

# Media Labs and Innovation Processes

## Workshop facilitator's guide

Workshop duration: 1.5 hour

### Summarized workshop schedule

Welcome	5 min
Sharing findings	10 min
Introduction to innovation in journalism: goals and challenges	15 min
Ideation: what would be the perfect innovation structure and process?	30 min
Voting and discussion	10-20 min
Thank you and closing remarks	10 min

### Detailed workshop plan

#### Welcome – 5 min

Facilitator welcomes participants, outlines the purpose of the project and the running order for the session. They also confirm that all participants have a copy of the information sheet, have read it, consent to being involved in the study and that they can withdraw/leave at any point. Participants are given an extended period to review the documentation and ask any questions. Furthermore, over the course of the session, they will assure that each participant has the opportunity to ask one-to-one questions. Equally, it is made clear at the outset that participants can leave the workshop at any point.

The welcome will also include standard housekeeping information (fire exits, escape routes and other related topics).

*Opportunity for questions*

#### Sharing findings – 10 min

As an introduction, the research team will present results from a previous media innovation labs research and some initial findings from this project (if applicable). The goal is to inspire and give food for thought to participants to think and reflect about innovation practices. In this talk, the team will also address current journalism challenges and encourage the group to reflect on how innovation could contribute to it. The challenge here is to give examples without influencing the participants and, hence, encouraging them to think the various ways innovation and journalism can be related in terms of structures, processes and actors involved.

*Opportunity for comments*

#### Introduction to innovation in journalism: goals and challenges – 15 min

In order to start to address the goals and challenges of innovating in journalism, the research team will propose participants to build a wall of desires and a wall of challenges in relation to this theme, made from post its. Later on, a discussion will be conducted by clustering all the contributions. The results of this session are going to be used to guide further activities and will remain on display during the whole session.

#### Ideation: what would be the perfect innovation structure and process? – 30 minutes

Participants are invited to design a perfect innovation structure, based on cards given by the research team. They should work in groups for that. They are invited to choose any Goals, Methods, Structures, Technologies and People cards to create an ideal innovation structure and process. Also - we could have missed things, so participants are encouraged to use some provided blank cards to tell the researchers more about what we don't know.

**A leader from each group presents briefly the project done. After that, facilitator glue each group poster on the wall.**

### **Voting**

All projects are displayed in a wall. Participants are invited individually to stick a dot (they are given a limited number) on key elements or specific desires and challenges ideas from the projects done that they like or see merit in. This will allow the team to review broad preferences within and beyond the workshop.

**and**

### **Unicorns**

After the voting, participants are given a unicorn sticker. The purpose of this sticker is to allow participants to identify a 'special' or 'magical' element. Often, professionals or members of the public make decisions based on reasoned or resource-based criteria. Giving them a unicorn provides them with permission to articulate a freer and more aspirational preference. This gives an additional range of insights that the research team can work with to analyse both our process, and the potential design response.

### **Thank you – 10 min**

We wrap up the session with a thank you, outline of what happens next and generate a round of applause for all involved.