13th Annual International Symposium on Online Journalism

Day 2, April 21, 2012: Afternoon Session - 4:15-5:45 p.m.
Measuring today's news consumption

Chair: Regina Lawrence, Professor, School of Journalism, University of Texas at Austin

Panelists:

- **Roseellen Downey, Erika Johnson,** and **Bailey Brewer,** University of Missouri: *Through the lens: Visual framing of the Japan tsunami in U.S, British, and Chinese online media*
- **Hsiang Iris Chyi,** University of Texas at Austin: *Are digital natives dropping print newspapers? A national survey of college newspaper advertisers*
- **Hsiang Iris Chyi** and **Angela M. Lee,** University of Texas at Austin: *Theorizing Online News Consumption: A structural model linking preference, use, and paying intent*
- **Tania Cantrell Rosas-Moreno,** Loyola University (Maryland): *Verbal and visual national news framing of Dilma Rousseff and her successful bid as Brazil's first female president*
- **Astrid Gynnild,** University of Bergen (Norway) and **Paul C. Adams,** University of Texas at Austin: *Animation, documentary or interactive gaming? Exploring communicative aspects of environmental messaging online*
- **Yanjun Zhao,** Cameron University: *More than shovelware: A call for layered stories for online journalism*

Q & A: Regina Lawrence and the Panelists

Regina Lawrence: It's been a great honor and pleasure for me to be at least a little part of this. I'm not sure how I feel about being placed right at the end of the program, because that means that we're standing between some of you and your well deserved margaritas. [laughter] But having said that, I think we have a really interesting panel to end the day today. As you know, it's a panel about research on measuring today's news consumption. But the different panels look at that in a variety of ways, so I'm just going to get us going right away. Our first author to present to you is Rosellen Downey, and she'll be speaking about her paper, *Through the lens: Visual framing of the Japan tsunami in U.S, British, and Chinese online media.* Rosellen.

Rosellen Downey: Hi. My name is Rosellen Downey, and I am from the University of Missouri. I wrote this paper with two colleagues: Erika Johnson, who is here in the audience, and our colleague Bailey Brewer, who could not be here today. So, we wrote this paper called *Through the lens: Visual*

framing of the Japan tsunami in U.S, British, and Chinese online media. We started by taking a look at the literature pertaining to visual framing. And it turned out that there was a lack of visual framing research. Usually the framing research was just strict framing research pertaining not to photos and mainly textual elements. If there was visual framing literature, it usually showed photos of war and terrorism and not necessarily natural disasters. We did find that human interest is kind of an emerging area of research in visual framing and that in the past political figures have been studied more in visual framing than human interest, which are photos of civilians or average people.

So, these are our RQs and our hypothesis. RQ1 is: Does geographic location of the news outlet relate to the portrayal of natural disasters? RQ2 is: Does geographic location of the disaster relate to portrayal of the disaster? And our hypothesis was we were aiming to look at if geographic proximity was related to the disaster portrayal. So, how did people in countries next to each other cover natural disasters?

So, these are our independent and dependent variables, and we were basically looking at the relationships between nations providing coverage, nations being covered, and items in photos. Like, what were the people in the photos doing? And what were their roles? Were they civilians? Were they military personnel? What was the nationality of people and persons in photos? Were they strictly Japanese or did you see Chinese, British, or Americans in the photos as well? Were there people in the photos or was it only landscape photos? And how many people were present in the photos?

Our sample consisted of 242 total photos. As you can see, we studied the websites of NPR, the BBC, and sorry if I'm messing up this pronunciation, Xinhua. [chuckles] NPR had 58 photos, the BBC had 52 photos, and Xinhua had 132 photos on their websites. The Japanese tsunami happened on March 22, 2011, so we decided to start our sample on that day and we covered those three days, that first section of time after the tsunami. We actually had a census sample because we collected every photo that we could see on their websites for those three days. And we used the simple search term of "Japan tsunami" in the search box on all three websites. We did not code any repeated images. So as we were going through the images for coding, if we recognized a repeat or if there was a repeat on the page visible, we automatically rejected it. And we did not code any videos, any infographics, or any maps.

As you can see on the previous page as well, China had the most photos with 54%, the U.S. with 24%, and Britain with 21%. Japan was the country that was most frequently covered in the photos, which makes sense since it was a natural disaster in their area, and the majority of people in photos were Japanese. The majority of photos featured people as well. There were 66% of all photos had people in them, and then the rest were landscapes.

We had six significant IVDV relationships, and this was based on chi-square analysis. As far as role of people in photos, as you can see, this is an example of a photo we might have coded, and it shows aid workers trying to clear up the destruction, and there are some civilians in the background. So, in photos that had civil servants in them, 44% of those were from other countries, and 56% of civil servants shown in photos were from Japan.

One trend we noticed with Britain was that few government authorities appeared in photos alone. Usually if there were government authorities, they also featured civilians or some kind of military personnel. And in China, they predominantly showed civilian coverage. As far as nationality, Japanese nationality occurred most in Chinese coverage. And human subjects outnumbered landscapes. If we did have landscape photos, then they looked like this, showing overall destruction of the Japanese landscape.

Number of people in [the] photo. So, this example is showing about six people, and that's pretty standard, because we saw mostly small or large groups in photos. Very few of the photos that we coded had a single individual.

And as far as the discussion is concerned, China had the most visual coverage overall, and we came to the conclusion that that must be due to geographic proximity. We also said that China dominated coverage of civilians, photos of Japanese subjects, and landscape photos. One thing we noticed that Xinhua did was they actually used screen captures of videos that they had taken. And we speculated that maybe this was a reason that they were able to post more photos than the other two outlets, was that they just would easily capture screen captures and then put them up very quickly instead of having to edit individual photos.

Also, focus of coverage was on humans and not necessarily landscapes, but still, about 30% of all photos were landscapes. In addition, we noticed that if you were going to continue this research, you could look at how online coverage, online media coverage matches up against traditional media coverage, like maybe you would look at the websites again and then also newspapers or magazines and how they visually framing cover a natural disaster.

We also noticed one issue with the online stuff was that the photos tended to either disappear or change order if you tried to go backwards and recode. So, you most likely have to recode or code everything at the same time. I think this is just an issue with web stuff. It changes very quickly, and the photos might not be there when you come back if you are coding at separate times.

In addition, we were expecting to find more photos with political figures, but overall we saw more photos of civilians and aid workers, and this ties into the human interest frames that are emerging in research as well right now. And

we concluded that China's abundant coverage was due to geographic proximity and that kind of tied into our hypothesis.

