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# Online News Association

**Virtual Brainstorming Session on Digital News Credibility  
and Input on ONA Survey Structure**

**Advanced Strategy Lab OnLine Session Report**

**April 3, 2001**

**Facilitated by:**

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## Digital News Credibility

<b>Description:</b>	Welcome to our Advanced Strategy Lab (ASL) Session on Digital News Credibility. This session will include approximately 20 national media participants and will focus on their views regarding digital journalism and specifically the issue of digital news credibility. The session will be co-facilitated by Howard Finberg and Douglas Griffen. The session will begin at 12:00pm EST. <b>**PLEASE ACCESS THE VOICE CONFERENCE CALL FOR FURTHER INSTRUCTIONS **</b>
<b>Started:</b>	02 April, 2001 09:30 CST
<b>Ended:</b>	02 May, 2001 09:30 CST
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# Defining Journalism Today

<b>Instructions:</b>	As you think about 'journalism' today, and how people view it, how would you personally define 'journalism'? What is it that defines, in your view, the essence of journalism? (Please enter your response as a single entry and be as specific as you can)
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## Ideas Results

**20/27 fully contributed.**

1. The pursuit and presentation of the news without fear or favor on any media platform available.
2. The gathering, distilling, organizing of news and information within the context of the community and history
3. Quality, accurate, authoritative information that informs and entertains
4. I guess I would say the essential points are a search for and obligation to the truth, a desire and willingness to convey that truth where you find it, and an editorial independence and integrity.
5. Unbiased reporting of information relevant to its audience.
6. To report, comment or analyze news or information with accuracy and fairness in any and all media
7. Filtering through immense mass of current events and information to find what's most relevant and important for your community. Then reporting it to them in a form they can easily digest and can use, given their increasingly hectic lifestyle.
8. Journalism is providing information to users, viewers and readers about what's happening in our world, our community. It's an ever evolving definition, however, because journalism is more and more a reflection of what readers/viewers/and users want to know about their world.
9. Journalism is the process of reporting, digesting, analyzing and conveying information about users' lives.
10. Journalism is the gathering and ordering of information into an evaluated communication that informs the public.
11. Journalism is the thought, gathering and ethical execution of information delivery to an audience in a manner that helps people live their lives.
12. The gathering and reporting of news to the public via the media by an independent organization or individual.
13. Informing the public by accurately presenting important events, issues in a compelling, impartial and fair manner, placing primary value on significance and relevance.
14. Synthesizing events and ideas that are current in a community, and delivering that synthesis to members of the community
15. Journalism is the first take of history. It is also the means for putting events into a context which enhances understanding for the news audience.
16. The investigation, interpretation and dissemination of information from any source, and the independent check on government to assure a free flow of information.

## Defining Attributes of a Journalist

<b>Instructions:</b>	Think now about 'Journalists'. In your view, what are the most important attributes for someone today to be considered a 'journalist'? What qualifies someone to be a 'journalist' in the public/consumers' eyes? (multiple entries...)
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### Ideas Results

**26/27 fully contributed.**

1. curiosity
2. Fairness
3. Independence
4. energy
5. Accuracy
6. intelligence, independence
7. Integrity
8. intelligent
9. Critical thinker
10. accuracy, fairness
11. clarity of thinking
12. Basic: facility with the language
13. storytelling
14. Accountability
15. Wholeness
16. truthfulness
17. The ability to take complex ideas and explain them
18. thorough
19. technologically-savvy
20. well rounded
21. A reporter
22. Honest
23. experience, training
24. Sense of adventure
25. Awareness and interest in the community
26. flexible
27. ethical
28. fairness, accuracy, independence, integrity
29. Curiosity
30. A columnist
31. Fair - unbiased
32. not afraid to try new things
33. freedom from corporate or government ties
34. Empathetic
35. hungry
36. Unbiased analysis
37. Researcher
38. Knowledgeable
39. Aware of own biases, able to work around/with them
40. Inquisitive
41. contrariness
42. Entrepreneurial
43. Understand the community
44. Focused on reporting not self
45. fast
46. Inquisitive
47. multimedia
48. politically savvy (and not just in politics)
49. Hey, don't dis Clark Kent. "Truth, justice and the American Way!"
50. A critical thinker



