



From Paper to Persona:

Finding new public squares

Journalism's evolving role in civil society

U.S.-Russian Civil Society Partnership Program

November 14, 2011

Bill Densmore, consulting fellow

Donald W. Reynolds Journalism Institute, Missouri School of Journalism

Director, Media Giraffe Project at Univ. of Mass.-Amherst

<http://www.papertopersona.org>



MEDIA GIRAFFE Project



“Find and spotlight people making innovative, sustainable use of media to foster participatory democracy and community.”

- Profiles database
- Convenings as Journalism That Matters
- Facilitating “news literacy”



« [Display All Giraffes](#) | [View Printable Version of this Profile](#) »

[Create a wiki page for this profile](#)

MEDIA GIRAFFE Project

*Innovation for democracy;
Standing above the crowd*

<http://www.mediagiraffe.org>

SCOUT
REPORT



Barry Parr

Coastsider -- Barry Parr
Montara, CA

<http://www.coastsider.com>

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P.O. Box 0551

Montara, CA 94037

Work: 415-466-0454



Reynolds Journalism Institute



Ideas. Experiments. Research. Solutions.



University of Missouri

rji donald w. reynolds journalism institute

Missouri School of Journalism

What we'll cover ... fast!

- *Situation analysis for U.S. journalism*
- *Threats, opportunities*
- *Examples of innovation*
- *What are the resources to help us?*
- *Why social media matters to civil society*
- *Three suggestions for our work in Moscow*

Situation overview

- *Mass markets splintering*
- *Advertising changing, not sufficient*
- *Technology driving change, innovation*
- *From product to 'persona'*
- *Information abundant, attention not*
- *Relationship: From gatekeeper to InfoValet*
- *KEYS: Privacy, trust, identity, commerce*

RJI research by Steve Mott



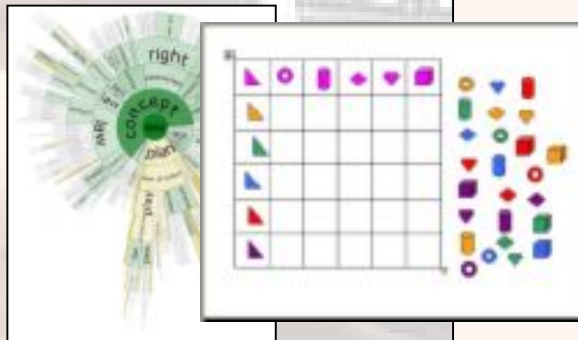
Web 1.0: Connecting People to Information Content

One-way pulling of product information is enabled; transacting becomes search-based; buyers can be anonymous and sellers can be anywhere in world

[Web 1.5: New Predators Emerge]

Web 2.0: Connecting People to People

Social networks encourage user data personalization and permissioning; purchases become transparent and referral-based; buyers and sellers co-habitate in community venues



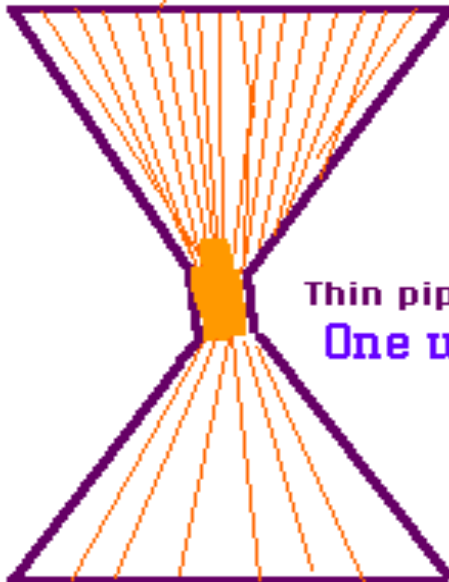
Web 3.0: Connecting Concepts to Meanings

Advanced data relationship matching techniques empower 'information valet' services; transacting becomes embedded in relationships; buyers monetize their value to sellers; sellers transition to 'narrowcasting' to individuals

