HELLO

Hello

Innovating journalism structures and processes is investigating how journalists and journalism is innovating in Latin America and Europe. To do this, it is mapping innovation practices and processes within the news industry. We're a collaboration between the Media Innovation Studio at the University of Central Lancashire, UK, Pontifical Catholic University of Rio Grande do Sul (PUCRS) in Brazil and University of Beira Interior (UBI) in Portugal.

This card pack is part of our research.

We'd like you to build your perfect innovation process.

Choose any Goals, Methods, Structures, Technologies and People cards to create an ideal innovation ecosystem. Also - we know we've missed things, so use the blank cards to tell us what we don't know.

Once complete, we'll have a more informed understanding of how you see innovation, and how you can make it happen.

MEDIA INNOVATION STUDIO

uclan University of Central Lancashire

PUCRS

UNIVERSIDADE BEIRA INTERIOR

GOALS

Audience Growth

Increasing the number of regular users of a digital platform.

GOALS

Understanding Users

Developing more nuanced analytics or other data collection methods to return deeper audience insights

GOALS

Increasing Revenue

Driving income from digital and non-digital platforms.

GOALS

Increasing Efficiently

Enabling newsrooms and/or journalists to increase efficiency within their daily routines

GOALS

Improving Creativity

Embedding creativity and/or creative problem solving within the daily routine of an editorial team.

GOALS

Fostering Interdisciplinary Work

Encouraging those with different skills (either within an organisation or beyond it) to work together to create new ideas, products and processes.

GOALS

Developing an Innovation Culture

Encouraging innovation - or perhaps more accurately - an ‘innovation mindset’ that permeates an entire organisation.

GOALS

Improving Engagement with Audiences

Fostering a deeper relationship between a publisher and their users. This could manifest itself through digital consumption or a broader and deeper interaction between publishes and individuals.

GOALS

Diversifying Revenue Streams

Creating new products, services or events that offer new revenue streams. This could be building on core activities and exploring new monetization methods or leveraging existing assets to break out into new businesses and sectors.

GOALS

Social Impact

Ensuring journalistic activity has impact on society on either a local, regional or national level.

GOALS

Increasing Media Literacy

Rather than concentrating of commercial outputs, this goal is a social one – to improve the public's understanding of media content they engage with.

GOALS

Building Trust

Rebalancing the relationship between publishers and their audience to ensure the media publisher is a trusted source of information.

GOALS

Insert goal here!

GOALS

Insert goal here!

GOALS

Insert goal here!

METHODS

Empathy Maps

An empathy map is a collaborative tool to visualize and articulate what a team know about a particular customer segment. It is used to gain a deeper insight into customers' feelings and attitudes. The data usually comes from interviews and other interactions with the public.

METHODS

User-Centred Approaches

It means the strategy is driven by user's understanding, focusing on their needs, context/ environment, tasks and goals. It is mostly done through an extensive, continuous and qualitative contact and relations with users. When adopted, it guides new projects and innovations. Users can be audiences, but also journalists and other roles within the business

METHODS

Crowdsourcing Innovation

Crowdsourcing is a method that outsources an activity to a large group of people. It means involving actors beyond your organisation to help fuel innovation.

METHODS

Sprint

Sprints allow a core team to come together to share research, identify a key area for innovation, brainstorm ideas, rapid prototype concepts, test with users. It requires key people to dedicate a week to this process.

METHODS

Hackathons

Hackathons are events where interdisciplinary teams come together to collaboratively create alternative ways to solve a particular and (most of the times) broad and impactful challenge. A hackathon (hack + marathon) can last a weekend, two days or almost a week. Google, Facebook, LinkedIn and also media companies as NYTimes and Guardian have already used this as an innovation practice. Vox's hackathons, called Vax (Vox + Hack = Vax) are also a good example: the company do a yearly innovation marathon focused a challenge of the year. In 2018, the theme was "Loyalty and Engagement".

METHODS

Innovation Champion

Some editorial teams have key individuals who engage with innovative practices and tools and champion them within a newsroom text. They have explicit resources to test and explore, and then share best practice with the rest of the organisation.

METHODS

Training

A classic approach to transformation: ensuring staff have the right skills to enable the organisation as a whole to function in line with an innovation strategy/goal/vision.

METHODS

Adobe Kickbox

A dedicated innovation pack that includes pens, post-its and creative tools kits to help people and teams problem solve. Most importantly, it includes a pre-paid credit card with $1000 to allow individuals to get their idea off the ground.

METHODS

Tell us your methods here!