51. the journalist reports events and news to the community
52. understands and is involved in their community
53. Balances speed with accuracy
54. Analytical
55. Basic understanding of civics
56. Focused on the audience--embodying their curiosity
57. thoughtful
58. Aggressive
59. the journalist views her job as informing the community
60. Watchdog

61. take that, Clark Kent
62. A story teller (some great, some adequate)
63. Knows how to develop multiple sources
64. idealistic
65. Medium-neutral
66. Seeks out diverse viewpoints
67. competitive
68. some journalists report, some comment
69. Good looking (TV)
70. A capacity for outrage, but not cynicism.
71. Willing to work for little money

## Categorization of Journalist Attributes

<b>Instructions:</b>	Please review the following list of journalist attributes...we'll discuss them and consider them more fully as we discuss digital journalism.
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### SubIdeas Results

**26/27 fully contributed.**

1. Curiosity
2. Fairness
3. Level of independence
4. Accuracy
5. High integrity
6. Ability to tell stories
7. Ability to take the complex and simplify
8. Awareness of community
9. Multimedia savvy
10. Focused on the truth
11. Flexible/adaptive
12. Hungry, investigative approach
13. Critical thinking
14. Balanced between speed and accuracy
15. Political savvy

# Digital News Credibility Issues

<b>Instructions:</b>	One of our primary interests today is to understand how people perceive digital news and digital news credibility. As you think about consumers today, what do you feel are the most significant issues to be addressed for digital news to be widely accepted as a credible and high impact medium? (multiple responses...)
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## Ideas Results

**19/27 fully contributed.**

1. balancing currency and accuracy
2. Privacy concerns
3. Rush to be first over accuracy
4. Knowing the source of news
5. Digital journalists need to embrace the traditional values of journalism (i.e. those attributes just listed)
6. Editing
7. How much does the speed of online journalism mean sacrifice of accuracy?
8. blurring of ad/editorial
9. easy to use / find information on news sites
10. Privacy
11. 24-hour news cycle
12. Misunderstanding what is original reporting by individual or institution and what is simply distribution of someone else's work.
13. Do digital journalists have the same training, education as traditional journalists?
14. Freer and faster way to deliver news
15. We need to hold ourselves to the same standards as print and broadcast news
16. guarantee of privacy
17. Corporate consolidation and control
18. Accountability
19. non-journalists working in newsroom, handling news
20. personalized
21. re-establishing brand credibility as everybody and their brother come out with a "news" site
22. Sloppy reporting
23. Who are these guys? I think that's what many consumers wonder
24. Mixing of on-line editorial content and e-commerce
25. They don't hold the newspaper or magazine or see our faces on TV
26. Understanding sources of information
27. Context
28. The fact that most major news organizations continue to distance themselves from online journalism (even as they provide it) is not helping. The people viewed as credible are looking askance at their digital colleagues
29. Replicating the century-old trust that newspapers have built in their communities
30. Good comment by K. Fulton recently in CJR that not all information in newspaper is news and that we have to distinguish between the two, i.e. news and information (TV listing, for example)
31. Replicating the century-old trust that newspapers have built in their communities
32. Too much stuff on the Internet means users have less time to evaluate and feel overwhelmed.