Hour glass and the cylinder

Information in the
20th Century

Information providers



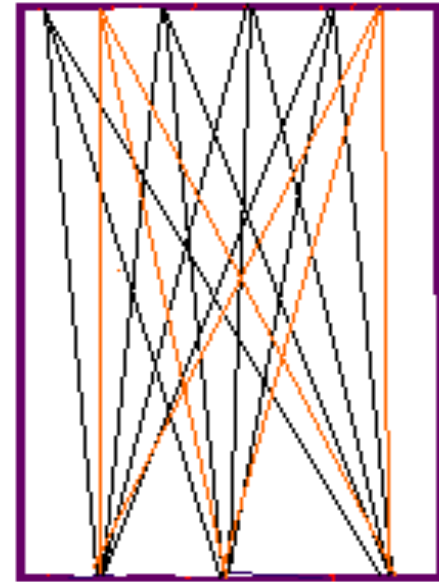
Thin pipes
One way

Information consumers

Hourglass

Information in the
21st Century

Information providers



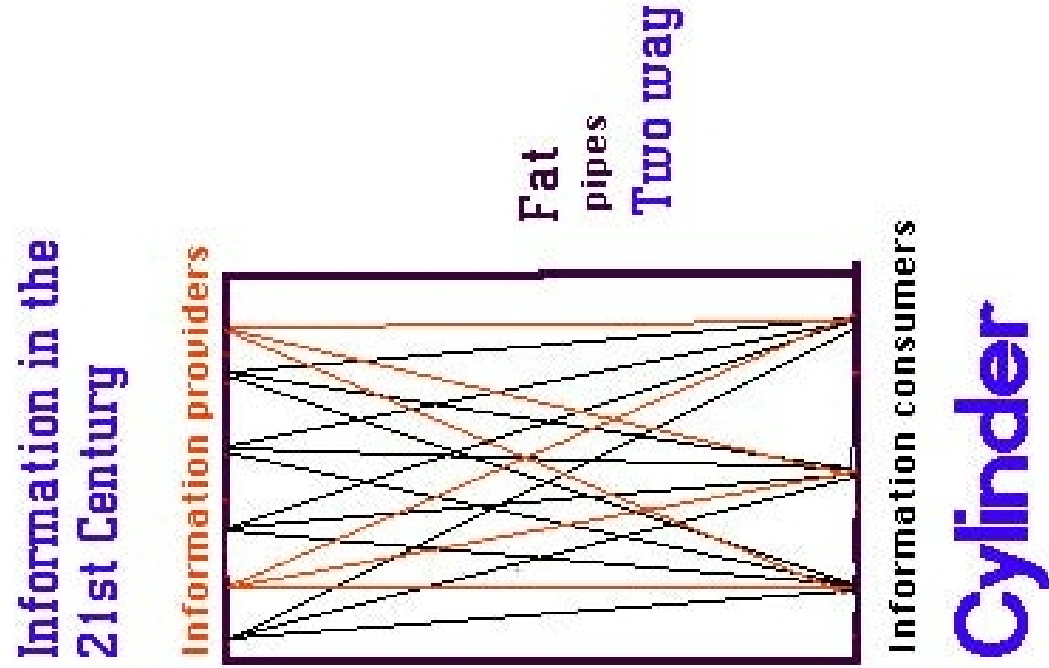
Fat
pipes
Two way

Information consumers

Cylinder

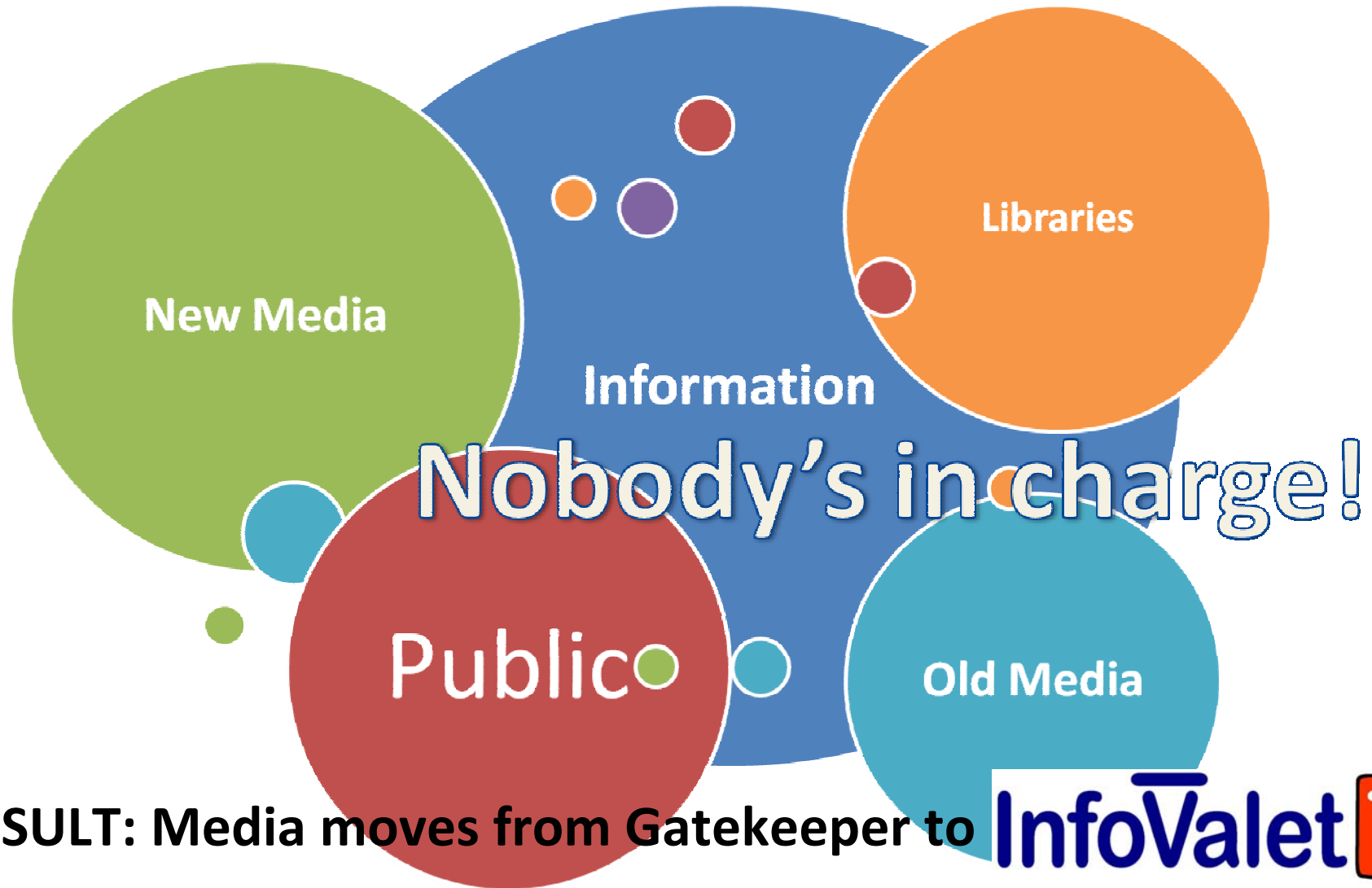
(On side)