And that is it.

[Applause.]

Hsiang Iris Chyi: OK. First of all, I'd like to thank our paper judges and the symposium for this great research award. This is such an honor and it means a lot to me.

So, this paper actually addresses a fairly straightforward yet important question, which is, are digital natives dropping print newspapers in favor of online new sources? And I bet if you are here you probably have your own answer. We know actually these things:

1) Young adults are less likely to read a print newspaper compared with other age groups.
2) Younger people are more likely to spend time online compared with other age groups.

So, combining these two facts you get this: Young people are dropping print newspapers in favor of online news sources. Indeed, nine out of ten journalists believed young adults prefer online news to print news, according to a survey of more than 300 journalists, conducted by Kelly Kaufhold, who is probably here. Acting upon this assumption, newspapers have shifted resources from print to online, because according to another survey of publishers, the web is their number one priority for attracting young readers.

But Pew data actually showed young people are not using technologies to get news at higher rates than do older people. Also, previous research shows most people find the print edition to be more useful, more satisfying, more likeable, and more enjoyable than its online counterpart. Many within the industry or outside actually believe digital natives are an exception, but is that really the case?

So, the purpose of this study is to reexamine the assumption about young people's news-seeking habits and their attitude toward printed online newspapers.

College newspapers provide a perfect scenario to make side-by-side comparison, because most papers publish in online and print formats. Both are offered for free. Their target readers are college students; everybody with Internet access. And in addition, college newspapers publish content most relevant to campus life. So, we can control for these variables and to really look at their format preference.

So with the help from the College Media Association, I conducted a web survey of 198 U.S. college newspapers almost a year ago. These papers serve on average a student population of about 13,000. On average, they have 46 student staff members. 47% of revenue comes from advertising. And most papers publish on multiple platforms [and] feature multimedia content.

Here are the results. The print edition, believe it or not, reaches far more readers than the web edition. If you look at the medians, the difference is even more dramatic. More than 90% of respondents indicated their students actually prefer the print edition over the web edition, and the top two reasons being accessibility and tangibility.

In terms of advertising revenue, the print edition generates on average 96% of total advertising revenue. Print circulation in most cases remained stable during the past three years. Regarding print advertising revenue, although 42% reported declines, but still more than 50% report stable or increase.

Finally, more than 60% of the respondents said it's unlikely or very unlikely that their paper will become an online-only publication in five years. Because as one respondent indicated, [an] online-only model would be the death of the paper. Another said, once the racks disappear from campus, you are out of sight and out of mind to your audience. By the way, they are all digital natives, let me remind you again.

So, I think we can conclude by saying digital natives are not dropping print newspapers in favor of their online counterparts as most think they would or have. The print edition still can be the most popular format among digital natives when the paper is readily accessible, free, and relevant. So, the real problem may have little to do with the print format per se and cannot be solved with technology alone.

Thank you very much.

[Applause.]

Hsiang Iris Chyi: Theorizing is a big word, but to theorize is actually to understand the causes and nature of something. So here is what this paper [is] trying to do — to theorize online news consumption. We reviewed 15 years of literature or research on this topic. And three distinct factors came up. They are use, preference, and intention to pay. To make a really long story short, for example, we know some things about these factors, like the use of online news has been increasing over the years. But I'm personally more interested in preference than intention to pay. For example, preference for the print edition remains robust. In terms of intention to pay, most people are still willing to pay for the print edition, while you all know that it's been really difficult to charge anything online.

To summarize further, consumers do not always use what they prefer. And most are not willing to pay for what they use. Have I confused you? If so, that's the purpose, [laughs/laughter], because in other words, preference is not use and use is not intention to pay.

What we don't know is how these factors relate to each other exactly. In addition, again, research shows these variables, like, age, gender, news interest. They also have a great influence on the three key concepts that we are trying to explore.

So, the purpose of our study is to clarify the interrelationship among preference, use, and pay intent for online news, which may explain in theoretical or more abstract terms why most newspapers have difficulties monetizing online usage.

So, from now on, I'll turn the presentation over to my co-author, Angela, and then she'll introduce the models.

Angela M. Lee: Thank you, Iris. Hi again. So, my second confession for the day is that this paper is going to have charts and bubbles. [laughter] So, this paper, as Dr. Chyi mentioned, there have been a lot of factors looking at news consumption. And this is our first attempt to really structuralize how these factors affect news consumption, because it's not just about the use. If we think about pure research, a lot of times when they test or look at online news consumption, they look at how frequently does the person go to the source or not. But we're trying to say that online news consumption is more than just that. It's also about these other things that we have.

So, we presented two models. The first model has these six variables in there, and the second model also brings in print use. So, we're trying to see that, just as we are trying to understand online news consumption, what about our use of print news? Does it affect how we use the news online? So, that's essentially what we're testing.

We did an online survey. After weighting the sample, they were representative of the online Internet — of the U.S. Internet population. And the sample is a little over 700 adults. So, we did Structural Equation Modeling and that's why we have bubbles today. And the good thing about using SEM is that it allows you to look at each path while controlling for all the other possible influences on the path. So later, I'm going to present you our models. And when I'm talking about the effects of the two variables, that is controlling for everything else that we see in the model. And another good thing about SEM is that it allows us to test how well our theoretical model applies to the data. And I will just mention real quickly that both of our models actually do match really well for the data, which is a good thing for us, because that means our theory actually kind of works … hopefully.

And so, this is how we mapped out key variables for online news consumption. We have two demographic variables. We have news interest, a preference for the online format, and use and pay intent. And I was going to talk about each of the paths individually, but I think that for the audience here, I will just show you all of the findings and kind of talk about the overall findings.

So, I guess this is not a surprise to people that younger people are more likely to prefer online news. They are more likely to use online news. And they're more likely to pay for online news. But what we really want to get at in this paper is that when we're looking at the effects, this is using the model, using the structure. So when we are thinking about news consumption, we're trying to not think of it just as a bivariate association. I'm sounding really nerdy for this presentation. I'm not sure why. I'm trying really hard to sound normal. [laughter] So, please bear with me. [laughs] Yeah, excuse this. I'm sorry. And I've never been a journalist, so that kind of makes it worse, right? [laughs]

And so, the second model brings in print news. And the interesting thing is that you would assume that when we bring in use of print into the model, it's going to affect how the other relationships show up, but that's actually not the case. The only real thing that popped out [that] I want to mention or highlight is that in the literature, they suggest that when you use newspaper in print, that's going to predict the likelihood they use the newspaper online. But as we see in the chart, when we control for all the other key variables in online news consumption, print news actually does not predict online news use. And that's contrary to what people have found.

