



Reader participation to hyperlocal news making - Factors influencing participation

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What have we done?

- 2010 onwards studies on
 - Collaborative news making processes
 - With readers who tip-off hyperlocal news topics with their photos AND
 - Who participate in the field trials with mobile assignments
 - Smartphones as primary mobile tools
 - role: enabler, means to an end
 - With the hyperlocal news publisher Sanoma News in Helsinki metropolitan area, Finland

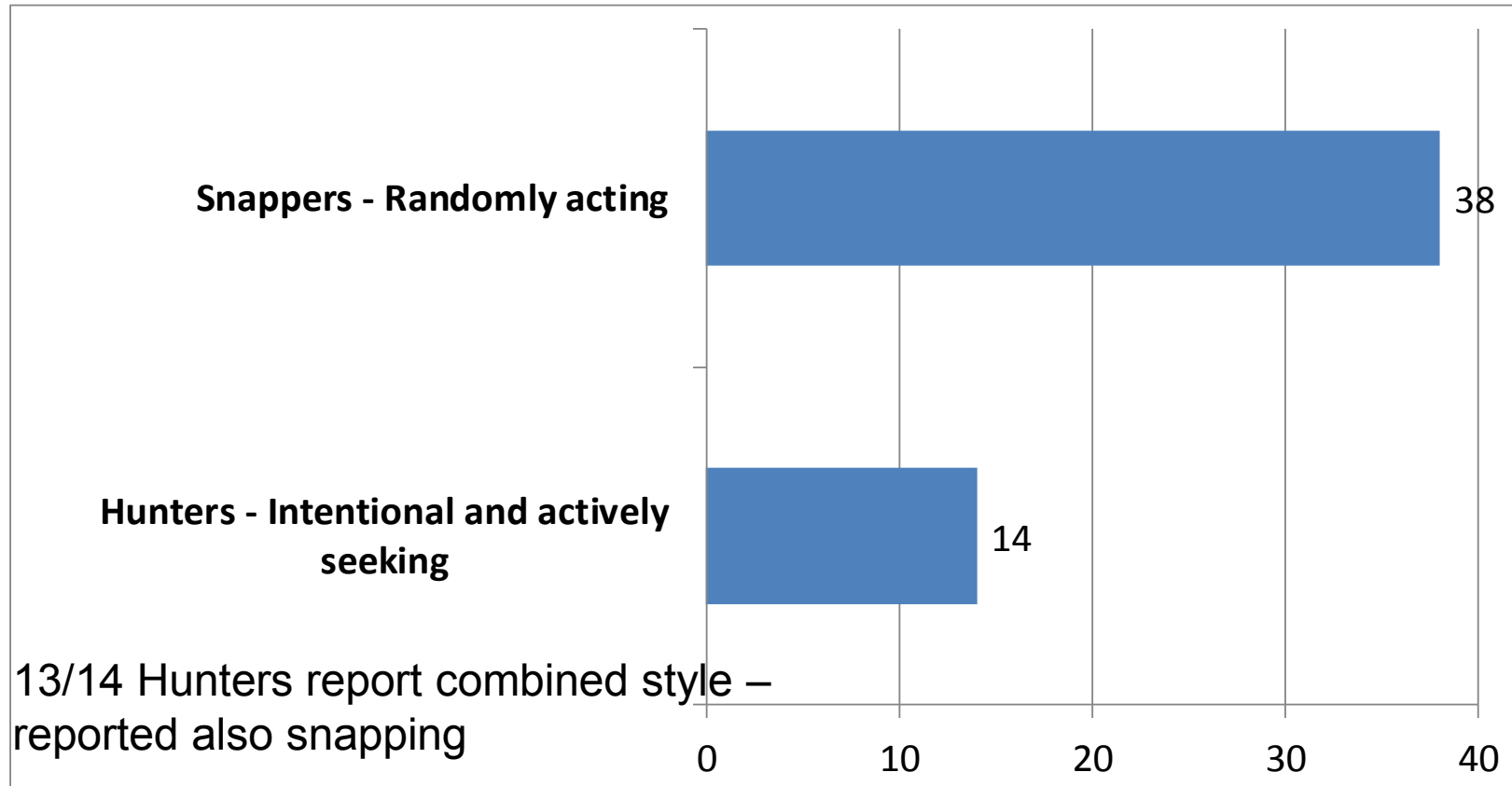


What have we learned on factors influencing participation?

