

How to change journalism: five trends

Journalism is changing and adapts to new demands and expectations of the audience. In particular, focused on Internet and mobile, and looking for online ways to monetize information. About what is happening in the field of media, said Joshua Benton (Joshua Benton), American journalist and head of the Nieman Journalist Lab at Harvard University.

The first trend: automation data

The trend of this data automation and robotization of journalism. The reporter no longer need to be on the scene to search for information and comments, to publish the news. Enough to be connected to a specific web site and generate information from it. Here is an example: recently in Los Angeles there was an earthquake. He was very strong and occurred in the middle of the night. Article about this appeared in a local online publication in four minutes, thanks to a new journalist, which works round the clock. This kind of robot; the algorithm connected to the website geologists that monitors and analyzes the information, and then generates its own news.

It is important that this robotic journalism is used to adjust the news at the geographical location of the audience, because depending on the location with which a person reads the news, the algorithm moderates and changes the requested information. This trend creates new ways to distribute news, giving reporters more opportunities to obtain information; so the news is easier to become viral.

The second trend: Platforms win publishers

Under the term platform it is necessary to understand social networks: Facebook, Google+, Twitter and others. They win traditional publishers and newspaper reporters, who usually have very little knowledge about their audience. Publishers can know the age and number of people, but mainly oriented to geographical location and do not possess other indicators, or indicators that characterize readers. Social networks work differently because they have access to a personalized and personal information of an individual user. Facebook knows who you are and with whom to make friends, what to buy and what you like, and Google, for example, has information about your interests, what you are looking for which is the phone and where you are. Thus these platforms are much easier to work with you, and, consequently, they have much better targets.

The third trend: the Monetization of information

Current trend; it is a refocusing from the people who produce information, those who know the interests of the audience and makes. The content no longer makes money, and one has to focus on online advertising that meets the needs of users. Information; it is not just news, it's understanding the audience and usage of queries for sales and promotion. If you look on the online advertising market in mobile devices, Google owns 47%, while Facebook; 22% of the total pie. These platforms know what you want, and offer advertising that is more likely to be sold. This is yet another victory for the platforms compared with conventional publishers.

Trend four: set up information [where can i buy a cheap research paper](#) and communication without intermediaries

Many people wonder how often the business uses email-newsletter to their customers. This is considered an outdated and ineffective method, because the changed approach to reading and searching content. However, it is impossible to underestimate the personalized information. With the three previous trends, when people get news depending on their tastes and personal interests are very important personalization information. The media needs to give people news in accordance with the needs and possible preferences, otherwise they will be read. Accordingly, the online publication you need to switch to social networks and use their strategies. Modern users do not want intermediaries, and therefore the individual e-mails or other way of getting information is very important for the success of media.

Trend five: the Business model of online news is not fully formed

Despite the development and popularity of online platforms, they are still hard to make money on advertising, because advertisers are mainly oriented to traditional media. For example, 41% of the money that spend on advertising are television, and a quarter of Finance get a print edition. Mobile news sources have only 8% of earnings, although people are spending on them 24% of the time. This discrepancy shows that many businesses are still not ready to go online and use outdated models. However, the amount of time and popularity of online platforms and mobile news suggests that soon this trend will become popular and will bring more profit.