And so, the key findings for our study is that preference is not the same thing as use. That's what Dr. Chyi mentioned earlier. And so even though we do see significant findings, the coefficients are minor, which suggests that there may be other things that are influencing the two variables. And also, use is not the same thing as pay intent. So, this goes back to the confusion of, so, what are we talking about? And I'm not sure we have the answer for that either.

So, the key point for our study is that as many as five factors actually affects online news consumption when we're thinking about how to monetize online news consumption. Because in order to make money, we have to understand why and how people are using it, and this is what we're trying to get at with this paper. And so, the most important or strongest predictors of online news consumption is age and news interest.

So, but then the dilemma here for the industry is that younger people are more likely to pay for news online, but younger people have less interest in the news in general. Although, we found that news interest is the second strongest predictor of online pay intent. So then the question is, how can we make age and news interest both our friends when we're trying to monetize

news consumption? And so, one of the possibilities is that if we can focus on the type of intervention that promotes news interest among younger people, because then when we get the interest up there, then we have the younger population paying for the news, and we also have the people who are interested in the news, who are the younger people, paying for the news. And that's a possibility that may turn this dilemma into opportunity for the future of online journalism.

And so, the point I've been repeating to myself is that online news consumption is multi-faceted, so we should move beyond just looking at frequencies. We should look at the psychological factors of what it means to consume news.

And I think that's the presentation. Thank you.

[Applause.]

Tania Cantrell Rosas-Moreno: Don't feel embarrassed about the name. It's a joke at my university that they can't fit my whole name on my office door. [laughter] So in meetings, I just say, "Hi, I'm Tania from the Department of Communication." (It's coming, right, Rosental? OK. Yay.)

Let me tell you a little bit about my study. This is the second of a three-part analysis. I'm very fascinated in Brazilian media. I've been studying Brazil for more than ten years. Gentlemen, please don't be like my students and ask me how old I am. That's really not an appropriate question. [laughter/ laughs] But I began taking a look at the textual analysis in online newspapers to see how in the world an individual who had never run for political office could be ambitious enough to suddenly decide, "I'm running for office," in what is currently the world's eighth largest economy. And as we learned yesterday from Mr. Pedro Doria, thank you, from O Globo, Brazil is on track to be the fifth largest economy. Slightly ambitious goals.

As I did my analysis, and I'm prepared to present this at a conference last summer in Turkey, I thought, you know, but I need something to jazz up my presentation. I need some pictures. As I started to look at the pictures, I had two thoughts. Number one, there are interesting similarities in these pictures that need to be considered. My second thought I felt very guilty, because I should have been aware that I should be looking at these, since I like to pair my framing analyses with pictures as well as text.

So, let me tell you a little bit about the political atmosphere in Brazil. This was Brazil's sixth election from its 1985 move to democracy. So Brazil is still an emerging democracy. Constitutionally, Lula, who has been termed the most popular politician on earth, he could not run for a third term. There was a lot of fervor. "Will he break the constitution? Will he run for a third term?" But he chose not to do that … at least in person. [chuckles]

Dilma at the time was his Minister of Energy. She is a trained economist, she's a former guerilla, and she was in an appointed position. She was known for many positive effects in the government. She was running against this gentleman here, José Serra. Oh, this is a mini-pointer. I don't know. Anyway, you can see this gentleman here. José Serra is a seasoned politician, a former congressman, and the governor of São Paulo. So, she was really up against some serious odds. It was so intense that in the first round of elections, there was no clear majority. There was no winner. So, they needed to have a runoff election, which occurred on October 31st. And that is in fact when Dilma pulled it out by an impressive lead.

Let me also point out at the very bottom here, Brazil is known to have Latin America's strongest, largest, most intense, most robust feminist movement—very heavy—but also ironically, the least amount of female political participation; hence, the little ladder, at least until, as some journalists have termed it, the gender revolution has occurred.

So theoretically, to contextualize this, if we speak about framing generally, and if my 100-year-old grandmother were here, I would tell her very simply that framing theory is that "wink-wink." We all know what we're talking about here. That's the assumption. Framing theory can be handled on two different levels. One is to consider the manifest content of whatever it is we might be looking at. Manifest content is very easy to understand. We can organize things categorically. But framing also combines with a latent element, which is the fun for me, trying to consider how can we contextualize politically, socially, culturally, economically, feminist movement-ly, all of these different concepts to make sense of what it is that we are reading. So in a sense, as we look at the verbal and the visual messages, they can merge [and] they can change audiences perceptions. It's critical that we look at both of these components. And then finally, framing theory works so that ideologies tend to disappear into the taken-for-granted world of common sense.

So, my two research questions: 1) Looking at both the pictures and the text, what news frames emerge from the Brazilian national online news coverage of Dilma Rousseff during her campaign for president? And then 2) What might the verbal and visual image frames indicate about the state of journalism and the current levels of democracy within Brazil? We need to keep in mind too that Brazil has party free ranked press. I took a look initially at two newspapers. I looked at Folha, which currently is Brazil's newspaper of record. It has 54% male readership and 45% are in the upper middle class. I also looked at Valor Econômico. It has been the business press in Brazil. It is a premier business newspaper. The readership is C-suite level business executives, and it's readership is 81% male. When I expanded the study, I added Jornal do Brasil, which for many years, it's the third oldest paper in Brazil. For many years, it led Brazilian journalism. It's Rosental's alma mater. It was the first online paper in Brazil and now it's the first digital paper.

I took a look at three constructed weeks of coverage beginning July 19th, and I wrapped in the day after election coverage just to consider, what are some — what might be some interesting dynamics once the winner is announced? I looked at news articles as the verbal unit of analysis. And my visual aid is interesting. It wasn't just photos I was looking at. There were also charts and there were embedded video clips. So, I just counted them as a visual aid. This is a comparative narrative analysis so that I could incorporate the text as well as the pictures.

This is just to give you an idea of the scope. No heavy, scary numbers here. No bubbles. [laughter] Nothing too crazy. Folha had about 242 articles. Jornal do Brasil, 262. Valor came in at the bottom with 70. So in total, I'm looking at about 600 articles of print. I thought my head would explode, but it's here so far. The average word length was about 361 [words], some articles being longer, some articles being shorter. Visual aids came in at 86. Folha had 45, Jornal had 22, Valor had 19. But Jornal might have given the most attention as far as the text went, but in many instances they gave her the least visual, so there was an interesting balance there.

