

# SOCIAL MEDIA NEWS PATTERNS

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## COLOFON

Social Media News Patterns  
An international overview of frequently used social media news patterns  
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# 1 Introduction

The media landscape has changed at an accelerating rate over the past decades. The greatest influences have been the invention of the Internet, and more recently social media. The news media are increasingly using interactive elements and social media in their news services.

According to Mitchell & Rosenthal (2012), mobility and social media are fundamentally challenging the future of American news. In 2011 online audiences grew but at the same time print circulation declined dramatically. The trend is the same in Europe. Print news is not popular and young people are unwilling to pay for online news. Consequently, many journalists have lost their jobs. Downsizing has been more substantial in the Baltic region, in contrast to, for example, the UK, Belgium and the Netherlands, where news organisations have generally maintained employment levels.

The diffusion of broadband and the proliferation of content on websites and applications have fuelled the expansion of the average time consumers devote to the web from some 20 minutes a day in 2000 to nearly 90 in 2009. So, young people spend a lot of time on the Internet. Mobile audiences have grown dramatically. According to Michell, Rosenstiel, Houston Santhanam & Cristian (2012), mobile audiences have a major influence on the news industry. What is needed are ways to get them interested in reading the news. In democratic Europe citizens need to have reliable, accurate and meaningful content – this is the central purpose of journalism. We think a news organisation's credibility is the foundation for building trust among citizens within a society. According to the Tartu Declaration the principles of journalism are: feeling responsible for the freedom of expression, respecting the integrity of individuals, being critical of sources and independent of vested interests, and using customary ethical standards. There is something going on. The print news sector is searching for answers to these developments. They are in transition.

Social media can be described as a concept or model that includes participation, networking and information sharing, user generated content, as well as innovating and spending time together. (Kietzmann, Hermkens, McCarthy & Silvestre 2011; Aunesluoma, Majava & Wilenius 2010; Kaplan & Haenlein 2010; Kim, Jeong & Lee 2010; Boyd & Ellison 2008; Castells 2007; Lietsala & Sirkkunen 2008.) In journalism, reader participation has been described as we media, distributed journalism, participatory media, open source journalism and participatory journalism (Deuze 2006; Gillmor 2006; Rosen 2005; 2004; Bowman & Willis 2003; Pavlik 2001). It can also mean crowdsourcing, co-creation and crowdfunding (Aitamurto 2012; 2011). The influence of active readers is transforming journalism from gatekeeping to gatewatching (Burns 2008). Domingo et al. (2008) claimed that the emergence of participatory journalism is influenced by external factors such as technology, economy, and the larger cultural and societal framework. Social media and readers' participation are vital parts of the journalism and media landscape.

The developments described above have brought many interesting changes to the ways social media is consumed and used. One way to study these changes is to approach them by looking at consumption or use patterns. Rossing, De Vries & Vollenbroek (2012) write about this as a fairly new concept in the field of social media. A social media pattern is a description of a social media usage process, comprised of context, goal, interaction or interfaces, in which processes are characterized by contextual, goal-oriented, interactive and interface dimensions.

As one can expect, young people are at the forefront as early adopters. We need to know and understand how young people – future consumers of the media – are consuming social media and social news, and how this might change the media landscape even further. Given the significance of news media for society, we also want to investigate the cultural and ethical implications to understand

whether we might be able to identify some global trends.

The purpose of this study is to describe the chain from news media to young people in a variety of countries.

The research questions are:

1. What are the social media patterns used by news media and what purpose do they serve?
2. How do young people value these patterns?
3. What kind of cultural and ethical differences can be distinguished?

Our main question: What are the implications of the patterns used for future news media developments?

The research has three different stages.

- In the first stage the collected data will answer research question number one: What are the social media patterns used by news media and what purpose do they serve?
- The second report will answer research question number two and the third research question number three.
- Data collection has already begun but the data will be analyzed at a later date and presented in research report number two.

The research method for data collection is the theory of patterns and pattern languages (Alexander 1979; Schuler 2008). This approach enables us to describe social media usage in traditional media. We use this approach to identify and describe social media interaction patterns within an online context. In line with this technique we are using a number of recurring social media functionalities. In combination with a template these functionalities are used as the basis for the identification of social media news interaction patterns. By using these tools the first steps towards the development of a social media pattern language can be taken.

The social media patterns used in this study are: (1) connect, (2) share, (3) post, (4) comment, (5) discussion, (6) create and (7) vote.

Data will be analyzed by means of Grounded Theory. According to Strauss and Corbin (1994), the goal of the theory is to generate theory or explanation that accounts for a pattern of behaviour that is both relevant and problematic to those being studied.

This explorative study was completed at the Communication studies department of the NHL University of Applied Sciences. An international group of more than 20 students from the Netherlands and from important partner universities in China, South Korea, Italy and Spain studied the way the news sector in their respective countries use social media. The international students spent a semester in the Netherlands.

Within small intercultural groups each student chose several online news sources from his or her home country, which they studied in their native language but reported on in English. They also chose sources and news items that they were interested in: sometimes they were politically relevant especially in the case of the students from Hong Kong and Spain. They were asked to study the sources according to a given format and to include 'screenshots' of the various sources. They gave a description of the objecti-

ves of the news organisation and its target audience. Other relevant information about these so-called patterns was also provided in the discussion.

During the course the students presented and exchanged their findings on a regular basis. The course module was organised in cooperation with Merja Drake from Journalism Studies at Haaga-Helia University of Applied Sciences in Helsinki, Finland. Finnish postgraduate journalism students have done a comparable research and came to Leeuwarden to exchange and discuss their findings with the students at the NHL. There was also a meeting between the biggest local newspaper in the Leeuwarden area in which the students from Hong Kong, South Korea and Finland exchanged their ideas and opinions with the journalists. The latter were impressed by the many varieties of online news in Asia and said that they were looking forward to a report they could use as a source of inspiration in their work.

The lecturers for this research programme at the NHL were Sjoerd de Vries and Vera Gaikhorst, in cooperation with postgraduate student Casper Rossing from Twente University.

## 2 The Patterns Approach

### 2.1 A definition of patterns

In the *Timeless Way of Building*, the architect Christopher Alexander (1977) introduced the term pattern language within the domain of architecture. Alexander defined a pattern language as a “network of patterns that call upon one another and help us remember insights and knowledge about design and can be used in combination to create solutions”. Alexander’s goal with publishing this pattern language was that users and inhabitants would be able to design their own buildings and surroundings. By describing a hierarchical collection of architectural design patterns, users and inhabitants can make future buildings more effective. This approach is similar to the ideas of user-centred and participatory design, where end-users are involved in all stages of the development process (Borchers, 2001). The bases of the pattern language approach are individual patterns. Alexander (1979) defined a pattern as a re-usable solution to address a frequently occurring architectural problem. More general, a pattern describes a problem that occurs over and over again in the problem domain or a specific context, but also describes how to solve that problem (Johnson, 1992). The term ‘problem’ refers to a certain system of forces, and the term ‘solution’ refers to the way these forces are allowed to resolve (Rossing, Vries, & Vollenbroek, 2012). Furthermore, the individual patterns are described on hierarchical bases from general at a very large scale, to specific with more focus on finer levels of detail. Schuller (2008) summarized the pattern approach as follows:

- Patterns are solutions to problems in a given context
- Patterns can be observable actions, empirical findings, hypotheses, theories, or “best practices”
- Patterns exist at all levels; they can be “global” as well as “local;” theoretical as well as practical
- Patterns are the springboard for discussion, research, and activism

This patterns approach provides a framework in which recurring problems and solutions can be described and connected. It is the way that these patterns relate to and combine with each other that forms a pattern language (Schuler, 2008). Nowadays, the concept of patterns is used in many disciplines, such as mathematics, linguistics, science, fashion and human-computer interaction. The various pattern languages have evolved over the last decades, but most pattern collections still provide hierarchical or content-based relationships between patterns (Martin & Roski, 2007). Furthermore, higher-level patterns in a system are dependent on all lower levels, but not vice-versa (Passioura, 1979). Before developing social media marketing patterns more insight into the pattern structure is needed.

### 2.2 Pattern structure

This section provides insight into the structure of a pattern. As noted above, “A pattern is a three-part rule, which expresses a relation between a certain context, a problem and solution (Alexander, 1979). Despite the numerous similarities between patterns, a pattern does not have a strictly modular rule structure and may show variation of basic elements depending on which field it is applied in. According to Meszaros (2012, p.4), “What sets patterns apart is their ability to explain the rationale for using the solution (the “why”) and describing the solution (the “how”)”. The pattern structure has to ensure that these characteristics are present.

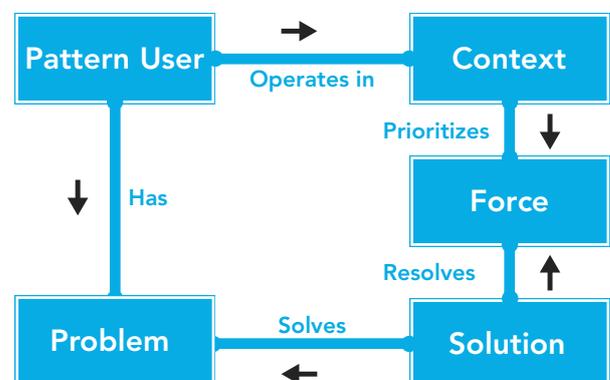


Figure 1 Relationship between Pattern Elements (Meszaros, 2012)

In general, patterns are easier to understand and apply when mandatory elements are present (Meszaros, 2012). In addition, mandatory elements have to make sure that all necessary information is covered in a pattern. In most pattern structures the mandatory elements are the pattern name, problem, context, forces and solution. The forces element describes the considerations that must be taken into account when choosing a solution to a problem and the relative importance of the forces is implied by the context (Meszaros, 2012). In addition, the author argued that the forces have to be visible to ensure that readers understand the choice of solution. Figure 1 on the previous page shows the relationship between the mandatory elements.

Furthermore, optional elements can be included when additional information is needed to maximize reader understanding. Which elements to include depends on which domain the patterns appear in. Meszaros (2012) argued that optional elements such as resulting context, related patterns, examples, code samples, rationale, and aliases can be included when it helps to convey the information that does not fit well into the mandatory elements. Some other scholars have argued that illustrations, examples, names and discussions must be included into the pattern structure. The basic structure of a pattern, based on (Schuler, 2008), that we have chosen is as follows:

- A pattern addresses a recurring design problem, and suggests a solution to it.
- The name of the pattern refers to its central idea quickly
- The problem describes the major issue the pattern addresses
- Each pattern has a specific context which embraces:
  - Salient features of the environment
  - Salient features of the person affected
  - The objectives of the person affected
- The discussion section forms the heart of a pattern. It describes situations in which the problem has been encountered, and how it has been solved in these situations.
- The solutions generalized from the discussion are 'proven ways' to solve the problems for the given context. These solutions take the 'forces' in account.
- The linked patterns section: the pattern is linked to both larger, more general, and smaller, more specific, patterns found in the pattern language.

Whereas Schuler describes patterns in the field of communication, for this research it is important to identify social media activity patterns. Therefore, the way social media news patterns are constructed depends on the characteristics of the domain of the news sector.

### 2.3 The domain of the news sector

Deuze (2003) highlights the differences between open and closed journalism by means of a diagram, which includes the instrumental and orientating dimensions of Bardoel (1996). The diagram (Figure 2) also includes elements relating to public participation: monitorial journalism, i.e. the extent to which content produced by the public is moderated, and dialogical journalism, i.e. the extent to which professional journalists enter into a discussion with the public. Journalistic culture is either closed from the orientating or monitorial point of view, or open from the instrumental or dialogical point of view. In closed journalistic culture, content is typically not added to the content produced by editorial staff, and the content has the primary purpose of providing background information and orientation. If the public is given the opportunity to contribute, this content is also monitored and moderated. Conversely, in open journalistic culture the public is allowed to participate instrumentally, i.e. online technologies are utilised for the distribution of content even if professional journalists have produced this content. Open journalistic culture is dialogical when citizens are given the opportunity to produce user-generated content to supplement the content produced by professional journalists. (Deuze 2003.)

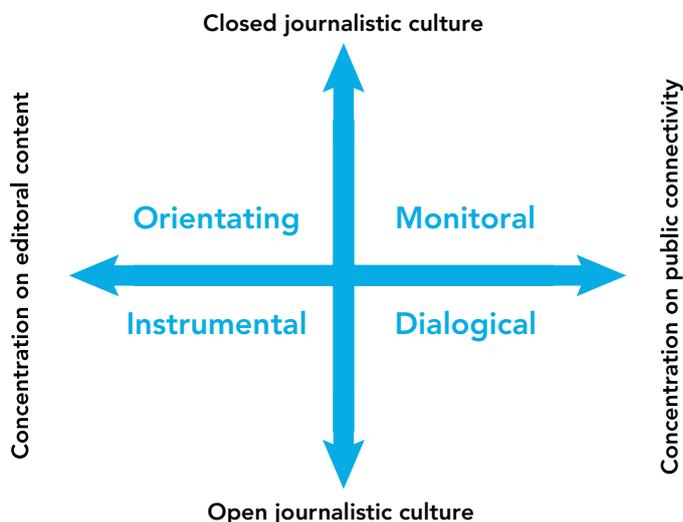


Figure 2. Characteristics of open and closed journalistic culture by Deuze (2003).

Open journalistic culture is dialogical when citizens are given the opportunity to produce user-generated content to supplement the content produced by professional journalists. (Deuze 2003.)

### 2.4 The applied Social Media News Pattern Template

Based on the pattern structure described in 2.2, we designed a social media news pattern template. This template is used in our study to describe examples of social media news patterns. The template is based on the basis pattern structure of Schuler, described earlier.

Secondly, we made a distinction between five pattern types. The social media patterns used in this study are: (1) connect, (2) share, (3) post, (4) comment, (5) discussion, (6) create and (7) vote. Each reflects a typical 'social interaction' often found in social media. In general, social media news examples are based on one or more of these pattern types. However in our study, we searched for 'single pattern type' examples. The next chapter describes our inventory in more detail.

Pattern name
News media pattern colophon
Kind of newspaper / news services
Pattern found on URL
Screenshots of the pattern
Pattern objectives
Pattern discussion

Table 1 Applied social media news pattern template

### 3 The research data and analysis

#### 3.1 Introduction

During the first phase the students analyzed 26 different news sites and collected research data about the social media patterns mentioned above. The data was collected by using a specially designed Word template with instructions. Students were asked to explore the kinds of social media patterns the news sites have and secondly to evaluate the objectives of the pattern from the viewpoint of the news site and the viewpoint of the users of the site. Students were asked to take screenshots of the site on which the pattern was found. Data collection started in September 2012 and ended in November 2012. Altogether over 500 pages of research data was collected in the first stage.

The news sites that were studied are shown in Table 2. The news sites are Italian, Dutch, South Korean, Spanish and from Hong Kong.

<p><b>Hong Kong/5</b></p> <ul style="list-style-type: none"> <li>• Apple Daily</li> <li>• MingPao News</li> <li>• Oriental Daily</li> <li>• Sharp Daily</li> <li>• Yahoo Hong Kong News</li> </ul> <p><b>Italy/5</b></p> <ul style="list-style-type: none"> <li>• Corriere della Sera</li> <li>• Il sole 24 ore</li> <li>• Il Mattino</li> <li>• La Gazzetta dello Sport</li> <li>• La Repubblica</li> </ul> <p><b>South-Korea/3</b></p> <ul style="list-style-type: none"> <li>• MBC</li> <li>• Nate Pan</li> <li>• KBS</li> </ul>	<p><b>Netherlands/9</b></p> <ul style="list-style-type: none"> <li>• AD</li> <li>• De Telegraaf</li> <li>• De Volkskrant</li> <li>• Leeuwarder Courant</li> <li>• Metro</li> <li>• NRC Handelsblad</li> <li>• Nu.nl</li> <li>• Het Parool</li> <li>• Spits</li> </ul> <p><b>Spain/5</b></p> <ul style="list-style-type: none"> <li>• El Mundo</li> <li>• El Pais</li> <li>• La Razón</li> <li>• Marca</li> <li>• PÚBLICO</li> </ul>
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Table 2 News sites explored by international students in NHL University of Applied Sciences in Leeuwarden Netherlands.

