

Newspaper **Shift!**

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12/01/2011

Newspapers have been changing for decades, and the major reason this is, is because their readers are changing constantly. People today are completely different to previous generations. Older newspapers were a lot bigger than more modern newspapers. Their articles were much longer and more descriptive. Some years ago the tabloid newspapers became more popular, catering for people's taste for short quick news. Today people are so connected to the Internet that many people rely on blogs for news, especially professional blogs such as The Huffington Post and The Daily Dish have become popular. It may seem as if the amount of news people are reading today is shrinking, however this is not the case (Massing, 2009). When comparing the formats of newspapers it is clear that a regular printed newspaper only gives you what is printed, and nothing more. A tabloid printed version of a newspaper gives the reader even less information, but allows the reader to read fast and efficiently, and professional blogs on the Internet (Boxer, 2008), although similar to tabloid newspapers (short, quick and efficient information) provides sources that allow you to get even more information on a particular subject than a regular newspaper does, thereby having the best of both worlds. You can read fast and efficiently, but at the same time you can get endless information on a particular item. News readers are not reading less, they have just become a lot more selective and decisive on what they want to read and how much they want to read about it (Rodzvilla, 2008).

With this in mind I want to create a Firefox plugin, which according to the Merriam-Webster dictionary is a small piece of software that supplements a larger program (as a browser). My plugin will allow readers of professional blogs to highlight particular words that interests them and are eager to read more on. After highlighting the word the plugin searches for all the feeds that have been added to the Internet in the last 24 hours and places them into an "old fashioned" designed newspaper format (I have chosen 24 hours because that is the time span of a regular printed newspaper). Thereby creating an extreme newspaper as per subject matter. For example, if someone was reading a blog on the Internet and wants more information on for instance "cats", they would then highlight the word, then enter it into the plugin, which then fetches all the feeds about that word that have been added to the Internet in the previous 24 hours. This not only gives you more information but also shows the reader which subjects are the most popular on the Internet within that period globally.

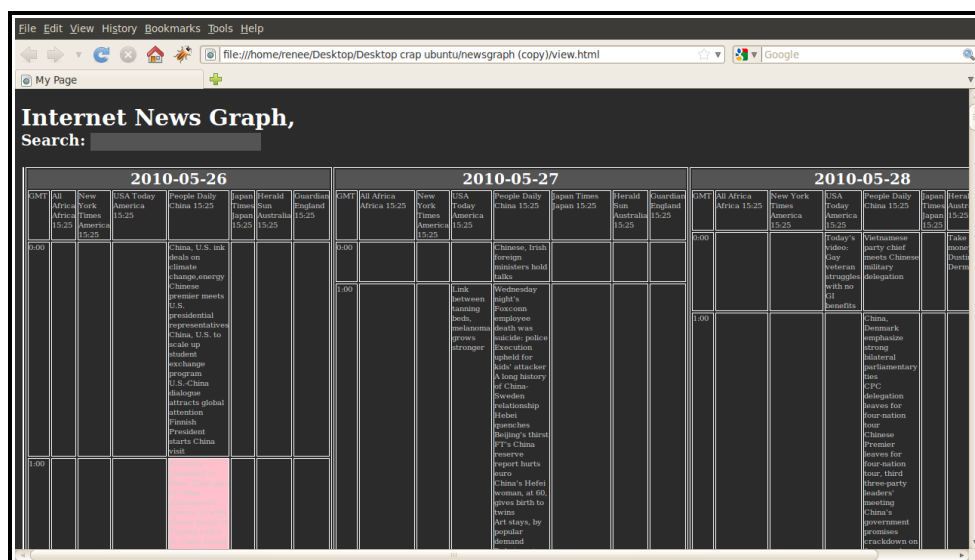
"According to the blog Paper Cuts, newspapers lost 15,974 jobs in 2008 and another 10,000 in the first half of 2009. That's 26,000 fewer reporters, editors, photographers, and columnists to cover the world, analyze political and economic affairs, root out corruption and abuse, and write about culture, entertainment and sports"(Massing, 2009, p29). It is clear that the Internet has had a great impact on newspapers. For the newspapers to get back in shape they need to understand what changes they need to make to remain attractive to their audiences. The Independent, for example, launched a cheap tabloid digest edition called 'The I'. It gives the readers the same content but simply edited down so that it can be read quickly on your way to work. This is an example of how the design changes to fit its new audience (The Independent, 2003). Another example is Bloggers Mickey Kaus and Andrew Sullivan. Kaus is the founder of the blog Kausfiles in 1999, his way of writing became so popular that he was asked to write for Slate. (Massing, 2009) Sullivan founder of the blog, The Daily Dish in 2000, was asked to write for the Atlantic. Their articles are short, sharp, conversational bursts of commentary and opinion built around links to articles, columns, documents, and other blogs (Massing, 2009). This is exactly the type of writing people today are waiting for. People want "blog like" texts. Short, simple and to the point, with the option to read more on the subject by clicking on selected links if wanted. It is clear that the manner in which we gather and receive information today has changed. I believe that readers today will reshape the future of newspapers, and professional journalists will reestablish themselves in professional blogs such as The Daily Dish or The Huffington Post (Massing, 2009).