Consumer/creators same level



Result: Content abundance

The New Information Equation



RESULT: Media moves from Gatekeeper to

InfoValet 

The Biggest Overall Change?

The Post-Scarcity Economy* --

Information is abundant.

But . . . attention isn't.

Information Age to Attention Age

End of mass markets

- What comes after publishing, broadcasting?
- Automated, customized, one-to-one
- Share payments for custom info, sponsorships
- Part of gatekeeper to infovalet paradigm shift
- Moved to the 'unwalled garden' – trust

Redefining relationship with public

- Marketing one-to-one, permissioned
- Social recommendations paramount
- Vendor-delivered direct: Publisher bylass?
- What is your attention worth? To whom?
- Upending marketing: Project VRM
- Privacy big issue (EU vs. U.S.)

Today's "identity" ecosystem

Display Advertising Technology Landscape



Facebook knows us

ays. because you really want to. And do it with a smile all the time." weren't such a litigious society," she says.

Facebook boosts Groups, unveils Deals

New feature lets users share experiences, save money when shopping

By Jon Swartz
USA TODAY

SAN FRANCISCO — Facebook announced refinements to its social-networking site Tuesday.

The company upgraded its Facebook Groups feature and unveiled Facebook Deals, which is designed to let the site's 500 million users easily share their shopping experiences with one another, and save money in the process. Users can buy the deal with a credit card, share it or like it.

Deals is making its debut in San Francisco, San Diego, Austin, Atlanta and Dallas. (After testing for an unspecified period, it will become available in other cities.)

In November, Facebook introduced a

service for check-in deals.

"This announcement is all about bringing people together," says Facebook's Emily White. "They can discover daily deals through the experiences of their friends."

The new service might pit Facebook against Groupon, LivingSocial and Yelp in a bid to tap into the multibillion-dollar market for daily deals online.

But Greg Sterling, senior analyst at Opus Research, sees Facebook Deals going head-to-head with Google's emerging Offers service.

"Facebook has a huge brand, so this gets its foot in the door with local merchants," Sterling said.

Despite its breakneck growth, Facebook remains on the prowl for ways to expand its revenue beyond advertising.

Ads accounted for 93% of its revenue last year, or \$1.9 billion, according to market researcher eMarketer.

That's expected to dip to 90% in 2011.

Meanwhile, Facebook's update of

Groups adds its popular Photo albums and Questions features and greater administrative control to limit who joins groups.

In effect, prospective members require approval before they are added to a group.