- Importance of understanding
 - Participant characteristics
 - Sociodemographics
 - Psychographics
 - Interests
 - Motivations
 - Skills and willingness to learn
 - Participation styles, preferences and patterns
 - Process related issues
 - Task characteristics
 - Feedback and communication (incl. Quality related issues)



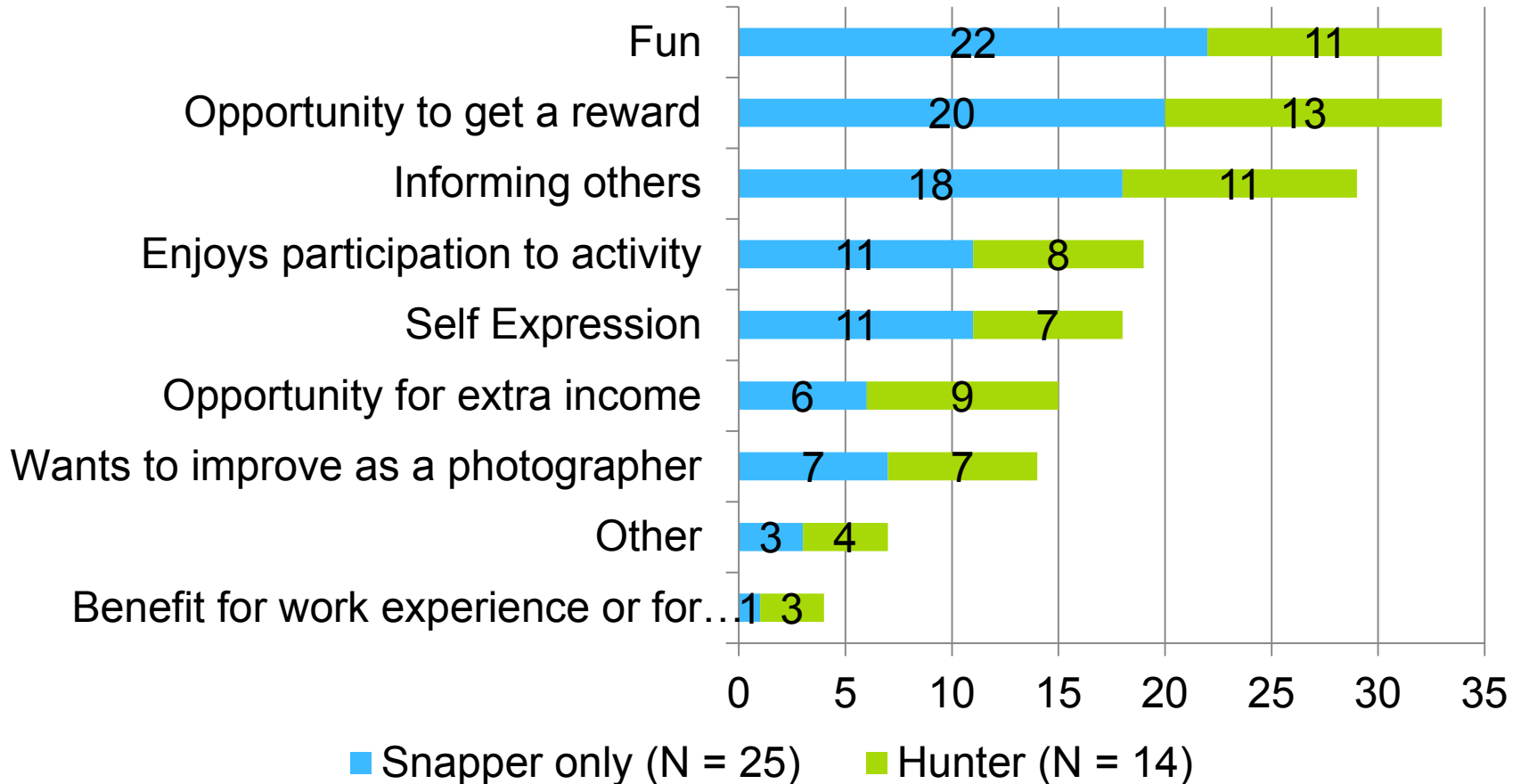
Participation styles (N=39)



Väätäjä, H. 2012. Readers' motivations to participate in hyperlocal news content creation. In Proc.



Motivation vs participation style (N=39)



Väätäjä, H. 2012. Readers' motivations to participate in hyperlocal news content creation. In Proc. GROUP2012, ACM.



Motivations when hobbyist background in photography

- enjoyment of the activity
- the variation it brings to their hobby,
- the opportunity to learn and experience something out of the ordinary,
- the challenge and competition in solving the given assignment
- the feeling of personal importance and value of one's contribution to the news making
- the desire to influence something of interest to oneself (repair a fault or issue in environment etc.).

Väätäjä, H., Sirkkunen, E., Ahvenainen, M. 2013. A field trial on mobile crowdsourcing of news content - Factors influencing participation. Proc. INTERACT 2013, Sept. 2013, Springer.