<p><b>Apple Daily</b></p> <ul style="list-style-type: none"> <li>• Country: Hong Kong</li> <li>• Language: Chinese</li> <li>• Online and print editions</li> <li>• Target market: young age</li> </ul> <p><b>MingPao News</b></p> <ul style="list-style-type: none"> <li>• Country: Hong Kong</li> <li>• Language: Chinese</li> <li>• Regional newspaper</li> <li>• Paid newspaper</li> <li>• Online and print editions</li> <li>• Medium / large</li> </ul>	<p><b>The Oriental Daily</b></p> <ul style="list-style-type: none"> <li>• Country: Hong Kong, China</li> <li>• Language: Cantonese/ Chinese</li> <li>• Daily newspaper</li> <li>• Online and print editions</li> <li>• Paid newspaper</li> </ul> <p><b>Yahoo Hong Kong News</b></p> <ul style="list-style-type: none"> <li>• Country: Hong Kong</li> <li>• Language: Traditional Chinese</li> <li>• Online Newspapers</li> <li>• Online and print editions</li> <li>• Medium / large</li> </ul>	<p><b>Sharp daily</b></p> <ul style="list-style-type: none"> <li>• Country: Hong Kong</li> <li>• Language: Chinese</li> <li>• Regional newspaper</li> <li>• Free newspaper</li> <li>• Online and print editions</li> <li>• Medium</li> </ul>
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Table 3 News sites explored by students from Hong Kong

<p><b>Corriere della Sera</b></p> <ul style="list-style-type: none"> <li>• Country: Italy</li> <li>• Language: Italian</li> <li>• National newspaper</li> <li>• Online and print editions</li> <li>• Medium / large</li> </ul> <p><b>Il sole 24 ore</b></p> <ul style="list-style-type: none"> <li>• Country: Italy</li> <li>• Language: Italian (and English for the Online Edition)</li> <li>• National Newspaper</li> <li>• Online and Print edition (+special Sunday Edition)</li> <li>• medium/large</li> </ul>	<p><b>Il Mattino</b></p> <ul style="list-style-type: none"> <li>• National daily newspaper with insights into Campania</li> <li>• Online and print editions</li> <li>• Medium/Large</li> <li>• Country: Italy</li> <li>• Language: Italian</li> <li>• National newspaper</li> <li>• Periodicity: daily</li> <li>• Online and print edition</li> <li>• App for smartphone and tablet</li> <li>• Medium/Large</li> </ul> <p><b>La Gazzetta dello Sport</b></p> <ul style="list-style-type: none"> <li>• Country: Italy</li> </ul>	<ul style="list-style-type: none"> <li>• Language: Italian</li> <li>• National newspaper</li> <li>• Online and print editions</li> <li>• Medium / large</li> </ul> <p><b>La Repubblica</b></p> <ul style="list-style-type: none"> <li>• Country: Italy</li> <li>• Language: Italian</li> <li>• National newspaper</li> <li>• Periodicity: daily</li> <li>• Online and print edition</li> <li>• Tv channel</li> <li>• Medium/Large</li> <li>• App for smartphone and tablet</li> </ul>
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Table 4 News sites studied by Italian students

Hong Kong/5  
Italy/5

## South Korea/3

<p><b>NATE-'pan'</b></p> <ul style="list-style-type: none"> <li>• Country: South Korea</li> <li>• Language: Korean</li> <li>• Web Portal</li> <li>• Online</li> <li>• Large</li> </ul>	<p><b>MBC</b></p> <ul style="list-style-type: none"> <li>• country: South Korea</li> <li>• Language: Korean</li> <li>• Broadcast news</li> <li>• online website and television</li> </ul> <p><b>KBS</b></p> <ul style="list-style-type: none"> <li>• country: South Korea</li> <li>• Language: Korean</li> <li>• News broadcasting</li> <li>• online website and television</li> </ul>
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Table 5 News sites studied by South Korean students

## Spain/5

<p><b>El Mundo</b></p> <ul style="list-style-type: none"> <li>• Country: Spain</li> <li>• Language: Spanish</li> <li>• National newspaper</li> <li>• Online and print editions</li> <li>• Large</li> </ul> <p><b>El Pais</b></p> <ul style="list-style-type: none"> <li>• Country: Spain</li> <li>• Language: Spanish</li> <li>• National newspaper</li> <li>• Online and print editions</li> <li>• Large</li> <li>• El Pais/ESKUP Social Media site for El Pais</li> </ul>	<p><b>La Razón</b></p> <ul style="list-style-type: none"> <li>• Country: Spain</li> <li>• Language: Spanish</li> <li>• National newspaper</li> <li>• Online and print editions</li> <li>• Large</li> </ul> <p><b>Marca</b></p> <ul style="list-style-type: none"> <li>• Country: Spain</li> <li>• Language: Spanish</li> <li>• Sports newspaper</li> <li>• Nationally</li> </ul>	<p><b>Público</b></p> <ul style="list-style-type: none"> <li>• Country: Spain</li> <li>• Language: Spanish</li> <li>• National newspaper</li> <li>• Online editions</li> </ul>
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Table 6 News sites studied by Spanish students

## The Netherlands/9

<p><b>AD</b></p> <ul style="list-style-type: none"> <li>• Country: The Netherlands</li> <li>• Language: Dutch</li> <li>• Regional newspaper</li> <li>• Online and print editions</li> </ul> <p><b>De Telegraaf</b></p> <ul style="list-style-type: none"> <li>• Country: The Netherlands</li> <li>• Language: Dutch</li> <li>• National newspaper</li> <li>• Online and print editions</li> <li>• Large</li> </ul> <p><b>De Volkskrant</b></p> <ul style="list-style-type: none"> <li>• Country: The Netherlands</li> <li>• Language: Dutch</li> <li>• National daily newspaper</li> <li>• Online and print editions</li> <li>• Medium / large"</li> </ul>	<p><b>Leeuwarder Courant</b></p> <ul style="list-style-type: none"> <li>• Country: The Netherlands</li> <li>• Language: Dutch</li> <li>• Local newspaper</li> <li>• online and iPad versions</li> </ul> <p><b>Metro (Dutch)</b></p> <ul style="list-style-type: none"> <li>• Country: The Netherlands</li> <li>• Language: Dutch</li> <li>• National free newspaper</li> <li>• Online and print editions</li> <li>• Tabloid format</li> <li>• Monday – Friday</li> </ul> <p><b>NRC Handelsblad</b></p> <ul style="list-style-type: none"> <li>• Country: The Netherlands</li> <li>• Language: Dutch</li> <li>• Liberal national newspaper</li> <li>• Most influential serious newspaper for people with a high level of education</li> <li>• Particularly on subjects of politics, economy and culture.</li> <li>• Online and print editions</li> <li>• Medium / large</li> </ul>	<p><b>Nu.nl</b></p> <ul style="list-style-type: none"> <li>• Country: The Netherlands</li> <li>• Language: Dutch</li> <li>• Website</li> <li>• Especially popular with young adults</li> </ul> <p><b>Het Parool</b></p> <ul style="list-style-type: none"> <li>• Country: The Netherlands</li> <li>• Language: Dutch</li> <li>• National newspaper focused on Amsterdam</li> <li>• Online and print editions (Tabloid format since 2004)</li> <li>• Medium</li> <li>• During the Second World War began as a social democratic tinted opposition newspaper</li> </ul> <p><b>Spits</b></p> <ul style="list-style-type: none"> <li>• Country: The Netherlands</li> <li>• Language: Dutch</li> <li>• Free, national newspaper</li> <li>• Online and print editions</li> <li>• Large</li> </ul>
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Table 7 News sites studied by Dutch students

### **3.2 The method of analysis**

First each form was read line by line and subsequently patterns in families were categorized. Thirdly the given URL's were followed. All material is organized by the social media pattern family: share and post, connect, comment and discussion, create, vote, rate and recommend. Results are presented by family and by country in alphabetical order. Social media patterns were analyzed using Deuze's diagram of showing open and closed journalistic culture. In this phase the analysis is global and brief. After collecting all the necessary data it will be analysed further. This is just an overview of the results

## 4 Results

In this chapter the results are introduced so that the results of the patterns of share and post are in sub chapter 4.1., connect in sub chapter 4.2 comment and discussion in sub chapter 4.3 create in sub chapter 4.4 and Vote, rate and recommend in sub chapter 4.5. Some other results were found and they are in sub chapter 4.6.

Findings are first presented alphabetically by country: Hong Kong, Italy, the Netherlands South Korea, Spain and then by news sites. When analysing the data it appeared that sometimes it was difficult for the students to distinguish whether the pattern was share or post, comment or discussion. These findings are collected in the same chapter. According to the research data the pattern share was the most popular and it was included in all the news sites studied. The popularity of this pattern can be explained as it is the easiest way to carry out this kind of social media interaction as, for example, Facebook, Twitter, Google+, Pinterest, YouTube and other social media platforms have made sharing easy.

Each chapter begins with a brief description of the pattern written by the researchers. At the beginning of each sub chapter there is a short summary of the results for every country.

The objectives of the news sites and the discussion of the patterns found on those news sites are the interpretation of the students.

### 4.1 Share and post

Patterns in this category are about sharing content with friends or followers on social media, or receiving shared content. Content can be shared directly, without adding anything, or a comment can be added.

The share pattern was found in every news site that was studied. Below you will find some examples of how news sites are using this pattern in each country. Post means simply that you can send a link to the article or blog by email.

Every news site offered the possibility to share news in a variety of ways. The most common were Facebook, Twitter, YouTube and sometimes Pinterest, with almost every country also having its own platform like Hyves in the Netherlands, Eskup in Spain, Yahoo in Hong Kong and Nate'pan in South Korea. Italian students did not mention any national social media platform but this does not mean that there are none. The option to share videos was also common in each country and all students reported the possibility to share news through mobile phones.

Students noted that sharing is a cheap way to distribute the news and to see how many readers are interested in certain articles or journalists. Students from Hong Kong described that sharing the news can also help image building – they want others to know what type of news they are following.

As identified by the students, news organisations are sharing news to reach new readers, enlarge their audience, increase traffic to the news site, to maintain contact with the readers, to attract different groups of people, and to give real time updates and increase brand awareness.

In Deuze's formulation sharing the news is instrumental – the news sites offer the possibility to share the news and reach the news in many ways, but the content remains essentially journalistic.

### 4.1.1 Hong Kong

On news sites studied in Hong Kong: Apple Daily MingPao News, The Oriental Daily, Sharp Daily and Yahoo Hong Kong news pattern share was used in a very versatile way. The platforms that were mentioned the most were Facebook, Twitter, YouTube and Yahoo. The news sites also offered news in video format and news could be read and shared with mobile applications. Students notified that sharing news on Facebook and Twitter can especially attract younger readers as many young readers are not that interested in reading print news. Young people already use Facebook so it is an easy way to reach them. Other purposes for using this social media pattern were from the viewpoint of the news organisation: to increase traffic and audience volume, maintain awareness of the news, to build up brand image and maintain relationship with the readers. From the viewpoint of the user the purpose was: to receive news easily and quick, to have convenient access to the news, to express themselves easily, and to have access to more interesting ways to learn about the news and get free entertainment. Google+ or Pinterest were not at all mentioned.

The post pattern is mentioned by students when news sites share news on Facebook, YouTube or Twitter. Students did not there is a possibility to post news via email or in other ways.

Chinese students found that sharing videos and pictures is important to young people and adding animated elements is one way to increase the size of the target audience. According to Chinese students young people “prefer instant input” by visualizing the news rather than reading the whole story.

News site	Facebook	Twitter	Youtube videos	Yahoo	Mobile Apps
Apple Daily	x	x	x		x
MingPao News	Not reported	Not reported	Not reported	x	x
The Oriental Daily	x	x	x		x
Sharp Daily	x	x	x		x
Yahoo Hong Kong News	x	x	x	x	x

Table 8 post pattern news sites Hong Kong studied by students

#### 4.1.1.1 Apple Daily

Sharing pattern found on URL:<http://hk.apple.nextmedia.com/news/first/20120916/18017386>

Objectives for the organisation:

- Increase potential reach of readers and distribution of news
- Increase traffic to Apple Daily’s official website and Facebook fan page
- Attract new visitors
- Increase brand awareness

Objectives for the user:

- Create or maintain online self-image
- Express opinion

This social media news interaction pattern allows users to share news content with all of their followers or friends on a social network by clicking a button. Not only the news content can be shared, but users can also add their personal comments.

From the news organisations' perspective, the sharing of news using social media increases their potential range online and may also increase traffic to their website as well as increase brand awareness. The news organisation is now able to reach a new group of users: friends or followers of current readers who initially shared the news.

Users can share news content onto two platforms; Facebook and Twitter, using specific buttons (see screenshot 1). Generally, a link is shared along with the article title a short piece of text and a thumbnail of a news photo (see screenshot 2). Some users might share the content and the link, while others only add their own comment to the link (see screenshot 2). The news that is shared can quickly reach the followers and friends of the sharing user, which may be up to hundreds of people. This makes up a great pool of potential audience of the news organisation.

The motivations of users for sharing news content on social networks can be building their self- image. By sharing the news, one can show the others what they are interested in and care about. Their self image can then be built or strengthened.

The objective of the news organisation for using this pattern can only be achieved when more users share the news. Therefore, the news organisation needs to understand the users goal for sharing news and how to satisfy them by offering shareable news. For instance, breaking news may result in more shares as the goal of users to strengthen their self image may be achieved by being the first to know the story. Moreover, news videos and photos may also catch the users' interest.

### Apple Daily on Facebook

Sharing pattern found on URL:

<https://www.facebook.com/hk.nextmedia>

Objectives for the organisation:

- Increase audience volume
- Increase potential reach
- Achieve the needs of target market
- Increase traffic to the online news website

Objectives for the users:

- Create online image
- Getting updated news

Apple Daily has a fan page on facebook. It updates the news or frequently enters a new post on facebook. When there is big event in Hong Kong or somewhere else in the world, the post will be updated even more frequently.



Screenshot 1



Screenshot 2

This pattern can meet the needs of the target market, the youngsters. Many youngsters from Hong Kong feel reading newspapers is boring and would rather read the news online. They always use social media, especially facebook [see screenshot 1]. People from Hong Kong are always busy. They just scan the contents of the newspaper or might even just glance at the topic. The posting pattern on social media can cater to the fast paced life of Hong Kong people. They can read the news on facebook, they can click the link when they are interested in the topic and are then directed to the website. Thus, this pattern can cater to the mode of getting new information of the new generation of Hong Kong. This can increase the audience volume and potential reach.



Screenshot 3 Facebookpage Apple Daily

Considering the objective of the users, the posting pattern can help create an online image and the user can get the most frequent news [see screenshot 2]. As the news organisation can update the social media platform whenever there is internet access, the information can be easily updated. At any given time or place something newsworthy happens, and the news organisation can promptly update the news. And, users can get the most frequently updated information immediately.

The result of this pattern depends on how much friends and followers there are, since the post will automatically appear on the friends' or followers' wall. This way the news item draws the attention more easily.

### Apple Daily and mobile apps

Objectives for the organisation:

- Increase audience volume
- Increase potential reach
  
- Objectives for the users:
- Create online image
- Raise the interest in reading news

Social media is an interactive platform for news organisations and audiences to exchange information (a broader view). Thus, the Apple Daily apps also have the interactive pattern, it is a kind of social media.

Sharing of news content is one of the social media interaction patterns [see screenshot 1]. Users only have to click on a 'share' button and they can place the link on social media e.g. twitter [see screenshot 2].

The news organisation can increase the audience volume through this pattern. When the apps are installed on the mobile phone, the audience will more often check the news. At the same time, when the user clicks on the button to share the news, the link will be shown on the Twitter wall. This can increase the potential reach and audience volume. The friends or the followers can read the news and pay more attention to the news that is shared by the users. They can click on the link for more details. This also increases traffic to the online news website.

Furthermore, the sharing pattern also encourages the audience to voice their opinion and interact with other users. They can share the news that they care about and write comments in the box. Other users can also comment on the news or on the opinion of the one who shares the news. Moreover, this pattern can form an online image on the perception of the audience. If readers want to share the news in a time or place of traditional newspapers, they need to share a hard copy.

This pattern can meet the needs of the target market, the young age-group. Many youngsters from Hong Kong that it is boring to read traditional newspapers and they would rather read the news online. They visit the social media websites using their mobile phone. The news becomes 'portable' by providing news through apps. It can raise the interest to read the news. At the same time, the audience can share the news using their mobile phone or a computer.

A smart phone with apps is a necessity in the pattern of sharing news content via apps.

### MingPao News in Yahoo

Share pattern found on URL: <http://hk.news.yahoo.com/2%E9%AB%98%E4%B8%AD%E7%94%9F%E6%97%85%E8%A1%8C%E6%90%B6%E9%8C%A210%E5%A4%A9%E6%AE%BA7%E4%BA%BA%E5%BE%9E%E6%B9%96%E5%8D%97%E6%AE%BA%E8%87%B3%E5%BB%A3%E6%9D%B1%E9%9B%B2%E5%8D%97%E5%AD%95%E5%A9%A6%E4%B8%8D%E6%94%BE%E9%81%8E-211356111.html>

Objective for the organisation

- Exchanging each other's customers
- Cater to the users need to express themselves

Objectives for the users

- Express themselves easily anonymously and with ease
- Interaction with strangers online

Various news organisation post their news via yahoo, yahoo users are then free to comment, rate and interact with other yahoo users.

First, both yahoo and the news organisation benefit by synergy of viewers from each other's website and function. In other words, they exchange customers with each other case so as to increase views as people who want to read the news can go to yahoo while frequent yahoo users can read the news with ease. Then they also attract facebook users and their friends as they can share the link easily through facebook or other social media.



Second, all internet users have access to the news article without the need to register or own a smart-phone. Also users can learn how others think about the same news and even interact with strangers. Most importantly, they can express themselves freely as they do not have to sign in to their facebook account, which always links to their private account where people from their network can see. Some can even gain popularity among users if they are recognized as being someone who frequently gives highly rated comments.



#### 4.1.1.2 The Oriental Daily The Oriental Daily on Facebook

Share pattern found on URL: <http://www.facebook.com/onccnews>

Objectives for the organisation

- Maintain awareness of the news
- Maintain relationship with readers
- Increase traffic to news video website

Objectives for the user

- Receive easy and fast informative news
- A form of subscribing news online

This pattern is used when the newspaper keeps posting news feeds onto its official facebook site. A short content can be posted together with a link, photo or video, directing the readers to further details when the button is clicked. The reader can see the news feed immediately on the company facebook site or on their own facebook page once they "like" and subscribe to the newspaper page. Since there is an abundance of content available in facebook, the news feed of the newspaper should be attractive and valuable enough for the users to pay attention to the news.

Posting news feed on facebook is a popular tool to accomplish company goals. First of all, for readers who might not have enough motivation to obtain news actively, daily news feeds can easily enter their life so that they can receive information passively and the awareness of news can be maintained. Also, besides formal news, some entertaining or trivial information can be posted, which might be easier for readers to consume. Once the reader get used to receive feeds from the newspaper, a close relationship can be built and maintained. Moreover, as the links in news feed can be addressed to the newspaper video station channel, the traffic of websites can be increased.

For users, as discussed earlier, it is surely motivating to read posted news feeds from the newspaper since it is a convenient and handy way to gain both informative news as well as more trivial news. Facebook users generally attach great importance to socializing, so subscribing and receiving news items on current affairs could be a source of inspiration when socializing with their peer group.



### The Oriental Daily and videos

Sharing pattern found on URL: <http://tv.on.cc/index.html?s=3&ss=15&i=ONS-110923-12652-01M&d=1316712410>

#### Objectives for the organisation

- Expand target readership
- Increase awareness of news
- Attract traffic to the company website
- Attract more online advertisers

#### Objectives for the user

- Get news easily and fast
- Get free entertainment
- Get updates in order to create topics among friends

Using this social media news interaction pattern, selected news is reported in a short online video which contains both real news photos (see screenshot 1) and humorous CGI-animated coverage of stories (see screenshot 2 and 3). The videos are placed on the official free online television website of the company, which contains various categories of news channels. The 2 to 3- minute videos are narrated and subtitled in informal Chinese with a lively tone and language use. The professionalism of the news report is still maintained as the CGI-animated parts support the official news photos rather than replace them.

As for the further stage of the pattern, the sharing of the videos through different social media sites such as facebook, twitter, weibo and google plus is allowed (see screenshot 4 and 5). With only one or two click(s), the link to a video is posted on a social media page and shared with his/ her social network.

There are basically four goals for the organisation to apply this pattern. First of all, adding the animated elements into the formal news that we see in the newspaper is a way to expand target readership to the younger generation. If you consider the cultural context of Hong Kong visualized news items serve several purposes. Young people in Hong Kong, for example, have a hectic lifestyle and place a high value on convenience and time. They prefer an "instant" input of information and therefore the visualized news items in which the whole story is condensed into 2 to 3 minute clips is more easily digested. Moreover, this pattern is also able to accomplish the goal of increasing news awareness among the audience of online news nowadays. Also, entertainment is a strong additional value to news which attracts readers to recap the clip is a free access to both knowledge and entertainment in a fast and easy way. When traffic to the organisations website increases because of the videos the organisation can also sell more ad space to advertisers whose interactive advertisements are then placed beside the clips. The organisation does not have enough real photographs.

As mentioned, the clips can motivate users to watch because of its informational as well as entertaining content presented in an easily digestible form. In addition, one underlying motivation could also be to watch the videos in order to create conversation topics with a peer group. The clips with lively presentation can easily become an interesting and even controversial subject among different audiences.