METHODS

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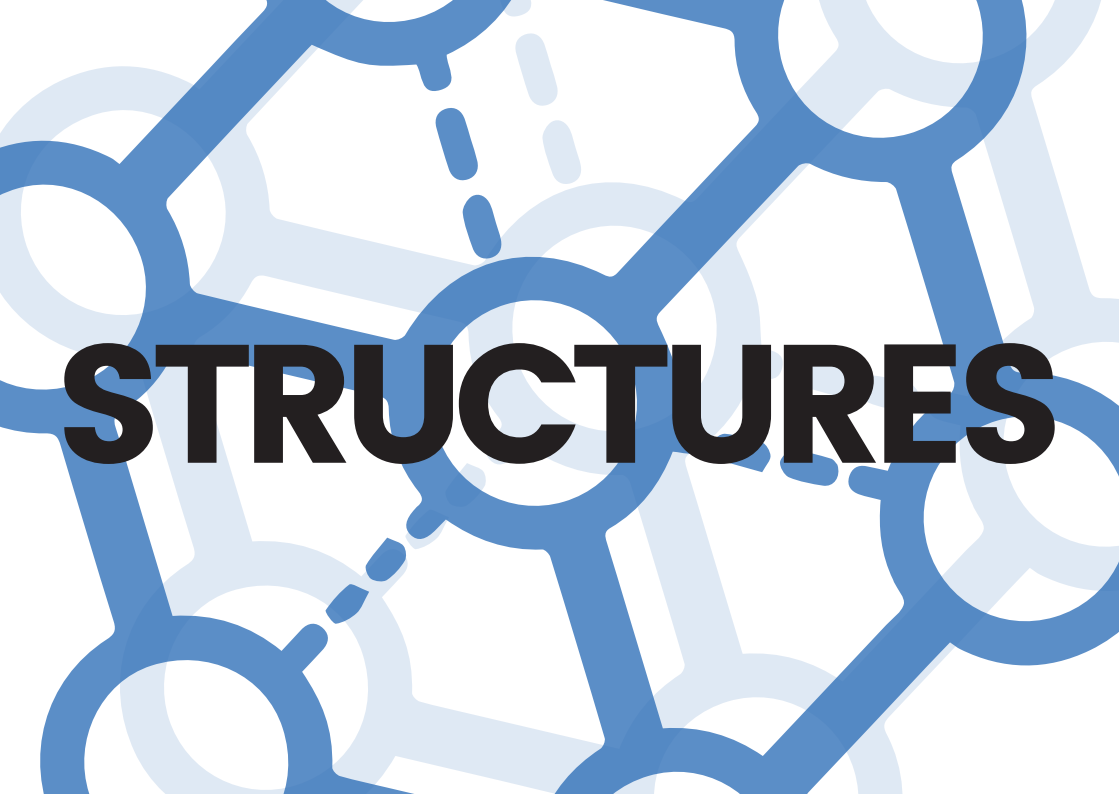
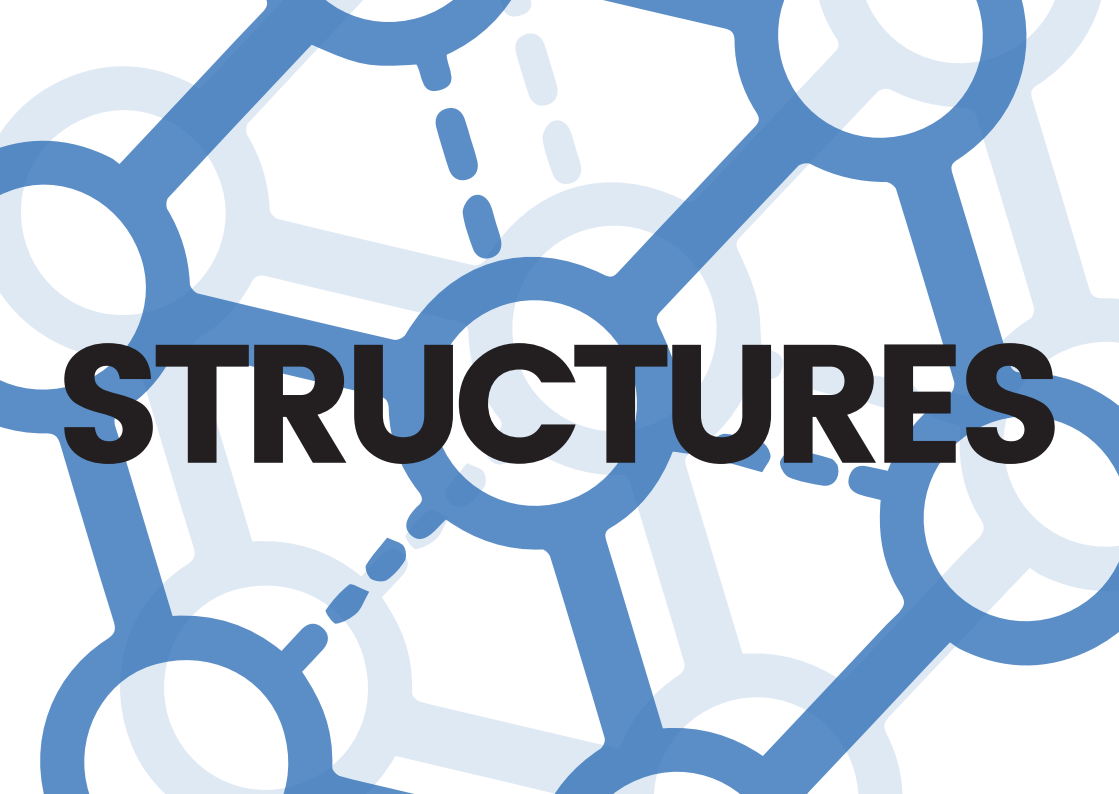

