From the Medium to the Message

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Traditional areas of focus

Broadcast
Documentary
Television

Longform
Magazine
Print

Shortform
Newspaper

Aural
Radio
New areas of focus

- **Desktops**
  - Websites

- **Tablets**
  - Interactive magazines

- **Mobile**
  - On the go “snacking”

- **Wearable**
  - Updates, notifications

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**How is it different?**
The Medium is the Message

Marshall McLuhan
Understanding Media 1964

“A new medium is never an addition to an old one, nor does it leave the old one in peace. It never ceases to oppress the older media until it finds new shapes and positions for them.”

Content is shaped by where, when, and how the media is consumed
TV/Video
Characteristics: Linear, always moving. Hearing and seeing.
Where consumed: Living room, theater. Increasingly on computing devices.

Radio
Characteristics: Linear, always moving. Listening.
Where consumed: While doing something else; car ride, gym.

Newspaper
Characteristics: Reading, scanning headlines; jumps.
Where consumed: In the morning. Get the previous day’s news with greater depth than TV news.

Magazine
Characteristics: Reading, turning pages, longer stories.
Where consumed: Leisurely, less frequently than newspapers (weekly, monthly) Waiting room.

What does this mean for digital media?
Is the web simply a distribution platform?

ADAPT CONTENT TO THE MEDIUM
Understanding the medium

Lean Forward
People interact with the medium by clicking and scrolling. People skim content in what is described as “scanning mode.”

Lean Back
People are in a more leisurely setting, devoting more time to the medium. Attention span is increased and content is more linear. This is described as “consumption mode.”

Factors for Level of Engagement

• User's intention and the platform.
• Particular task to accomplish.
• Distance between user and platform.
• Habit (including skills and settings)
Source: Engagement Styles: Beyond ‘Lean Forward’ and ‘Lean Back’
Cognitive Research & Design Corporation, Johnny Holland (2012)

Eyetracking
Jakob Nielsen Study

How Users Read on the Web (1997)

Summary: They don't.

People rarely read Web pages word by word; instead, they scan the page, picking out individual words and sentences.

In research on how people read websites we found that 79 percent of our test users always scanned any new page they came across; only 16 percent read word-by-word.
Jakob Nielsen Writing Rules

• Highlight **keywords**
  (hyperlinks serve as one form of highlighting; typeface variations
  and color are others)
• Meaningful sub-headings (not clever ones)
• Bulleted lists
• One idea per paragraph
• Inverted pyramid style
• Half the word count

Optimal Video Length

• Bite-sized: Under 30 seconds
• Short videos: 1 to 5 minutes
• Long videos: over 5 minutes

Source: Globe and Mail video length recommendations based on ComScore surveys
Longform text on Desktops

CONTINUOUS

COMPREHENSIVE

IMMERSIVE

The Principles of Multimedia Journalism
How to Think When Packaging Digital News

RICHARD KOCI HERNANDEZ AND JEREMY RUE

Story Design

As the Port of Oakland decelerates, tons of thousands of these containers, full and empty, make us even existing to bound. “That’s it,” said Ron Bailey, president of the International Longshore and Warehouse Union (ILWU). Local 10, joining in an anonymous end to going to the other end of the road. “We just need to secure that can float in A & B, and it’s amazing how little up it can get along the supply chain.”

Photograph taken in the Los Angeles Harbor during Port Open season in early February. Photo courtesy of Ron Bailey.

That supply chain moves like a global relay race, where containers pass from warehouses to rail to trucks to ship, and then across the ocean. It’s a lengthy and precise process, subject to experience a number of the variables of high-quantity, low-cost, razor-precise by the demands of consumers at the finish line, who only want what there is before running from the shelf or when our friends don’t get delivered.
Tables

Share of Device Page Traffic for News Category (Weekday)
Source: comScore Custom Analytics, U.S., August 2011

- Mobile
- Tablet
- Computer
Where people use tablets

<table>
<thead>
<tr>
<th>Location</th>
<th>Not cellular</th>
<th>Cellular</th>
</tr>
</thead>
<tbody>
<tr>
<td>Living room</td>
<td>60%</td>
<td>67%</td>
</tr>
<tr>
<td>Bedroom</td>
<td>46%</td>
<td>57%</td>
</tr>
<tr>
<td>Traveling</td>
<td>42%</td>
<td>42%</td>
</tr>
<tr>
<td>Home office</td>
<td>35%</td>
<td>42%</td>
</tr>
<tr>
<td>Work</td>
<td>28%</td>
<td>31%</td>
</tr>
<tr>
<td>Outdoors</td>
<td>26%</td>
<td>28%</td>
</tr>
<tr>
<td>In car</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>Kitchen</td>
<td>17%</td>
<td>14%</td>
</tr>
<tr>
<td>Friend/Relative’s house</td>
<td>10%</td>
<td>7%</td>
</tr>
<tr>
<td>Public transportation</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>Daily commute</td>
<td>7%</td>
<td>16%</td>
</tr>
</tbody>
</table>

