8: How often do you buy a newspaper? How often do you buy a magazine?

Have Fri-Sun delivery; subscribe to 2 mags; only buy at airports

Q9: What do you think of the NY times, does the brand mean anything to you?

Mostly very good

Q10: Are there any new features you would like to see in news platforms?

Can't think of any.

14. Response 48 - Jalen

Q1: What is your gender, age, and occupation?

Female, 41, Stay at Home Mom

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

MSN News, CNN, iphone, 1 to 2 times everyday

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

Breaking News, local news, crime, food/health

Q4: What draws your attention to a story? What turns you off from a story?

photos draw me in as well as the article title, no photos or boring titles = no read

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

find

Q6: What would make you choose between one newspaper/publication over the other?

types of headlines

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

rarely but when I do, facebook

Q8: How often do you buy a newspaper? How often do you buy a magazine?

never

Q9: What do you think of the NY times, does the brand mean anything to you?

yes, more trustworthy, more important events/topics

Q10: Are there any new features you would like to see in news platforms?

No

15. Response 49 - Jalen

Q1: What is your gender, age, and occupation?

Female 40 teacher

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

facebook bbc - phone - work day 3 times a day

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

fashion - feel good stories

Q4: What draws your attention to a story? What turns you off from a story?

usually animals will draw my attention - travel - bbc I dislike the violence news.

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

Both

Q6: What would make you choose between one newspaper/publication over the other?

i don't buy a newspaper.

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

Facebook could be daily

Q8: How often do you buy a newspaper? How often do you buy a magazine?

I receive two magazines at home. Instyle and people style.

Q9: What do you think of the NY times, does the brand mean anything to you?

Classic

Q10: Are there any new features you would like to see in news platforms?

i don't understand the question.

Male Traditional Responses

1. Response 4

Q1: What is your gender, age, and occupation?

Male, 41, Administrative Assistant

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

I don't read much anymore, my tablet, phone or computer

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

Sports

Q4: What draws your attention to a story? What turns you off from a story?

Certain events.

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

Both

Q6: What would make you choose between one newspaper/publication over the other?

If they actually report the news with an unbiased approach

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

Sometimes. Facebook

Q8: How often do you buy a newspaper? How often do you buy a magazine?

I don't buy newspapers anymore. I have monthly magazine subscriptions

Q9: What do you think of the NY times, does the brand mean anything to you?

No

Q10: Are there any new features you would like to see in news platforms?

The unbiased truth

2. Response 16 - Jalen

Q1: What is your gender, age, and occupation?

male 52 HMForces

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

Tabloids

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

military

Q4: What draws your attention to a story? What turns you off from a story?

Good headline

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

Find

Q6: What would make you choose between one newspaper/publication over the other?

truth

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

Not often Facebook

Q8: How often do you buy a newspaper? How often do you buy a magazine?

Dailly

Q9: What do you think of the NY times, does the brand mean anything to you?

No

Q10: Are there any new features you would like to see in news platforms?

more sports less politics

3. Response 17 - Jalen

Q1: What is your gender, age, and occupation?

Male,39, Card Dealer Supervisor

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

Vancouver sun,everyday

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

current events, world news, Yes

Q4: What draws your attention to a story? What turns you off from a story?

story of people who are in need most, corruption

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

just find and search the news update

Q6: What would make you choose between one newspaper/publication over the other?

The most updated

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

everyweek, fb,instagram

Q8: How often do you buy a newspaper? How often do you buy a magazine?

newspaper here is free, once a month

Q9: What do you think of the NY times, does the brand mean anything to you?

Respondent skipped this question

Q10: Are there any new features you would like to see in news platforms?

Respondent skipped this question

4. Response 18 - Jalen

Q1: What is your gender, age, and occupation?

Male, 60, & Engineer (retiring soon!)

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

Local daily newspaper. Computer. Twice a day.

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

World news. War on terror!

Q4: What draws your attention to a story? What turns you off from a story?

Innocent people around world affected by "them" terrorists! Politics!

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

The "latter," (find them!)

Q6: What would make you choose between one newspaper/publication over the other?

Hate "unfair/bias" publications!