### 4.1.1.3 Sharp Daily

#### Sharp Daily on Facebook

Sharing pattern found on URL: <http://www.facebook.com/sharpdailyhk>

Objective for the organisation

- Attract frequent facebook users to read their news
- Catch up with the trend of putting news on facebook
- Attract potential users to read their news
- Cater to the need for users to share the news right after they read it

Objectives for the users

- Convenient access to news
- Express themselves easily with convenience
- Various kinds of media can be viewed
- Interaction with friends online

The news organisation created a page on facebook where they can broadcast news. The news can be reported in a video, text or audio file. Usually they broadcast the news by adding a post with a short summary of the news item, a link to the original text or a link to the video sites. Then users can view, like, comment and share in their own way.

First, the news organisation can attract frequent facebook users to read their news as the news will be shared among their friends. This way of broadcasting can attract facebook users who do not buy newspapers or read news on their mobile phones, thus enhance brand recognition of the newspaper. They can also broadcast news instantly without having to wait for the newspaper to be printed.

Secondly, the users can get access to news easily and conveniently, especially to the news of the day or hot topics within a certain period. Those facebook users who seldom read news can become interested in the news which is discussed intensely on facebook. On the facebook page of the newspaper, users can discuss the news with strangers, which would be impossible or highly unlikely without the setup of these kinds of pages.



## Sharp Daily on YouTube

Pattern found on URL:[http://www.youtube.com/watch?v=tHTN1xM\\_XaE](http://www.youtube.com/watch?v=tHTN1xM_XaE)

Objectives for the organisation

- Relatively special ways for news to be broadcasted
- Cater to the need for users to express themselves
- Build up brand image
- Extra revenue when the video becomes popular

Objectives for the users

- More interesting ways to learn news
- Express themselves easily with convenience and anonymity
- Interaction with strangers online

In this pattern, the news organisation posts a news video on youtube, it can either be a live recording of the event or an edited video with narration. Then users can comment on or rate the video after logging in to their youtube account.

First, the news organisation attracts youtube users to watch or subscribe to its news channel. Also, the way they have edited a video can have a large influence on the brand image. Some newspapers mostly post realistic videos but others create showy videos in order to get more views, attracting audiences that watch those videos just for fun. Moreover, the news organisation can earn extra revenue from youtube if they post videos with a certain amount of views.

Secondly, apart from reading text and photos, users can obtain news information in a more interesting and a more realistic way if the live recording of the event is posted. They can also find people with whom they share interests on youtube by reading other people's comments or by rating or commenting on videos after they have signed in to their own account. Furthermore, as most people do not link their youtube account to their facebook accounts or other kinds of accounts they can express themselves freely without having to worry about possible judgement from others.



## Yahoo Hong Kong News

Pattern found on URL:<http://hk.news.yahoo.com/video/%E7%A0%94%E7%A9%B6-%E9%80%BE7%E6%88%90%E5%B9%BC%E5%85%92%E8%A2%AB%E5%AE%B6%E9%95%B7%E8%A9%95%E8%88%87%E5%90%8C%E8%BC%A9%E7%9B%B8%E8%99%95%E4%B8%8D%E7%90%86%E6%83%B3-122800572.html>

Objectives for the organisation

- attract different groups of people
- increase the clicking rate

Objectives for the users

- save time
- interact with others

This pattern provides some vivid videos for the users.

Users can save time by watching the news. In Hong Kong, news videos are becoming increasingly popular as Hong Kong is a busy city. People do not have the time to read the news. They would rather listen to and watch the news. News videos are always their favourite medium.

The news organisation can increase the clicking rate. If the news is controversial because of the comments and responses given by the users, more internet users would share the video and pay a visit to the site. This means more and more companies are willing to invest.



## Yahoo Hong Kong News

Sharing pattern found on URL:<http://hk.news.yahoo.com/>

Objectives for the organisation:

- attract different groups of people
- increase the popularity of the different newspapers

Objectives for the users:

- it is convenient for searching the desired news item
- free to get the news from different newspapers

Users, especially students can benefit from this. In Hong Kong, most students use Yahoo News because it is cheap. They have to find newspaper clippings every week. The way to save their parents' money is to use free social media.

Moreover, a lot of students' homework is topic-relevant. It is convenient for students to search the topic news in Yahoo News which is a combination of different newspapers.

Besides attracting students, adults are also interested in reading the newspaper through Yahoo News because of its convenience and low cost.

An advantage for the news organisation, is that they can increase their popularity through this platform. Everyone in Hong Kong knows Ming Pao and Sing Tao. Can spread the news and they can also earn profits from Yahoo.

Yahoo News attracts different groups of people to their website and they can earn money from the companies putting their products' advertisements on the website (See the screen shot)

### Yahoo Hong Kong News

Pattern found on URL: <http://hk.news.yahoo.com/buzz/news/>

Objectives for the organisation

- attract different groups of people
- increase the clicking rate

Objectives for the users

- new review

This pattern provides some vivid videos for the users. For users who have missed the news it is a convenient tool. It also saves the users time as they can just focus on the hot topics.

the advantage for the news organisation is that the clicking rate is increased. The more internet users follow the links to the websites suggested to them the more companies are willing to invest in the news site.



### 4.1.2 Italy

Italian students reported that everynews site studied: Corriere della Sera, La Gasetta dello Sport, Il Mattino, Il Sole 24 Ore and la Rebubblica offer the possibility to share news. News is shared mostly on Facebook, Twitter, YouTube and Google+ but there are also many other ways to reach the audience: by bookmarking and using special platforms that allow readers to share news in many ways like sharing a link on a readers's personal blog. According to Italian students videos and pictures are important elements of the share patter. Mobile applications are common on the Italian news sites.

Italian students commented that sharing is a easy and fast way to read the news and journalists have the possibility to see how many followers or readers they have. From the viewpoint of the reader sharing can save money. Students reported that sharing the news can encourage readers to participate; comment and discuss.

Students did not mention the post pattern but it was found in the given URLs for example Corriere della Sera and Il Sole 24 Ore. Il Sole 24 Ore uses such sharing platforms as LinkedIn, Viadeo.com and Oknotize. virgilio.it.

News Site	Face-book	Twit-ter	Youtube videos/ TV	Google+	Pinterest	Share app	Mobile app
Corriere della Serax	x	x	x	x	Not reported	x	Not reported
La Gassetta dello Sport	x	x	x	x	x	Not reported	x
Il Mattino	x	x	x	x	Not reported	Not reported	x
Il Sole 24 Ore	x	x	x	x	Not reported	x	x
La Rebubblica	x	x	x	x	Not reported	Not reported	x

#### La Gazzetta dello Sport

La Gazzetta dello Sport is one of the main Italian newspapers about sports. It is read by the largest part of the population. It was first published on April 3, 1896. It is published on pink paper, and sells over 400,000 copies daily (more on Mondays when readers want to catch up on the weekend's events). Among all the sports activities, football is of course the one most discussed.

Share pattern found on URL: [http://www.youtube.com/watch?v=42ZI1ReMapY&list=LPzmMvL\\_qVh0&index=1&feature=plcp](http://www.youtube.com/watch?v=42ZI1ReMapY&list=LPzmMvL_qVh0&index=1&feature=plcp)

Objectives for the organisation

- Increase potential reach (spread and distribution of news)
- Increase traffic to NRC.nl
- Attract new visitors
- Increase brand awareness

Objectives for the user

- Create / maintain online image
- Online interaction
- Voice opinion

La Gazzetta dello Sport decided to upload most of its news on to YouTube. This is of course an easier and faster way for everybody to enjoy the news. They don't have to buy the traditional newspaper anymore. They can just relax in front of their computer and get the news by a simple mouse click.

First la Gazzetta dello Sport created an on-line advertisement to upload on to YouTube. It is called Tutto il Rosa della vita and it was first posted on December 2009.

After that day, more and more sports news has been uploaded and now people are used to getting the news through social networks such as YouTube.

People can discuss the news, write their comments and upload them on to YouTube. They can write whatever they want. Sometimes they just want people to know whether they agree or disagree with other peoples thoughts. Sometimes they show contempt. Sometimes they prefer not to write anything, but just click the button "I like".

Social networks such as YouTube are a good way for journalists be informed of how many viewers there are. This way, they can check whether if the information that was uploaded has been enjoyed or not.

### La Gazzetta dello Sport on Facebook

One of the main reasons why La Gazzetta dello Sport decided to create its on Facebook account is that people now have the chance to comment on the news and discuss it.

Discussions can actually take place.

Users can meet people who they can share interests and passions with. They can start an on-line conversation with them, add them to their Facebook account and become friends.

Every user has the chance to express his or her opinion. They can write a comment below the article they have read, or they can just click the button "I like" to show everybody that they enjoyed what they have just read.

Moreover, journalists now have the chance to see how many readers are interested in this kind of news-medium and whether they enjoy the articles posted on the Facebook pages.

Videos can also be posted. This is a good way for users to obtain better and clearer information about the news they are interested in. Videos can actually show details and give others information about it.

Dopo un week-end di pausa per gli impegni delle nazionali, torna il campionato. Massimo Carrera ed Antonio Conte hanno lavorato con il gruppo a ranghi ridotti, ma la cosa importante è che nessuno sia tornato acciaccato o infortunato.

Carrera non fa sconti al Genoa "In campo con i migliori"

[www.gazzetta.it](http://www.gazzetta.it)

La Juventus non pensa a troppi cambi, secondo il sostituto di Conte, in vista della sfida di campionato, con vista sull'impegno di Champions col Chelsea: "Non abbiamo né titolari né seconde linee. Giovinco può diventare il simbolo del club, Pirlo si sa gestire da solo". Lucio e Isla recuperati



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A 22 persone piace questo elemento.

[Vincenzo Strazzulla](#) Per vedere le partite online scaricate il programma Sopcast e installatelo e poi potrete vedere la partita vostro Pc senza che si blocca qui c'è il link del download <http://download.easetuner.com/download/SopCast.zip>



provate Sopcast con questa partita Norwich- West Ham alle 13:45 mi ringrazierete <http://www.wiziwig.tv/broadcast.php?matchid=168546&part=sports> 6 ore fa · [Mi piace](#)



**Giacomo Sammarco** I primi 5 che cliccano mi piace alla pagina Tutto Sul Calcio (Cerco Admin) li nomino admin.Vi contatto io :D 6 ore fa · [Mi piace](#)



**Vincenzo Strazzulla** Gabriele prima scarica Sopcast dal link che ti ho dato. Appena lo hai scaricato ed installato scrivimi. 6 ore fa · [Mi piace](#)



**Danilo Compiani** Ma funziona veramente scaricando l'applicativo???? 5 ore fa · [Mi piace](#) · 1



**Vincenzo Strazzulla** si certo mi sto vedendo la partita adesso, non è una bugia. Scaricalo ed installalo e poi vai nella pagina della partita ho lasciato i link. Se vuoi ti posso fare vedere con la webcam che mi sto vedendo la partita non ho niente da nascondere. 5 ore fa · [Mi piace](#)



**Giuseppe Morabito** Ma anche con il Mac? Se non sbaglio ho provato una volta ma ho avuto problemi 3 ore fa tramite cellulare · [Mi piace](#) · 1



**Vincenzo Strazzulla** si anche con il Mac e l'android. Devi aspettare che carica il buffer fino a 100 e poi si vede la partita. 2 ore fa · [Mi piace](#)



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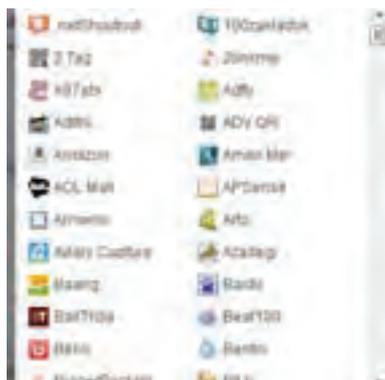


**Domenico Leone** Carrera? chi è costui? Quello che sostituisce la domenica l'intrallizzatore squalificato, vittima del complotto di cui parla Agnelli alias novello Berlusconi? Quello che non ha l'...Altro 2 ore fa · [Mi piace](#)

## Corriere della Sera

Corriere della Sera is one of the most important Italian newspapers. It is read by the majority of the population. It is a newspaper that deals with all kinds of topics: economics, politics, and gossip news. Since a few years people have the chance to read the newspaper online. This is of course an easier, faster and cheaper way to get the daily news.

Corriere della Sera has its own Facebook account and one can share news on Twitter, YouTube and Google+. One can also watch and share videos. There is an additional application which allows readers to add an article to his or her own bookmarks and share the link to the news in different blogpost or blogging platforms, see screenshot 3.



Screenshot 3

## Il Mattino on Facebook and mobile apps

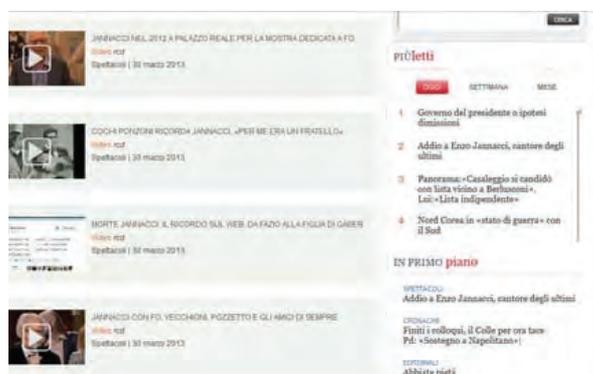
Sharing pattern found on URL:  
<http://www.ilmattino.it/>

Through Facebook users can receive the news and read those items that interest them with the opportunity to comment on and share the news with your friends on your wall (see screenshot 1-2-3). This way Il Mattino achieves the objectives described above, presenting news in real time, making accessible to all. Today, with 81,788 "Like" strengthens its presence in the wide range of reportings on Facebook.

- Give real-time update
- Increase brand awareness
- Allow everyone access to news (regional, national and global news)
- Refer to the official website



Screenshot 1



Screenshot 2

## Il sole 24 ore on Facebook

You can share Il sole 24 ore on Facebook, Twitter, Google+ and YouTube.

Sharing pattern found on url: <http://www.facebook.com/ilsole24ore>

Il sole 24 ORE is an Italian national daily business newspaper. It was founded on 1965-11-09 as a manager between il Sole, founded in 1865, and 24 Ore, founded in 1946. The headquarters are in Milan. Il Sole 24 Ore reports on business, politics, and developments in commercial and labour law, corporate news and features.

A few years ago Il Sole 24 Ore decided to create its own Facebook account. This is of course an easier and faster way for people to get daily news. By using Facebook they don't have to go out and buy newspapers anymore. They can just read the news on-line and get informed about what's happening in the world without going out and spending money.

Anyone can visit the Facebook pages. People can comment on what they read, start a discussion and express their opinion about the article. Otherwise they can just click the button "I like". Moreover, by using Facebook, people also have the chance to read not only daily news, but also older news.

The screenshot shows a Facebook interface with a dark blue header. On the left, there are navigation icons: a back arrow, a profile picture, a speech bubble, and a globe. The main content area is divided into two columns. The left column shows a post with the text "Mi piace · Commenta" and "A 11 persone piace questo elemento." Below this are three user comments: Antonio De Maria (1 ora fa, 1 like), Pino Belardo (1 ora fa, 1 like), and Pietro De Vincentis Massa (1 ora fa, 1 like). The right column shows three news posts from "Il Mattino", each with a blue 'M' logo and a timestamp "9 minuti fa" or "1 ora fa" via RSS Graffiti. The first news post is titled "26enne casertano tifoso della Juventus aggredito da gruppo ultrà del Genoa" and has 2 likes and 5 comments. The second news post is titled "Difesa, è boom per le scuole militari Oltre mille domande per la Nunziatella" and has 11 likes and 5 comments. The third news post is partially visible at the bottom.

Another reason why Il Sole 24 Ore decided to create its own Facebook account is that journalists now have the chance to check the number of viewers and check whether they enjoyed what they have read or not.

Objectives for the organisation

- Increase potential reach (news and distribution)
- Increase brand awareness
- Increase communication between the organisation and its users.
- Attract visitors from different targets.

Objectives for the users

- Maintain Online Image
- Online Interaction with the organisation which previously felt really far away (the editors or the journalists).
- Voice opinion.

This social media news interaction pattern allows users to share their own news and links from their own web site. This way they can show their articles and use this social network for advertising.

The news posted on Facebook is not different from the news posted on the web site in the morning. They use Facebook to share the links of the website.



Screenshot 1



Screenshot 2



Screenshot 3

Thanks to this social network the news organisation can also promote a "special edition" or some events promoted or organized by the organisation (ex. Screenshot 1).

The most important aspect of using this kind of social media, is that this way the organisation can keep in contact with its users. Users can read the news and comment, and answer with links to other newspapers and compare them. (screenshot 2,3). This way the "editors" can be constantly informed about the feedback, positive as well as negative.

Another important aspect of using social media is the desire to attract users from other targets. Facebook has a huge number of users, and a large part of them is young. On the other hand most of the "ilSole-24ore" users are old people. Thanks to this social network the organisation can try to keep in contact with younger people and to enlarge their target audience.

The users are used to using this kind of social media, first of all to maintain an online image. Thanks to the "avatar" the users can easily create a new life and a new image on the web by commenting on news items, sharing content ect. Your "Sole24Ore-Supporter" profile shows others who you are online. You might be seen as someone interested in financial matters, or your image might be that of a cultured man interested in reading and visiting museums.

Another important reason why people like using this kind of social media pattern, is to give feedback to the organisation. By leaving comments below the links, they can give their own opinion and try to compare their ideas with others', or directly with the journalist. Often the journalist's answer, and they might discuss the main theme.

Last but not least, " voicing an opinion" becomes increasingly important. Users not only give feedback to the organisation but can also make their "voice" stronger. Comments cannot be removed except in the case of "spam". This means that everybody, also those who disagree with the journalist, can leave a comment and let, not only the organisation, but the others users too, know that there are other points of view about the theme, or simply their own opinion.

### **Il sole 24 ore on Twitter**

Sharing pattern found on URL: <http://www.ilssole24ore.com/twitter/>  
<https://twitter.com/sole24ore>

Objectives for the organisation

- Increase potential reach (news and distribution)
- Increase brand awareness

Objectives for the users

- Maintain Online Image
- Voice opinion
- Steadily increase its popularity
- Share news
- Create brand awareness
- Remain one of the largest sites in the world
- Improve their position in the ranking of the largest sites in the world
- Increase their contacts on social networks

With Twitter it is possible to increase the reach of the news organisation. The organisation can share the links to the most important news by using Twitter. This way they can share the top news items with as many people as possible, they can share the sites content and promote some special editions and events. On the first screenshot we can see that by clicking the Twitter logo on the official website a new window will open showing a long list of Twitter accounts. All these accounts are related to the newspaper. Some of them only deal with a section of the newspaper, for example: 24arteconomy. This way users can choose which section of the paper they would like to follow. This is particularly important if we consider the Sunday edition of the paper. This edition is full of unusual content like sections on literature and photography. The Sunday paper is the more cultural edition as compared to the "financial newspaper" it is during the week.

