

# Contents

List of figures	ix
List of tables	xi
Preface	xiii
Acknowledgements	xv
 Introduction: Mobile and social media journalism – past, present and future	 1
 1 Understanding the user	 4
Introduction	4
The relationship business	6
What is social media?	8
Status in the community	9
Isn't all news social?	10
Smartphone addiction	11
Mobile and social media – two sides of the same coin	12
Personalised, portable, social and always on	14
Mapping the mobile and social media landscape	15
Mobile wars	17
Technology and identity	18
Conclusion	20
Further reading	21
 2 The MoJo skillset	 23
Introduction	23
Taking a mobile first approach	24
So what is mobile journalism (MoJo)?	26
The role of the mobile editor	29
The role of the social media editor	32
Approaches to publishing on mobile	33
Top social networks for news	34

	<i>Journalism and social media – best of frenemies?</i>	38
	<i>Predicting the future</i>	39
	<i>Conclusion</i>	42
	<i>Expert interview – Dina Rickman</i>	43
	<i>Further reading</i>	44
3	<b>Fake news and trolling</b>	46
	<i>Introduction</i>	46
	<i>What is fake news?</i>	47
	<i>Hyperpartisan news</i>	49
	<i>Causes of fake news</i>	51
	<i>Filter bubbles and virtue signalling</i>	52
	<i>Information segregation</i>	54
	<i>Trust in journalism</i>	55
	<i>Freedom of expression</i>	56
	<i>False balance</i>	57
	<i>Independence</i>	58
	<i>Advocacy journalism</i>	58
	<i>Taking on the trolls</i>	59
	<i>Solutions</i>	61
	<i>Conclusion</i>	63
	<i>Expert interview – Aidan White</i>	63
	<i>Further reading</i>	64
4	<b>Finding the story: verifying the news</b>	67
	<i>Introduction</i>	67
	<i>Journalism as verification</i>	68
	<i>Scepticism and cynicism</i>	69
	<i>Verification in practice</i>	70
	<i>Verifying human sources of information</i>	71
	<i>Verifying websites and search results</i>	72
	<i>The dark web</i>	74
	<i>Verification of social media</i>	75
	<i>Verifying images and video</i>	76
	<i>Verifying places</i>	78
	<i>Verification for reporters at the scene</i>	79
	<i>Shades of grey – verification case studies</i>	80
	<i>Coping with trauma</i>	83
	<i>Live blogs</i>	85
	<i>Conclusion</i>	85
	<i>Expert interview – Matt Cooke</i>	86
	<i>Further reading</i>	87
5	<b>The art of storytelling</b>	90
	<i>Introduction</i>	90



Choosing the most appropriate ways to tell the story	90
Raw versus packaged news	97
Breaking news: liveblogging and live tweeting	98
Curation and aggregation	99
Packaged journalism	101
Telling stories with data	106
Horizontal storytelling and the 'Stories' format	108
Conclusion	109
Further reading	110
<b>6 Visual journalism, video and audio</b>	<b>113</b>
Introduction	113
Still images	114
Meme journalism, GIFs and emojis	116
Telling stories with video and audio	118
Audio for mobile	125
Immersive visual journalism: 360, AR and VR	126
Risk assessments and legal issues	132
Conclusion	133
Further reading	134
<b>7 Publishing directly to social media</b>	<b>137</b>
Introduction	137
Distributed content: from social-first to social-only	139
Key challenges in creating content for many platforms	141
Risks	143
Platforms and media publishers – best of frenemies?	146
Social media sites examined	147
Media metrics in detail	150
Monetisation	152
Making editorial decisions based on data versus traditional news values	153
Platform analytics tools and dashboards	155
Tracking audience sentiment: trends tools	157
Publishing using Facebook Instant Articles	158
Conclusion	158
Further reading	159
<b>8 Publishing news to the Web</b>	<b>163</b>
Introduction	163
UX design	164
Apple versus Google	166
UX design – case studies	166
The psychology of the user	168
Design mistakes	169
The mobile UX is different	171

Responsive design	175
Coding for journalists	176
Hypertext Markup Language (HTML)	177
Cascading Style Sheets (CSS)	179
Speed as a UX issue	180
Conclusion	183
Further reading	183

## 9 Building news apps

186

Introduction	186
The entrepreneurial journalist	187
News apps	190
App users	191
Development	192
Design, coding and testing	193
Embedding social media	197
App stores	198
Revenue	199
Ethical issues	200
Digital editions	202
News aggregators	204
Apps for wearables	206
Conclusion	206
Expert interview – Matthias Guenther	207
Further reading	208

## Index

210