Through the advancement of modern technology, we expect everything in our lives to be done fast, easily and efficiently. People today do not have the time or patience to read an entire newspaper everyday. They want fast news, the big stories, quick and easy, and they do not want to have to pay for it every day. Internet has all this to offer and is also one of the major reasons the newspaper industry has to change (Massing, 2009). The Internet has created this urge within people to participate, interact and reflect on things that are going on in the world (Boxer, 2008).

I believe if the newspaper industry wants to survive it needs to change to fit its new audience. One of the major reasons newspapers are still alive now is because they offer both local and global news

with professional comments and analysis (Massing, 2009). I want to investigate what newspapers are doing to keep up with this fast changing media landscape and how citizen journalism (Blogs, Twitter, You-tube, Facebook) plays a major role in it and maybe can be seen and represented as a symbol of change. I will investigate how the nature of journalism (the craft and skills) has changed. Professional journalism will always remain but the way they work, collect information, write articles, use references, and interact with there audience is changing (Boxer, 2008).

In 2010 I created an interactive graph (Internet News Graph) that focuses on four different newspapers from four different continents. The graph collects headlines of each newspaper and places them within the graph according to the time and date that they are released. In this way you are able to see the exact time that headlines are being published and the delay some newspapers have in relation to others. The graph allows the user to search for particular words, the words are then highlighted thereby giving you a visual image of the published time of each newspaper and the amount of headlines that are being written about the users particular word search. The project gave the user an understanding of what the newspapers of each continent are more focused on, how long it takes the newspapers to publish and allows the user to read the same articles from four different view points. The reason I made this graph is because I wanted to show a different way of perceiving and viewing the vast quantities of information the Internet is giving us. This is also what I am aiming for in my practical project; taking the information shrinking it down so that it can be read quickly and then giving the readers the possibility to dig deeper. Next to my plugin I also want to rework my "Internet news graph". I want to change the graph in such a way that the viewers are able to choose there own newspapers that they want to compare. Hereby making the user control what is being printed and what is being compared.



Internet News Graph

I am interested in using information that is available and structuring it in such a way that people start to perceive and view the information in a different way than first intended. For my thesis I tend to follow the same route. Through research I want to show how news, both contextually and visually has changed from what it was to what it is now during the digital revolution. I want to explain how news has been reformatted to fit the web, and investigate how this new way of reading news is better suited to the way we live now. I will examine old newspapers and compare them to current newspapers to see how there style in writing has changed, and compare there layout and sources, both on/offline. key questions that drive my research are, In what ways do we as 'readers' now differ from 'readers' in the past? (from print to pixel), Is there a fundamental difference between the way we consume and produce online news compared to offline news?, And what are the particular aspects of blogs that make them so attractive to its readers? My aim is to show that readers are changing the future of newspapers and that there future lies in the hands of professional journalists that establish themselves in professional blogs.

The newspaper industry must change to fit its new audience. People today want fast news, with the

option to read more on the subject matter if needed (The Independent, 2004). I believe professional blogs are the future. In my project and thesis I intend to show how it has changed and show what type of possibilities and opportunities have been created by combining professional journalism with new media. It is very important that a design is created based on its purpose and not the other way around. If newspapers want to get back in shape they need to understand that their future lies in the hands of its users, and wherever the user decides to go, the design has to follow along with it (Rodzvilla, 2008). It is exactly as Abraham Zaleznik states "Design is directed toward human beings. To design is to solve human problems by identifying them and executing the best solution".

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