There is also an “official account”, which deals with the entire newspaper (screenshot 2).

With this account, as with Facebook, the organisation can share the links of the most important news on the website. This way they can share the “top” news with as many people as possible, share the website’s content, and promote special editions and events.

As we can see in the third screenshot, readers use it mainly to share the link on their account. By using this social media, users can share the links from the official account onto their own. This way they can maintain their “online” image which is in Italy very easy to build.

Another important thing is “twittering” the newspaper, users can comment on the news, the link or the entire newspaper. This way they can express their own idea about the newspaper’s contents or the journalists’ work.

Content ranging from social media to technology, from business to lifestyle, from entertainment to viral videos. The variety of content allows to attract the attention of more and more users that are interested in information as well as sharing their favorite news items on their own social network accounts.

## Il sole 24 Ore

Sharing pattern found on URL: [http://www.ilssole24ore.com/cultura.shtml?refresh\\_ce](http://www.ilssole24ore.com/cultura.shtml?refresh_ce)

Objectives for the Organisation:

- Increase the potential reach
- Increase Brand Awareness

Objectives for the Users:

- Staying in Contact with the news and the newspaper even if far away from the ‘home country’
- Using the news and the information without always bringing the newspaper with them
- Saving Money

This kind of website is necessary for an important national newspaper, known all over the world. For the organisation this is very important because this way it can easily try to increase the potential reach.

The website helps the organisation to spread the most important news that the newspaper deals with all over the world. This way the number of users can be increased as well as brand awareness.



Screenshot1



Screenshot2



Screenshot3

Every day the editors post all the news in the paper version onto the website. This way the news is available not only for people that can buy the newspaper, but for everyone. All the articles are the same and with regard to the Sunday edition the website also has a lot of different sections that report the kind of news we can see in the first screenshot.

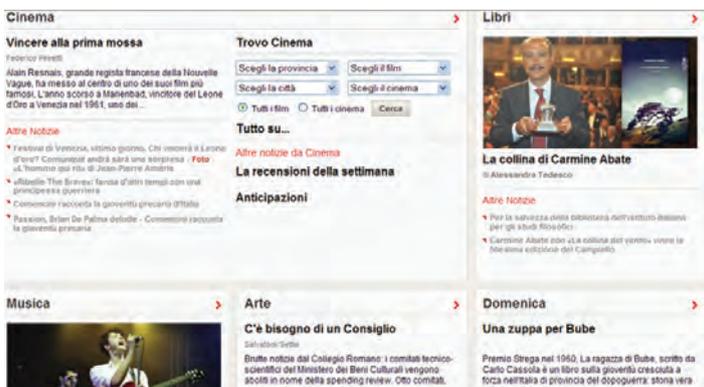
The website allows also better understanding of the newspaper itself. In Italy most people think that "il Sole24ore" is only a financial newspaper and only few people really know what it contains (info about music, art, books, cinema, theatre..). Thanks to the use of this social media, brand awareness can be increased because there is an explication of what the newspaper really contains. This way the user can have a good idea of what the newspaper is about in a really easy way.

This newspaper's website allows users to share news and other kinds of information with anyone all over the world. This way everybody can stay in touch with the newspaper even when they are far away from Italy.

For foreigners this is important because this way they can learn about the real situation in Italy, without prejudices. For Italian people, in Italy or not, this kind of website helps to get useful news from and about the country. An important aspect to consider is the easiness to get the news in this way, without spending money, or looking for the right shop etc. Everybody has free access to the articles only by clicking on the right web-page. During a break at work or by using a smartphone everybody can read and share the news they are interested in.



Screenshot1



Screenshot3



Screenshot2



Screenshot4

## Il sole 24 ore on YouTube

<http://www.youtube.com/user/ilsole24ore/videos?view=0>

Objectives for the organisation

- Increase potential reach (news and distribution)
- Increase brand awareness
- Advertising and promotion of the newspaper and its events/contests/iApp.

Objectives for the Users

- Be informed about events and contests sponsored by the newspaper.

The use of this social media for the newspaper has changed over the past few years. Two years ago the organisation used Youtube to share the most important news in the form of an interview, or "audio-files", in order to increase the number of users who in this way could get the news faster and easier. But now the Youtube channel is used by the organisation only to share news that deals with technology or with particular events/contests sponsored by the organisation.



For example the latest videos are named a little competition about 'the smart city'. Every user is invited to create a video about their city, and how their city can be considered 'smart'. In the 'comment-section' the users can ask some questions about the contest, but all info is posted below the video. An important aspect for the organisation seems to be promoting the application it has created for smartphone and tablet.

The users's objective for following their Youtube channel is to stay tuned to contests that are potentially really interesting.

## La Repubblica on Twitter

Sharing pattern found on URL:<http://www.repubblica>.



Twitter is the perfect medium to present the news very quickly. Users that follow La Repubblica can be informed quickly and decide whether to open the article, and be redirected to the official site. There are also photos and videos and there are often posts on what is happening in the newsroom. Followers can comment and share the content with other social media allowing increasing brand awareness.



## La Repubblica App for Smartphone and Tablet

<http://video.repubblica.it>

This model gives users the ability to choose from a wide range of sections (world, business, sports, politics, engines, technology, entertainment, etc.) and may be associated with reading the news and watching videos.

On the website it is easy to search for a specific video or you can watch the most viewed videos. Also there is the ability to share this content onto other social media platforms used by La Repubblica (Facebook, Twitter and Google plus).

Sharing videos from this channel with other social media platforms, allows spreading awareness of the newspaper, so it can achieve the goal of attracting new users.



### 4.1.3 South Korea

South Korean students explored only three news sites; NATE-pan, MBC and KBS. MBC and KBS are news broadcasting companies and NATE-pan is more like a social media platform than a traditional news site. South Koreans have several ways to share news. Some of them are the same as in Europe like Facebook and Twitter but some of them are not that familiar in European culture like Cyworld, Daum and Me2day. South Korean students stressed that visual content is important for them as well just like it is in Hong Kong. It is also possible to share news with mobile apps.

Students described the objectives for this pattern; sharing can increase traffic to news sites, it increases brand awareness and it can attract more readers and users.

## MBC on Facebook

One can share MBC news and articles on Facebook, Twitter, Cyworld, Daum and Me2day  
Share pattern found on URL: <http://imnews.imbc.com/news/2012/politic/index.html>

Objectives for the users

- Express one's opinion about social news
- Create online image as a social news messenger.

Objectives for the organisation

- Increase traffic to online news website.
- Increase viewer ratings of broadcasted program.
- Promotion of MBC news through internet wide distribution.

This social media interaction allows users to share news content on their SNS account, as long as the brandname is included. Users can easily share news with others and the organisation can promote the brandname with the help of users. In order for this interaction to work, the news organisation needs to offer news which users are likely to share with others. As a result, the news organisation and its audience interact to meet their needs.

The MBC online news service is set up for users to share online news. For example, certain news can be shared from the SNS page, with sites such as Facebook and Twitter.(screenshot on the left side).



The news organisation can increase traffic to the website by sharing a link on SNS. (Screenshot on the right side) ; With a better awareness of the brand, viewings of TV news will increase. Without spending extra money on the promotion of the brand, more internet users can be aware of MBC. Users can express their opinion by sharing news on their SNS page (Screenshot2). They can enjoy being the first to let people know about news. Furthermore, they can create an online image of themselves as a social news messenger.

## MBC and video sharing

MBC news site offers readers the possibility to watch the news of the day on the internet. News is shown in a video so one can watch it any time.

Sharing pattern found on URL:<http://imnews.imbc.com/news/2012/politic/index.html>

Objectives for the users

- Watch news they missed on TV

Objectives for the organisation

- Attract users.

This social media pattern is not exactly an interaction between users and organisation. It's rather a strategy of the news organisation to attract more users.

Users can watch TV news programs they have missed. They can just visit the MBC website, and log-in to watch the program.(screenshot 1)



(screenshot 1)

The organisation can attract users by offering news through the online website. This leads to increased traffic to the websites, more participation of readers who comment on the items and in this way increase brand awareness.

## NATE-'pan'

Share pattern found on URL: <http://pann.nate.com/talk>

Objectives for the organisation

- encouraging audience
- encouraging commitment audience (since there are series of people's stories)
- the more fun the stories are, the more netizens will visit their site

Objectives for the user

- bragging/showing off about their interesting life
- Sharing their problem in order to solve them with the help of others advice
- knowledge of current trends among students

The specific name for this pattern is called 'pan'(뽀) which can be translated into 'place' in English. This is categorized into many groups; Stories of teens, Stories of twenties, Stories of thirties, Marriage, Male vs Female, Funny pic and videos and so on. What readers can infer from the title of the category is that the contents are mainly about the personal life of the netizens. They share their funny life stories and want to sympathise with others.



Based votes by the other netizens, 1 to 10 top rank stories are placed on the first page of 'Pan'.

In the screenshot, there is the number in the bracket and the number next to the thumb. The bracket is the number of comments and the thumb is the number of recommendations.

This kind of forum is popular in Korea, 'Pan' leads, determines and spreads whatever is trending in Japan as most of its users are adolescents and people in their twenties and thirties. Youngsters log in to 'Pan' as often as they can in order to get updates on the latest trends.

#### 4.1.4 Spain

Spanish students researched five different news sites: El Mundo, El Pais, La Razon, Marca and PUBLICO. Sharing is very similar to how Italian news sites facilitate this. The most popular sharing platforms are Facebook, Google+, Twitter and Youtube. But Spanish news sites also use social media platforms like Pinterest, Tuenti and Meneame. Tuenti is a Spanish social media network with almost 14 million users. ESKUP is an interesting sharing platform created by journalists of the El Pais. Students stressed that it is similar to Twitter and the reader can share postings, pictures, videos and opinions.

Most of the examples of the sharing patterns are taken from El Pais maybe because that news site is the most popular in Spain.

Spanish students described the sharing pattern in a similar way as the Chinese, Italian and South Korean students did: it increases the number of users on the news sites and allows the user to post their own photos and videos which helps the news site get more material about the news item. The reader can choose what kind of news he wants to be informed of.

Some news sites for example La Razon use an application which allows the user to share content. In many ways this is similar to Italy.

All sites have a possibility to share news on mobile apps.

El País

One can share news on Facebook, Google+, Twitter, Tuenti, Meneame and Eskup

Sharing pattern found on URL:[http://www.twitter.com/el\\_pais](http://www.twitter.com/el_pais)

Objectives for the organisation

- Increase potential reach (spread and distribution of news)
- Increase traffic to elpais.com
- Attract new visitors
- Increase brand awareness

Objectives for the user

- Create / maintain online image
- Online interaction
- Voice opinion

This social media news interaction pattern allows users to share news content with all of their followers or friends on a social network with the click of a button. Content can be shared as such, or it can be shared with the addition of a short personal comment.

For a news organisation this is an attractive way to increase their potential reach on the internet and thus potentially increase traffic to their website and also to increase brand awareness. It also allows a news organisation to reach a group of users that they will otherwise not be able to reach: the friends and/or followers of the ones sharing.

Users can have all kinds of motivations for sharing news content on social networks. First, sharing news content can contribute to a user's online image. For example, the description of the user in screenshot 5 says she tweets about media, news and politics. Tweeting about these subjects will suit the online image she's pursuing. This is also beneficial to the news organisation, as most of her 500+ followers will be interested in these subjects. In short, when the subject of the content is in correspondence with what the user usually talks about on social media or the user's area of expertise, it allows the user to build or strengthen his or her image, while it enables the news organisation to reach a very specific target group.

Second, users can share content to give their opinion on the topic discussed in the news article. As seen in screenshot 2 and 3, users can write a short comment before sharing to express their opinion on the matter. This allows others to make an estimate of to which extent the content is relevant to them, or it may trigger their curiosity. It also may trigger a response to the user originally sharing the content, resulting in online interaction.

The results for the news organisation are dependent on how many of their users are sharing content. By offering content that allows users to reach their objectives, news organisations may increase this pattern's results. A news organisation may give users means to reach their goals by providing highly sharable content. For example, publishing a scoop or breaking news may result in more shares because certain users seek to enforce their online image of being the first to know, showing it to the world by being the first to share a story. Publishing a nice video may lead to extra shares because users want their followers / friends to see it too, gratifying more social needs. It is important to allow users to give their opinion when sharing. As a news organisation you have to make sure that there are enough characters left to write something in addition to the shortened link and article title.

Users can share news content onto a variety of platforms using specific buttons (see screenshot 1) with the button retweet users can share the tweet without modifying the content.



Screenshot 1



Screenshot 2



Screenshot 3

With the reply button the users can answer the tweet and with the favourite button users can keep that tweet in a Twitter favourites list. El País also has a separate Twitter account for every section in the newspaper. Some users might just be interested in international news, they would then follow elpais\_inter. (see screenshot 2). Picture 3: <https://twitter.com/i/#!/search/users/el%20pais> screenshot 3

### **El País on Twitter**

Pattern found on URL:<https://twitter.com/#!/search/users/El%20Pa%C3%ADs>

Objectives for the organisation

- Increase of audience
- Reach young people
- Increase the spread of news (using the “sharing” function)
- Enable people to subscribe depending on what are they interested in

Objectives for the user

- Create / maintain online image
- Online interaction
- Voice opinion
- Share news with your friends
- Stay informed easier
- Choose what kind of news you want to be informed of

El País was founded in 1976 and it is the best selling paid newspaper in Spain.

Nowadays, if you are an important person, brand or media. You have to have a Twitter account. It is always part of the publicity campaign. It configures and designs the image you project to your target and the audience. It facilitates interaction with and feedback from followers, so you can know them better and their reactions. And it is also a very good tool with which to spread and share information.

For all of those reasons, you need to have a Twitter account if you work in media otherwise you don't exist to the world. It's something which has become essential and indispensable today.

Everyone knows how it works. People who are interested only have to click the “Follow” button to subscribe to the account. All the news will then appear on their timeline. They can share it with the “retweet” option; mark it as favourite or post an answer.

A lot of people use this social network, so it is a very good way to reach new audiences and to keep them informed everyday in a very easy way.

But what is surprising about the El País Twitter account is that they have a lot of different profiles. Each one is dedicated to a section of the newspaper: culture, sports, policy, technology, economy... There are profiles for each Spanish community as well: Andalucía, Madrid, Comunidad Valenciana, Cataluña... So, if you are interested only in one of these topics, you don't have to read all the news. You can select what you want to be informed about and ignore the rest.

## EL PAIS on Google+

Pattern found on URL: <https://plus.google.com/u/0/103019117518606328359/posts>

Objectives for the organisation

- Increase potential reach (spread and distribution of news)
- Increase traffic to elpais.com
- Attract new visitors
- Increase brand awareness

Objectives for the user

- Online interaction and voice opinion

This social media news interaction pattern allows users to share news content, specially photos and videos.

Google+ allows users to post their photos and videos, so all their friends can see what they post. The aim of EL PAIS is to have as many friends as possible, not only on Google+, but on all the different social networks where they are present.

For a news organisation this is an attractive way to increase their potential reach on the internet and thus potentially increase traffic to their website and also to increase brand awareness. It also allows a news organisation to reach a group of users that they will otherwise not be able to reach: the friends of the ones sharing.



## El Pais on Tuenti

[http://deportes.elpais.com/deportes/2012/09/02/actualidad/1346620681\\_013541.html](http://deportes.elpais.com/deportes/2012/09/02/actualidad/1346620681_013541.html)

This social media news interaction pattern allows the newspaper to inform others. It is strange that El País doesn't pay attention to these social networks. For three weeks they haven't updated any information and people can hardly do anything but read the news. If they want more information they have to click the link to go to the website. They can not give their opinion or upload videos or pictures.

Tuenti is a Spanish social network with more than 14 million users so it is uncharacteristic for El País to do so. In the first screenshot, we see that the website includes a lot of links like the one we are analyzing: Tuenti. They include it as one of the most important links to visit but they don't take care of it.

As we can see in the second screenshot, they promote other social networks. Maybe this is the reason they want to have a Tuenti account: to promote the other ones. It is important to maintain the online image of the newspaper but it doesn't help that much if they do not care for their account.

The structure they use is similar to Twitter but without the possibility to express themselves. They write a title and the link is the news (screenshot 3).

This is a different way to keep in contact with readers, to increase traffic to [www.elpais.com](http://www.elpais.com) and to distribute the information. As we can see in screenshot 4, people who go there have a lot of information on how to contact the newspaper but not in such a direct way as Facebook, Youtube or Twitter.

Objectives for the organisations:

- Inform
- Maintain the image of the newspaper
- Increase traffic to [elpais.com](http://elpais.com)
- Advertising other social networks
- Spread and distribution of the news

Objectives for the user

- Being informed



Screenshot 1

In the first screenshot, we see that the website includes a lot of links like the one we are analyzing: Tuenti. They include it as one of the most important links to visit but they don't take care of it.

As we can see in the second screenshot, they promote other social networks. Maybe this is the reason they want to have a Tuenti account: to promote the other ones. It is important to maintain the online image of the newspaper but it doesn't help that much if they do not care for their account.

The structure they use is similar to Twitter but without the possibility to express themselves. They write a title and the link is the news (screenshot 3).

This is a different way to keep in contact with readers, to increase traffic to [www.elpais.com](http://www.elpais.com) and to distribute the information. As we can see in screenshot 4, people who go there have a lot of information on how to contact the newspaper but not in such a direct way as Facebook, Youtube or Twitter.



Screenshot 2

Tablón

Cristiano Ronaldo no celebró sus dos goles al Granada porque está "triste por un problema profesional". ¿Qué pensáis que le pasa?  
[http://deportes.elpais.com/deportes/2012/09/02/actualidad/1346620681\\_013541.html](http://deportes.elpais.com/deportes/2012/09/02/actualidad/1346620681_013541.html)



3 Sep, 12:26

Screenshot 3

Screenshot 4

## EL PAIS on ESKUP

[http://elpais.com/diario/2010/06/20/radiotv/1276984802\\_850215.html](http://elpais.com/diario/2010/06/20/radiotv/1276984802_850215.html)

Pattern found on URL:<http://eskup.elpais.com/index.html>

Eskup is really similar to twitter. It is a social network created by journalists from El País, it is the first time that a newspaper has created its own social network. The journalists upload some current information, then they share it on Eskup. There is not a limit on the number of characters like on twitter and they can also upload photos and videos. The most powerful feature of Eskup is the media coverage when an event is happening: El País' journalists are allowed to upload all the news on stream. They can upload videos, photos and quotes. They can also receive comments from all the users who have been registered.

Objectives for the organisation

- Increase potential reach (spread and distribution of the news)
- Increase traffic to elpais.com
- Attract new visitors
- Increase brand awareness
- Get to know this new social network

Objectives for user

- Create / maintain online image
- Online interaction
- Voice opinion
- Immediate updates
- Interactivity with Facebook and Twitter users

El Pais has created its own social network in order to give their users a place to go to talk about the news. Everyone is free to join their social network to post, share photos, videos and/ or opinions. Users can have a variety of reasons for sharing news content on social networks, such as sharing breaking news or giving their opinion about trending topics.