Source: North American Technographics Telecom And Devices Online Recontact Survey, Q3 2012

Poynter Eyetrack Study

- Nearly constantly in contact with the screen (pinching, swiping, tapping or adjusting view)
- Love swiping horizontally rather than vertically.
- Back-button syndrome still holds true.
- Used with other devices.
- Tablets both "lean back" and "lean forward" often switching based on context.
The "Second Screen," Device usage while watching TV

Tablet

- 7% Once a Month
- 12% Never
- 11% Several Times a Month
- 28% Several Times a Week
- 42% Daily

Smartphone

- 10% Once a Month
- 13% Never
- 14% Several Times a Month
- 24% Several Times a Week
- 40% Daily

Source: Nielsen 2011

Smartphone

Every moment of the day

80% Of people reach for their cellphone within 15-minutes of waking up

"Digital Snacking"

Where people use smartphones

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Waiting in line</td>
<td>59%</td>
</tr>
<tr>
<td>When eating</td>
<td>48%</td>
</tr>
<tr>
<td>During shopping</td>
<td>44%</td>
</tr>
<tr>
<td>During commute</td>
<td>43%</td>
</tr>
<tr>
<td>While socializing</td>
<td>40%</td>
</tr>
<tr>
<td>Using bathroom</td>
<td>39%</td>
</tr>
<tr>
<td>While cooking</td>
<td>27%</td>
</tr>
<tr>
<td>Smoke break</td>
<td>20%</td>
</tr>
<tr>
<td>Walking dog</td>
<td>17%</td>
</tr>
<tr>
<td>Pumping gas</td>
<td>14%</td>
</tr>
<tr>
<td>Exercising</td>
<td>13%</td>
</tr>
<tr>
<td>Bathing</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: The Mobile Movement Study, Google/Ipsos OTXMediaCT, April 2011

People Are Watching A Surprising Amount Of Long-Form Video On Their Phones

Source: Ooyala, Global Video Index Report Q2 2013
Lean Forward  Lean Back  Stand Up

Taking a layered approach.
Ukraine Rushes to Shift Power and Restore Calm

- Lawmakers fire top members of President Yanukovych’s cabinet.
- The military vows to support the new government rather than rallying to the ousted president’s side.

Good morning.

What you need to know to start your Monday: Obama and Boehner meet at the White House, turmoil in Ukraine, and the markets are up.

Los Angeles’ 1943 War on the Zoot Suit

In June 1943, L.A. witnessed some of its most surreal events. Learn more.

The New York Times

A trailer-by-trailer guide to what’s coming to multiplexes or arthouses this summer.
Wearables
The next stage in the battle for our attention: Our wrists

News companies have moved from print dollars to digital dimes to mobile pennies. Now, with the highly anticipated launch of the Apple Watch, the screens are getting even smaller. How are smart publishers thinking about the right way to serve users and maintain their attention on smartwatches?

By JACK RILEY    March 5, 2015, 10 a.m.

Editor's note: On Monday, Apple is expected to formally launch the Apple Watch, which will go on sale next month. As the company shows off what developers have built for its smartwatch, perhaps we’ll see something we didn’t when it was first announced last fall — some indication of how news might fit on the new device.

Jack Riley, head of audience development at The Huffington Post UK, spent the past month here as a Visiting Nieman Fellow, studying that very question: How should news organizations think about the Apple Watch, Android Wear, and the new class of wearables some predict we’ll all have on our wrists soon? What are the opportunities, the risks, and the challenges?

Is it all about notifications?
Voice commands, audio device
Geolocational

Spritz
Takeaways:

• Early adopters will be relatively few in number, but demographically appealing to publishers.
• Wearables are the beginning of a multi-device product mindset.
• Notifications and content will have to be personal, relevant, and glanceable.
• New social norms will develop around giving attention to your wrist.
• Watches could lead to media consumption in new places.
• Widespread adoption is not guaranteed