33. Lack of demarcation between news, advertising and advertorial
34. Time
35. Authoritative Record
36. Differentiating between credible and non-credible reports
37. Distinguish between news and unsupported or biased information or misinformation in an environment where everyone can publish.
38. Not having advertising/marketing dictate the news agenda--plus blurring of lines between edit, advertising and e-commerce
39. lack of "news persona" it's the only live medium where you can't necessarily hear the voice or see the face of the person giving you the information, and we should not underestimate how important that is to users
40. On the Internet, not only does no one know you're a dog -- they don't know if you are an advertiser, scam artist or what have you, hiding under the guise of "news."
41. Journalist qualifications
42. Authoritative Record
43. Editing, editing, editing
44. Who is a journalist? Anyone with a PC?
45. Gossip news
46. Corporate and government "news" that intentionally blurs the distinction between journalism, independent opinion and propaganda.
47. Quality writing
48. info-glut - how to help news consumers get what they need
49. Blurring the lines between news and entertainment
50. Understanding varying levels of trust and qualifications as information streams into their lives
51. Introduce accountability for the consumers to see
52. quality content of all types
53. Multiple updated versions of the same story online means users feel like it's all written in sand.
54. Blurring the lines between news and advertising
55. Brands matter
56. intermixed advertising.... no clear labeling, no clear rules to signal to users what is what
57. Authoritative Record
58. People have no idea what our agenda is -- they just lump everything together as "content."
59. The intrusion of marketing, branding and other business concerns into news decisions
60. Like any new medium it'll take time for comfort level to develop.
61. To be understood as one - but the most trusted - source of information in their world
62. information consumerism training - helping people make good choices
63. Lack of corrections policy
64. Less checks and balances
65. Trusted Source
66. Significant issue to be addressed: therapy for national news anchors who are no longer the loudest voices
67. Tone
68. Opinions
69. Constant education and dialogue between established media and new media with public participation.
70. news BURIED by dotcom hype -- diminished by it in fact
71. Fairness
72. Accuracy
73. High impact medium--digital divide will have to be bridged so it's not just middle-class Americans talking to each other.
74. They need to know we have the same standards as print, broadcast
75. Integrity

76. The role of community authored content in news

77. Responsible behavior, and communications with our readers/users to let them know what we are about.

78. Stay true to core values of journalism as defined earlier but keep education process going.

79. The business roles that journalists have sought, or taken on. Are they still journalists?

80. Training

81. News sites also trying to be cool sites -- and losing credibility in the process

82. Oversimplification of issues or events

83. Get more young people involved and trained in core values.

84. Perhaps run more editors letters explaining how we do what we do, and along the way giving our journalists a face

85. Understand difference of data and journalism

86. being found

87. People didn't trust the "old" media. They still don't trust it.

88. Provide a range of voices

## Categorization of Digital News Issues

<b>Instructions:</b>	Please review the following list of digital news issues. In our discussion, we'll add any significant issues that may have been missed in the initial identification, then we'll prioritize these issues in terms of how significant they are to digital news credibility
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### Subideas Results

**20/27 fully contributed.**

1. Balancing accuracy and speed
2. Dealing with privacy issues
3. Dealing with the rush to be first (especially in an Internet environment)
4. The need to embrace traditional values in a new medium
5. Dealing with a 24 hour news medium
6. Being personalized to the consumers
7. Dealing with a information glut (getting through it all)
8. Knowing the source on news and information
9. Effective editing
10. Difficulty in personally connecting with the consumer
11. Mixing on-line content and e-commerce
12. Dealing with sloppy and ineffective reporting
13. Who is a journalist? (anyone with a PC?).
14. Understanding time stamps and currency
15. Dealing with gossip news vs. real content
16. Blurring lines between news and advertising
17. Seeing multiple versions of the same story constantly being updated
18. The issue of data vs. journalism
19. Lack of a corrections policy
20. News sites that are trying to be 'cool' and may be losing credibility
21. Traditional media no longer having the 'loudest voice'
22. Online news being buried by the dot com hype
23. The need to have community input and being clear about that input (being valid)
24. How we convey credibility to the audience, that you are a trusted source
25. Corporate media consolidation and it's effect to the industry

## Assessment of Digital News Issues

<b>Instructions:</b>	Please assess the list of digital news issues in terms of how significant each is in terms of the overall acceptance of digital news. Rate the items on a 1 to 10, low to high basis.
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### HIGH/LOW REPORT 15/27 fully contributed.