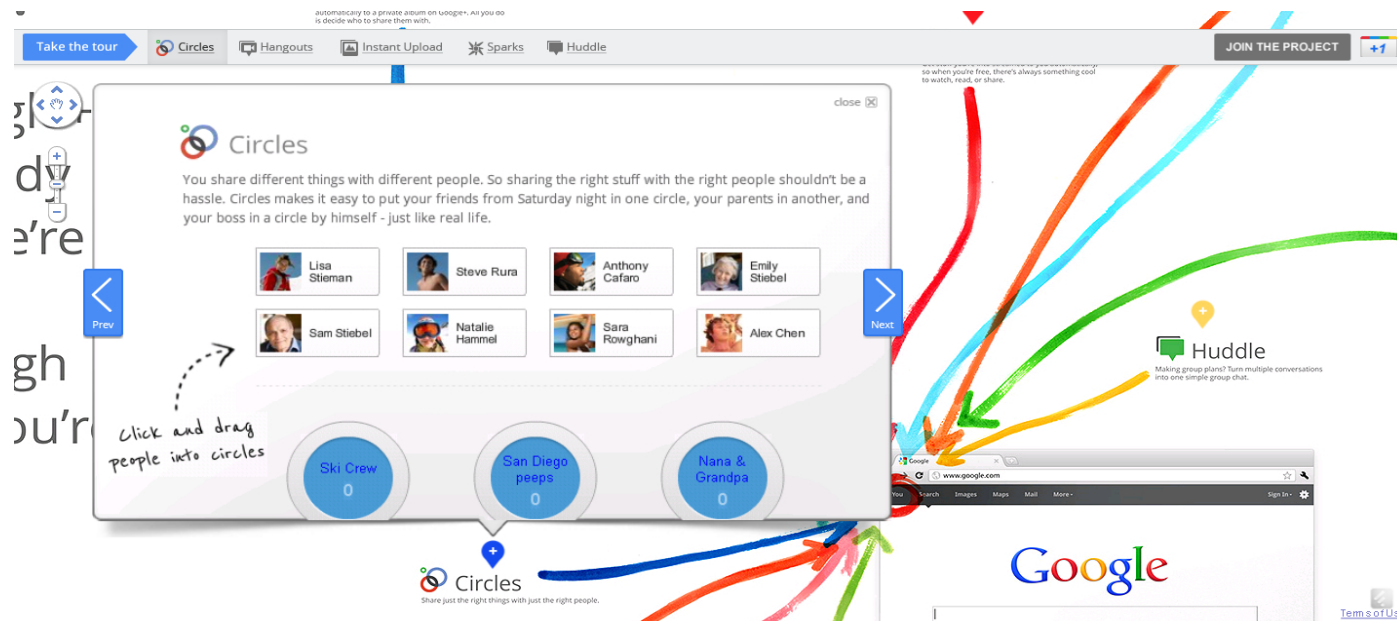
The tweaks come just six months after Facebook introduced Groups, a popular feature that has led to the creation of about 50 million groups on the website, where individuals can gather with those of similar interests and chat.

Facebook has discovered through internal research that the most popular types of groups are for family, friends, academics, sports and other topics, such as religion, games and hobbies.

Facebook also unfurled a new social plug-in — the Send button — that lets users share content they discover on the Internet with specific friends via messages and groups, rather than on their Facebook wall.

Infovalet example: Google+

- Circles helps you build community
- Google learns your cohorts, infers preferences
- You see ads related to your identity



The screenshot shows the Google+ Circles interface. At the top, there's a navigation bar with "Take the tour", "Circles", "Hangouts", "Instant Upload", "Sparks", and "Huddle". A "JOIN THE PROJECT" button is on the right. The main content area features the "Circles" title and a descriptive paragraph: "You share different things with different people. So sharing the right stuff with the right people shouldn't be a hassle. Circles makes it easy to put your friends from Saturday night in one circle, your parents in another, and your boss in a circle by himself - just like real life." Below this is a grid of eight user profile cards: Lisa Steman, Steve Rura, Anthony Cafaro, Emily Stibel, Sam Stibel, Natalie Hammel, Sara Rowghani, and Alex Chen. At the bottom, there are three circular "Circles" buttons: "Ski Crew", "San Diego peeps", and "Nana & Grandpa". A "Click and drag people into circles" annotation with a dashed arrow points to the "Ski Crew" button. To the right, a "Huddle" section is visible with the text "Making group plans? Turn multiple conversations into one simple group chat." The Google logo and search bar are at the bottom. The interface is overlaid with several colorful arrows (red, orange, yellow, green, blue) pointing from the "Circles" section towards the "Huddle" section and the Google search bar, indicating a flow of information or user interaction.

U.S. privacy/persona: “NSTIC”



Some participants:

- Google
- Microsoft
- Verizon
- Equifax
- Not Facebook
- Not publishers

<http://www.nist.gov/nstic/animation.html>



Recapping: Four trends

1. Mass market ads, journalism unglued
2. Abundant info → → Attention Age
3. Social networks success / end of silos
4. Privacy now front-burner issue
(National Strategy for Trusted Identities in Cyberspace)
 - ‘Persona’ valuable in privacy context
 - But who owns “social graph”?

Re-Imagining JOURNALISM

Local News for a Networked World

[://www.knightcomm.org/re-imagining-journalism-local-news-for-a-networked-world/](http://www.knightcomm.org/re-imagining-journalism-local-news-for-a-networked-world/)

: <http://tinyurl.com/knight-imagine>

A WHITE PAPER BY MICHAEL FANCHER

Elements of Journalism -- 2007

BILL KOVACH
& TOM ROSENSTIEL

— THE —

ELEMENTS

OF

JOURNALISM

What Newspeople Should Know
and the Public Should Expect



Elements of journalism, 2011

- Equal partnership with the digital public
- \$\$\$ uncertain: Can no longer rely on advertising
- ‘Atomized’ service – no dominant product
- Pro-am relationship in flux

http://www.ap.org/pages/about/pressreleases/pr_110311b.html

- Trust uncertain (need “news literacy”)
- “New ethic of public engagement” -- Fancher

Where is the new public square?