STRUCTURES

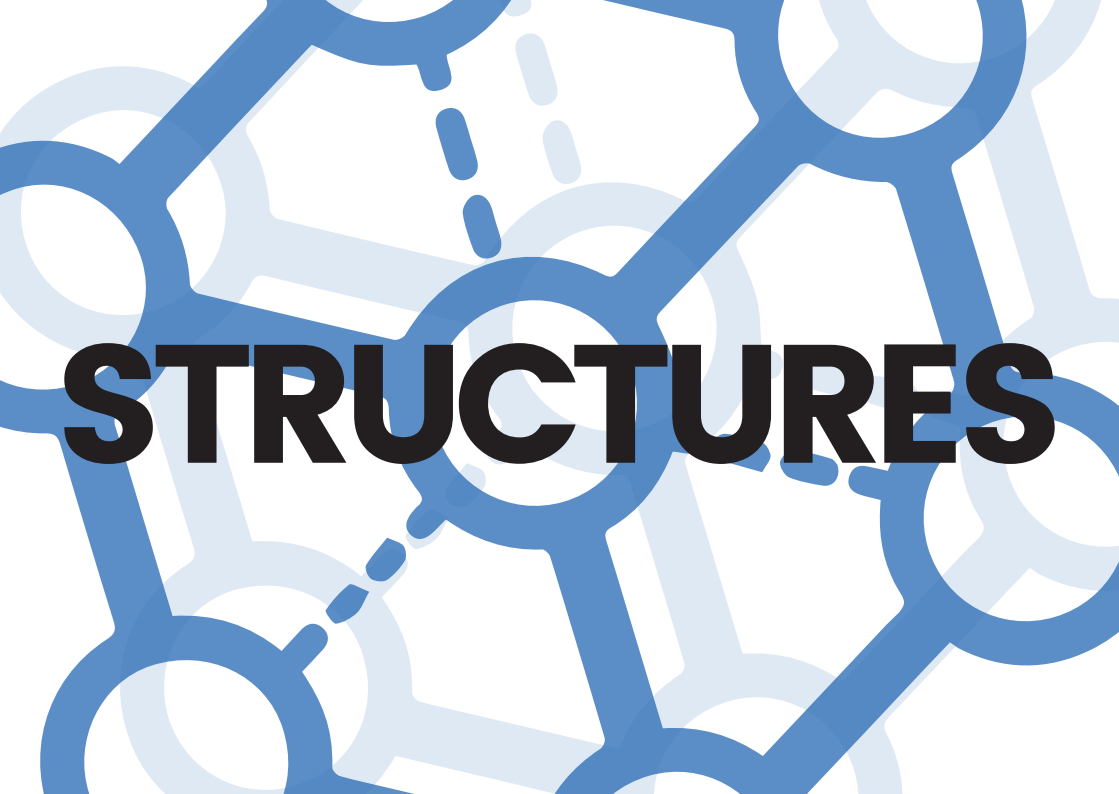
Internal Innovation Team

A dedicated team that pulls in new ideas, technologies and practices into an organisation, tests them and integrates useful elements into the wider organisation.