High	Low	Avg.	Std. Dev.	Idea
10	5	8.7	1.7	1. Knowing the source on news and information
10	1	8.6	2.6	2. Blurring lines between news and advertising
10	1	8.5	2.3	3. How we convey credibility to the audience, that you are a trusted source
10	2	8.3	2.2	4. The need to embrace traditional values in a new medium
10	1	7.9	3.0	5. Balancing accuracy and speed
10	2	7.7	2.8	6. Dealing with the rush to be first (especially in an Internet environment)
10	2	7.6	2.3	7. Dealing with sloppy and ineffective reporting
10	1	7.5	2.4	8. Corporate media consolidation and it's effect to the industry
10	2	7.1	2.3	9. Dealing with a information glut (getting through it all)
10	1	7.1	2.8	10. Mixing on-line content and e-commerce
10	2	6.8	2.3	11. The need to have community input and being clear about that input (being valid)
10	1	6.7	2.4	12. Effective editing
10	3	6.6	2.3	13. Dealing with a 24 hour news medium
10	1	6.6	2.6	14. Lack of a corrections policy
9	3	6.2	1.7	15. Dealing with gossip news vs. real content
9	3	6.1	2.3	16. The issue of data vs. journalism
9	3	5.9	2.3	17. Traditional media no longer having the 'loudest voice'
10	1	5.7	2.2	18. Dealing with privacy issues
10	2	5.7	2.5	19. Seeing multiple versions of the same story constantly being updated
10	1	5.7	3.7	20. Who is a journalist? (anyone with a PC?).
10	2	5.6	2.7	21. Online news being buried by the dot com hype

<b>High</b>	<b>Low</b>	<b>Avg.</b>	<b>Std. Dev.</b>	<b>Idea</b>
<b>9</b>	<b>1</b>	<b>5.4</b>	<b>2.4</b>	22. News sites that are trying to be 'cool' and may be losing credibility
<b>8</b>	<b>1</b>	<b>4.6</b>	<b>2.1</b>	23. Difficulty in personally connecting with the consumer
<b>10</b>	<b>1</b>	<b>4.5</b>	<b>2.4</b>	24. Being personalized to the consumers
<b>8</b>	<b>1</b>	<b>3.9</b>	<b>2.3</b>	25. Understanding time stamps and currency



# Digital Credibility Attributes

<b>Instructions:</b>	In your view, what's the SINGLE MOST IMPORTANT ATTRIBUTE for digital news credibility? Why is that attribute so important? How will that attribute affect readers/consumers of digital news? (please submit as a single entry, and be as specific as you can)
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## Ideas Results

**19/27 fully contributed.**

1. truth
2. Accuracy. If you get it right, people will believe you.
3. accuracy and fairness: readers need to know that we employ traditionally rigorous methods to get them the best and most balanced information.
4. Accuracy is the most important attribute affecting credibility.
5. Reliability. Credibility is built over time, and is a factor of a user/consumer/reader/listener being able to rely on a source of information day to day, month to month, and year to year.
6. Separation of editorial and advertising content. Without it, we can never attain the threshold level of credibility we need to establish all the other editorial attributes we are discussing, and that we seek.
7. Accuracy. It's hard to gain trust back once you've lost it.
8. Approachability / believability - readers need to feel it is their news, that the news (and the newsmaker) is something they can relate to, that this news sources is the one they have to turn to when they want to scratch their news itch
9. Knowledge of the source of information
10. Integrity. A reputation for integrity, independence, accuracy and honesty is indispensable -- and fragile. People need to know whom they can trust. Good journalism fosters an informed citizenry.
11. As journalists, accuracy is most important to get and retain trusts. But as journalists in a new medium, the clear separation of editorial and advertising impacts our credibility as well.
12. Writing guidelines that serve as a foundation for training digital journalists about standards...and the training and enforcement and expectations that follow within the industry and within news organizations. We must have a foundation to ensure the future of and credibility of digital journalism
13. Establishing a news "brand" that carries among its values a commitment to fairness, accuracy, reliability, community, etc.. This is what newspapers and news networks have done over the decades, and the challenge may be simply to establish those commitments within an online brand, but faster.
14. Accuracy breeds trust. Also, consumers want to know how info is gathered--the journalistic process.
15. truth: The ultimate test of anything that purports to be non-fiction is that it accurately reports the facts. The interpretation of those facts, and the revelation of additional facts, enable the audience to judge the facts for what they are.
16. Reliability and ability to stand out as credible in an online world of commoitized content

# Advertising Placement in News Sites

<b>Instructions:</b>	How do you think that consumers feel about advertising placement in online news sites? Under what circumstances would they support advertising placement? (single entry, please be as specific as you can...)
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## Ideas Results