- Coffee shops / ‘news cafes’ / “Third Places”
- Libraries, museums, public spaces . . . Facebook?
- Fostering gatherings, conversation, community
- Not just about the story; smaller, larger remix
- Convenient, simple access and value exchange
- News social networks . . . Around TRUST

What is citizen journalism?

REFERENCE SERIES

NO. 4

MAPPING DIGITAL MEDIA: CITIZEN JOURNALISM AND THE INTERNET

By Nadine Jurrat



EXCERPTS:

- *Reaching out* -- Encouraging comments on an existing news piece
- *Crowdsourcing* -- A reporter asks the general public to provide additional information to complete a story, or to help check facts
- *Curation* -- Uploading content through specific applications on websites or creating dedicated citizen journalism sites.

Reaching out example

Journal Register Co. experiment, Torrington, Conn.

With coffee and
Discussion alongside
The newsroom.



Crowdsource example -- PIN



Public Insight Network®
O AMERICAN PUBLIC MEDIA™



RT @APMAnnie: What's the best year in rock #music?
t.co/6jWgSZBD Share yours with @publicinsight and
@TheCurrent

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About

Partners

Like 125



Connecting enterprising journalists
with knowledgeable sources.

What is the PIN?

The Public Insight Network provides journalists with the tools and training to tap our growing Network of more than 100,000 sources to produce high-quality journalism.

[Learn more »](#)

Become a source

Every day, sources in the Public Insight Network add context, depth, humanity and relevance to news stories at trusted newsrooms around the country.

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Become a partner

Using our industry-leading platform, journalists and citizens reach beyond pundits, PR professionals and polemicists to inform themselves and each other.

[Contact us »](#)

We work with trusted news organizations and programs across the country. [View all of our partners »](#)

- Twitter as curation for 'citizen' news

The screenshot shows the Missouriian website interface. At the top, there's a search bar and navigation links for Environment, Arts & Culture, Science & Technology, Media, and Politics. A banner for '200 Influencers' features logos for Repo America, planet green, Green, and So La Feed Network. The main content area includes:

- Article 2:** **SpongeBob SquarePants Makes An Enemy**. Text: "Fox News repeatedly criticized a SpongeBob SquarePants book and video about manmade global warming because 'they did not tell kids that that is actually a disputed fact.' In reality, it is not controversial among the ..."
- Article 3:** **Food price spikes — Oxfam America**. Text: "In the last year, international food prices have reached record peaks. In many countries, high food prices have contributed to unrest, instability, violence and increasing inequality and poverty. While volatile food prices impact everyone, the impacts vary across the globe with the poorest and most vulnerable people often getting the shortest end of the stick. To shed more light on the impacts of food price spikes, Oxfam has created an interactive map of Food Price Volatility Pressure Points. This map shows the impacts of price spikes in some of the countries where food prices have complicated the lives of poor people and offers a chance to take action on to help address price volatility. The map shows are areas that are highly vulnerable ..."
- Article 2:** **Study: Climate change imperils Himalayan glaciers - Green House ...**. Text: "Study: Climate change imperils Himalayan glaciers - Green House - USATODAY.com"
- Article 4:** **Timberland Keeps Stretching with Ambitious 2015 CSR Goals**. Text: "Timberland unveiled new 2015 sustainability goals today that in some ways look a lot like the company's 2010 goals."
- Article 2:** **Ex-Soldiers Recruited by U.S. Utilities for Clean Energy Jobs**. Text: "America's electric power industry is angling to get some of the 200,000 troops that return annually from active duty to take on the bevy of jobs ..."

At the bottom, there are social media links for Twitter and Facebook, and a footer with "About · Contact powered by R88R".

Feedback

- Social curation by <http://the.r88r.net/>

- Examples: Communities (LONCs)



Williamstown Beat
A CITIZEN/MEDIA COMMUNITY HUB

CHANNLES | CALENDAR | NEWS | ARTS | SCHOOLS | SPORTS | OPINION | DINING | LIVING | HABITAT | JOBS | CLASSIFIEDS | HELP | CONTACT

Proprietors Fields Plans Expansion in Williamstown - iBerkshires.com

iBerkshires.com
The Berkshire Housing Development Corp. and the current 60-unit complex's owners, the Williamstown Elderly Housing Corp., have begun planning the expansion in the wake of about 200 homes in the Spruces Mobile Home Park being destroyed ...