STRUCTURES

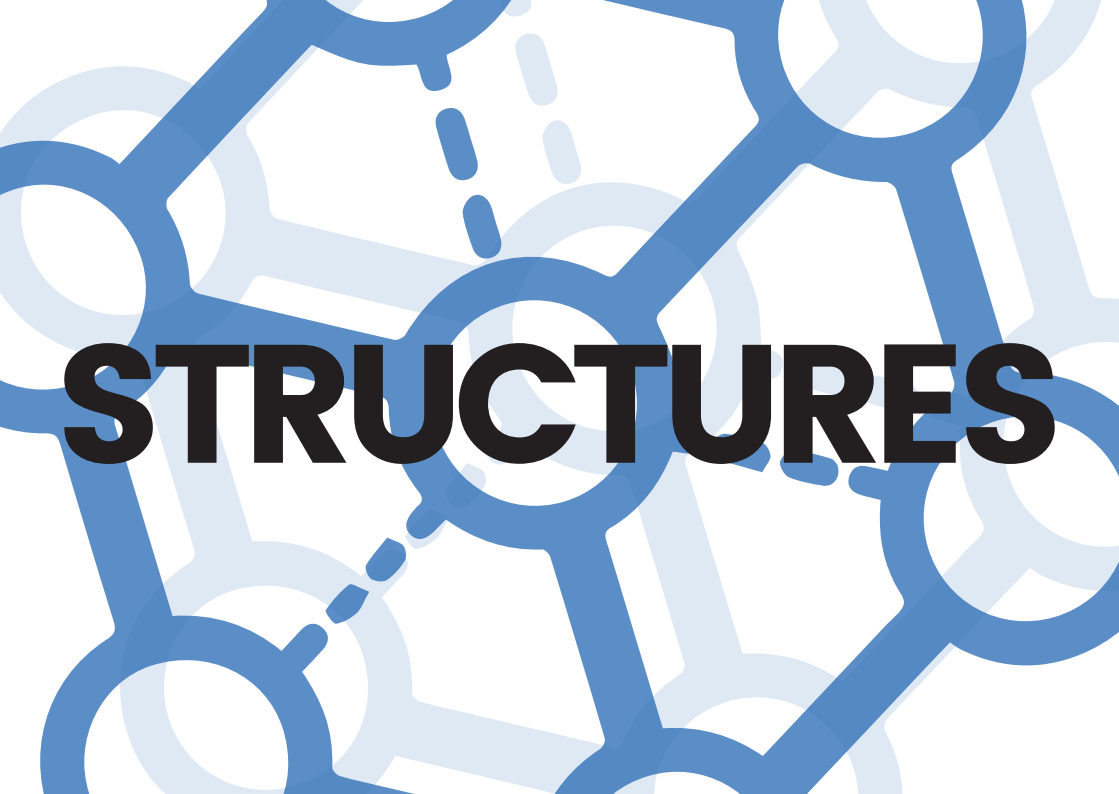
Media Labs

A multidisciplinary team that creates or facilitates new products, services and or skills. The lab generally has a unique identify within the organisation.