Let's get to the findings. Three frames surfaced from the analysis. The first one is manifestly evident, as well as latently evident. And that is what I call the Lula blessing. For example, you see this picture down here in the bottom left? Lula and Dilma, the big victory sign. Obviously, in fact, in 32% of Jornal do Brasil's imagery, it was Dilma and Lula. An example of the manifest content: it was very, very evident from the verbal cues that she was chosen by Lula. For example, at the very bottom, "Dilma's platform will give emphasis just to the continuation of the Lula government." Latently. This was very interesting. Again, considering the history, the culture, the context, and so forth, I saw evidence of paternalism and patrimonialism. Paternalism is this fatherly figure. Patrimonialism, this embellishment of power. For example, the chart on the left is from the Igreja Universal, which is Brazil's largest multinational corporation and one of the most powerful churches in Brazil, giving a lot of attention. They are saying, "7 Reasons to Vote for Dilma." So, this was the latent manifestation. You can see Lula kissing Dilma in this particular picture.

I have a shortened time, so I'm going to kind of hop through these. The softer side was very latent. You see this picture from Valor Econômico. Dilma, a woman, polo. Kind of mixing in with the men with a hard hat. She was different from, say, Mr. Serra, who used fear tactics. Here's one of the visual aids where José Serra and Dilma are shown as far as their health is concerned.

I'm sorry. I'm going to rush through this just a little bit. (Oh, closer? OK. Thank you.) [Holds mike closer.]

The last frame is "A new hope." Again, she is the first female to have won the position. And in addition to that, she spoke about how you can make a change, you can make a difference. If you notice here in the picture, she is appearing with many international leaders. That was the point of the textual coverage. But in this bottom image, you see her being interviewed by female journalists, which I think is beginning what we call the gender revolution. She also…. It was the pan-Dilma, pan-women effect. Like, this is now wonderful for women in Brazil. The second quote, part of her acceptance speech of acknowledgements, Dilma adopted Barack Obama's slogan, "Yes, we can." "I would very much like that the mothers and fathers of little girls look today in their eyes and say to them, 'Yes, a woman can.'"

So, final comments. With regard to the first research question, we have three frames that have arisen: "Lula's blessing," "The softer side of politics," and "A new hope." These frames serve as organizing principles. They seem socially shared and persistent, at least during the time of the coverage, to meaningfully structure at minimum her presidential victory.

With regard to the second research question about the state of journalism and the levels of democracy within Brazil, Dilma was known for having innovative ideas with the press. And this was evident through manifest framing and latent framing. But more interestingly, we see this move away from traditional Brazilian politics, where a woman is now leading the people, which has interesting implications for racial democracy in Brazil. Racial democracy is this idea that all races are created equal, but it also has implications for class and gender. Now that Dilma's won, there is a strong movement there in that regard.

So, some additional questions we can ask include, how does Brazil's election of a female for its head of state connect it with other Latin American countries? Chile, Panama, Argentina. And what might investigating alternative media venues in conjunction with or apart from mainstream media reveal about the state of politics and social justice issues within Brazil? This is very important, because I know that social media played a very large part in her ability to connect with the people.

Thank you very much.

[Applause.]

Astrid Gynnild: OK. So, here we have two typical journalists. They're out in the field and they are reporting what they're seeing. But don't you think that they look a little lonely up there? [laughter] Where is the audience? Who are they talking to?

If you go on the Internet and you make a simple search, you'll find hundreds and thousands of constructed images and graphics like this one. And these visuals, they are produced by people who are really concerned about the

environment. These are researchers, activists, web developers, politicians, and journalists. But what do you get out of it? We all know that climate change and global warming is important, but what we know less about is this: Do the messages actually get through? Do people read or listen to these kinds of news? And more over, do climate news actually change people's attitudes and actions?

So, if there are any journalists covering the environment here, they know that environmental news are often hard to communicate. They deal with very complex issues, and the data are often abstract and really difficult to illustrate. And you can see this illustration here, which is one of the really big clichés on the Internet. It's the hand and the globe. There are so many versions of it. And of course, this is about the globe as a whole, and it's about numbers and calculations and future predictions, and it's all very important. But the dilemma is that such news often don't work in the journalistic format. So, we can ask, where are the humans? And environmental news are also difficult to grasp, because the data, they're not only big and distant, but they're so uncertain. It's all about the future. So, what can be done about that?

So, the question that we wanted to investigate was, how can journalists be better at communicating environmental risk? And since so many people now are migrating to the social media, we thought that, OK, we can go there and see what's going on there. Maybe there is something to learn from it. And actually, we were really surprised by the findings.

One of the things that we found then was that resourceful young people, and these are really people that in a few years will be in charge the most important oil wells in the Western world, they were bored to death by environmental issues in the media, and so were the future journalists. But what all of them liked, though, was to explore global warming and other issues through gaming, through interactive gaming. I'll explain more about that in a minute.

So, we had panels of young people in Norway and Texas. And so, we wanted to test three kinds of visuals on these panels. First, we went to YouTube, where we found hundreds and thousands of video posts about environmental risk. And this is a very typical one. So, even though there are very many providers, each clip is usually watched only by a few. So, here we have 4,500 people that have viewed this one. And this is a documentary style video about effects of drilling in the Arctic Sea, which was made by environmental activists.

And the second clip was also from YouTube. This is an animation and a simulation about future risk. And this animation was actually pretty funny to view or to watch. It is solution oriented and it predicts the future of alternative energy sources.

And then the third visual is an interactive app called The Ecological Footprint Calculator. This is an interactive game where the players consumption of resources is tested. This game is based on really big data, like 5,000 entry points from 241 countries in the world. And these data are collected once a year. And what comes out of it are a lot of things. And you can play it in many different ways.

So, here is my ecological footprint. I pretended like I was a Swiss person. [laughter/laughs] Norwegians and Swiss are pretty similar. And it turned out that if everybody in the world lived the way I do, we would need two-and-a-half planets. [laughter] And you can see it tells how much land that is needed to feed me, how many trees, how many everything. And you can go back and forth and you can change your footprint. You can edit. You can explore different scenarios. So, it's pretty funny.

So, our test panels, they were students that majored in petroleum engineering and in journalism in the two most important oil regions in the Western world, and that was Texas and Norway. And what we did find was that they were all in a state of information overload. Emotionally, they actually expressed signs of mental fatigue. They were bored. They were tired of it all. And we had these discussions about environmental issues in general in the media. And only one journalism student said she might be interested in covering topics like climate change and consumption in the future.