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Gail's Picks
Articles selected by site editor Gail Burns

Williams football star Reily to be saluted - Berkshire Eagle

Berkshire Eagle
WILLIAMSTOWN -- For years, the legend lay buried inside a box at Cole Field House. The "do not issue" written on the front in bold, black letters had enticed some to peer deeply and others to look glancingly. But there was no denying the box's ...

Upcoming
calendar
Friday, Nov 11th
* Veterans Day
Thursday, Nov 24th
* Thanksgiving

Community News
Why Occupy Wall Street? Williams to Host Pt
Second Hour November 13 - The Young and

Drupal-based, non-profit, small town
<http://www.williamstownbeat.org>

- Examples: Communities (LONCs)




HOME ABOUT CALENDAR CLASSIFIEDS CLASSIC Newsletter Sign-up | Log in | Register Search Baristanet...

Baristanet



Montclair Maplewood Food Lifestyle Real Estate Pets People Places Kids Blogs Deals

Featured Five



**Worth The Trip:
Sugar & Plumm**

Take the kids -- or be a kid -- and visit sweet tooth nirvana.



A Tasteful Experience

Monday, November 14, 2011

Pleasantdale Chateau
West Orange, NJ

Clara Maass Medical Center Foundation

An Evening of Sensational Food & Wine You Won't Want To Miss!
To Benefit the Cancer Center

Click Here To Buy Tickets • 973.450.2277



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DEALS COMMENTS LATEST WEATHER

Barista DEALS

Suburban NYC, entrepreneurial profit
<http://www.baristanet.com>

- Examples: Communities (LONCs)



DAVIS Wiki User name: Password: [\(new user\)](#)

Front Page | People | Recent Changes

Front Page Search:



[Welcome](#) to the community wiki for Davis, California, USA! This project is an interconnected [community](#) effort to explore, discuss and compile anything and everything about Davis — especially the little, enjoyable things. This entire site is maintained by the people who use it: **Everyone can edit this website!**

If you're new, check out the [Introduction](#). Or perhaps try reading a random page: [Jon Li](#)



Explore

Events

- [Events Board](#)
- [Recurring Events](#), [Other Events Calendars](#)

City Life

- [Outdoor Activities](#), [Study Spots](#)
- [Entertainment](#), [Night Time](#), [Music Scene](#), [Local Publications](#)
- [Payphone Project](#), [Cows](#), [Photography](#)
- [Schools](#), [Research & Development](#), [Libraries](#)
- [Art Galleries](#), [Town Art](#), [Local Artists](#), [Urban Art](#)

Featured Page

[Occupy Davis](#) in solidarity with the Occupy Wall Street movement that is taking place all over the United States and world, including Sacramento, Oakland, San Francisco, and L.A.

Round-the-clock occupation of [Central Park](#) began Saturday, October 15 at 10:30 AM during the [Farmers' Market](#). The movement continues to grow as more tents spring up in the northwestern corner of the park.

General assemblies take place every night at **6 P.M.** There are dinners every night, too.

We are the 99%!

**IF YOU DON'T KNOW
WHAT'S GOING ON
OR WHAT WE'RE
TALKING ABOUT
TURN OFF
THE NEWS
AND TUNE IN TO THE MOVEMENT**

Wiki-based, university small city, non-profit
<http://www.daviswiki.org>

• Examples: Communities (LONCs)



Patch Deal of the Day: \$20 for \$40 of Design-it-Yourself Girls' Clothing at... [View the Deal!](#)

46° F
HI:52 LO:31

BAKE NEW FUN da-MIDDLES

Find them in the Baking Aisle

NewLondonPatch [Get the Patch Newsletter](#) [Sign Up](#) [Log In](#) [Change Towns](#)

Editor **Dirk Langeveld**: Heard some news you want us to check out? Let me know:
Dirk.Langeveld@patch.com

Home News Events Places Marketplace Q&A Volunteer Elections 2011 Search

Follow this Patch: Like 686 Newsletter Follow Subscribe

NOV 11 Events

10:00AM
Hello Mangel at the Lyman Allyn Art Museum
Lyman Allyn Art Museum

All Day
Skateboards: Art on the Ply

PORTFOLIO PERFORMANCE REPORTING. FIND OUT HOW YOU'RE REALLY DOING.

- ✓ Measure against a personalized benchmark relative to your goals
- ✓ Help determine whether you're taking on an appropriate amount of risk for your personal risk tolerance

TALK TO CHUCK

Get Patched In
New London news, events, and deals, delivered straight to you.

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Public company (AOL), hundreds of sites
<http://newlondon.patch.com>

<http://tinyurl.com/soros-report>



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 OPEN SOCIETY
FOUNDATIONS

ADVANTAGES . . .

- Transparent research
- Expanded ideological diversity

- More information

BUT . . .

- Not always trustworthy
- Ethics, legal training needed
- ‘News literacy’ teaching
- Because we’re all journos

What's Possible When Librarians and Journalists Meet?



A work session for journalists, librarians and citizens

April 6-7, 2011 / MIT / Cambridge, Mass.

