Changing news values? An integrated approach to meaning co-creation in digital journalism stories.

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What does opera have in common with journalism?

Journalism's narrative turn

- Digital media affordances make a "more immersive, interactive, multimodal and participatory storytelling" possible (Bounegru et al, 2017)

- Digital longform storytelling has "forged a space for linear narrative on the fragmented, de-centred, hypertextual Web", and "furthers the field's understandings of the Web's potential for dramatic and immersive journalism" (Jacobson et al, 2016)

- "Combining text, photographs, looping videos, dynamic maps and data visualizations into a unified whole" (Hiippala, 2016)

An integrated methodological framework for the study of news values

- Combined producer, artefact and audience perspectives

- Three analytical concepts: text-as-intended, text-as-realised, text-as-experienced

- Three stages of empirical analysis: triangulation of 1) interviews with digital journalism producers, 2) multimodal + HCI artefact analysis, and 3) audience reception studies

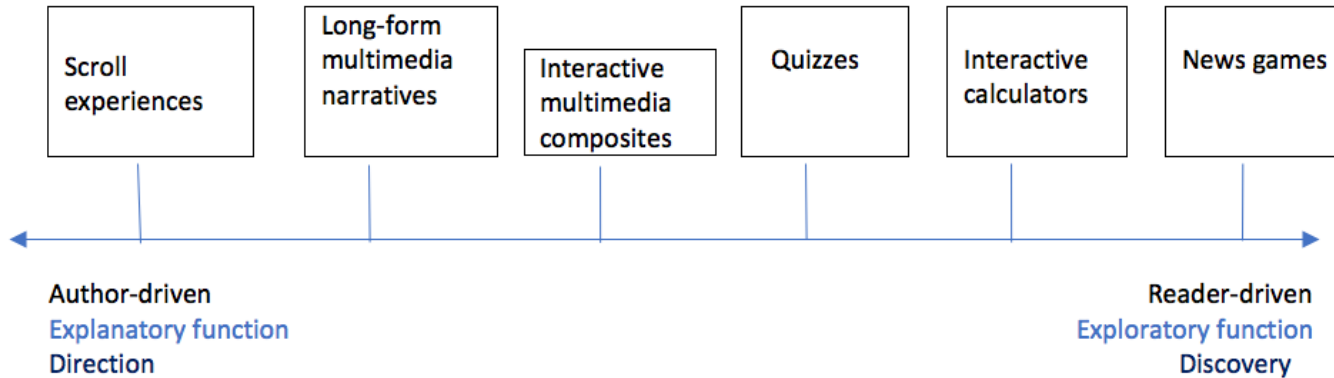# Why combine multimodality and HCI approaches to analyse artefacts?

- No mechanism for exploring interactivity in multimodal discourse analysis

- Interactivity as 1) an aesthetic feature and 2) a functionality (Adami, 2015)

- Should we consider the qualities of afforded interactivity and the role of reader/audience by studying the interaction effects of visual and verbal modes with the functions of interactivity?

Putting the framework into practice

- Interviews with 12 data journalism producers in the UK

- Interaction design analysis of interface

- Multimodal discourse analysis drawing on Jancsary, Höllerer and Meyer's (2015) five-step framework

Anderson, B, and Borges-Rey, E. (2019). "Encoding the UX". *Digital Journalism.*

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Author-driven/reader-driven UX design, function and semantic operations of data journalism stories

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UX design comparative analysis

Format	UX design approach	Function	Semantic operation
Scroll experiences	Primarily Author-driven: Heavily prescribed UX	Explanatory: No interactivity, apart from scrolling, and a linear narrative flow	Direction: The reader is guided through the story, whose coherence and overall meaning emerges from it being consumed in the authorially prescribed order
Long-form multimedia narratives	Primarily Author-driven, but less prescriptive than a scroll experience UX	Explanatory: No interactivity, apart from scrolling, and a linear narrative flow	Direction: The reader is guided through the story but also has freedom to choose what order to consume the multiple story elements in
Interactive multimedia composites	Both Author- and Reader-driven: Dip/Dive UX design approach	Both Explanatory and Exploratory: Guiding a reader through the data, creating a narrative around it and highlighting the interesting points, but also giving the reader the freedom to explore	Balance between Direction and Discovery: Guided by the author, the reader can either dip into the created space to get the most essential information, or dive in to explore further
Quizzes	Both Author- and Reader-driven	Both Exploratory and Explanatory	Discovery: Relying on reader interactivity (selection) to unveil their message
Interactive calculators	More Reader- than Author-driven: The personalisation, or customisation, element is at the core of the UX	More Exploratory than Explanatory : Built around exploration and personal relevance	Discovery: The individual user input defines the output that they receive
News games	Mostly Reader-driven	More Exploratory than Explanatory, with a high degree of interactivity afforded to the audience	Discovery: Active participation in meaning-construction by the audience

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Multimodal analysis of "Day Zero: how is Cape Town running out of water?" by the *Guardian*

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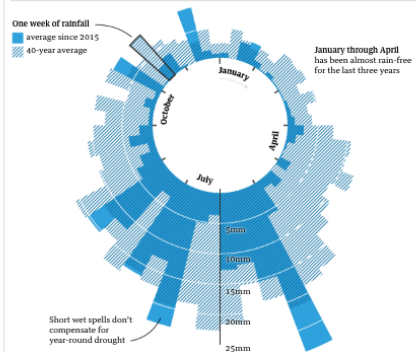

