Reader participation to hyperlocal news making
- Factors influencing participation

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18.4.2013
COST WG2
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)

Motivation vs participation style (N=39)

- Fun: 22 Snapper only, 11 Hunter
- Opportunity to get a reward: 20 Snapper only, 13 Hunter
- Informing others: 18 Snapper only, 11 Hunter
- Enjoys participation to activity: 11 Snapper only, 8 Hunter
- Self Expression: 11 Snapper only, 7 Hunter
- Opportunity for extra income: 6 Snapper only, 9 Hunter
- Wants to improve as a photographer: 7 Snapper only, 7 Hunter
- Other: 3 Snapper only, 4 Hunter
- Benefit for work experience or for...: 1 Snapper only, 3 Hunter

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.).

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

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…

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.

Supporting consuming of hyperlocal UGC

Related Publications (available at https://sites.google.com/site/helivaataaja/publications)