(immediately prior to the
National Conference for Media Reform)

REGISTER NOW: www.biblionews.org

BEYOND BOOKS



NEWS, LITERACY AND DEMOCRACY FOR AMERICA'S LIBRARIES

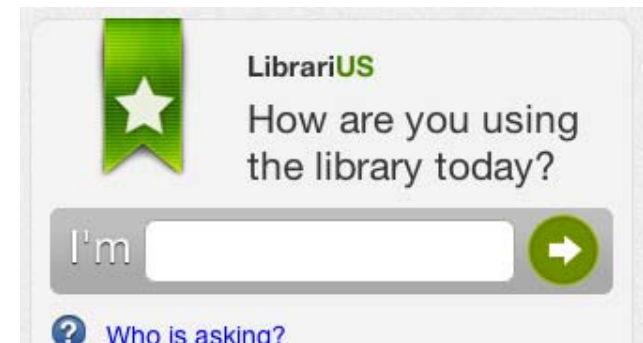
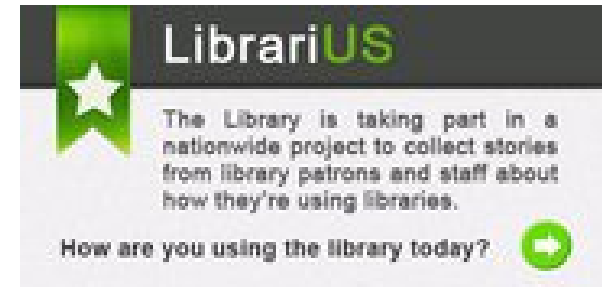
[Home](#) [Session Notes](#) [Who Participated?](#) [Invitation](#) [Catalytic Conversations](#) [Participate Online](#) [Program](#) [Resources](#) [Sponsors](#)

JTM Home

PIN and libraries . . .



- Survey library usage
- Add users to 250K source file
- Opt-in digital user base for libraries
- Common values/purposes:
 - Information access
 - Civic engagement
 - Free speech

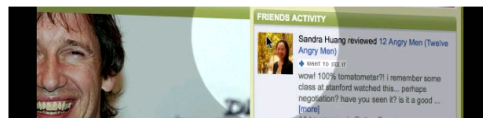
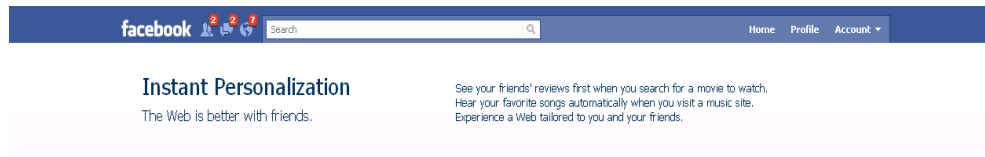


Public Insight Network®

AMERICAN PUBLIC MEDIA™

Infovalet example: Facebook

- “Facebook instant personalization”
- Delivers you ‘persona’ to partners
- You see ads related to your identity
- Citizen-journalism platform?



You control what information is available to these partners by managing the information set in your privacy settings. Or you can turn off instant personalization altogether, at which time your information will no longer be instantly available to any partner sites. Find out more about instant personalization in the Help Center.

Examples



Investigative News Network



- 60+ members
- Grant funded, some donations
- ‘Watchdog’ reporting
- Shared with the public via web





News U – Poynter Institute

- St. Petersburg, Fla. USA
- Two million users
- Training delivered online
- Digital skills / news literacy
- Mobile, social media
- Non-journalists welcomed
- Knight Foundation funding
- <http://www.newsu.org>
- *See Howard Finberg – he's here!*





Journalism That Matters

- ‘Cross-silo’ convenings
- Journalists and ...
 - *Technologists*
 - *Librarians*
 - *Educators*
 - *Scholars / researchers*
- Open-space gatherings
- Ongoing collaboration
- <http://www.journalismthatmatters.org>
(disclosure, Densmore a JTM director)





Center for Civic Media – MIT

- Cambridge, Mass., USA
- What's after legacy media?
- Connecting civic values with engineering
- Not just news
- Strengthening social bonds
- <http://civic.mit.edu/what-is-civic-media>





Aspen Institute / Knight Foundation



- Washington, D.C.
- Communication & Society
- Convenings / white papers
- 2009 Knight Commission report
- Focus on community information needs
- <http://www.aspeninstitute.org/policy-work/communications-society>





Reynolds Journalism Institute

- Futures Lab / CASR
- Fellows program
- Fostering ideas . . .
- Research, experiments
- Leading to solutions which . . .
- Sustain values, principles
purposes of journalism
- Oldest, second largest U.S. J-school
- <http://www.rjionline.org>



Suggestions



Social media & civil society

- Convening no longer just media job
- New technologies enable this
- Sharing for altruism, self-definition, empathy, connectedness, evangelism
- Sharing leads to engagement
- Community, not conflict key interest
- RESULT: Drawing in new voices