**18/27 fully contributed.**

1. Placement is not the issue. Clear labeling is the issues. Consumers are comfortable so long as they understand what they're seeing. Label ads as ads
2. Consumers would be most likely to support advertising that is related or relevant
3. clear visual and/or labeling delineation between advertising and editorial, depending on configuration
4. Consumers are willing to tolerate ads that don't interfere with their ability to get useful news and information quickly.
5. People like ads, so long as they don't get in their way when they want to look at something else. The bottom line is making clear what is independent editorial and what is paid or sponsored content/ads
6. many consumers don't like anything intrusive--like pop ups. but in print, unfortunately there are those folks who like special advertising sections
7. Advertising links as a consumer convenience is not bad as long as the relationship between the ad and the news enterprise is clear.
8. Same as 7
9. Oddly enough, print is more browsable than an interactive site that is intruding on your space with popups
10. Ads need to be clearly seen for what they are -- and shouldn't intrude on the news (wallpaper etc.). Needs to be delineation.
11. I don't get the impression that consumers are as troubled by the co-mingling of ads and news as journalists are. However, it seems to me that news organizations intent on establishing their credibility should go out of their way to inform their readers of ALL commercial relationships that may produce even an appearance of conflict?
12. Advertising should be part of a consumer's enjoyable experience of a medium. It needs to "work" as part of the content of a medium, even as it's clearly different from editorial content. Focusing on placement is a mistake.
13. don't ever let one of those "error message" looking ads go on your site!!
14. If the ad is not relevant to the content of the article, I imagine consumers would support the ad as long as the placement is not misleading. The placement and content of the ad are important issues. You don't want to mislead the reader.
15. Consumers like advertising in print and we should hope that they like it online. We just need to make it work for them and be sure that it is clearly labeled, respected the user experience and doesn't offset the content.
16. Ads need to be clearly outlined, and described as ads

# Monthly Online News Subscription

<b>Instructions:</b>	What would cause consumers to pay a monthly subscription for an online news site? What would it have to offer them on a consistent basis (single response, please be as specific as you can...)
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## Ideas Results

**16/27 fully contributed.**

1. consumers will not pay for content
2. If I knew, then I'd be doing it
3. If the information was very valuable to me and could make my life easier.
4. non-issue: consumers won't pay for content
5. I'm not sure why this is a "credibility" question. This is a business question. As a "business" question only, consumers will pay for content that is uniquely valuable to them in specific contexts (i.e., business information, data, market data, etc.).
6. Unique news and information they can't get elsewhere. Or that's cheaper and/or more convenient and/or more updated than what they could get elsewhere.
7. Information that is unique, unavailable elsewhere, indispensable
8. This is not a question about credibility. This is a business question.
9. Branded, credible, news and information that includes exclusive information they can't get anywhere else. But I am also not sure this is a credibility question. In WSJ news more credible just because people pay for it?
10. We don't pay for network news. We don't pay for radio news.
11. Personalization: knows my news interests, remembers my information choices, lets me save my clippings, becomes info-central for me and the things I need to get through the day informed and engaged
12. Unique, authoritative content that people can use to make better decisions and at the end of the day save time and make more money. Honestly, it's B to B information that people will pay for not consumer commodity content.
13. A monopoly, closed delivery platform, like AOL, that delivers a valuable commodity, would cause consumers who desire that specific commodity to pay for it.
14. very specific information pertaining to something critical to their lives--like in-depth financial, health info
15. Deliver the news first and get it right. If people are at their jobs and don't have access to a TV, on-line journalism can give them updates about the drive home, weather, breaking news. Newspapers cannot do this.
16. People pay for it because the WSJ offers them something they need right now, and that will make them money, or save them trouble.
17. You pay for "network television news" and "network radio news" through having to view/listen to commercials. Its not true that you don't "pay".
18. Of course it's a credibility issue--if people pay for something, they'll hold it to a higher standard than if it's "just" free.
19. Is commoditized weather news?
20. Re 16, people also pay for scoops -- exclusivity.
21. They won't pay for content - they will pay for relationship