STRUCTURES

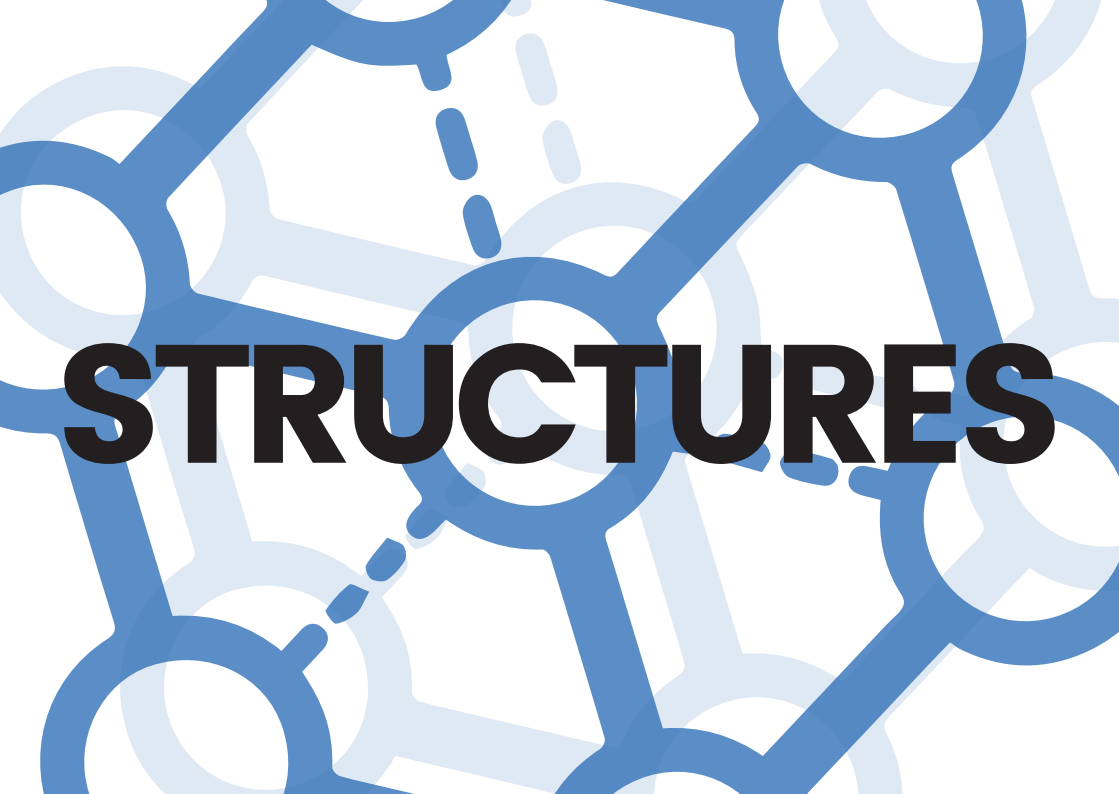
Outsourced R&D Teams

External labs or start-ups that inject knowledge or products into a publishing organisation.


STRUCTURES

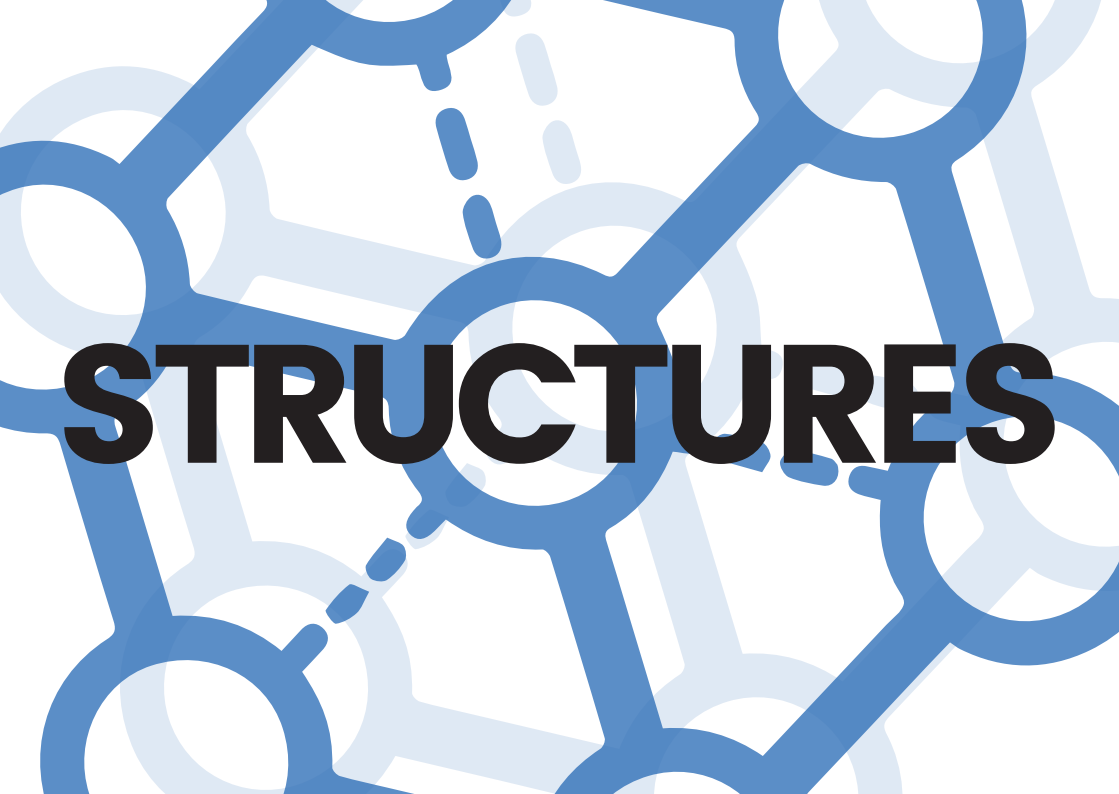
Temporary Teams

Handpicked teams that come together to solve a specific problem, or deliver a specific aim. They can be multi-skilled and from around the organisation, or fixed within one part of the business.