And to cope with this information load, the students had developed a set of deflective strategies. One of them was that they used to overlook environmental issues in the media by not watching, by not buying newspapers, by not searching for environmental information, not embedding, not linking. So, that information that they didn't like, they just blocked it out.

And another strategy is rationalizing. And this was pretty typical for the petroleum engineering students. And rationalizing involves ways of sorting out issues or aspects that can't be proved, that are uncertain in some way, and that means that there isn't much left.

So, the interesting thing [is] that behind these layers of information overload, we found that the students, they actually felt helpless. They felt powerless. They were confused. So, what happened was that they felt that so much of what is going on with the globe is outside of their individual control, outside of their influence, and they didn't know where to start helping or how to help. And so in particular, the Norwegians, they were very disappointed in the politicians, because they think that there should be collective action; whereas, the Americans, they were talking about all the other people around them, the individuals, that they as individuals should do something, but where to start and when and with what was totally confusing.

So, if we compare these three with visuals, what works and what doesn't work? Clearly, regular storytelling is very boring for these people. And they

were very critical to the one-sidedness and to the lack of objective information, so to speak, that they thought that was missing in at least the two video clips. And also, we found that the use of effective clichés, such as using ice, bears, or penguins, or other elements, that was just very negative. Because they didn't like moralizing and they didn't want to be empathetic with all that.

What they did like, though, was original content. They wanted reliable data. And by that, they meant big data and many kinds of data. They love the interactivity, exploration, and above all, they like the humor. They wanted humor. And friends were very important— friend recommendations.

So, active users of social media want to learn from the news, they want to explore, and they want to do it individually, but in such a way that they can share with friends. They despise moralizing, but they love humor. They often go to the news to get emotional release. And it seems that gaming opens kind of the back door to their busy minds and it really catches attention and made them think.

So, here is what it looked like if you chose the U.S. at the outset, but you could choose almost any country, and you would come up with different results. So, you see that U.S. people, with your consumption, we would need five planets. [laughter]

So, the benefits of interactive gaming are individual exploration tailored to the individual user. Active involvement in the news. People like to work on it together, and it was nice to look at. This is what they thought about it. [On the screen: "It makes you think while you are having fun!"]

And just, I don't see gaming as competitive to data visualization, but it's complementary. And I think that it's taking data visualization one step further [and] making it come alive. But it has to be combined with established principles of good journalism, such as thoroughness, independence, and transparency.

And so if you look at these reporters standing on top of that iceberg, we can imagine that icebergs, most of them, it's not above water, but under water. So, if you look at the whole iceberg they are standing on as a journalist toolbox in the future, I think that so much is still unexplored. It's under water. And I'm sure that interactive gaming in a few years, that's one of the tools that is going to be used much more than today.

Thank you.

[Applause.]

Yanjun Zhao: Hi, everyone. I have good news. This is going to be the last presentation for this conference. [laughs/laughter] And I feel very, very

fortunate to make that announcement. [laughs/laughter] And I think that this symposium committee did me a good favor to put me the last one, so I can make that announcement. [laughs/laughter] And my second good news is my presentation will be very, very short. I will try to make it the shortest one in the whole conference. OK? [laughter]

And I want to thank Brian this morning from the Chicago Tribune, because he talked about like when we want to make something work, it's more than artists. Is Brian here? I don't know. And that basically he did the literature review for my paper. It's like when you want to present something in a very, very artistic way, you need to make sure it is also very, very functional. And in terms of online journalism, there are many, many amazing things that really attract people's attention about multimedia, putting videos, using like interactive data presentations, like those maps with those things and all those bubbles and terrific charts. And not many people really focused on how to present the text part, and that is purpose of this study. OK?

So, the first one, yeah. Did I jump? Yeah. So, let's first, there are three steps mentioned in Brian's presentation this morning. Like, in order to make something really work, we need to know, who are our audience? What's their habits? And the third one is, what we can do to adjust to their habits. How do you like my Chinglish? [laughs/laughter/applause] I'm a very good at speaking Chinglish. [laughs/laughter] OK.

So first, let's talk about those Internet users. If we want them to read the online stories in a more convenient way, more efficient way, we need to know their habits of use, of reading online news. And the first question is, how do Internet users read on the web? Actually, a lot of people did their research on the visual presentation. And their answer was that they don't read newspaper stories online in the same way as they read it from a hard copy print version. Because reading from a screen is really, really different from reading from a newspaper hard copy. So basically, people don't read online stories. They just scan.

There was even a pattern [that] showed up, like, how people scan. People generally scan a webpage like the letter F. So, people will first read the title part and then they will go to the first column to the left, and then after they got the major structure and the major ideas, they will go to the content. That's the third part of that F part. So, that's how people scan a webpage. Basically, they don't read it. They just try to find some key words that catch their attention, and then they would go deeper into that information.

So, I want to dig deeper, a little bit, about that usability. So, web usability is about video presentation of contents for a screen. It's a visual design of pages and the logical presentation of information. And the purpose of web usability design is trying to make it easy for the user to find the desired information and in a very, very fast and efficient way.

And this paper, this study is trying to see how text arrangement will help this efficiency. And the focus, again, the focus of this study is on the visual design of online news text. It's not about those add-ons, not about those pictures, those videos, or those interactive charts. So, this study test the presentation of the text part for the Internet online stories. And I will first talk about the limits of our shovelware approach and then talk about the potential of benefits for a layered story approach.

Most of the online newspapers these days, they took a shovelware approach. Maybe less and less are doing shovelware. That is a very, very good trend. But still, the majority of the newspapers, they are doing shovelware, which means they just copy and paste the whole text part from the paper into the screen. It's like a shovel there. And this approach, this shovelware approach, it assumes that people will read the online stuff the same way as they read from the screen. Actually, this assumption is not a very solid one. Actually, there are many, many differences between the hard copy version and the screen version even if they are the same content.

And the biggest difference from reading from a screen is that when people are reading from an Internet server, there are [constantly] other alternatives waiting for them. So, people are less patient while reading from a screen than [when] they are reading from the newspaper. And the Internet actually gives…. One of the reasons might also be the resolution difference from a screen and the print version. It is more tiring. It hurts the eyes more from reading something from a screen than reading a hard copy. I don't know. How many of you, when you read your term paper, you print it out and do it the hard copy version? I do that. Maybe because I'm old. I don't know. [laughs/laughter]

And next, yeah. Actually, online journalism can take advantage of the medium, like its multimedia function capacity to help with the text presentations. Today, I'm going to talk about the layering approach, which means we chunk the story into several sections. So, people can see the major ideas for each section, so they can get the major ideas of the story very, very quickly, and this might increase efficiency.

