

Business Session “Social Media and News”

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ABSTRACT

The workshop also includes a business section that will focus on aspects of Social Media in the News domain. Panelists with expertise in innovation management, news provision, journalism and market developments will discuss some of the challenges of, and opportunities for, the news sector with regards to Social Media. This part of the workshop is organised and brought to you by the SocialSensor project.

Categories and Subject Descriptors

D.2.10 [Software Engineering]: Design

Keywords

news, social media, journalism

1. SESSION DETAILS

Duration 1 hour.

Table 1. Session schedule

| What | Who |
|--|---|
| Introduction | Jochen Spangenberg Deutsche Welle / me-mod.de, Berlin - Germany |
| Keynote - Setting the scene: Introduction to the topic, key issues, challenges and opportunities | Nic Newman Digital Strategist and Consultant, London - UK |
| Panel discussion | Denis Teyssou Editorial Manager Medialab R&D, AFP - Agence France- Press, Paris – France Wilfried Runde Team Leader Innovation Projects, New Media, Deutsche Welle, Bonn – Germany Nic Newman Digital Strategist and Consultant, London - UK |

2. KEYNOTE by NIC NEWMAN

The introductory keynote presentation to the business section of the workshop will be held by Nic Newman. Nic is a journalist and digital strategist who was one of the founders of the BBC News

Website. He went on to help develop multiplatform products across BBC Journalism, led BBC strategies on social media and was part of the technology team that developed the BBC iPlayer. He works with broadcasters, news organisations and the arts sector - advising clients on the transition to digital. He also works with a number of social media and journalism start ups. Before that Nic was a journalist for 15 years working in radio, TV and online in international news. Nic is a well respected authority on the future of news. He is a senior research fellow at City University, London and a visiting fellow at the Reuters Institute for the Study of Journalism at Oxford University. Recent publications include:

- Journalism in the age of social discovery (Reuters Institute Oct 2011)¹
- Social media in the changing ecology of news (Oxford Internet Institute May 2011)²
- #UK election 2010, media and the role of the internet (Reuters Institute July 2010)³
- The rise of social media and its impact on mainstream journalism (Reuters Institute Sep 2009)⁴



Figure 1. Nic Newman.

2.1 Issues of the Introductory Keynote

In his presentation, Nic Newman will talk about how and why professional journalists have adapted social media in different countries. Nic will furthermore look into the way journalists use social media in the content production and distribution process. Although social media is playing an increasingly important role in the news business, it also has its downsides. New tools and

¹ <http://bit.ly/rbERRJ>

² <http://bit.ly/OIIsocialnews>

³ <http://bit.ly/c6zNyc>

⁴ <http://bit.ly/DMlXx>

services are emerging constantly, and knowing how to handle the abundance of content residing in social networks is becoming increasingly difficult, as it requires specialist skills and tools. Furthermore, journalists have very specific needs when it comes to using content sourced from social networks. Here, more developments are clearly needed. Nic will point out some of these existing challenges that need to be tackled, and outline the abundance of opportunities that exist in this burgeoning field, also pointing to areas where further development work is needed.

3. PANEL DISCUSSION

In the panel discussion that follows, Nic will be joined by Denis Teyssou (AFP), Wilfried Runde (Deutsche Welle). It will be moderated by Jochen Spangenberg (Deutsche Welle, me-mod.de).

3.1 Denis Teyssou

On Twitter, Denis Teyssou describes himself as a "journalist, open source geek, and DIY innovator". Denis has been with the French news agency AFP (Agence France Press) since 1990, serving in various positions. For many years, he worked as a journalist "on the ground" in Spain and in France, also as Deputy Director and News Editor in the Madrid office. His interest in new and innovative technologies finally took him to his current post as Editorial Manager of AFP's Medialab R&D, where he manages projects dealing with online media and web technologies.



Figure 2. Denis Teyssou.

3.2 Wilfried Runde

Wilfried Runde worked as an information specialist, researcher and TV journalist for the German broadcaster WDR and ARD studios in Brussels, New York, and Washington before joining Deutsche Welle in 2001. Since then, he has led various Research & Development and media projects as a project manager and editor. He is currently team leader in the Innovation Projects Unit within Deutsche Welle's New Media department. Apart from coordinating DW's research projects, this role includes always being on the look-out for new trends and developments, getting involved in innovative activities, and not being scared to try out the new and unexpected. Ideally, results of the unit's work find their way into the day-to-day operations of Germany's international broadcaster in order to improve established practices, provide new or better services -all with the overriding aim to provide useful and relevant services for DW's worldwide target audiences.



Figure 3. Wilfried Runde.

3.3 Session host: Jochen Spangenberg

The session will be moderated by Jochen Spangenberg. Jochen has been working in the media industry since the early 1990s both on the journalistic and the organisational / strategic side. This includes five years at the BBC in News & Current Affairs, five years in the streaming media and media consulting business and, since 2003, work for Deutsche Welle, Germany's international broadcaster⁵. Jochen is also a Visiting Lecturer (primarily at the Free University Berlin - Media Economics, Media Politics and Digital Strategies), a speaker at conferences, and moderator of events and workshops that cover issues in the digital media, telecommunications and information technology sector⁶. He is the author of the book *The BBC in Transition*.



Figure 4. Jochen Spangenberg.

4. ACKNOWLEDGMENTS

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⁵ <http://www.dw.de>

⁶ <http://www.me-mod.de>

⁷ <http://www.socialsensor.eu>