STRUCTURES

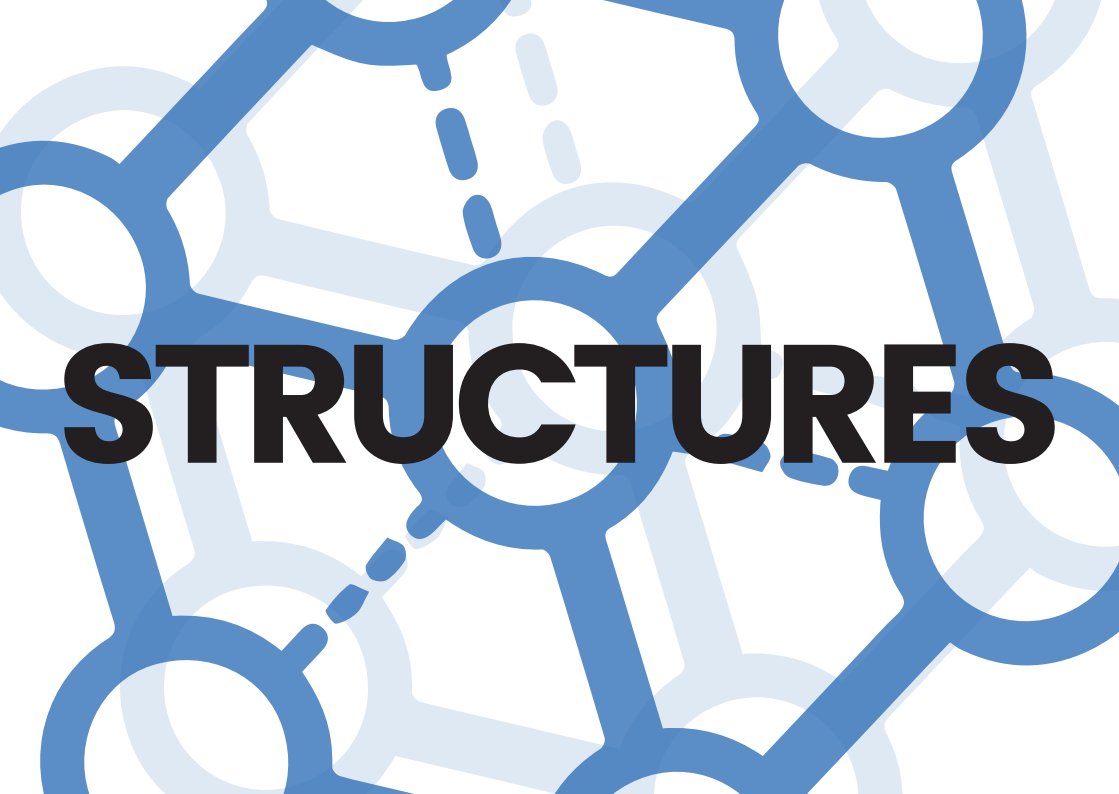
Incubators

Either hosted within a publisher, or with close ties to it, incubators help create new start-up businesses. Providing a range of support to get concepts off the ground.