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

As often as "one" can, especially bad & bias news! Email, Facebook, Personal Messaging!

Q8: How often do you buy a newspaper? How often do you buy a magazine?

Very "rarely" nowadays for both kinds!

Q9: What do you think of the NY times, does the brand mean anything to you?

They're not "very honest" paper, to be frank!

Q10: Are there any new features you would like to see in news platforms?

Simply, be "fair & honest!"

5. Response 20 - Jalen

Q1: What is your gender, age, and occupation?

male,42,butcher

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

Newsday, my phone, at least once a day

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

none because everything that is current events is disturbing.

Q4: What draws your attention to a story? What turns you off from a story?

a good headline, injustice

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

I'm more willing to find the news

Q6: What would make you choose between one newspaper/publication over the other?

if time allows it coffee and paper for sure

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

sometimes

Q8: How often do you buy a newspaper? How often do you buy a magazine?

never any more. This world has changed

Q9: What do you think of the NY times, does the brand mean anything to you?

no...just more money

Q10: Are there any new features you would like to see in news platforms?

yeah, more good news than bad news. Not everything is bad. there are some good people out there!

6. Response 29 - Jalen

Q1: What is your gender, age, and occupation?

male; 48; law enforcement

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

aol; computer; daily

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

world affairs

Q4: What draws your attention to a story? What turns you off from a story?

headlines; sensationalism

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

sent

Q6: What would make you choose between one newspaper/publication over the other?

one that reports facts and puts no political spin on events

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

rarely; facebook

Q8: How often do you buy a newspaper? How often do you buy a magazine?

rarely

Q9: What do you think of the NY times, does the brand mean anything to you?

leading newspaper

Q10: Are there any new features you would like to see in news platforms?

bring back comics

7. Response 41 - Jalen

Q1: What is your gender, age, and occupation?

Male, 37, Civil Servant

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

NY Times, Huffington Post, Computer/Phone, Multiple times a day

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

All, No

Q4: What draws your attention to a story? What turns you off from a story?

5 Ws, fallacy

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

Find

Q6: What would make you choose between one newspaper/publication over the other?

Political Slant and Veracity

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

Often, Facebook

Q8: How often do you buy a newspaper? How often do you buy a magazine?

Never, rarely (once or twice a year)

Q9: What do you think of the NY times, does the brand mean anything to you?

I like the times. The brand means integrity, professionalism in journalism

Q10: Are there any new features you would like to see in news platforms?

not that I can think of

8. Response 45- Jalen

Q1: What is your gender, age, and occupation?

male 43 exterminator

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

the Blaze..android.. couple times a day

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

anything on ISIS and Obama

Q4: What draws your attention to a story? What turns you off from a story?

headline...content.. fluff pieces turn me off

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

both

Q6: What would make you choose between one newspaper/publication over the other?

unbiased accurate reporting

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

often...FB

Q8: How often do you buy a newspaper? How often do you buy a magazine?

never

Q9: What do you think of the NY times, does the brand mean anything to you?

yes its left leaning trash.

Q10: Are there any new features you would like to see in news platforms?

yes actual journalism not consensus

9. Response 47 - Jalen

Q1: What is your gender, age, and occupation?

Male, 41, finance

Q2: Which publications do you use to read your news? Which device do you use to read news most often? How often do you check?

NY Times, IPAD, once a day

Q3: What stories are you most likely to read? Are you attracted to a specific section in current events?

Business, world events, sports

Q4: What draws your attention to a story? What turns you off from a story?

Headlines and topic . Stories that are too one sided

Q5: Are you more willing to read news that are sent to you or you are more willing to find news?

Willing to find news

Q6: What would make you choose between one newspaper/publication over the other?

Usually the one that best reflects the current events.

Q7: How often do you share stories you read about through your social media? What social media do you use when you share stories?

Not often if so via Facebook

Q8: How often do you buy a newspaper? How often do you buy a magazine?

Never really all online now

Q9: What do you think of the NY times, does the brand mean anything to you?

Like it I read it. Integrity.

Q10: Are there any new features you would like to see in news platforms?

None that I can think of

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