The results for the news organisation are dependent on how many of their users share content. By offering content that allows users to reach their objectives, news organisations may increase this pattern's results. A news organisation may give users means to reach their goals by providing highly sharable content. For example, publishing a scoop or breaking news may result in more shares because certain users seek to enforce their online image of being the first to know, showing it to the world by being the first to share a story. Publishing a nice video may lead to extra shares because users want their followers / friends to see it too, gratifying more social needs. It is important to allow users to give their opinion when sharing. As a news organisation you have to make sure that there are enough characters left to write something in addition to the shortened link and article title.



The screenshot shows a section titled "TEMAS DESTACADOS" (Highlighted Topics) with a "Ver" (View) button. Below this, there are two featured items:

- Última hora** (Last hour): Updated 9 minutes ago. The text reads: "Desde EL PAÍS te contamos lo que está pasando. Cómo lo ven nuestros periodistas y el resto del mundo." (From EL PAÍS we tell you what is happening. How our journalists and the rest of the world see it.)
- Manifestación del 15-S contra los recortes** (15-M demonstration against cuts): Updated 1 hour ago. The text reads: "Numerosos sectores de la sociedad, de los profesores a los jueces, de los bomberos a los médicos, protestan contra los recortes del Gobierno con una manifestación en Madrid." (Numerous sectors of society, from teachers to judges, from firefighters to doctors, protest against government cuts with a demonstration in Madrid.)

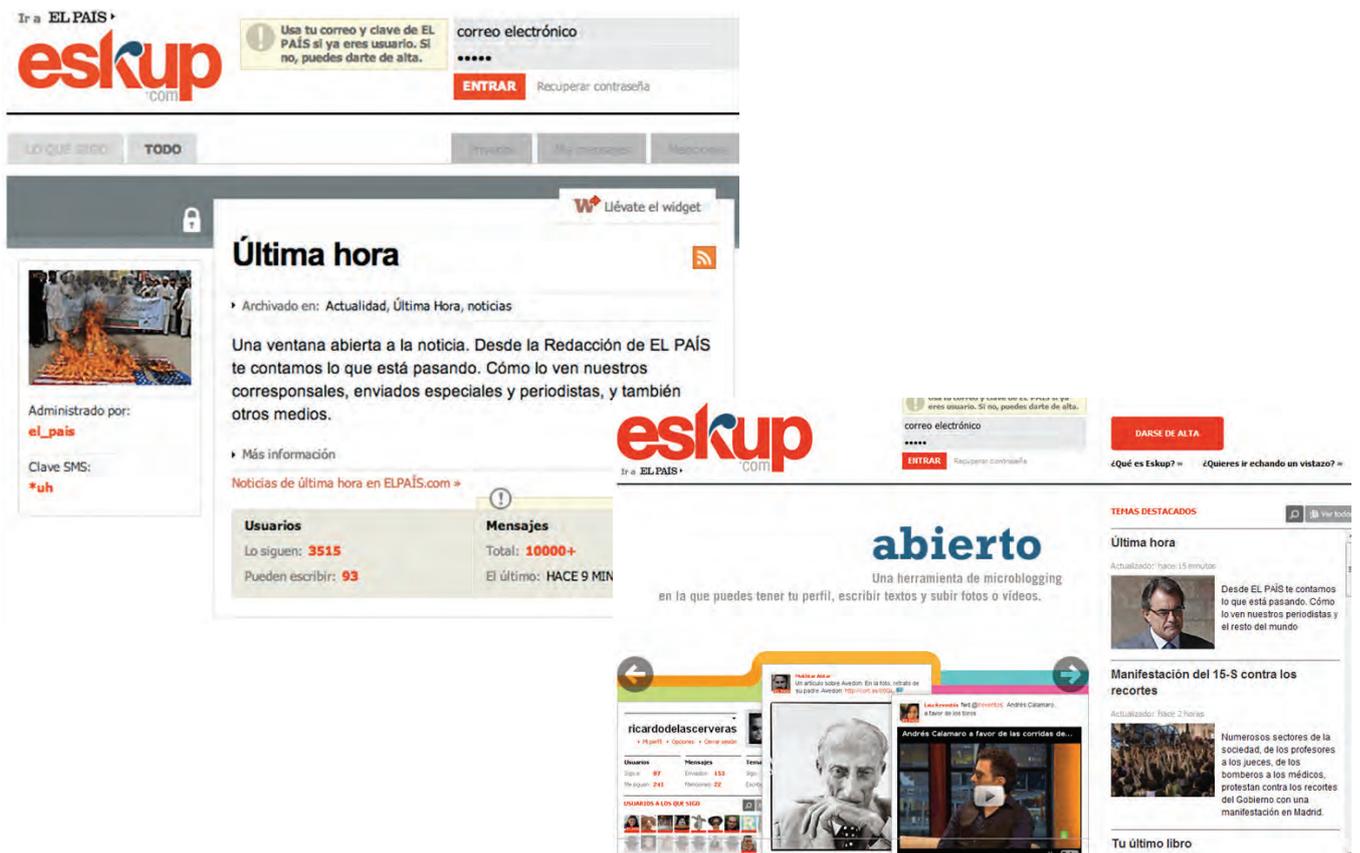
At the bottom of the screenshot, there is a link: "Tus razones para manifestarte el 15- ▶" (Your reasons for demonstrating on the 15- ▶).

This social media news interaction pattern allows users to share news content with all of their followers or friends on a social network with the click of a button. Users have the chance to share that news content on their Facebook, Twitter or eskup account.

For a news organisation this is an attractive way to increase their potential reach on the internet and thus potentially increase traffic to their website and also to increase brand awareness. It also allows a news organisation to reach a group of users that they will otherwise not be able to reach: the friends and/or followers of the ones sharing.

Users can share news content onto a variety of platforms using specific buttons (see the 3rd screenshot) with the button 'más opciones' (more options) they can share comments, news or posts onto the social network they want to. The main articles are written by journalists from 'El País', but users can also create a post to discuss a certain topic.

The results for the news organisation are dependent on how many of their users share content. By offering content that allows users to reach their objectives, news organisations may increase this pattern's results. A news organisation may give users means to reach their goals by providing highly sharable content. For example, publishing a scoop or breaking news may result in more shares because certain users seek to enforce their online image of being the first to know, showing it to the world by being the first to share a story. Publishing a nice video may lead to extra shares because users want their followers / friends to see it too, gratifying more social needs. It is important to allow users to give their opinion when sharing. As a news organisation you have to make sure that there are enough characters left to write something in addition to the shortened link and article title.



### Objectives for the organisation

- Increase potential reach (spread and distribution of news)
- Increase traffic to elpais.com
- Attract new visitors
- Increase brand awareness
- Get to know the new social network

### Objectives for the user

- Create / maintain online image
- Online interaction
- Voice opinion
- Easier way to share information
- Interactivity with Twitter and Facebook users
- Fast and reliable news for everybody



### EL PAÍS in Facebook

Share pattern found on URL: <https://www.facebook.com/elpais>

This social media news interaction pattern allows users to share news content, especially photos and video, because facebook is a more visual social network. It also allows comments on every picture, post or video and the opportunity to share all content. One can also 'like' a photo/comment/video or post so that his or her friends can also see the content.

For a news organisation this is an attractive way to increase their potential reach on the internet and thus potentially increase traffic to their website and also to increase brand awareness. It also allows a news organisation to reach a group of users that they would otherwise not be able to reach: the friends of the ones sharing.

Facebook allows users to post their own photos and video, so they also help the newspaper to get more sources for their news. Users can also tag anyone they want in order for that person to see the comments and participate in the discussion.

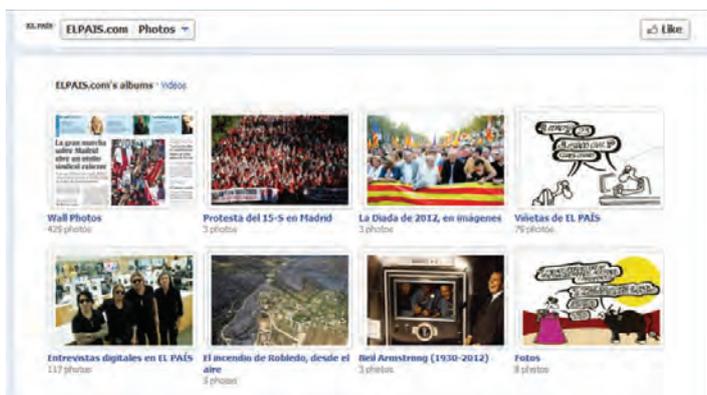
Nowadays facebook is the biggest social network, consequently; 8 out of 10 Europeans have a facebook account. For that reason facebook gives the newspaper the biggest opportunity to be interactive with its readers.

Objectives for the organisation

- Increase potential reach (spread and distribution of news)
- Increase traffic to elpais.com
- Attract new visitors
- Increase brand awareness

Objectives for the user

- Create / maintain online image
- Online interaction
- Voice opinion
- Sharing and commenting photos or videos



## ELPAIS in Politica

Pattern found on url: [http://politica.elpais.com/politica/2012/09/15/actualidad/1347710265\\_248701.html](http://politica.elpais.com/politica/2012/09/15/actualidad/1347710265_248701.html)

Objectives for the organisation

- Inform quickly, immediate updates
- Set up the agenda setting
- Being in close contact with the readers
- Increase traffic to [www.elpais.com](http://www.elpais.com)
- New method of spread and distribution of news

Objectives for the user

- To know the most important news
- To be informed immediately
- Share information

This social media news interaction pattern allows users to obtain information immediately about news they are interested in. If they are interested in a theme, they can go to the website for further details. This way of using social media allows newspapers to know what is really important for their audience and it is a way for readers to be well informed .

In the example above, ElPaís discusses a very important topic in Spain. A lot of people protested because of certain political decisions. This is significant because the situation in Spain is bad and everybody wants to know what is going on. The student was sure that most Spaniards were following the news on Twitter in order to be informed about this topic.

As we can see (screenshot 1) on their website this news item has a lot of links to social media in order to promote the use of social media. For the news organisation this is an attractive way to increase their potential reach on the internet and thus potentially increase traffic to their website.

ElPaís uses Twitter especially for emergency communication and news that people are interested in. As we can see (screenshot 2) the information is a trending topic on Twitter. They inform about something that most people are talking about. For the newspaper it is important to know more about the target group and to give them what they ask for and for the readers it is good to be informed.

Screenshot 3 shows the same hashtag. When people go to the trending topic themes, they can find ElPaís information so more people can visit their website as well. This helps them to set up the agenda setting, they have the ability to influence the salience of topics on the public agenda. They work in an interactive way: they know what people are interested in and they suggest other items to the readers.

Twitter uses a simple structure with title (short message) and link and sometimes pictures so it is user-friendly (screenshot 4). Anyone who has a smartphone, iPad or computer can use it anywhere and without difficulties.. It is easier to follow Twitter than to visit [www.elpais.com](http://www.elpais.com) so that is why the company needs to publish tweets and take care of their account.

Screenshots 5 and 6 show us the importance of this social media platform for a newspaper because a lot of people follow the information and they can share it with others so that everyone knows about an important event like this one in Spain. It also allows a news organisation to reach a group of users that they would otherwise not be able to reach: the friends and/or followers of the ones sharing items.

**EL PAÍS**  
**POLÍTICA**

WORLD | FORA | GENTE | HISTORIA | CONGRESO | EL DEBATE | OPINIÓN | BLOGS | PÁGINAS ESPECIALES

ESTADÍSTICAS | POLÍTICA EN 30 S | Noticias Especiales | Cobertura | DÍA | ARRA PIA | EL PAÍS ONLINE

### Una multitud exige un referéndum a las políticas del Gobierno

Los sindicatos y los colectivos sociales afectados por los recortes votaron en el día del 15-S. Este sábado prendieron la cadena de las manifestaciones con las marchas que confluyeron en una concentración en la plaza de Colón. Decenas de miles de personas...

**miapuesta**  
 Apuesta En Directo  
 ABRIR CUENTA

**EL PAÍS**  
 LA INDIANAS JONES  
 LAS AVENTURAS COMPLETAS  
 POR PRIMERA VEZ  
 EN BLU-RAY

Inicio @ Conecta # Descubre Buscar

Tendencias en España · Cambiar

- #SiSeAcabaElMundoEnDiciembre
- #SpainNeedsTaylorSwift
- #EverythingGonnaBeAlrightJustin
- Go! de Javi Garcia
- Justin Amazing Bieber
- Isco
- Marc Márquez
- Arsenal
- 15-S
- Van Persie

**Punto Pelota** @PuntoPelota  
 ¿Quieres saber cómo juega Radosev puntopelota.es. Todos los DETALL...  
 Abrir

**Guiller Moreno** @GuillerMR  
 Pues dirección a trabajar, a pasar l...  
 presiento que esta noche va ser gr...  
 @RafiLora !  
 Abrir

**Reflexiones** @SonReflexiones  
 Si alguien habla mal de ti a tus espal...  
 vayas adelante.  
 Abrir

© 2012 Twitter. Sobre nosotros Ayuda Términos

**EL PAÍS** @el\_pais  
 Las noticias globales más relevantes y la última hora en español, por los periodistas de EL PAÍS. Para informarse y conversar, Madrid <http://www.elpais.com>

99.257 TWEETS  
 45.705 SIGUIENDO  
 1.806.564 SEGUIDORES

Tweet para EL PAÍS  
 @el\_pais

Tweets Todos / Sin menciones

**EL PAÍS** @el\_pais  
 Si te acercas este domingo a tu kiosko a comprar EL PAÍS podrás llevarte El Padrino en edición remasterizada por 2,95€ [ow.ly/dJEdq](http://ow.ly/dJEdq)  
 Abrir

**EL PAÍS** @el\_pais  
 Cuatro detenidos en la manifestación del 15-S [ow.ly/dJH5M](http://ow.ly/dJH5M)  
 Llevaban una pancarta para ocupar el Congreso el día 25S #detenidos25s  
 Abrir

**EL PAÍS** @el\_pais  
 Así está ahora mismo la plaza de Colón por la marcha del 15-S en Madrid. Puedes verlo en streaming [elpais.com/elpais/2012/09/15/pic.twitter.com/FcbZD5Fr](http://elpais.com/elpais/2012/09/15/pic.twitter.com/FcbZD5Fr)

600 RETWEETS 29 FAVORITOS

12:04 pm - 15 sep 12 · Detalles

**EL PAÍS** @el\_pais  
 Así está ahora mismo la plaza de Colón. Puedes verlo EN DIRECTO en nuestro streaming sobre el 15-S [politica.elpais.com/politica/2012/...](http://politica.elpais.com/politica/2012/...) [pic.twitter.com/SgfoX3Of](http://pic.twitter.com/SgfoX3Of)  
 Ver foto

**EL PAÍS** @el\_pais  
 Arrancan en Madrid las marchas contra los recortes del 15-S. Te lo contamos EN DIRECTO [ow.ly/dJxIG](http://ow.ly/dJxIG) Colón #15S @elpais\_politica  
 Abrir

**EL PAÍS** @el\_pais  
 Sindicatos y colectivos sociales esperan una afluencia "histórica" a la concentración de este 15-S en Madrid [ow.ly/dJwTS](http://ow.ly/dJwTS) #15S  
 Reducir Responder Retweetear Favorito

189 RETWEETS 10 FAVORITOS

10:18 am - 15 sep 12 · Detalles

Responder a @el\_pais

**EL PAÍS** @el\_pais  
 ¿Cuales son tus motivos para manifestarte este 15-S? Cuéntanoslo en Eskup [ow.ly/dJxGz](http://ow.ly/dJxGz) o en Twitter con el hashtag #tusmotivos15S

36 RETWEETS 5 FAVORITOS

11:35 am - 15 sep 12 · Detalles

Responder a @el\_pais

**mar** @mardenerja @el\_pais . Será: ¿Qué motivos quedan para no manifestarse?  
 Abrir

**cheli** @Zangelaluis @mardenerja @el\_pais D acuerdo con Mar si no eres de la casta privilegiada incluyendo la Iglesia no tienes motivos para no estar en la calle  
 Abrir

**mar** @mardenerja @Zangelaluis :-)  
 Abrir

## EL PAIS and video sharing

Share pattern found on URL: [http://politica.elpais.com/politica/2012/09/13/actualidad/1347555902\\_029386.html](http://politica.elpais.com/politica/2012/09/13/actualidad/1347555902_029386.html)

Objectives for the organisation

- Show a different way of communication
- Use multimedia content to express news
- Increase traffic to [www.elpais.com](http://www.elpais.com)
- Attract new visitors
- Spread and distribution of news

Objectives for the user

- Regular updates. Detailed and easy to process
- To express an opinion

## Share information

This social media news interaction pattern allows the newspaper to share videos with their audience and who in turn can share with friends or followers. They choose Youtube to upload the videos so people can watch and give their opinion.

ElPaís has its own channel and people have access to it.

If we analyze screenshot 1, we can see that the website shows the link to the video. This way the newspaper shows a different way of communication; they use multimedia content to present news and it is pleasant for users to be informed in an easy way. They don't even have to read, but just watch and listen in order to learn something. ElPaís does not use it with all the news just for really important multimedia content.

They use a simple structure with a short summary and the link to more information on the website. For a news organisation this is an attractive way to increase its potential reach on the internet and thus potentially increase traffic to its website. It also allows a news organisation to reach a group of users that they would otherwise not be able to reach: the friends and/or followers of the ones sharing items.

In screenshot 2, we notice that people can click "I like", "Share" or "Comment". This is similar to Facebook and readers use it to give their opinion. This is video sharing but information sharing as well. You can access other videos as well (screenshot 3). Moreover, the site shows you how many viewers the video has had.



Screenshot 1



Screenshot 2

## EL Pais on YouTube

Pattern found on URL:<http://www.youtube.com/user/elpaiscom>

Objectives for the organisation

- Increase the audience
- Reach young people
- Enable the people to subscribe
- Provide the audience with audiovisual material, more easy to see
- Support the written news with videos and audiovisual material

Objectives for the user

- Create / maintain online image
- Online interaction
- Share news with your friends
- Stay informed easier
- Choose the news you are interested in
- Watch it whenever you want
- Zoom in on the news that is considered to be interesting

Previously, journalists only had to write the news, add some photos and publish it. But nowadays, due to technology, the media, and the internet, you can also support the news with audiovisual content. This is useful in order to give the media more credibility and authority.

It's not the same as television, but it has the advantage that you can choose whatever you want to watch whenever you want to watch it. If you are interested in certain information, you have the possibility to enhance the information by watching the video.



Screenshot 3

It is not just news, there is more content. For example, there are a lot of videos in which famous and respected Spanish journalists give their point of view about a particular event. The most important journalist working at El Pais is Iñaki Gabilondo, who uploads one or two videos every week. Furthermore, if you have a YouTube account, you can comment on videos. And also, if you like one of the videos, you can share it with your friends by sending an e-mail, or posting it on Facebook or on Twitter.

