TWITTER4NEWSROOMS

Requirements for
Real-Time Journalism
Objective

- Investigate current user behavior
- Create customer personas
- Develop functional specs

for a real-time news reporting and publishing platform.
USER BEHAVIOR
Method

- Phone interviews
- Online survey
- Personal experience
- Existing tools
Method

• Regions
• Market size
• Newsroom roles
Method

Interviews by Region
- Midwest: 11
- Northeast: 7
- Southeast: 6
- Northwest: 2
- Southwest: 1

Interviews by Role
- Reporter: 5
- City editor: 5
- Copy editor: 4
- Social editor: 2
- Managing editor: 6
- Other: 1
Method — Questions

1. Take me through a day in the life of your Twitter account.

2. How do tweets relate to your final news product?

3. What problems have you encountered with Twitter?
DISCOVERIES
Discoveries

• Verification
  – Information
    • Breaking news
  – Images
  – Users
Discoveries

• Volume
  – Inefficient information gathering
  – Visibility concerns
  – Questionable usefulness of hashtags
  – Clunky list function
Discoveries

• Institutional difficulty
  – Multi-user workflow
  – Security
Discoveries

• Mixed reviews of existing resources
  – Buffer: Not scalable
  – HootSuite: Cost
  – TweetDeck: Mobile difficulties
  – Social Flow: Good user management, but nonsensical features
PERSONAS
Personalities:

Engage & brand

Ari Shapiro
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NPR International Correspondent based in London. Also, occasional guest singer with @PinkMartiniBand
London, England · npr.org/templates/story...
Overseers:
Promote, supplement & monitor
Storytellers: Cyclical engagement

- Semi-mindful scrolling
- News event
- Serendipity
- Crowd sourcing
- Archive digging

Passive consumption

Impetus for story

Active reporting
FUNCTIONALITY
Functionality

• Verification
  – Users
    • Credentials (bio, whether verified) more prominent in feed
    • Integrated tweet archive
    • “Credibility index”
  – Images
    • One-click or integrated reverse image search
Functionality

• Organization
  – Streams or lists
    • Topic- or region-specific
    • Related users
    • Breaking news
  – Alerts
Functionality

• Spell check
• Automatic link shortener
• Discovery-oriented search
Functionality

• Security
  – Alternative authentication (MMS) or unique credentials for each account user
  – Editorial access levels
  – Metadata log
Functionality

• Automation
  – Submission queue
  – Adaptive scheduling
  – Suggested hashtags
  – Tie-ins to CMS, other social media channels
Functionality

Social inputs (Twitter, et al)

Verification Engine
- Evaluates source (user), location, source file (photos / videos), time stamp, etc. to assess authenticity

Semantic Parser / Discovery
- Evaluates content for key themes, trending topics, timeliness, etc. and distributes to editorial module

Editorial Workflow
- Multi-user authentication and workflow tool to write, edit, approve, schedule, and publish content

Adaptive Publisher / Scheduler
- Adaptive scheduler based on content, tags, and contextual information (e.g., suspend #entertainment when #breaking stories are in queue.)

News Reader / Social Clients
- Content can be distributed to any social network and/or client with publishing APIs

Production Tools:
- Link shortener
- Spell Check
- Tag Library / auto tagger
Team Real C(ool) Time

Hannah Cushman
Brandon Foster
Nathaniel Jacobson
Grace Lyden
Elizabeth Maluta
Harrison McLean
Yuna Park
Wade Rupard