# Digital News Differentiation

<b>Instructions:</b>	What's the ONE THING that you feel is unique, different about digital news and digital journalism that will differentiate this medium from any other current medium today (newspapers, magazines, broadcast, etc.) (Please submit as a single entry and be as specific as you can...)
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## Ideas Results

**16/27 fully contributed.**

1. Instant global communications because the information is digitized and can be broadcast to any number of platforms
2. multimedia
3. Interactivity
4. The nature of the web makes it a true user-driven medium. Unlike every other medium, we can respond and interact with users in real-time. This changes the essence of how we put together and evolve on a minute-to-minute basis our news reports
5. multimedia: potentially the most powerful medium ever because of the melding of forms of communication...gives a choice to user and offers different ways to tell stories
6. the consumer is in charge
7. Interactivity sets digital media apart, then it becomes more controlled by the consumer
8. Interactivity on all levels - in facilitating communications between journalist and consumer and between consumers, in providing innovative content that truly brings the reader into the story, and in providing personalization - interactivity with the content space so that readers can see themselves in the mass of the medium
9. The ability to present (through links, and other means), other information (text, data, multimedia, etc.) that you can't offer through other media. The ability to be almost infinitely expansive in the amount and breadth of information. Also, the ability to be almost instantly interactive, and engage the reader in meaningful ways. And no, I don't mean un-
10. moderated chat rooms, those are a waste. Separately, the opportunity to offer new means of reaching consumers (as long as it doesn't interfere with the journalistic mission.)
10. Ability for audience to drive their news. In terms of choosing which topics are of most interest, and when and where they get the news. Thus people in the Web age will consume more news because it'll be more relevant and more convenient.
11. The global, instantaneous and personalizable nature of the medium. For the first time, we can deliver tailored info -- what, when, how, and where people need it, in real time, 24x7, without geographic constraints. That's what makes this medium so awesome.
12. re: 10 - That's fine as long as the audience doesn't make the final call on what is presented.
13. I don't think the delivery of JOURNALISM is notably different from other platforms - it's immediate, like broadcast, and deep like print - perhaps deeper. Gathering news is different, and the one thing that stands out here is the role of e-mail and user-generated content or leads.
14. The immediacy of on-line journalism and the fact that during the 9 to 5 work day most people have constant access to a computer. Most professionals don't have constant access to a television. The newspaper cannot give them information with the same immediacy. The radio doesn't give the same depth.
15. Have we really done anything truly unique with interactive content development? It's still

fare game to invent and explore. The most unique attribute of the medium is interactivity. How will involve readers in stories and improve our credibility and relevance based on community participation.

16. What's important is how digital/online melds with other media in terms of the broad mix wrapped around a 'brand'

17. Interactivity: user control of the reading/viewing experience and the ability to respond immediately

## Desired Survey Demographics

<b>Instructions:</b>	As you are aware, we will be conducting a significant survey in the coming months regarding perceptions of online news and digital journalism. Who do you feel are the key demographic groups that we should be surveying (multiple responses, please indicate a group and why you feel that group is so important in each response...)
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### Ideas Results

**17/27 fully contributed.**

1. One could argue that the most important groups to include are the ones we want to influence.. the budgeters and/or the advertisers themselves. When people have participated in a survey, they're more apt to believe the results
2. academics
3. Don't ask advertisers if your subject is credibility. Ask a representative and ethnically diverse group of young people aged 22 to 35.
4. I think its important to talk to practitioners (reporters, writers, content producers), and editors. I think the \*least\* important people are the advertising people.
5. audience
6. digital ad directors from news organizations
7. Professionals who study media ethics
8. users
9. News Directors
10. The customer is always right.
11. Publishers
12. Television news mangers - general managers, news directors, executive producers
13. Which segment of the journalism community should we make sure we have as part of the survey response
14. We need to talk to reporters, editors, writers in all the media--print, radio, TV, new media--as well as art directors, photo editors. We should also talk to technologists and coders for what kind of technology is coming down the line. Finally we need to talk to advertising/marketing types in new media for their issues as it pertains to editorial content.
15. Most of the cutting-edge creative work on the Web has been done and is being done by people younger than those here on this call. Check out what college newspapers/college journalistic Web sites are doing, how they're struggling--or not struggling--with these issues. Go into it in the best journalistic sense--with an open mind, curious and respectful. Not trying to pigeon-hole into existing beliefs.
16. New Product Teams - Folks ad or biz who deliver new features and services
17. Radio journalists
18. journalists who are resistant to online news - don't contribute specifically to online content
19. Television journalists
20. Radio news managers
21. Business reporters with media as their beat -- because they affect perceptions inside and outside the profession
22. Television group heads
23. Non-traditional online news providers
24. Business Development Staff