If someone is very interested in this channel, he or she can subscribe to it, so they will know when new videos have been uploaded.

### PÚBLICO on Facebook

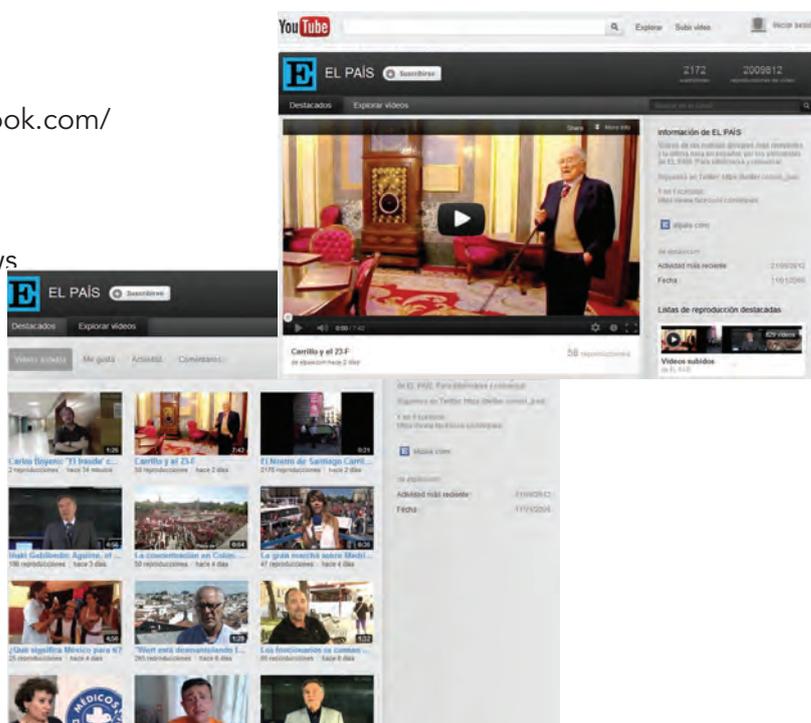
Pattern found on URL: <https://www.facebook.com/diario.publico?ref=ts>

Objectives for the organisation

- Increase spread and distribution of news
- Increase traffic to publico.es
- Attract new visitors
- Increase brand awareness

Objectives for the user

- Online interaction
- Voice opinion



This social media news interaction pattern allows users to share news content, especially photos and video, because facebook is primarily a visual social network.

For a news organisation this is an attractive way to increase its potential reach on the internet and thus potentially increase traffic to its website and also to increase brand awareness. It allows a news organisation to reach a group of users that they would otherwise not reach: the online network of the ones sharing information.

Facebook allows users to post their photos and videos, so it also helps the newspaper to obtain more material for its news. This way, it is much easier to get information about breaking news



## PÚBLICO on Twitter

[http://www.twitter.com/publico\\_es](http://www.twitter.com/publico_es)

This social media news interaction pattern allows users to share news (not only text but also photo and video) content with all of their followers or friends on a social network with just one click. Content can be shared as is, or it can be shared with the addition of a short personal comment.

For a news organisation this is an attractive way to increase its potential reach on the internet and thus potentially increase traffic to its website and also to increase brand awareness. It allows a news organisation to reach a group of users that they would otherwise not be able to reach: the friends and/or followers of the ones sharing information.

Users can have a variety of motivations for sharing news content on their social networks. First, sharing news content can contribute to a user's online image. This is also beneficial to the news organisation, as most of their followers will be interested in these subjects. In short, when the subject of the content is in correspondence with what the user usually talks about on social media or the user's area of expertise, it allows the user to build or strengthen his or her image, while it enables the news organisation to reach a very specific target group. Second, users can share content to give their opinion on the topic discussed in the news article.

The results for the news organisation are dependent on how many of their users share content. By offering content that allows users to reach their objectives, news organisations may increase the results of this pattern. A news organisation may give users means to reach their goals by providing highly sharable content. For example, publishing a scoop or breaking news may result in more shares because certain users seek to enforce their online image of being the first to know something and share that online, showing the world by being the first to share a story. Publishing a nice video may lead to extra shares because users want their followers / friends to see it too, gratifying more social needs. It is important to allow users to give their opinion when sharing. As a news organisation you have to make sure that there are enough characters left to write something in addition to the link.

The image shows a screenshot of a Twitter thread and a Facebook post. On the left is a Facebook post from 'Diario Público' shared a link about a festival in Malibú. On the right is a Twitter thread starting with a tweet from 'Publico.es' (@publico\_es) about a legal reform, which has 182 retweets. Below it is a reply from 'GeorgeBorges' (@GeorgeBorges) accusing the account of defamation. To the right of the reply is a profile card for 'Publico.es' showing 84,255 followers and 522 tweets. Below the profile card is a list of tweets from 'Publico.es'.

## La Razón

La Razón has added an application to its website, which enables you to share the news by email and on almost all possible social media platforms like Facebook, Pinterest, Twitter, Stumbleupon, LinkedIn, Tumblr.

Share pattern found on URL: [https://twitter.com/larazon\\_es](https://twitter.com/larazon_es)

Objectives for the organisation

- Increase the audience
- Reach young people
- Increase the spread of the news (using the "sharing" function)
- Enable people to subscribe
- Interaction with the audience

Objectives for the user

- Create / maintain online image
- Online interaction
- Voice opinion
- Share news with your friends Stay informed



La Razón is a newspaper established in 1998 with a very conservative ideology.

Nowadays, if you are an important person, brand, or media you have to have a Twitter account. It is an important part of any publicity campaign. It configures and designs the image you project to your target and the audience. It facilitates the interaction and feedback from the followers, so you can know them better and also their reactions. And it is also a very good tool to spread and share the information.

For all of these reasons, if you work in media you have to have a Twitter account, otherwise you don't exist for the world. It's something which has become essential and indispensable today.

Everyone knows how it works. People who are interested only have to click the "Follow" button to subscribe to the account. All the news will appear on their timeline. They can either share it with the "retweet" option; mark it as favorite or answer to a post.

A lot of people use this social network, so it is a very good way to reach new audiences and keep them informed everyday in a very easy way.

### 4.1.5 The Netherlands

The Dutch students studied nine different news sites: AD, De Telegraaf, De Volkskrant, Leeuwarden Courant, Metro, NRC Handelsblad, Nu.nl, Het Parool, Spits but not all of them are reported in this share category. Some of the explorative forms were not profound enough and they cannot be included in this report.

When compared to the other European countries discussed in this research, news sites in the Netherlands use similar ways to share news. Facebook, Google+, Twitter, YouTube and Pinterest were mentioned the most but there is also a national social media platform called Hyves which is comparable with Facebook but it has mainly Dutch visitors. Hyves was founded in 2004.

Students said that Pinterest is a new social media platform and that it is becoming more and more popular especially among young people.

Descriptions of the objectives of share patterns are: to increase the potential reach and traffic, to attract new visitors, to create brand awareness, to offer the possibility of online interaction and to create and maintain an online image.

#### 4.1.5.1 De Telegraaf

De Telegraaf in Facebook

Share pattern found on URL:<http://www.facebook.com/telegraaf>

Facebook users can follow De Telegraaf on Facebook so they can always be informed of the news. De Telegraaf posts videos on this social medium so followers can 'like' the link and leave a comment. They can also share the link with their 'friends'. Online interaction is an important objective for the Telegraaf working with Facebook also increases traffic to the website [detelegraaf.nl](http://detelegraaf.nl).

Users can share news on Facebook, Google+, Twitter and Hyves

Objectives for the organisation

- Increase potential reach (spread and distribution of news)
- Increase traffic
- Attract new visitors
- Increase brand awareness

Objectives for the user

- Create / maintain online image
- Online interaction
- Voice opinion

#### De Telegraaf on Twitter

Twitter works almost the same as Facebook. This social medium allows users to follow 'De Telegraaf' and to be informed of the latest news of this national newspaper.

Everyday De Telegraaf posts all the headlines (with a link to the website), so you don't have to search for the news on the website or anywhere else. Twitter members can retweet the posts so the news will also be visible for their 'followers'. That's why the news spreads rapidly!

Twitter members can follow the news easily by following De Telegraaf via Twitter. They can share it with their 'followers' so the news can be spread.



za 15 sep 2012, 12:15 483 reacties

#### 'Coalitie PvdA met VVD komt er niet'

**DEN HAAG** - Een coalitie tussen de twee grootste partijen PvdA en VVD gaat er vast niet komen. Dat zei Tiny Kox, senator van de SP, zaterdag in Tros Kamerbreed.

„Ik geloof niet dat het gaat gebeuren.“  
Diederik Samsom zal heus niet zoveel water bij de wijn gaan doen, denkt Kox. Samsom heeft tijdens de campagne



## De Telegraaf TV video

<http://www.telegraaf.nl/>

Objectives for the organisation

- Inform visitors in a different way
- Attract new visitors
- Create brand awareness

Objectives for the user

- Expand knowledge

The 'Pattern discussion' section is used to describe what happens in the pattern. The various pattern objectives can be viewed as opposing forces, and the pattern discussion seeks to unify these opposing forces in a way that all actors see their goals met. It describes an ideal way to integrate the pattern into the actor's activities.

This news interaction pattern is found on the website of the newspaper 'De Telegraaf'. This Dutch newspaper allows users to expand their knowledge in another way. Content is shared with a short video.

For a news organisation this is an attractive way to share its content on the internet because it attracts new people to their website.

Users can share this pattern in different ways. There is an e-mail button and a share button, with which the video can be shared using social media.

By giving users the possibility to share this kind of media, there will be benefits for users as well as the organisation. This way organisations will create brand awareness for example.

Share pattern found on URL: [http://www.telegraaf.nl/binnenland/verkiezingen2012/12948289/\\_\\_\\_GeenZ\\_coalitie\\_PvdA\\_en\\_VVD\\_\\_\\_.html](http://www.telegraaf.nl/binnenland/verkiezingen2012/12948289/___GeenZ_coalitie_PvdA_en_VVD___.html)

### 4.1.5.2 De Volkskrant

Share pattern found on URL <http://www.volkskrant.nl/vk/nl/10637/VK-Dossier-Verkiezingen-van-2012/article/detail/3316453/2012/09/14/Waarom-heeft-Wilders-voor-het-eerst-sinds-2006-verloren.dhtml>

Objectives for the organisation

- Attract new visitors
- Increase brand awareness
- Increase potential reach

Objectives for the user

- Easy to find the news
- Always up-to-date on the latest news
- Being able to rely on the news organisation



In order to be visible online the Volkskrant uses hashtags and popular quotes to increase the sharing of updates. Being visible means having a large audience and being one of the first to think of when it comes to online news.

Being visible online attracts new visitors and increases brand awareness. Being active as an online news source increases the number of visitors (reach) and leads to more recognition.

For users it means that it is easy to find online news and that they are always up-to-date on the latest news. They can rely on the news organisation.

Share pattern found on URL: <http://www.volkskrant.nl/vk/nl/10637/VK-Dossier-Verkiezingen-van-2012/article/detail/3314604/2012/09/12/Negen-redenen-om-vandaag-te-gaan-stemmen.dhtml>

Objectives for the organisation

- Increase potential reach (spread and distribution of news)
- Increase traffic to VK.nl
- Attract new visitors
- Increase brand awareness

Objectives for the user

- Create / maintain online image
- Online interaction
- Voice opinion

De Volkskrant

<http://www.volkskrant.nl/vk/nl/2686/Binnenland/article/detail/3321007/2012/09/23/Politie-jaagt-op-relschoppers-Haren.dhtml>

## 'Negen redenen om vandaag te gaan stemmen'

OPRE - Raoul du Pré - 12/09/12, 06:00



© ANP. In Amsterdam wordt een stembureau in elkaar gezet.

**COMMENTAAR** De kans is groot dat het slecht uitkomt en dat u het eigenlijk te druk hebt. En dan gaat het volgens het KNMI ook nog eens regenen. Negen redenen om ondanks alles toch te gaan stemmen.

1. Omdat uw stem de doorslag kan geven. In 2010 was er slechts een verschil van ruim 80 duizend stemmen tussen VVD en PvdA. Dat is het verschil tussen het voortouw in de formatie of mogelijk jarenlang buitenspel. U heeft de koers van het land in uw handen.

“Geluk komt niet vanzelf, jij moet er heen lopen.”

### DOSSIER VK DOSSIER VERKIEZINGEN VAN 2012 LEES HET VOLLEDIG DOSSIER »

#### MEER OVER

Raoul Du Pré Politiek Opinie De verkiezingen van 2012

**'Het CPB toont overtuigend aan dat geen partij ontkomt aan pijnlijke keuzen'**

**'Kom Mark, laat je horen'**

**'Als op 13 september het bier nog niet gratis is, heeft de politiek een probleem'**

**'Het politiek opportunisme van het CDA is schijnbaar grenzeloos'**

**De Volkskrant** @volkskrant 5u  
'Practie #vvd is soort bedrijfsuitje van Ernst & Young, en bij #pvdA zitten vooral ambtenaren' [bit.ly/SqIMom](http://bit.ly/SqIMom) #vkvopinie  
Openen

**De Volkskrant** @volkskrant 6u  
Radicale #shariah4belgium roept op tot massaal protest in #amsterdam tegen anti-islamfilm. [bit.ly/SqDTLT](http://bit.ly/SqDTLT)  
Openen

**De Volkskrant** @volkskrant 7u  
Zwaarbewaakte #paus draagt mis op voor 350.000 gelovigen in #libanon. [bit.ly/OthIqJ](http://bit.ly/OthIqJ)  
Openen

**De Volkskrant** @volkskrant 7u  
'Geen waterige compromissen sluiten', zei Paul #depla (PvdA) vandaag bij #buitenhof. [bit.ly/RUuaCK](http://bit.ly/RUuaCK)  
Openen

**De Volkskrant** @volkskrant 8u  
Vijftien procent van de kiezers nam besluit op #verkiezingsdag, blijkt uit #polling De Hond. [bit.ly/Sq1gb](http://bit.ly/Sq1gb)

**de Volkskrant** heeft een link gedeeld.  
vrijdag

'Ik had nooit gedacht dat hij zo veel zou verliezen, zeker omdat hij zo goed is in campagnevoeren.'



Vind ik leuk · Reageren · Delen 4

Leo Schoonmade, Robert Heins, Liliane Villemey en 25 anderen vinden dit leuk.

Alle 22 reacties weergeven

**Michael Alexander Couwenberg** ja, zijn beveiliging.  
vrijdag om 16:37

**Robert Heins** Dat is om dat het gevoel van veiligheid en vrede en welvaart het beter doet dan proberen een wig te drijven tussen de 27 landen.  
11 uur geleden

facebook Search for people, places and things

**de Volkskrant** Timeline Now

77 people like this.

**Raimond van Soest** Goedemorgen allemaal. Stemedvies van Ray! <http://www.facebook.com/photo.php?fbid=385393831531966&set=a..385393828198633,87751.379691872102162&type=1&theater>  
See Translation  
12 September at 07:55 · Like

**Gideon Slager** net niet overtuigend... nu moet ik mijzelf motiveren om mi kaplaarzen aan te trekken en plu op te steken!  
See Translation  
12 September at 09:20 · Like

**Albert Van de Vliet** Ben al vlug gaan stemmen nu  
12 September at 09:02 · Like

**Sam van Dijk** Omdat het veel leuker is om vanavond naar Ferry Mingen met de uitslagen te kijken als u zelf aan het spel heeft meegedaan." Wel droevig op zich, dat dit toch echt het sterkste argument is...  
12 September at 09:59 · Like

**Monte Veldt** Alleen punt 8 is voor mij al reden genoeg.  
See Translation  
12 September at 10:21 · Like

**Veel Kantie** Vooral punt 7 geeft de geest van de Volkskrant wel weer. Die gulden terug willen is volgens Volkskrant niet zoets als geloven in buitenaardse contacten. Interessant altijd wel, zulke subliminale manipulaties.  
See Translation  
12 September at 10:54 · Like

**Monica Blogg** ik ga vandaag nog stemmen!!!!!!  
See Translation  
12 September at 12:34 · Like

Objectives for the organisation:

- Sharing news with readers.
- Direct way of communication with the reader

Objectives for the user:

- To be up- to- date with the news in the Netherlands and in the rest of the world.

This is the website of 'de Volkskrant'. On most newspaper websites, a commentary section can be found. De Volkskrant doesn't have that. That's why the students have chosen this pattern. Maybe the students think that it is not necessary to allow people to respond to an article. But the fact is: if you do allow people to respond to an article and to each other, this will start a discussion, consequently, the chance is bigger that your website will get more (returning) visitors. Many people feel the need to discuss the news and voice their opinion about it. If there is a good discussion going on about an article, people will return to your site.

Of course, there is always a negative side. There are some people who only talk or who are very critical in a negative way. What should a website do with that? Ignore it, remove it or answer it? De Volkskrant made the decision to not allow comments at all. But what they do allow is sharing the article on Facebook, Twitter, GooglePlus, Hyves and LinkedIn.

#### 4.1.5.3 Leeuwarder Courant

Leeuwarder Courant offers the possibility to share news in many ways: Twitter, Facebook, Pinterest, Google+ and Hyves.

Objectives for the organisation

- Attract new visitors
- Attract people to visit the website
- Create brand awareness

Objectives for the user

- Expand knowledge in a short time
- Share interesting articles with others
- Being aware of the news everywhere at all times

#### Leeuwarder Courant in Twitter

Pattern found on URL: [https://twitter.com/lc\\_nl](https://twitter.com/lc_nl)

This Twitter account is of the regional newspaper 'Leeuwarder Courant'. News articles are often posted on this account. Users expand their knowledge in a short time and are aware of the news 24/7. Via these articles the organisation attracts users to their website and thus creates brand awareness.



#### 4.1.5.4 Metro (Dutch)

Share pattern found on URL:<http://www.metronieuws.nl/nieuws/samsom-verschillen-groter-door-rechts-rotbeleid/IWllij!wU4WgURkyt6l853Fsmj8fg/>

Objectives for the organisation

- Increase potential reach (spread and distribution of news)
- Increase traffic to metronieuws.nl
- Attract new visitors
- Increase brand awareness

Objectives for the user

- Create / maintain online image
- Online interaction
- Voice opinion

Each social media platform has its own uses, strengths, and advantages. Twitter could be called a 'real time social networking' site, a place for sharing information as it happens and for connecting with others in real time, often making lasting friendships and contacts.

Twitter is a free social networking and micro-blogging service that enables its millions of users to send and read each other's "tweets," or short, 140-character messages. The service has more than 190 million registered users and processes about 55 million tweets per day. Useful information about news and geopolitical events lies embedded in the Twitter stream, which embodies, in the aggregate, Twitter users' perspectives and reactions to current events. By virtue of sheer volume, content embedded in the Twitter stream may be useful for tracking or even forecasting behavior if it can be extracted in an efficient manner.

