Mobile Media Module

• The Mobile Media Module is designed as a two-week, broad-based study on the mobile landscape that can be applied in many courses.
• The program was implemented at Ohio University’s Scripps College of Communication to support our Scripps Innovation Challenge and to build knowledge of the mobile landscape across our communication curricula.
• For implementation, we brought in an expert in mobile development to teach in four existing classes over two weeks in Spring 2013. Faculty teaching those classes became the students and built their capacity to teach the material in subsequent semesters.
• By “hacking the curriculum” using the “module method,” we were able to reach more than 500 students in one semester with new material.
• For more information, contact Dr. Michelle Ferrier, associate professor, E.W. Scripps School of Journalism, ferrierm@ohio.edu.
Mobile Media Innovation Modules

• Part 1: Fundamentals of Mobile
• Part 2: Audience and Usage
• Part 3: Social and Mobile
• **Part 4: Mobile and Journalism**
• Part 5: mCommerce and Monetization
• Part 6: App Development
Mobile & Journalism

Mobile & Journalism

• Quick Discussion Questions
• How has journalism changed in the last 10 years?
• Is "pro-am" the future of journalism? NYU professor advocates, perhaps...
• What do you think the tools of journalism were 10 years ago? 20 years ago?
Mobile & Journalism
Mobile & Journalism

• How have newspapers been affected by mobile and technology?
  – Advertising
    • Revenue is on the decline as advertisers shift to digital
  – Social Media
    • Facebook & Twitter have become reliable sources of information and news
  – User-generated content
    • Every one is a reporter with the proliferation of mobile phones (cameras), blogs etc.
  – Blurred lines
    • Online properties like TMZ & Buzzfeed have become accepted as “news”
  – Reading habits
    • Consumers are no longer “reading”...so, writing has changed.
Mobile & Journalism

• 50% of the public cites the Internet as a main source of news
• 71% of younger Americans cite the Internet as a main source of news
• More American adults consume news on mobile
• The majority of mobile news user get their news via news sites as opposed to apps
Mobile & Journalism

Americans overwhelmingly think that news media are one-sided
% of U.S. adults who think that news organizations ... when covering political and social issues

Deal fairly with all sides | Tend to favor one side
---|---
24% | 74%

But more are divided in whether they think this about news they get online from friends and family
% of online news consumers who think that the news their friends and family post or send online about political and social issues...

Represents more than one side | Represents just one side | They don't get this news from friends & family online
---|---|---
31% | 35% | 33%

PEW RESEARCH CENTER

Online news consumers see more press bias & less integrity
Mobile & Journalism

• How is Mobile Consumption Changing Journalism?

• "Facebook, Twitter play different roles in connecting mobile readers to news"
Mobile & Journalism

• Discuss the video
  – What are some of the major challenges facing the journalism industry today with the advent of mobile?
  – How would you change your writing to suit a mobile audience?
  – If you were the editor of a large newspaper that needed to ‘adapt or die’, what would you do differently?
Discussion Questions

• **Article I: “Who Killed the Magazine App?”**
• How many magazine apps do you have on your iPhone or iPad?

• If you were the editor of a popular magazine, would you go digital? Or not? Why?

• Do you enjoy reading on your mobile device?

• How is the experience different from reading a printed magazine?

Discussion Questions

• **Article II: “The Transition to Digital Journalism”**
  What instrument do you think is largely responsible for the shift to Digital Journalism?

• What are some advantages of using a cell phone in journalism?

• Did any of the statistics surprise you? Which and why?

• [http://multimedia.journalism.berkeley.edu/tutorials/digital-transform/mobile/](http://multimedia.journalism.berkeley.edu/tutorials/digital-transform/mobile/)
Discussion Questions

• Article III: “4 Tech Dinosaurs That Will Finally Die in 2015 ”
• How many of these do you use?

• Do any of these “dinosaurs affect the way that you access news?

• Do you agree with the author’s assessment of newspapers and magazines??

Make it known.