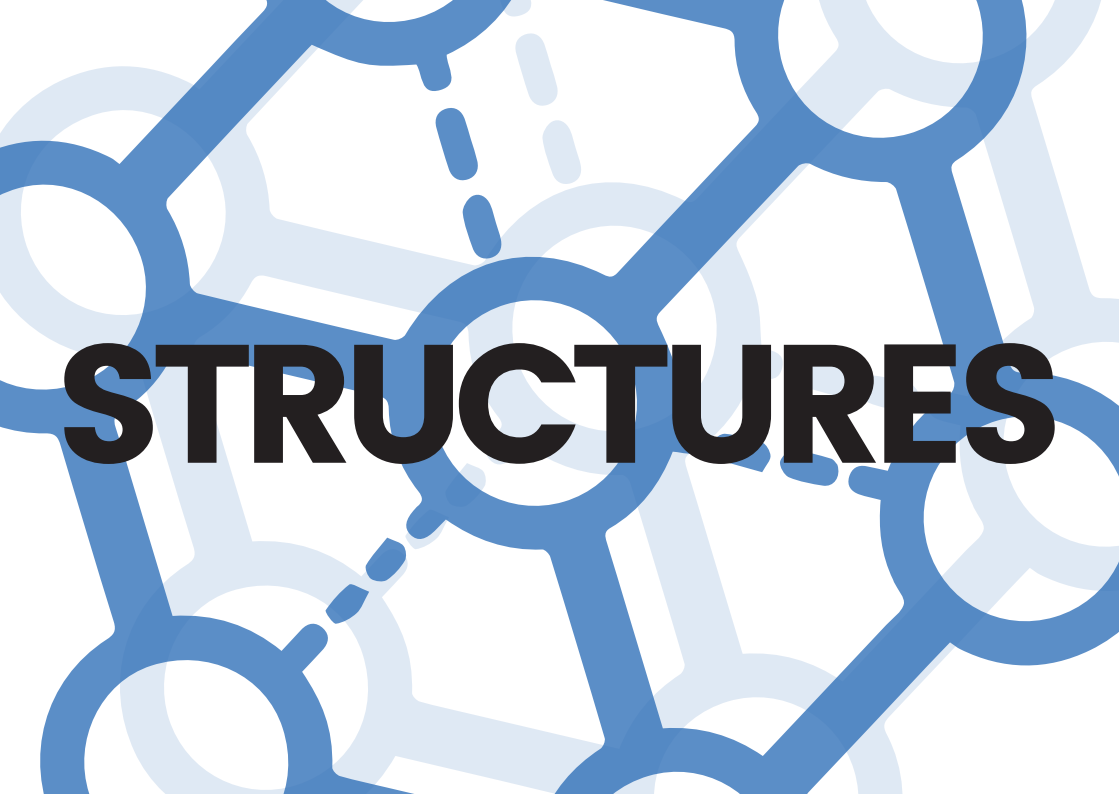

STRUCTURES

Accelerators

Either hosted within a publisher, or affiliated, accelerators work with start-ups that are operating businesses, but aim to drive profitability or spur growth.


STRUCTURES

Tell us your innovation structure here!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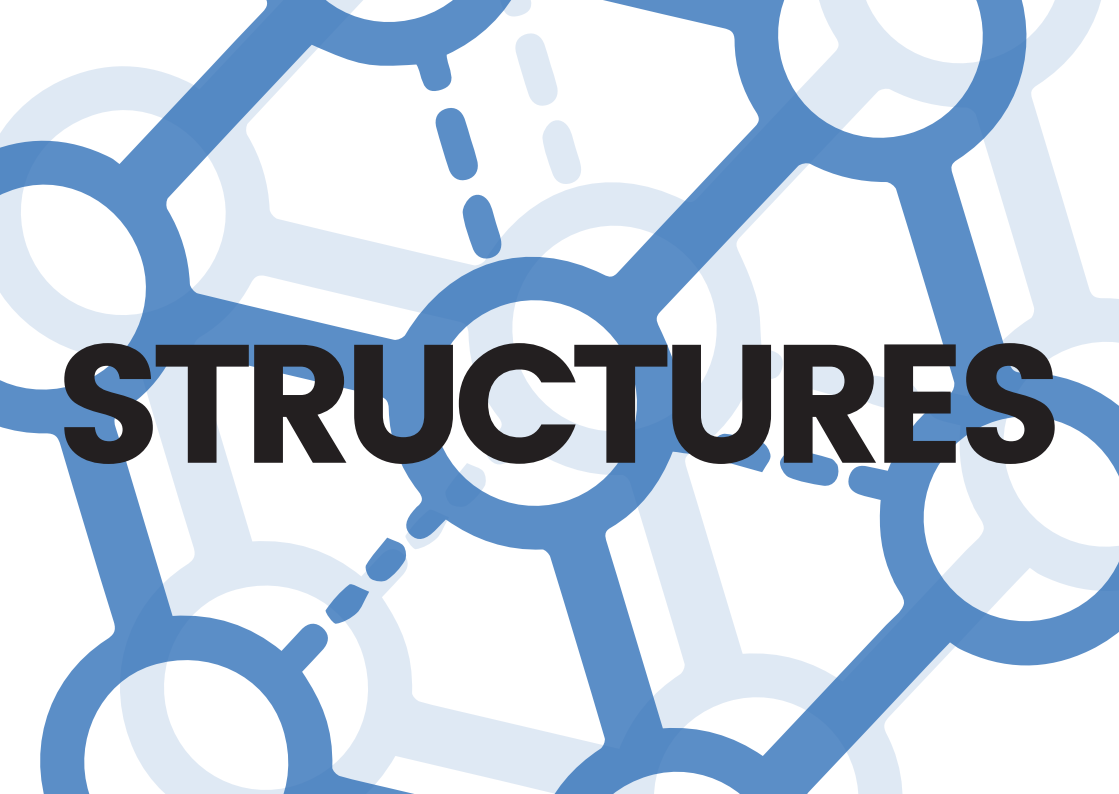
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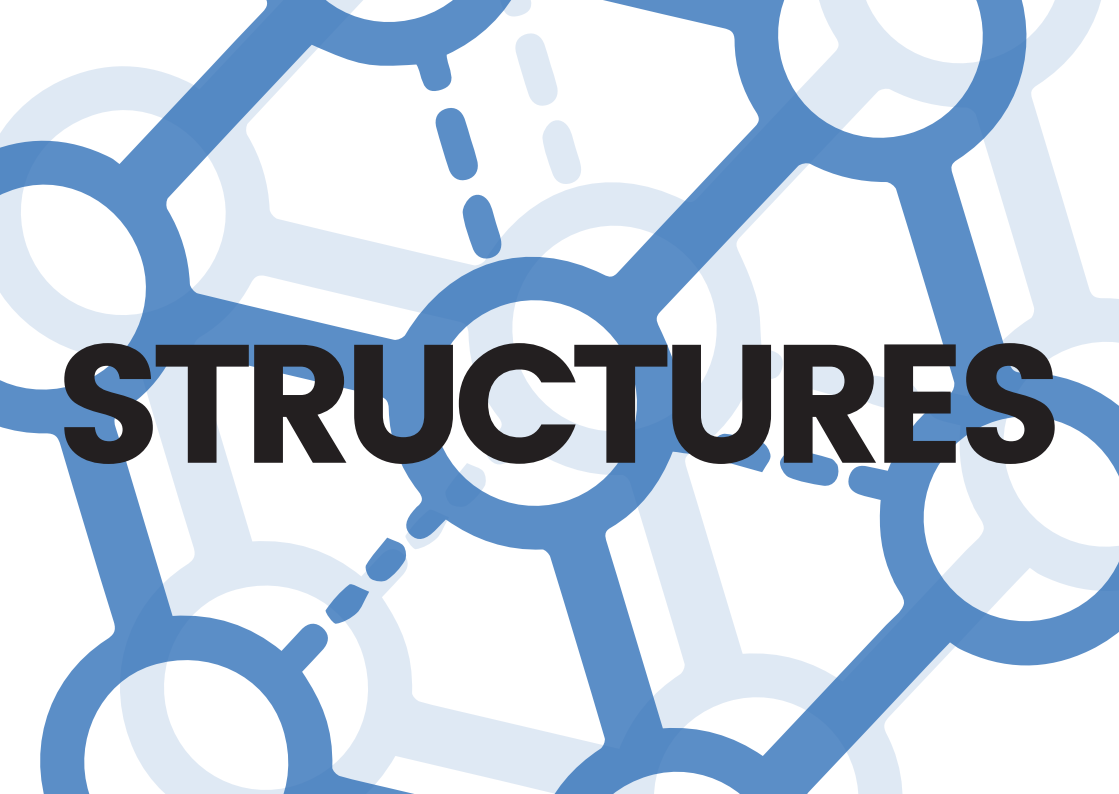
STRUCTURES