This social media news interaction pattern allows users to share news content with all of their followers or friends on a social network with the click of a button. Content can be shared as such, or it can be shared with the addition of a short personal comment.

For a news organisation this is an attractive way to increase their potential reach on the internet and thus potentially increase traffic to their website and to increase brand awareness. It also allows a news organisation to reach a group of users that they would otherwise not be able to reach: the friends and/or followers of the ones sharing.

## Samsom: verschillen groter door 'rechts rotbeleid'

Tweet content: Twee jaar 'rechts rotbeleid' heeft het verschil tussen mensen vergroot. Dat zei PvdA-leider Diederik Samsom zondagavond op een verkiezingsbijeenkomst in Drachten. Hij doelde onder meer op de verschillen tussen autochtoon en allochtoon.

"VVD en CDA stonden toe hoe de brug tussen mensen werd weggeslagen. Samen gaan wij die brug herstellen", hield hij enkele honderden toehoorders voor.

Over de recessie zei hij dat oneliners niet voldoen om die te bestrijden. Ook zou het niet helpen anderen de schuld te geven, alleen maar te bezuinigen of te veel uit te geven. "Wij kunnen ons uit de recessie werken."

Onderwijs moet volgens hem weer op de eerste plaats komen. "Hoe erg de crisis ook wordt, onderwijs blijft prioriteit." Hij stelde dat onderwijs een rol speelt bij het oplossen bij tal van problemen.

Interaction: 5 Tweets, 0 Vind ik leuk, 0 Verzenden.

Profile: Adriaan Hofstra (@adhofstra)

Human Rights & News, Tweets on personal note, RESPECT, Politics, Literature, Music, Photo, Movies, Quotes, Cabaret, GJK, RT, (Un)Follow, Linkse Hobby's, Dutch/English, #IFF

Fryslân @0512 <http://www.amnesty.nl>

Followed by MCL and DutchCowboys

9,937 TWEETS | 1,838 FOLLOWING | 1,185 FOLLOWERS

Follow

Recent tweets:

- Samsom: verschillen groter door 'rechts rotbeleid' binnenland nieuws.nl/715913 #ergkortstukje
- Hoe herken je een [#nspvolger](#) op Twitter: 4 tips [twittermania.nl/2012/09/hoe-he](#) via [@twittermania](#)
- Sociale media gepeild: VVD net groter dan PvdA [\(f\)nl/components/act](#) via [@RTLnieuwsnl](#) [#zijnmaarpeilingen](#)

**metro** **Dagblad Metro**  
@Metro

Nieuws uit binnen- en buitenland, Amsterdam, Rotterdam, sport, entertainment en mode. Maar ook hebben wij spraakmakende columns en reportages.  
Amsterdam en Rotterdam <http://www.metronieuws.nl>

25,678 TWEETS 110 FOLLOWING 8,049 FOLLOWERS

Follow [Go to full profile](#)

**Dagblad Metro** @Metro 3m  
Mensenrechtenraad maakt zorgen over mensenrechten Frankrijk of Griekenland [bit.ly/Paw2BC](#)  
Details

**Dagblad Metro** @Metro 4m  
Verkiezingsdag wordt kilste dag van de week [bit.ly/VVw2W](#) Buien en een stevige wind  
Details

**Dagblad Metro** @Metro 8m  
@amazonet1 Hey! Dat klopt. Alle uitleg en de inzending-mogelijkheid vind je op [metrocolumn.nl](#)  
Details

**Tweets** Top / All / People you follow

**Adriaan Hofstra** @adhofstra  
**Samsom: verschillen groter door 'rechts rotbeleid'**  
funnenland nieuws [nl/715913](#) [#ergtoetsluje](#)  
Expand

**Dagblad Metro** @Metro  
"Twee jaar 'rechts rotbeleid' heeft het verschil tussen mensen vergroot" aldus PvdA-leider [@DiederikSamsom](#) in Drachten [bit.ly/QAU29x](#)  
Expand

**XpowerHost Inc.** @XpowerHost\_NL  
**Samsom: verschillen groter door 'rechts rotbeleid'** Twee jaar 'rechts rotbeleid' heeft het verschil tussen mense... [tok.nl/952068](#)  
Expand

**Eric Verhagen** @imagineerops  
Fok! Nieuws: **Samsom: verschillen groter door 'rechts rotbeleid'** [tok.nl/952068](#) [#imagineerops](#)  
Expand

**FOK!nieuws** @oknieuws  
**Samsom: verschillen groter door 'rechts rotbeleid'** [tok.nl/952068](#)  
Expand

**Nat. Onderwijsgids** @Onderwijsgids  
**Nieuws Samsom: verschillen groter door 'rechts rotbeleid'** [nlv.nl/27GzIP](#) [#Onderwijs](#)

**Henk de Hakker** @henkdehakker  
guid-un **Samsom: verschillen groter door 'rechts rotbeleid'** (Novum) - Twee jaar 'rechts rotbeleid' heeft het ver... [bit.ly/RBR1ND](#)  
Expand

**Piet Heyn** @Piet\_Heyn  
**Samsom: verschillen groter door 'rechts rotbeleid'** [#PAMPEREN MAAR](#) [nieuws.nl/715913](#)  
Expand

**Nieuws.nl** @NieuwsNieuws  
**Samsom: verschillen groter door 'rechts rotbeleid'** (Novum) Twee jaar 'rechts rotbeleid' heeft het verschil tu... [bit.ly/RBR3Vn](#)  
Expand

**Inwonersnieuws** @inwonersnieuws  
**Samsom: verschillen groter door 'rechts rotbeleid'** [bit.ly/Rv70T](#) [#Algemeen](#) [#nieuws](#)  
Expand

**NL Nieuws 24/7** @nieuws247  
[novum] **Samsom: verschillen groter door 'rechts rotbeleid'** [nlv.nl/27QYU](#) [nederland nieuws]  
Expand

**Meneer Noll** @Meneer\_Noll  
**Samsom: verschillen groter door 'rechts rotbeleid'** Twee jaar 'rechts rotbeleid' heeft het verschil tussen mensen... [nlv.nl/27Qzd](#)  
Expand

## Metro (Dutch) on Facebook

Share pattern found on URL: <http://www.facebook.com/Metro>

Objectives for the organisation:

- Increase potential reach (spread and distribution of news)
- Increase traffic to metronieuws.nl
- Attract new visitors
- Increase brand awareness

Objectives for the user:

- Create / maintain online image
- Online interaction
- Voice opinion

Facebook users create a profile page to show their friends and networks information about themselves. The choice to include a profile in a network means that everyone within that network can view the profile. The typical profile includes the following: information, Status, Friends, Friends in Other Networks, Photos, Notes, Groups, and The Wall.

As you can see most of the interaction is via followers pointing out that Metro made a grammar mistake. Metro interacts with them by admitting the mistake. Other interaction is 'trolling' and people are liking each other's comments. The reason why they like them is not traceable.

**Metro Holland**  
13 september

VVD wint verkiezingen. De uitslag: VVD 41, PvdA 39, SP 15, PVV 15, CDA 13, D66 12, GroenLinks 3, ChristenUnie 5, SGP 3, Partij voor de Dieren 2, 50PLUS 2.



Vind ik leuk · Reageren · Delen

12 personen vinden dit leuk.

Alle 22 reacties weergeven

**Wybren Struikma** WAARDELOOS!!! :( ..Beter in je KRA staan, dan "MACHT" uitoefenen ;) #Zootje  
13 september om 9:37 · Vind ik leuk · [x3 1](#)

**Wybren Struikma** Het hele land gaat compleet naar de ZOI! #WederopstandingVanDeCrisis ;) [#WederopstandingVanDeCrisis](#)  
13 september om 9:39 · Vind ik leuk · [x3 1](#)

Schrijf een reactie...

**Suzanne Mendelson** foute  
13 september om 7:30 · Vind ik leuk

**Suzanne Mendelson** lees de eerste nog es  
13 september om 7:31 · Vind ik leuk

**Wilfried Leune** Er staat wel een heel slordige fout in uw bericht!  
13 september om 7:31 · Vind ik leuk · [x3 3](#)

**Suzanne Mendelson** hhh  
13 september om 7:31 · Vind ik leuk

**Suzanne Mendelson** ts ook nog vroeg he  
13 september om 7:32 · Vind ik leuk

**Suzy Rankovic** eigenlijk 2 foutjes, Pvv staat 2 keer genoemd net als de Sp...  
13 september om 7:33 · Vind ik leuk · [x3 1](#)

**Suzanne Mendelson** ja... en de pvv heeft niet gewonnen  
13 september om 7:35 · Vind ik leuk

**Metro Holland** heel vroeg  
13 september om 7:37 · Vind ik leuk · [x3 3](#)

**Suzy Rankovic** nou ja laten we zeggen dat een foute maken menselijk is :)  
13 september om 7:38 · Vind ik leuk · [x3 1](#)

**Dominic Huige** iets met: "zoek de fout?"  
13 september om 7:43 · Vind ik leuk · [x3 1](#)

**Rene Van Der Helden** Dit zijn de ouders. De kinderen van deze te rijke mensen staan bij de Pvv als je goed op de beelden kijkt. Gelukkig heeft de PvdA nu ook weer invloed in het leven van deze boven de Balkenende levende bedrijfsleiders.  
13 september om 7:45 · Vind ik leuk · [x3 1](#)

**Tessa Sendar** Lhemm correcte?! VVD 41!!!  
13 september om 7:48 · Vind ik leuk

**Tessa Sendar** Misschien weghalen en opnieuw posten? Staat: HEEL erg slordig :-)  
13 september om 7:49 · Vind ik leuk

**Bart ten Wolde** 99 % is...  
13 september om 7:58 · Vind ik leuk

**Kirsten Spoelstra** Toe maar SP in totaal 30 zetels :)  
13 september om 8:18 · Vind ik leuk · [x3 1](#)

**Harco Hvh van Hees** Hahaha idd 30 voor de sp maar helaas maar 15  
13 september om 8:27 · Vind ik leuk

**Metro Holland** We zijn nu echt wakker!  
13 september om 8:38 · Vind ik leuk · [x3 3](#)

## Metro (Dutch) sharing Google+

Share pattern found on URL: <http://www.metronieuws.nl/nieuws/australie-expres-traag-met-visumaanvraag-wilders/IWllit!VjZ3pQgkmjQOnV2qnZWOpw/>

Objectives for the organisation

- Increase potential reach (spread and distribution of news)
- Increase traffic to metronieuws.nl
- Attract new visitors
- Increase brand awareness

Objectives for the user

- Create / maintain online image
- Online interaction
- Voice opinion

Google+ is the new social network on the block. With more than 100 million users and a growing influence on search, Google+ has definitely emerged as a key player in the online marketing ecosystem and this poses a challenge to Facebook's domination of the social media space.

However, there is almost zero activity and interaction on Google+. The example given is the only one with a reaction posted. There is no follow up or other form of interaction. The article is also not shared with Google+ by anyone who reads the article.

## 'Australië expres traag met visumaanvraag Wilders'

## Metro (Dutch) in Hyves

Share pattern found on URL: <http://metro.hyves.nl/>

Objectives for the organisation

- Increase potential reach (spread and distribution of news)
- Increase traffic to [metronieuws.nl](http://metronieuws.nl)
- Attract new visitors
- Increase brand awareness

Objectives for the user

- Create / maintain online image
- Online interaction
- Voice opinion

Hyves is a social networking site in the Netherlands with mainly Dutch visitors and members and competes in this country with sites such as Facebook and MySpace. Hyves was founded in 2004 by Raymond Spanjar, Koen Kam, and Floris Rost van Tonningen.

In May 2010 there were more than 10.3 million Hyves accounts. This corresponds to two thirds of the Dutch population (which stands at over 16 million in 2010), however these include multiple accounts per person and inactive accounts. The number of accounts had grown by over two million as compared to the 1.5 years previous. Hyves can be used free of charge, but there is an option for a paid Premium Membership (called Goldmembership). Goldmembers have access to some extra features, such as a larger emoticon database /selection to use in their messages and more uploading-space for pictures. The creators of Hyves stated that the basic form of Hyves will always be free.

Metro does not use Hyves to spread information.

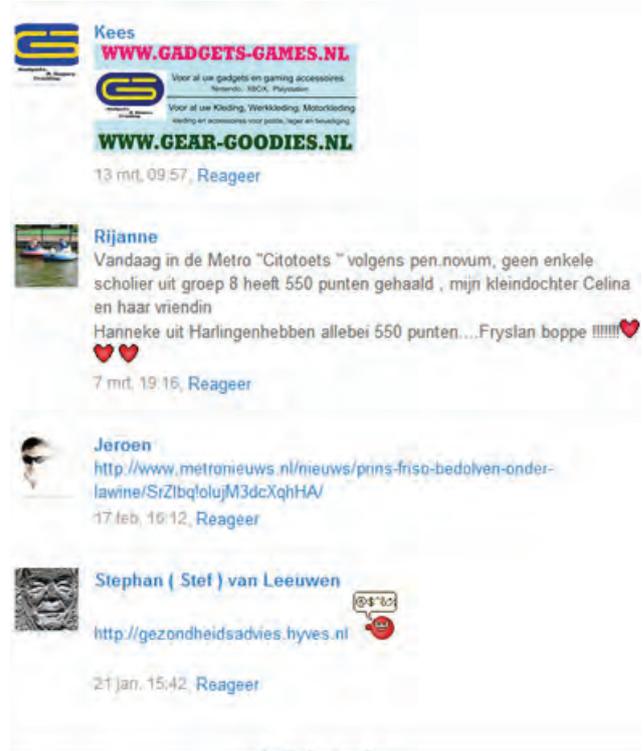
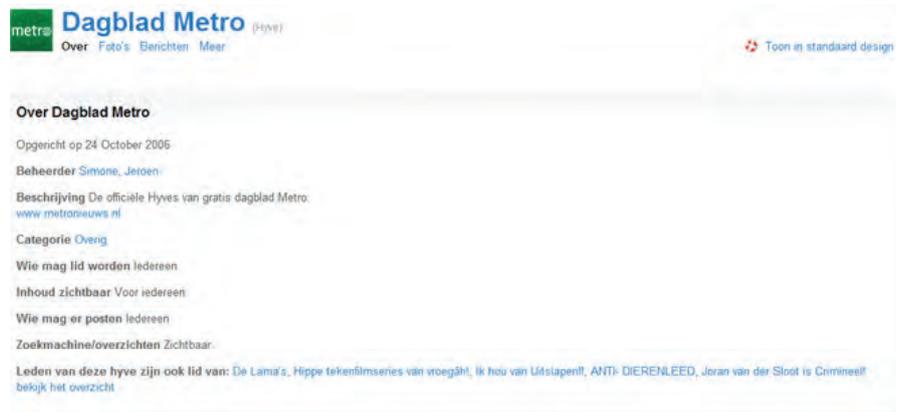
People just use it to promote themselves. The latest post on the site is from six months previous to the research. It is safe to say that Metro was using Hyves ineffectively and is no longer using it at all.

## Metro (Dutch) on Pinterest

Share pattern found on URL: <https://pinterest.com/pin/94927504615995717/>

Pinterest lets you organize and share all the beautiful things you find on the web. People use pinboards to plan their weddings, decorate their homes, and organize their favorite recipes. Metro however uses it to distribute the news.

Pinterest is a young up-and-coming brand. Metro might not have a lot of users and followers yet, but they are the only newspaper in the Netherlands that uses Pinterest. There isn't a lot of interaction going on yet but the use of Pinterest is growing strong in the Netherlands.

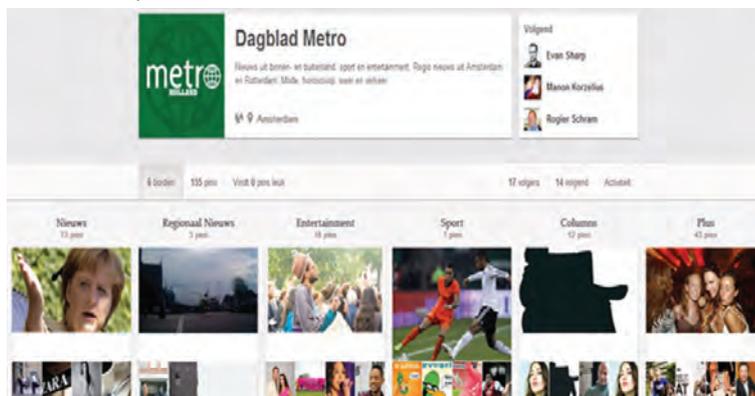


Objectives for the organisation

- Increase potential reach (spread and distribution of news)
- Increase traffic to metronieuws.nl
- Attract new visitors
- Increase brand awareness

Objectives for the user

- Create / maintain online image
- Online interaction
- Voice opinion



#### 4.1.5.5 NU

Share pattern found on URL: <http://www.nu.nl/sport/2916049/messi-wordt-beste-speler-aller-tijden.html>

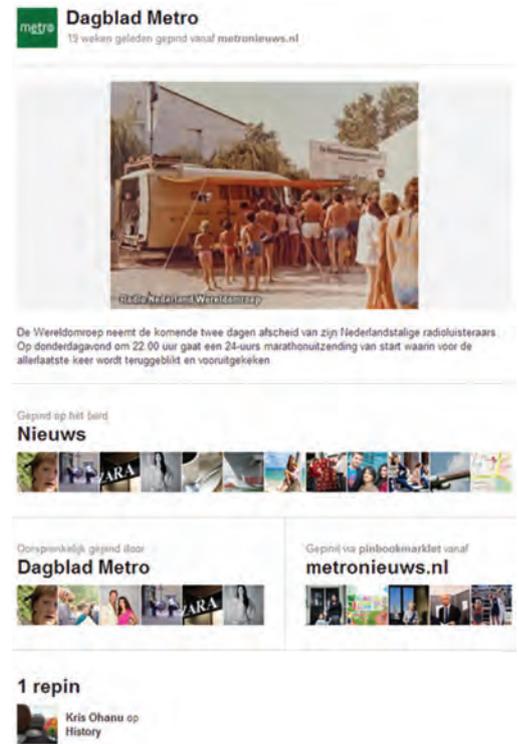
Objectives for the organisation

- Sharing news with the reader
- Lets the reader get more involved in the story (option to respond to the article)
- The reader has to share the article on his/her social medium

Objectives for the user

- Sharing news on his/her social medium
- To give one's opinion on an article
- Collecting news about a special topic (sports, economy, movies, games, politics etc.)

The first thing that stands out in this pattern is the option to share the article. Of course, in modern times that is quite normal, what is special about this pattern is that the website gives two options to share the article (one at the top of the article and one at the bottom). The logos of facebook, Twitter and GooglePlus can be found at the top of the article. At the bottom, you can see how many people have shared the article. Also, the website gives people the chance to react on an article.



#### 4.1.5.6 NRC Handelsblad

Share pattern found on URL:<http://www.nrc.nl/verkiezingen/2012/09/14/rutte-wil-formeren-met-pvda-en-misschien-een-derde-partij/>

For users it is convenient to read the news online when there is no newspaper around. For example while travelling. This social media news pattern also allows users to share news content on the internet and they can also leave a comment. The news will be spread!