OK. Here are my research questions. It's like, how a layered story compared with the shovelware story. The same story just in different versions. How the layered version would be different in terms of organization, or whether it's easier to understand, or whether it's faster to read, whether it's more visually attractive, whether it causes less fatigue, and it makes the story less boring.

And I made a very, very simple experiment on that. I just put my students into three groups randomly. One of the groups did a shovelware experience. The second group did the layered story group. And the third one looked at the hard copy, which is like the control group. And this is the webpage. This is a screenshot of the webpage I used for the layered story part. So, here is

the webpage I made for the layered story. And the title of the…. This is a real article on the newspaper. And I just made like an accordion entry mover, and people can see the different sections of the major ideas for the same story. And they can have the…. I made like sub-headings for each section. So when the reader wants to go deeper, they can just click and then they will see the details, more information about that thing. So, this is my layered group stimulus. And this is just the stimulus for the second group. This is the print control group. And this is the shovelware group. Same information, same text, but just in a different visual format.

And here are my results. I think it's not very difficult to understand. Basically, I found that the layering format offers better organization of information and it takes less time to read. It increases visual attractiveness. It has less fatigue. It has less boring reading experience. So as we know, Internet online journalism is still in its infancy, and there is a lot of things we can do, not only for the images, but also for the text part.

That's it! Thank you.

[Applause.]

Question & Answer Session

Regina Lawrence: All right. So, you know the drill. Now, we go to Q&A. and of course you know microphones are here for you to line up at and ask your questions of the authors. I'll go ahead and get us started, hoping that others will join in. I guess this panel has got me wondering about, what would we recommend if we were a panel of advisors to the news industry today? What would we be recommending about how to structure the online news product, in particular? And Yanjun, you started us off nicely, because I think the answer is pretty clear, right? We would layer rather than shovel, right? [chuckles]

Yanjun Zhao: That's right. That's right.

Regina Lawrence: That's right. But I'm wondering, what are some other recommendations that might come out of some of the research that you've done? And maybe, Astrid, I'll start with you.

Astrid Gynnild: Yeah. I would recommend that they would start exploring much more in the field of interactive gaming, for one thing, and also animations. I think that it's so easily forgotten that all of us, we read the news also to get emotional release. We want to learn through having fun. So, all young people nowadays, they are so used to gaming, so it's no big deal. It's just fun.

Regina Lawrence: Right. Right. Any other insights from anybody here on how the online product could be structured more successfully?

Angela M. Lee: I don't have an insight per se right now. I just want to mention that you guys think back to the first panel yesterday and the one we had right now. Someone mentioned a gender revolution going on here. [Note: Panel is comprised of all women.] [laughter] This is pretty amazing.

[Laughter/applause.]

Regina Lawrence: Good.

Rosental Calmon Alves: [Inaudible.]

[Laughter.]

Angela M. Lee: [Gives a thumbs up sign.]

Regina Lawrence: I see we have our first questioner. Please go ahead.

Woman: Hi. I actually had two, but I can alternate with him as needed. [She points across the room to someone else with a question.]

Regina Lawrence: Yay!

Woman: I apologize if I butcher your names. I'm just saying in advance. So, my first question was for Hsiang and Angela, because you had two separate research papers; one by you and then one by the two of you together. One about college students, and how they absorb news, and how they were more leaning towards print as opposed to online. But then your other study showed that when it came to just regular consumption of news that wasn't in their college environment, it was just down altogether. So, what would be your advice to further engage young people in overall consumption of news as opposed to just [news] that's directly related to their college environment?

Hsiang Iris Chyi: I think the second study shows pay intent for news is affected by as many as five factors, but at the same time, as Angela suggested, age and new interest are the most important predictors, but at the same time, young people are less likely to be interested in general news. So, I guess, again, this is…. I don't know there is an answer to this question, but this is exactly probably why this happens. But I guess commercial newspapers can learn from college newspapers in many ways. I'm not saying they are the same, but, for example, when the content — well, maybe a better way of saying this is, they need to better understand how consumers, whether it's young or old people, perceive their products. Because I think it's an awful thing to say in this conference, but…[chuckles]….

Several People: Just say it.

Hsiang Iris Chyi: I think research shows…[laughter]…the print edition still is preferred by most people; all these other things being equal basis. I think this is probably the starting point before we need to really understand how users respond to online news. So, the same content in different containers, people perceive those two formats so differently. I think that's probably the key message. And, yeah.

Regina Lawrence: I can't resist jumping in here just for a second. Then I want to get back to your question. [laughter] I jotted down what Raju Narisetti said to us earlier today, right? He said, "We're now past the point that … everyone has stopped pretending," he said, "that, you know, print media are going to live on; that print newspapers are going to live on." I was so struck by that. And I don't want to put you on the spot, but I'm going to put you on the spot. [laughter]

Hsiang Iris Chyi: I think it's … we all know that print circulation has been going down, and that's no news. And actually, it began since the eighties. So, it's nothing new, but at the same time, after like 16 years of experimentation with online, we are not seeing the online news becoming the core product, at least for major newspaper companies, in any sense, like, revenue, use. For example, people tend to think more people are using online, but that's really not the case for most local newspapers. If you look at the Scarborough readership research they publish every single month, you know that's not the case. And revenue wise, it's just — and preference wise. So, I probably don't have a real answer, but, again, these things are so often ignored, especially by people within the industry. So, I think, again, a better understanding of the whole scenario. Of course, online is fancy and apps are fancier, but 15 years ago, people thought the web was fancy, but now we are seeing the same business model being repeated again and again. You are offering free content through so many different platforms, hoping that eyeballs will mean something someday, but there are other issues, like why people dislike, again, other things being equal basis, being, for example, the same price. That's one important element. If you don't have those factors controlled for, then you don't really know the real preference, right? Because, yeah, so I guess that's a short answer.

Regina Lawrence: [chuckles] Let's get back. I think you had another question you wanted to ask.

Woman: Yeah, but he can go, or however it works. [laughs]

Regina Lawrence: To this side.