Tell us your innovation structure here!

PEOPLE

Journalists

PEOPLE

Editors

PEOPLE

Developers

PEOPLE

Interaction Designer

PEOPLE

Commercial

PEOPLE

Senior Management

PEOPLE

External Person

PEOPLE

External Person

PEOPLE

Who do you need?

PEOPLE

Who do you need?

PEOPLE

Who do you need?

TECHNOLOGIES

Data Journalism

Finding ways to collect data, understand it, use it as a prompt or source for content, and visualise it in a meaningful way.

TECHNOLOGIES

Virtual Reality

Creating editorial experiences in VR environments. Disseminating content on VR platforms.

TECHNOLOGIES

Internet of Things

Using connected objects – such as smart speakers and voice assistants - to connect with audiences and publish content directly. Harnessing connected sensors – such as city pollution sensors - to collect new data.

TECHNOLOGIES

Smart Speakers

Creating new editorial experiences and data analytics
for connected speakers.

TECHNOLOGIES

Sensor Journalism

Understanding how sensor data could be captured, used and visualised to create compelling journalism.

TECHNOLOGIES

Robot Journalism

Using computational methods to generate journalistic content automatically. Examples include sports content that is automatically generated based on key data (scores, players, weather data) from games or events.

TECHNOLOGIES

Chatbot Journalism

Automated chatbots that connect with audiences and convey journalism in a conversational style.

TECHNOLOGIES

Artificial Intelligence

Broadly exploring how AI and machine learning can influence journalism. This includes: learning about audience preferences; collecting, processing and understanding data for stories; finding new ways to engage with audiences; automatically generating content from data sets and acting as a tool for journalists. For example, auto-transcription of audio recordings.

This is a purposefully broad category for understanding AI and journalism in multiple ways.

TECHNOLOGIES

Blockchain

How can the ability to uniquely verify content or information in a digital world impact on journalism? Being able to track individual pieces of content, or parts of content, could create more verifiable information or create new ways to generate revenue.

TECHNOLOGIES

Apps and Platform Development

Creating new digital products and services for niche demands, or areas that are currently unexploited.

TECHNOLOGIES

Wearables

How can wearable devices – connected watches, augmented classes or other sensors – influence content generation and publication?

TECHNOLOGIES

3D Printing

Exploring how journalism could explore the physical and digital through incorporating 3D objects into their innovation practices.

TECHNOLOGIES

User Generated Content

Understanding and maximising how user-generated content is used in newsrooms.

TECHNOLOGIES

Augmented Reality

Using phones and other devices to project or overlay digital content in a physical environment.

TECHNOLOGIES

Tell us your tech focus?

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