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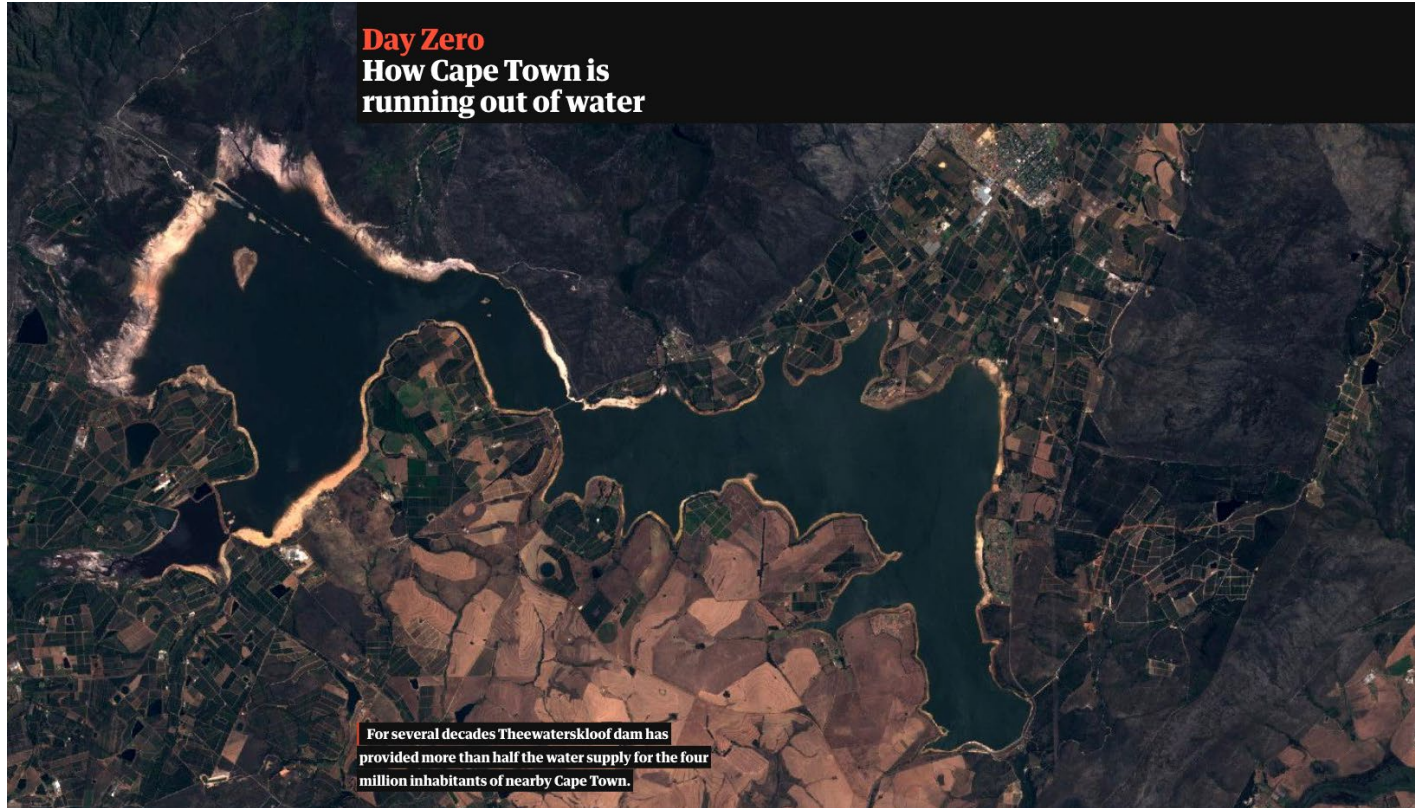
Day Zero is looming for Cape Town. According to the latest estimates 16 April is when the city's water supply will be turned off until the rains arrive, leaving residents to line up for water rations at one of 200 points across the city.

The scramble for water is already raising tensions among residents. Freshwater springs now require 24-hour policing as congestion builds in surrounding streets and there have been sporadic reports of fights break out in the lengthy queues.

How did one of the wealthiest cities in Africa find itself in this position?

Rainfall levels have plummeted

Cape Town is in the middle of an unprecedented drought, with some researchers estimating the dry spell to be a once-in-a-millenium event.

One week of rainfall
- average since 2015
- 40-year average

January through April has been almost rain-free for the last three years

January

October

April

July

5mm
10mm
15mm
20mm
25mm

Short wet spells don't compensate for year-round drought

How far do 50 litres of water go?

Select the activities you do in a typical day to see how you would fare in water-stressed Cape Town.

| Shower for five minutes | Take a bath | Flush the toilet five times | Wash your dishes by hand |
| Use a dishwasher | Use a washing machine | Water your garden for 15 minutes | Wash your car |

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Interactivity, immersion and impact as news values?

❑ Need for audience reception studies:

How do people co-construct digital journalism messages?

" The so-called denotative level of the [televisual] sign is fixed by certain, very complex (but limited or closed) codes. But its connotative level, though also bounded, is more open, subject to more active transformations, which exploit its 'polysemic' values.

(Hall, 1980)

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