Man: OK. Mine is related, so, Iris, I've read a number of your papers, and I've enjoyed the way that you've differentiated between use and preference. I think that's an important distinction, but I also, I guess, I don't quite understand how you get from the findings in your paper to the claims that you're making related to it, in the sense that you're arguing that — your

research question is, are digital natives dropping print newspapers? But your research in this case doesn't have anything to do with whether there are fewer people, digital natives or not, who are reading newspapers. You're simply pointing out the fact that college newspapers have not done a very good job of getting a digital audience. And I guess this is my overarching criticism of this approach, which is, if you look at newspapers and where newspapers are getting their revenue, well, then you are going to see that print is where the money still is. But the thing is, looking at newspapers is not the right framing, because a significantly smaller amount of news information is coming from newspapers. And I'm willing to bet if you were to go back to college students at those universities or elsewhere, you would find that the vast majority — the vast, vast majority of the information that they are taking in everyday, news information and otherwise, is not coming from print newspapers. I guess I don't see how you get from the comparison that you're making in the paper to the claim that young people or digital natives are not dropping print newspapers.

Hsiang Iris Chyi: I guess the first paper is more about their format preference, so I think the print format itself is not the problem.

Man: But again, it's not about their format of preference, because you didn't ask any digital natives any questions. You asked their newspaper advisors at their colleges to give you circulation data.

Hsiang Iris Chyi: But why are they not dropping the print edition of their college newspapers then?

Man: They are, I think, by most…. I mean, circulation numbers are…. First of all, circulation numbers are decreasing for most college newspapers. Second of all, print readerships numbers are…. I mean, I say this as the advisor of one college newspaper who is on the board of another and I've talked to dozens.

Hsiang Iris Chyi: Right. But at the same time, the print is still relatively strong compared with the same newspaper's web edition, right? So, I'm not saying everybody will pick up their print newspaper again. But again, the format itself is not the issue or not the only issue, because very often…. We have another paper on format preference among the general population, and again, even today, 70% of the U.S. Internet users said they prefer the print edition, again, given the same content and the same price.

Man: Which is not reality, but…. [chuckles]

Hsiang Iris Chyi: Which is the reality because….

[Laughter.]

Man: If all print newspapers were free and available 24 hours a day at the moment's notice, then it might be a fair comparison.

Hsiang Iris Chyi: But as I said, it's important to look at the preference by itself or its net effect on pay intent, because if we…. Why do we have to make online news free? Right? Because definitely…. Well, there is another whole paper on why online news is considered inferior, good, like Ramen noodles. [laughter]

Man: Right.

Hsiang Iris Chyi: So, it's so difficult to summarize all those years of research together.

Man: Sure.

Hsiang Iris Chyi: But I think the message is we need to take a closer look, and we don't reach very fast conclusions just by saying, "Oh, because they are not reading as much print news, so the future is online." So, I guess that's the message.

Regina Lawrence: Maybe I could just interject one other thing into this debate, because I think it's really useful. One thing that comes out is that latter point you were making, that we've assumed all along that the form was somehow the problem, but the price has never been the same, so we haven't really known if that's the problem. But the other thing that really strikes me in your findings and also in Astrid's paper is, you know, it's the fundamental problem of news interest.

Several Panelists: Mm-hmm.

Regina Lawrence: And the irony, the paradox [is] that the young people who are the most willing to pay for online content [chuckles] are the least likely to actually buy the hard news product online. So, it really gets me thinking, should the news industry be paying a lot more attention to how to stimulate interest in the news, not just by going to the lowest common denominator, not just by going to more human interest and entertainment news, but also shouldn't they care about civic engagement? Shouldn't the news industry be caring about creating the next generation of citizens who will be inclined — who will feel a need, a desire, and interest in their product?

Tania Cantrell Rosas-Moreno: If I could just interject, I see a lot of parallels here with this question of news readership, news desirability, to teaching. How can we get students involved in a certain capacity in the newsroom, excuse me, classroom? No slip intended. But I see a lot of those issues. I wonder, too, on a broader scale, we know that here in the United States the newspapers face a very dismal future, but that's not necessarily the case in other countries. And I think it's important to draw that distinction

too. For example, in Brazil, with a more literate middle class, we're seeing an explosion of the newspaper industry. So, I wonder if it's more, if it might be a cultural question regarding news, excuse me, citizen engagement. Is it generational? Where might the issues really lie?

Angela M. Lee: I just want to mention that I think sometimes when we talk about the future of journalism, sometimes we get a little sidetracked, because online journalism is obviously where the present is right now, and it could be the future, but ultimately what matters is journalism. And whether it's online or in print, that's just a different platform for delivering the news. So, if you go back to what Moroney mentioned yesterday, having good news that people are willing to pay for is about having something that's different from what other people are offering. So, when you differentiate your product, then that becomes more valuable. Then people pay for it. So, it's not really just about print versus online, the death of print and the future of online. It's about the future of our journalism, right? So, I think we should go back to the content itself as well when we're thinking about the platform.

Regina Lawrence: Let's go back to our question.

Woman: So, my other question is for Yanjun Zhao. So, I was really intrigued by the layered storytelling idea, but I did find that the layered story you presented was very long. You had a lot of different tabs, and each one had about two-to-three paragraphs of information, like about 150 words. So, do you find that it would be more suited for long-form stories—enterprise, investigative—or do you think there's also a way it could be transferred to short-form stories or even breaking news?

Yanjun Zhao: Thank you so much. I love your question. And actually, while I was writing this paper, I was teaching an online journalism course. And this idea was from the textbook. [laughs] And in that same textbook, the author mentioned that not actually that format, that layer, or the content format does not necessarily fit all kinds of online stories. For example, the feature stories might not fit very well for that. And the example I used in my study, it is a very thematic article. It has.... Like, the order of the different sections does not matter very much. But in some stories, you need to read the first part before you jump to the next part. And I have a confession to make. [laughs] I really....

Angela M. Lee: You stole my line. [laughter]

Yanjun Zhao: [nods yes] Yeah. [laughter] This line is stolen from her. I stole her line. [laughs] And actually, I purposely used a story which has a structure that the order of different sections doesn't matter. And I'm not going to make a claim that this layering fits all stories. And in terms of the length part, it's a very great point you mentioned. If the story itself is very, very short, there is no need to cut it, right? It's just a one-bite cake. Why bother? Yeah. [laughs] Very good point. Thank you.

Regina Lawrence: Yes. Go ahead.

Paul Adams: Yeah. I'm Paul Adams. I'm actually the co-author of the paper with Astrid.

Regina Lawrence: [chuckles] I was going to say, are co-authors allowed to give question? [laughter]

Paul Adams: Well, I won't ask my co-author the question.

Regina Lawrence: Of course they are.