Our task in Moscow

- Cross topics, cross silos
- Ethical standards development
- Assess value of information
 - *As a commercial service*
 - *As a public good*
- Assert value appropriately
- Develop sharing / commerce infrastructure

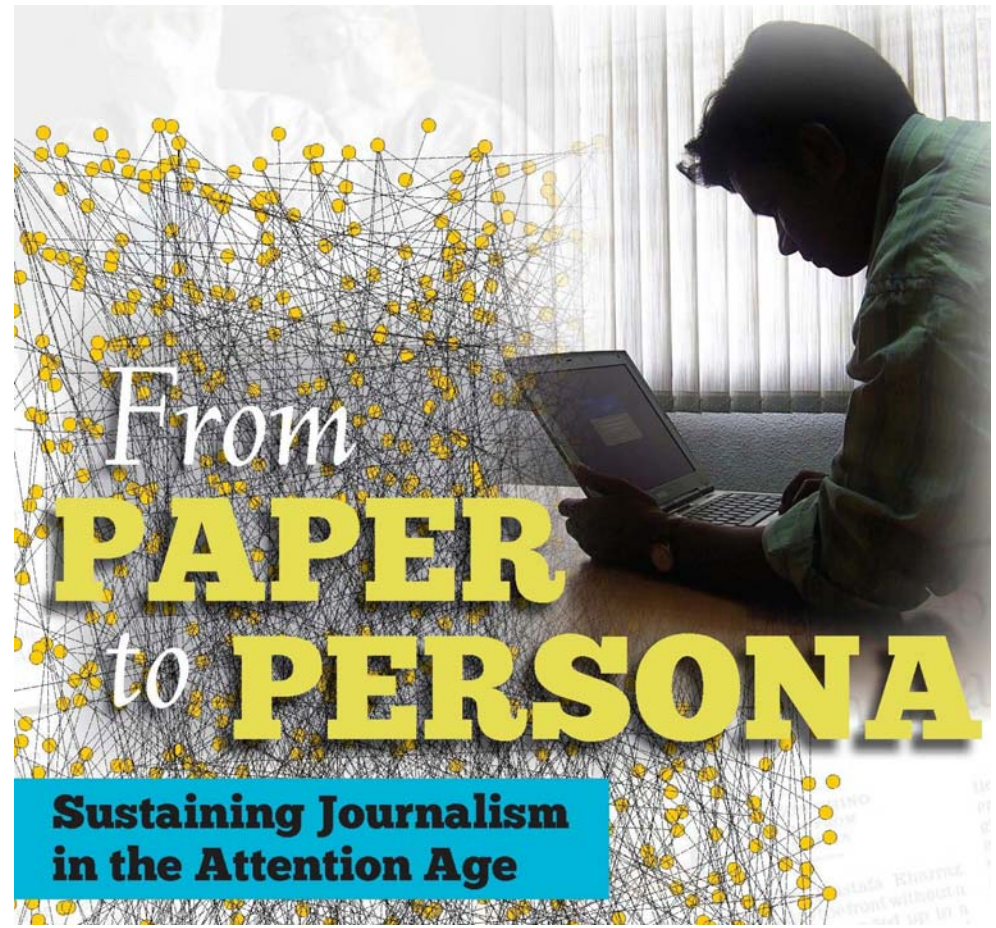
What's next?



From Paper to Persona:

Managing Privacy and
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Published: August 4, 2011
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RJI Consulting Fellow
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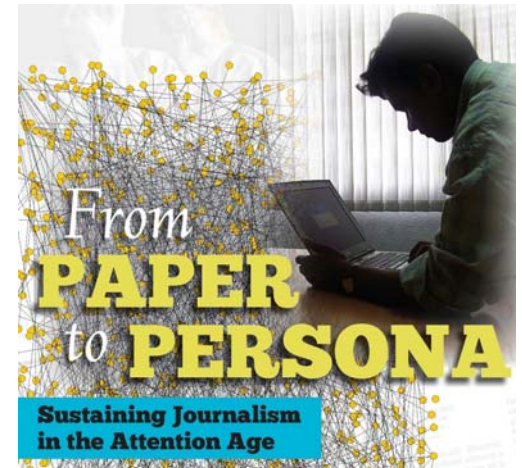


From Paper to Persona:

"A non-profit collaboration to share technology, users and content could help news organizations find new revenues and become better at serving the public, according to a report from the Donald W. Reynolds Journalism Institute."

-- excerpt from Aug. 4 announcement

<http://www.papertopersona.org>



Thank you.

Tonight presentation will be at:

<http://www.newshare.com/cspp-talk.pdf>

<http://www.newshare.com/cspp-russ.pdf>

Updated white paper is at:

<http://www.newshare.com/whitepaper.pdf>

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Densmorew@rjionline.org

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