Task related issues that affect participation

- Task significance (wider impact)
- Task relevance (to the target group and personally – interests, motivations)
- Task engagingness (fun, motivating)
- Needed effort vs. expected benefit
- Vicinity to the assignment location
- Enjoyment of the activity as such
- Monetary reward

1. Väättäjä, H., Vainio, T., and Sirkkunen, E. 2012. Location-based crowdsourcing of hyperlocal news - Dimensions of participation preferences. In Proc. GROUP 2012, ACM.
2. Väättäjä, H., Sirkkunen, E., Ahvenainen, M. 2013. A field trial on mobile crowdsourcing of news content - Factors influencing participation. Proc. INTERACT 2013, Sept. 2013, Springer.



Participation patterns

- Interweaving participation activity into everyday life
 - When commuting
 - When in transition to or from work, studies and home,
 - when walking a dog or
 - cycling, and
 - while shopping...

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ICT solutions for supporting planning of reader's activity – map/augmented reality



Scenario # 1:

It is holiday morning and Mary is about to set off for cycling. Before setting off she opens up the mobile app for reader reporters, which shows assignments on a map or by looking through the camera view used as a magic lens.



She searches for assignments within a 10 km radius, since she has other plans for the afternoon. Mary looks through the camera view and sees an interview assignment that is located 7 km away from her current location and which has a 10 euro reward to be expected.

She decides to set off to carry out the assignment and gets the instructions to the spot of the assignment from the application.



Väätäjä, H., Ahvenainen, M., Jaakola, M., Olsson, T. Exploring Augmented Reality for User-Generated Hyperlocal News Content.

CHI'13 Extended Abstracts, April 27- May 2, Paris, France, ACM.



Supporting consuming of hyperlocal UGC



Scenario # 4:

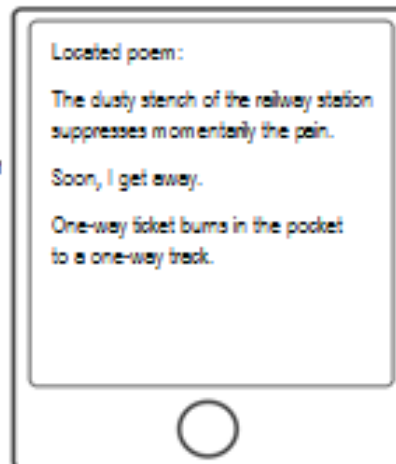
Lisa is waiting at the railway station for a train to leave. To pass time she opens up the reader reporter application and starts to view her surroundings through the magic lens view.



She sees content in the near proximity and opens it up. She is pleased to notice that someone has written a poem while waiting for a train at the same spot.

She reads the poem and writes a comment to the content creator. The waiting time has ended and Lisa boards the train.

Alternatively: While waiting Lisa views the environment through her AR glasses to find interesting and entertaining content and she finds the poem.



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Related Publications (available at <https://sites.google.com/site/helivaataja/publications>)

- Vääätäjä, H., Sirkkunen, E., Ahvenainen, M. 2013. A field trial on mobile crowdsourcing of news content - Factors influencing participation. *Proc. INTERACT 2013*, Springer.
- Vääätäjä, H., Vainio, T., and Sirkkunen, E. 2012. Location-based crowdsourcing of hyperlocal news - Dimensions of participation preferences. In *Proc. GROUP 2012*, ACM.
- Vääätäjä, H., and Egglestone P. 2012. Briefing news reporting with mobile assignments – Perceptions, needs and challenges. In *Proceedings of the CSCW 2012*, ACM, 485-494.
- Vääätäjä, H., Vainio, T., Sirkkunen, E., and Salo, K. 2011. Crowdsourced news reporting: supporting news content creation with mobile phones. In *Proc. MobileHCI '11*. ACM, 435-444. DOI= <http://doi.acm.org/10.1145/2037373.2037438>
- Vääätäjä, H., Ahvenainen, M., Jaakola, M., Olsson, T. 2013. Exploring Augmented Reality for User-Generated Hyperlocal News Content. In *Proc. CHI'13 Extended Abstracts*, April 27-May 2, Paris, France.
- Vääätäjä, H. 2012. Readers' motivations to participate in hyperlocal news content creation. In *Proc. GROUP2012*, ACM.
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- Vääätäjä, H., Koponen, T., and Roto, V. 2009. Developing practical tools for user experience evaluation: a case from mobile news journalism. In *Proc. ECCE 2009*, ACM, 1-8.
- Wigelius, H. and Vääätäjä, H. 2009. Dimensions of Context Affecting User Experience in Mobile Work. In *Proc. INTERACT 2009*. Springer-Verlag, 604-617.
- Jokela, T., Vääätäjä, H., and Koponen, T. 2009. Mobile Journalist Toolkit: a field study on producing news articles with a mobile device. In *Proc. MindTrek '09*. ACM, 45-52.