Paul Adams: The question actually is more of a comment to Iris. And I've been thinking about using the representative quality of the college newspaper, and what occurs to me is, a student is coming to a class in a room like this, and they have an old-fogey professor with this old-fashioned idea that the student should listen and has told them they're not allowed to have their laptops open, they're not allowed to be texting during an hour and 15 minutes. [some laughter] Well, these students are already acculturated to need multiple stimuli coming in multiple ways, and the best that they can do, if you've been so strict, is to have a newspaper beside them that they can read in the dark up there, because they can't do any of the electronic stuff that they're used to. Therefore, the college newspaper is still being sustained by professors. [laughter] OK. I don't know if that's a question. Maybe it's a challenge. I don't know. [laughter]

Hsiang Iris Chyi: I think in most cases, professors allow students to use electronic devices in class. I don't, but…[laughs]…but I think that there are other class policies. So….

Paul Adams: Right. Well, it's a thought because their lifestyle is kind of unusual, and that might be changing whether or not the college newspaper really represents the typical newspaper use. But then, I guess, in a little bit of a follow-up comment, because we've been looking at interactivity. I think that my example of the classroom there is a very bad one, because it sounds like a dull lecture, where the professor is not really interacting. And so, you know, the slip of the tongue about classroom versus newsroom, I think, is very apt. Because the classroom also has to learn from these things that we've been talking about—how to encapsulate information, how to get people involved and interactive, and that sort of thing.

Panelist: Absolutely.

Angela M. Lee: It just occurred to me that maybe the solution for the print newspaper is to have captive audiences in the U.S., and so maybe that's what we should aim for. [laughter]

Regina Lawrence: [laughs] That's right. Please, go ahead.

Man: Oh, Rosental hasn't left. I wanted to say thank you to him, because I'm here in Austin today because of him. I come from Philadelphia. I'm a publisher of a Spanish language or Hispanic-use-based news media entity called Al Dia. And then, so, I liked the discussion presented by this all female group of researchers. I'm impressed by the depth and the seriousness of the analysis. I wanted to ask a question related to this new tendency of media on the web exclusively. The Hispanic market, so you know, have an authentic wave of news media sites coming in [and] pretending to be the next generation of news media for Hispanics in the country now. 50 million of them. $1-trillion purchasing power. And that's what motivates them most of the time. To give you a couple of examples: Huffington Post launched Latino Voices, ABC launched ABC Latino, NBC launched NBC Latino, Aero Latino, Fox Latino. We've got everything Latino now. But they are only based on the web. You know, so my question to you since you did analysis on the web is, how do you think they are going to fare by being exclusively on the web in a market like the one that I represent?

Regina Lawrence: Thoughts, anyone? [No comment.] If I understand the question, it's, how will targeted media like this…? What are the prospects for them?

Man: Yeah. How well they're going to do?

Regina Lawrence: Yeah, how are they going to do as online.

Man: You know, because this is the infancy you guys have [talked about], the infancy. I'm a print guy who lives on the web, but I believe in the combination of the two. I don't think that one leg doesn't go with the other. You know, one leg, you're just jump on one leg, and people don't see it. Like in the campus, if it disappears on the rack, then out of mind, out of sight. So, I'm curious to find out how they're going to do, of course, but I'd like to get the advance news from you [of] what might happen in the next three, four years. Could I have been investing heavily on producing news sites in English? By the way, mostly in English, strictly on the web, no print product. Just trying to go after the market, because it's a very bountiful market—$1-trillion. Larger than African-Americans by demographic. Much larger than any other ethnicity in the country. You know, so it's like the Gold Rush again. So, I'm curious to find out, what is your perspective on it?

Regina Lawrence: Anyone? [No comment.] You've stumped the panel. [laughter]

Tania Cantrell Rosas-Moreno: No pressure. OK. So, I think the question is, if I'm understanding you, how can the Latino market be more tapped? Or, how can print and online work together? My first thought on that…. I talked with Pedro Doria yesterday. Pedro, are you here? OK, thank you. Just for a

few moments. Because I was very interesting in the three newspapers that I studied, looking at their online content with regard to the election. El Jornal do Brasil confused me, because the third — it's the third oldest newspaper in Brazil, the first paper in Brazil to ever have an online version, but now it's also the first newspaper to be only digital. And it was very difficult for me to get information about its readership and viewership because of that fact. I had to work with Publicitas, which does a lot of newspaper research in general. But I asked Pedro, you know, "What's happening here? Why has Jornal do Brasil gone completely digital?" And his response was, "They had no other choice." So, I don't know if that's really addressing the question, but it seems that some newspapers are finding themselves…. And I mean, the whole conversation at the conference has been, what are the different ways that we can engage readership with the apps, online print, mobile devices? I think we're just seeing a diversification of ways to get media. The Latino market in the United States is very interesting, because of the Diaspora. We see people wanting information from their locations, not just the Latinos, but Samoans. There was a very interesting presentation on Samoan media and how more Samoans outside of Samoa read and are engaged than native Samoans do. So, I don't really know that that's an answer. It's more of a collection of thoughts.

Rosental Calmon Alves: We have a question.

Regina Lawrence: Yes. Please, go ahead.

JV Rufino: Oh, well, this is basically a comment that I thought might be interesting to the panel. Of the 30 titles we carry in the Inquirer Group, one is a free commuter sheet called Inquirer Libré, which is free. And I forgot to mention in my presentation that it's also distributed to college campuses, in addition to the main subway or passenger railway lines in Metro Manila. And when we first launched it, we ran into resistance in the newsroom, because it's a cut-down version of the paper—smaller, shorter, edited for a younger audience. And the they said, "The first thing that will happen is people will cancel their print subscription for the main paper and go to this smaller paper," and that hasn't been the case. In fact, this free paper distributed on college campuses with a web—it also has a web presence—has 400,000 readers, which is 50% of the circulation of our main paper. So, it's been quite a success actually.

In fact, what we recently did was we came out with a — it was an experiment. In the U.S., you have the NCEAA. We have something similar in Metro Manila, so we came out with a supplement called Varsity Wars, which only comes out during the basketball season, and we distribute it free. It has no website presence or anything. And the students can't get enough of it. We get calls in the office, like, "Where is my copy of Varsity Wars?" It's a big [deal]. So, in this case, that demonstrates that even with college students, there is a potential possibility for print in that sense. So, I'm just adding that

there, because it adds to your research. It's not a campus paper, but it is actually a brand extension of one of our papers.

Regina Lawrence: Thank you. All right. Well, thank you all very much.

[Applause.]