25. We should also talk to news consumers as well, especially those who are online news users

26. Community Hosts

27. Stations that have successful web sites

28. Pure online play producers, editors, biz folks, etc

29. research directors themselves

30. Slashdot

31. Copy Editors and Researchers -- they see the worst of it and know exactly where the problems are

32. Brand Experts

33. Magazine editors and publishers....they understand niches

# Reader Questions in Survey

<b>Instructions:</b>	For readers/consumers, what questions would you like to see posed/included in the survey? (multiple responses...)
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## Ideas Results

**17/27 fully contributed.**

1. What is the capital of North Dakota
2. what are the attributes of a trustworthy news source
3. How do you determine the credibility of a news source?
4. Where do you get your news? How often do you look for news online? How reliable is online news (very, not very etc)
5. Does it bother you to have ads linked to news content?
6. How do you rate the credibility of on-line journalism in comparison to TV, radio and newspapers?
7. When was the last time you saw something on a media web site that made you go wow, I'm sure glad I'm spending my online time looking at news.
8. How many online news "brands" do you use each year?
9. Do you have trust your offline news source? Is there a connection between your online and offline brands?
10. What would compel you to pay for content?
11. To what degree do the credentials of a news source affect its credibility?
12. do you relate better to a byline, a face or a story (have them rank in importance several characteristics)
13. What are the top 5 things that make any news source (newspaper, radio, TV, magazine) or news website important to you on a daily basis?
14. What kind of news are you most interested in getting on the web. Would you pay for it?
15. Which is more important to you -- that news reaches you as quickly as possible, or that every fact is checked for accuracy before it is sent to you?
16. Do (specific examples) of blurred content bother you...give examples and offer different levels of user concerns for answers)
17. What do you think about advertising on the web--do you use it? click through? avoid it?
18. How often do you watch a story on the local news and go to the web site for the follow up information?
19. Which of the following describes your view of online news sites: they are as responsible as the people at my newspaper; they are gear heads who are paid too much . . .
20. Do you favor Brittany Spears or Christina Aguilera?
21. Where would you take your child for news?
22. Does the credibility of a news source enter into your selection of news content?
23. Britney
24. Do you know differentiate between "wire" stories and other stories?
25. New Coke or Classic Coke?
26. Do you believe local or national media do a better job of providing credible reporting? Does it vary by type of news?



27. Do you think the corporate ownership of most media sites has stifled creativity in favor of a safe, more potentially-profitable approach.

28. Is online news as trustworthy as TV news? As newspaper or magazine news?

29. Boxers or briefs?

30. Do you have a computer in your home? If so do you get your news from on-line?

31. Do you rely on your local media print and broadcast brands for local online news, or do you use others? How about national?

32. Do news brands mean anything to you? Which do you prefer?

# Journalist Survey Questions

<b>Instructions:</b>	For journalists/news professionals, what questions would you like to see posed/included in the survey?
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## Ideas Results

**17/27 fully contributed.**

1. Why do you think people look online first when big news happens? Does that bother you?
2. For TV journalists, do you do follow up pieces on the web?
3. What are the fundamental concerns you have for the digital medium for journalists?
4. Do you feel that Internet journalist generally hold to standards that are as high as the standards adhered to in your own medium?
5. Is online news a training ground for future editors at your organization?
6. Do you feel like your news organization is truly creatively exploring how the Internet can help them serve their communities better?
7. Does the credibility of news that you yourself receive vary based on the medium through which you receive it? Why or why not?
8. be sure to benchmark the respondents. have they written/ shot/ produced/ edited /recorded for online (or wireless) if so, how did they think it went. If someone else rewrote/ redid their work, how did the second person do? It's important to understand where respondents are coming from
9. As you do your job, what is the most important consideration you make when determining what is news? For the web? For traditional media?
10. Do TV Journalists, do you do original reporting on the web?
11. Are you fully informed of all the advertising and business relationships at your company?
12. Do you think that online journalism can be unique or different?
13. For radio journalists, do you have a station web site?
14. Do you have different standards for your web work than you have for the work you do for the more traditional media you work for?
15. Are newspaper sites in danger of becoming dinosaurs in the age of broadband?
16. Do you think that online news meets the same high quality standards as news magazines, newspapers, cable news etc
17. Do you value feedback from your news sources, and people familiar with your subject? Do you use it in follow-ups? Why, or why not?
18. ask them the same questions you ask the users
19. do you wish you'd never heard of the WWW?
20. How much interaction does your editorial dept have with your adv department? Is this communication good or bad, in your opinion?
21. Has the credibility of your reporting, when moved online, ever been compromised, in your view?
22. do you answer email?
23. At one point in your career did online begin to matter? As a source? As a resource? As a place to be published? To be creative?

24. Do you think of yourself as a print, broadcast or online journalist, or simply as a journalist?
25. How do you deal with original journalism vs. headlines or wire--can you get the resources to produce original journalism?
26. Do you have guidelines or standards for web reporting?
27. What kinds of new skills have you had to learn/would like to learn to help you deal with new media on the job?
28. do you think you should have to answer email? and do you think you should be paid to do so?
29. Are you glad that all those Internet snots are getting their comeuppance?
30. How much training does your company provide you?
31. What do you think of Matt Drudge?
32. is journalism medium independent?
33. How has the nature of your job changed since the Web? Is that good or bad--not for you, but for your readers?
34. Do you think there are accuracy issues around learning new skills, and if so, what are they?
35. Do you do training on journalist standards and practices?
36. have you been pressured by advertising or marketing to do stories
37. Ask journalists the 5 things they think their community would like to access via an online news site (i.e. weather, traffic, etc.) Then ask the actual users the same questions and see how much they dovetail.
38. Do you worry that your organization's online news site is damaging your brand/reputation?
39. What areas of training would most benefit the journalists in your digital newsroom?
40. is your online site helping your company's reputation, or hurting it? and Why?
41. Do you feel you could benefit from more training?
42. If you could name one thing that is most important in your work, what would that be?
43. What resources do you need to be a better on-line journalist? What kind of training would help you do your job better?
44. Are there guidelines established for online aspects of reporting (answering e-mail from readers...)
45. do you file early editions/ multiple editions of stories/ photos, pieces.
46. Do you know why your company does what it does with its Web site?
47. If you could change three things about online journalism, what would they be?
48. Do you feel that a strong "firewall" between the editorial/news department, and the sales/ad dept is important?
49. How much does you station budget and spend on training on-line journalists?
50. Where do you go for online news?
51. Do you see the value in trying something new online, even if it means failing? Or are you snotty?
52. How do you prioritize the following....speed? accuracy? balance? audience size? byline frequency?
53. do you think that online journalists are of questionable credentials and training? Would you be willing to work for an online news site if you knew the job was NOT an entry point for the parent organization?
54. If you are all hot and bothered by online journalism can you say why you think it sucks or are you just an old dude.
55. have they cut corners for speed?
56. How so you balance news and ads?
57. do you think working online means you have left the profession of journalism?
58. Should online journalists have the same rights to credentials that you do?
59. What do you think of Matt Drudge in a bikini?
60. do you think online news is any different than news in other media?

61. Do you understand how to compute time zones (EDT vs. CDT?).

62. gross

63. I agree

64. Whom do you trust online?

65. Did Howard just say we could have a party?

66. Do you think online news is destroying the quality of American journalism? how?

67. Party, party, party

68. How do you check the accuracy?

69. have you recast your coverage to be international, now that your medium is?

70. do you worry that user content, such as bulletin boards, has no place on your news site and degrades its quality

71. Doug, what is your email?