- Increase potential reach
- Increase traffic to NRC.nl
- Attract new visitors
- Increase brand awareness
- Online interaction

#### 4.1.5.7 NRC Next

Share pattern found on URL: <http://www.facebook.com/nrcnext>

The 'Pattern objectives' section describes the goals and motivations that various actors have for using the pattern discussed.

Objectives for the organisation

- Attract new visitors
- Attract people to visit the website
- Create brand awareness
- Objectives for the user:
- Expand knowledge
- Share interesting articles with others

The 'Pattern discussion' section is used to describe what happens in the pattern. The various pattern objectives can be viewed as opposing forces, and the pattern discussion seeks to unify these opposing forces in a way that all actors see their goals met. It describes an ideal way to integrate the pattern into the actor's activities.

This pattern is found on the Facebook website of the newspaper NRC Next. the organisation puts news blogs on this website. This way it is also possible to visit their website. The content can be shared with different buttons. It is also possible to like this news blog, so other people can see what the popular articles are.

## 4.2 Connect

In this chapter we are going to introduce the pattern Connect and students' ideas about this pattern. Patterns in this category describe how one engages in, and makes explicit, a relationship with another user in social media. With regard to newspapers this pattern indicates whether there is the possibility to subscribe to an RSS feed, newsletter or interact with other readers in some way. The connect pattern is mostly instrumental because it offers a way to subscribe to news and doesn't allow deeper interaction with the reader and the journalist

### 14 sep Rutte wil formeren met PvdA, en misschien een derde partij



Mark Rutte wil met Diederik Samsom om de tafel om te formeren. Foto: HOLLANDE HOOPTE / ANP-KIEFT

Mark Rutte wil formeren met de PvdA en sluit een eventuele derde partij in een coalitie niet uit. door Hans Klis

Volgens de VVD-leider is het voor zijn partij echter niet mogelijk om deel te nemen aan een kabinet met naast de PvdA de SP.

Dat zei Rutte vanochtend na het eerste gesprek met verkenner Henk Kamp. Volgens de VVD-voorman ligt het gezien de verkiezingsuitslag voor de hand dat er eerst gekeken wordt naar een coalitie met de andere grote winnaar van de verkiezingen. De VVD behaalde 41 zetels, de PvdA 38.

Rutte noemde het "belangrijk" dat de nieuwe coalitie voldoende draagvlak in de Eerste Kamer heeft.

A screenshot of a Facebook post from the page 'nrc.next'. The post features a red play button icon and the text 'vrijdag via NetworkedBlogs'. Below this is a small thumbnail image of a news article. The main text of the post reads: 'Mede dankzij Maurice "Het midden is terug", was de paginabrede kop in de Volkskrant van gisterochtend. "Nederland laat de protestpartijen links liggen en kiest weer voor het midden." Deze vermeende ruk terug naar het centrum werd, met name ook in de buitenlandse pers, geïnterpreteerd als een klap voor de populistten, een source: Nieuwsblog nrc.next link: Full Article...'. At the bottom of the post, there are buttons for 'Vind ik leuk - Reageren - Share' and a notification that says '4 personen vinden dit leuk.'

Almost every news site had the possibility to subscribe to an RSS feed, but also other ways of interaction were found, for example online dating in Het Parool, The Netherlands. Nate in South-Korea has its own club which tries to attract its users in many ways: members can make their own logos, interact with each other, build networks and establish their own clubs.

It seems that newsletter subscriptions are no longer offered by most of the news sites and that the RSS feed is an instrument that young people don't need. The share pattern has replaced this pattern.

Sometimes it was difficult to distinguish whether the pattern was a comment, connect or sharing form of interaction.

## 4.2.1 Hong Kong

### 4.2.1.1 Yahoo Hong Kong News

Connect pattern found on URL: <http://hk.news.yahoo.com/%E6%B7%B1%E8%90%AC%E4%BA%BA%E5%8F%8D%E6%97%A5%E8%88%87%E8%AD%A6%E9%96%8B%E6%88%B0-220932580.html>

Objectives for the organisation

- let the readers get involved
- increase the clicking rate

Objectives for the user

- express their own feelings
- insight into others people's points of view

This pattern invites users to get involved in the news. Users are not only reading but also commenting. This could spark their interest in social media / or: the social media platform

The news organisation can increase the clicking rate. If the news is controversial because of the comments and responses given by the users, more internet users will share and pay a visit. This means that more and more companies will invest in advertizing.

For the users, it is good that they can express their feeling and/or opinion after reading the news. It is a platform for users to get involved in the news. They can interact with others. It is like a discussion area for people where they can share their opinion. No news organisation is taking part in this discussion.

## 4.2.2 Italy

### 4.2.2.1 IL sole 24 ore

The RSS Feed Reader is an application that everybody can download from the internet using his or her internet browser. With this application the "ilSole-24ore" reader, can stay in contact all day long with the organisation. Thanks to a little Rss' icon, at the top of the page, we can choose which sources open (screenshot 2). By clicking on one of the sources the reader gains access to the "news' section".



Now that the application is open, we can read the news. The news is given in a “flash” way. Only the title or the most important words are given to indicate what it is about . By clicking on one of the news items the article will open in a new window.

The news organisation uses this kind of application to spread the news and the link to its website as much as possible . In this case nothing deals with the advertising or with something different from the news.

Readers like this kind of application as it allows them to keep in touch with the most important news without wasting time or words. The flash element allows for the reader to quickly decide which article they want to click on and read.

### 4.2.3 South Korea

#### 4.2.3.1 NATE-‘club’

Pattern found on URL: Ewhayacht.cyworld.com

Objectives for the organisation

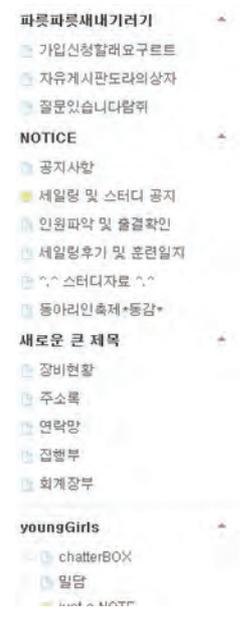
- Receive money from ‘club’ users (in very specific way)
- Make the users feel involved with ‘nate’ by letting the users make their own logo(‘banner’) for their own ‘club’

Objectives for the user

- Efficiently exchange ideas, information and thoughts with people who have the same interests
- Dedication to the quality and quantity of an article since the number of viewers is shown on the screen

‘Club’ in ‘nate’ is similar to the Facebook group but it is more efficient and better organized. Each Club has its own logo that can be made by users themselves. This makes users more involved with the ‘club’ and ‘nate’ itself. Also on the right side of the main page, the latest comments and the latest users who logged in to the ‘club’ can be seen. To explain more about how a ‘club’ is more efficient and organized than a Facebook group, a specific example can be helpful. ‘Ewha Yacht Club’ which is one of the ‘clubs’ is divided into many sections. Under the header ‘FRESHMAN’, there are sub-sections ; registering, Q&A. Under section ‘NOTICE’, there are sub-sections ; recent notice, sailing and study notice, sailing comment, study file and other big section and sub-sections etc. So for users who have the same interests, this ‘club’ can be the platform where one can share ideas. People use this ‘club’ a lot since it is convenient and organized.

As the result for the organisation (‘nate’), they earn money from this ‘club’. Since the ‘club’ users are very dedicated and involved , they want to decorate this club with BGM (Back-Ground Music), a colorful page, a unique font etc. In order to do that, they have to buy the items in the store with real money. The students have experienced that people are willing to spend a certain amount of money on these decorations and therefore the organisation can earn quite a lot of money through this strategy.



## 4.2.4 The Netherlands

### 4.2.4.1 Het Parool

Connect pattern found on URL:  
<https://www.parooldating.nl/>

The objectives of Het Parool are to increase traffic to the website [www.hetparool.nl](http://www.hetparool.nl). With this dating section, Het Parool attracts new visitors to the site and this can increase brand awareness.

## 4.3 Comment and discussion

Patterns in this category are about leaving a message in response to a particular piece of content. Commenting differs from content creation in that creating content delivers new, sharable content. Commenting makes the content richer, but the comment is never shareable without sharing the original content. Comment can be added at the bottom of after the article, picture post or discussion.

Discussion patterns in this category deal with conversations going on in the comment section. Just as is the case with the pattern commenting, a reaction is posted. The difference between commenting and discussion is that in discussion a response is given to a previous response and not to the original content. In this data it was sometimes difficult to distinguish whether the students were exploring the comment or discussion.

Most of the news sites use social media platforms like Facebook, YouTube, Yahoo, Pinterest, Twitter and Google+ to facilitate discussion or commenting. This is an easy way because the reader must log onto his or her account when posting a comment. The result is that people leave comments or participate in the discussion with their own names. Some news sites i.e. Leeuwarder Courant, Repulica, Il Mattino and El Pais have a commenting section after each article on their own website, but commenting is allowed only for registered users. Only one news site allowed anonymous comments: Marca, Spain. One site did not allow comments at all: Volkskrant, the Netherlands. Volkskrant articles could be commented on on Facebook. There was no data on whether commenting is allowed on the site of NRC Handelsbladbut NRC Next allowed commenting on Facebook.

From the viewpoint of Deuze's theory of open and closed journalism culture, comment and discussion patterns are more public oriented because commenting and discussion patterns allow readers to add content to the news site. The patterns also allow journalists to monitor reader reactions, whether they liked the article or not.

On the next page are the findings of these two patterns per country and per news site.



### 4.3.1 Hong Kong

Chinese students mentioned that all the news sites they explored allow commenting and discussion but it is not possible to say whatever you want – they must follow certain guidelines. Students stated that there are many words that are forbidden to use on the internet. In order to circumvent these restrictions people have created dozens of euphemisms and everyone knows what these words mean.

Students stressed that news organisations can receive immediate feedback and a user can have online interaction with the news organisation and with the other readers.

#### 4.3.1.1 The Oriental Daily and comment

Comment Pattern found on URL:<http://t.qq.com/onccnews>

Objectives for the organisation

- Get direct feedback on news from the readers
- Get readers involved and interact with them
- Increase news awareness, distribution and diffusion

Objectives for the user

- Voice opinion
- Online interaction with people with common interests
- Influence other users
- Create or maintain online image

The commenting pattern allows the newspaper to collect a large number of online feedback corresponding with each short news feed by the readers. As the newspaper posts the news feeds constantly in Weibo, which is a popular social media site in Mainland China (see screenshot 1 and 2), the readers type in their short comments in a limited space. The comments are visible and therefore they can be directly addressed to the news feed that is being discussed or to previous comments made by others (see screenshot 3 and 4). Other than comments in written form, selections of emoticons are also provided, which are used a lot. To be more interactive, the newspaper can also easily reply to comments from readers by adding another comment on the same platform. As for the further stage of the pattern, the comments on the site of the newspaper can also be visible on the readers' site, with the full content including photos of the original feed by the newspaper (see screenshot 5), which will have extra effects as it is like the "sharing" pattern.



By making full use of the commenting pattern, the news organisation can achieve the goal of gaining direct and instant feedback on the news from the readers. When the editors and reporters get to know their readers better based on their comments, the news selection and angles can be modified in order to achieve common ground. Also, it is an important tool with which to build close relationships with the readers by getting them involved in the discussion about news. By responding to the readers' comments and generating interesting topics for them, the readership loyalty can also be built and maintained. Moreover, if the news content can be further shared through the commenting process of the readers, the pass-along rate will be powerful so that the news awareness, distribution and spread will be increased.

There is even more motivation for users to follow this pattern. Commenting is the most direct and basic way to voice opinions online. Specifically in news context, the readers' emotion will be triggered more easily whenever the news is sad, disappointing or surprising. What makes it a good platform is that they have the opportunity to interact with other readers who have similar interests. Furthermore, when thoughts are revealed through comments, some readers might even try to influence others by taking the leading role in a discussion.. Last but not least, surely when the comments are shared on the readers' own site, it can be seen as a kind of personal representation and a desirable image can be built and maintained.



#### 4.3.1.2 Apple Daily

Apple Daily and comment

Comment pattern found on URL: <http://hk.apple.nextmedia.com/news/first/20120917/18018142>

Objectives for the organisation

- Maintain/ strengthen the brand image

Objectives for the user

- Create online image
- Interaction with other users
- Voice opinion
- Influence on spread and distribution of news and provision

Comment is an important pattern in the social media interaction pattern.

The comment pattern can maintain or strengthen the brand image. News organisations use social media platforms to offer their audience a way to express whatever they want. The comment pattern emphasizes the idea of freedom of speech.

It focuses more on the users' objectives. Readers can post their comment in real time on the social media platform, which is a feature of the online newspaper. They can respond immediately. The audience can respond to the news freely through social media by clicking the 'like' button. Moreover, they can express their own opinion in the comment section and click the reply or post button. Then, their comment will appear on the social media platform. They can interact with each other by responding to other readers' comments.

The more comments there are on a news item the more people will read the article or view the video. Consequently, the audience can influence spread and distribution of news and provision as news organisations may add more details. based on readers' comments.



**Apple daily and discussion**  
 Discussion pattern found on URL: <http://hk.apple.nextmedia.com/realtime/news/20120916/51066158?ref=fb>

- Objectives for the organisation
- Attract facebook users to browse their website
  - Attract subscriptions
  - Increase popularity of facebook page
  - Cater to users' need to express themselves

- Objectives for the user
- Express themselves more easily
  - Interaction with strangers online

The news organisation posts news on its website which users can comment on and they can interact with each other using the account information and functions provided by facebook.

First, the news organisation attracts viewers as some facebook users will share the news on facebook when they find something interesting or if they have a strong opinion about a certain subject, which will lead to other facebook users visiting the website. In this case, they also attract more people who will subscribe to their newspaper or pay for the full version of the text.

Second, users can express themselves or even interact not only with their network of friends but also with total strangers. They can learn about the attitude of others towards the same item of news..

### Apple Daily and discussion

Discussion pattern found on URL: <http://www.facebook.com/hk.nextmedia>

Objectives for the organisation:

- Attract new visitors
- Increase traffic to Facebook page
- Increase brand awareness
- Increase brand popularity
- Build brand image
- Encouragement of discussion about certain topics

Objectives for the user:

- Create or maintain online self-image
- Voice opinion

This social media news interaction pattern allows users to discuss news content with all users of a social network by leaving their comments below a piece of news on the Facebook page of Apple Daily, or simply by clicking the "like" button. chance to express their thoughts. The news organisation wants to build up an image that they welcome different opinions.



When Facebook users discuss news on the facebook page of a news organisation, , online friends of the users who are commenting are able to see the comments and the news content. This may attract new visitors to the page and it also increases brand awareness. Moreover, from a marketing perspective, this kind of consumer-created content may help increase the brand popularity as users may feel they have a chance to express their thoughts. The news organisation wants to build up an image that they welcome different opinions. From a journalistic perspective, the discussion on social media may help measure whether the agenda setting of the news organisation is successful. Furthermore, the discussion itself may help the news organisation to encourage the discussion about certain topics as it might trigger more and more discussion by the users' online network on Facebook.



In the description of the news organisation's facebook page users are encouraged to use the facebook page as a discussion platform (see screenshot 1). They may either click the "like" button or leave personal comments to express their feeling towards the news (see screenshot 2-4). By replying to each other's comments a good atmosphere for discussion may be built.

The motivation of the users for discussing news content on social networks can be to build their self-image. By expressing their opinion towards the news, one can show the others what they are interested in, and that they have a critical or even brilliant mind towards current social issues. This way their self-image can be built or strengthened.

The objective of the news organisation for using this pattern can only be achieved when more users join the discussion. Therefore, the news organisation needs to know why users comment on news and they should also encourage users to leave a comment. For instance, the news organisation may want to express its own opinion first or leave some questions to trigger discussion.



### 4.3.1.3 MingPao News and discussion

Discussion pattern found on URL: <http://hk.news.yahoo.com/2%E9%AB%98%E4%B8%AD%E7%94%9F%E6%97%85%E8%A1%8C%E6%90%B6%E9%8C%A210%E5%A4%A9%E6%AE%BA7%E4%BA%BA%E5%BE%9E%E6%B9%96%E5%8D%97%E6%AE%BA%E8%87%B3%E5%BB%A3%E6%9D%B1%E9%9B%B2%E5%8D%97%E5%AD%95%E5%A9%A6%E4%B8%8D%E6%94%BE%E9%81%8E-211356111.html>

Objectives for the organisation

- Exchange opinions
- Cater to users' need to express them selves

Objectives for the user

- Express themselves more easily and anonymously
- Interaction with strangers online

Various news organisation post their news via Yahoo, below which Yahoo users are free to comment, rate and interact with other Yahoo users.

First, both Yahoo and the news organisation benefit from interaction of viewers from each other's website and function because they are crosslinked. share . Consequently, they also attract facebook users and their friends as they can share the link easily on facebook or other social media.

Second, all internet users have access to the news article without having to register or needing a smartphone. Also, users can learn about how others think about the same piece of news and even interact with strangers. Most importantly, they can express themselves freely as they do not have to sign in to their facebook account, which links to their personal account. Some can even increase their popularity if their comments are often rated highly .



### 4.3.2 Italy

Italian students found that there is a possibility to comment and discuss on every news site they researched and that they mostly use Facebook to encourage the conversation. Students said that Facebook is an easy way to reach young readers and for news sites it is easy to see how young readers follow the news and how widely the news has been commented upon and shared.

Below there are only three examples of these patterns mainly because students have mentioned these already in connection with the share pattern.

#### 4.3.2.1 Corriere della sera

Corriere della sera and comment

Comment pattern found on URL: <http://www.youtube.com/watch?v=XOwg4EGVqJM&list=PLD0A5B6589A75A8B5&index=5&feature=plcp>

Corriere della Sera is one of the most important Italian daily newspapers, published in Milan. It is read by the majority of the population. It is among the oldest and most reputable Italian newspapers. Its main rivals are Rome's La Repubblica and Turin's La Stampa.

It is a newspaper that deals with all kinds of topics: economics, politics, and gossip.

Since a few years people have had the chance to read the newspaper online. This is of course an easier, faster and cheaper way to get daily news.

Corriere della Sera can also be followed through social networks such as YouTube.

One of the main reasons Corriere della Sera decided to upload news onto YouTube is that this is of course an easier and faster way for people to be informed of the daily news. Actually, they do not have to go out and buy paper newspapers. They can just relax in front of their computer and read the news online with a simple click of the button.

Youtube is a social network consisting of videos on any subject imaginable. People can just watch the video and become informed about what's happening in the world.

Usually people do not comment on the videos, they just watch them. By doing this they don't have to read anything, they can just focus on images.

Sometimes they comment on what they see and discussions can take place.

Moreover, by using YouTube, Corriere della Sera obtains information about the number of viewers.

The main difference between Facebook and Youtube is, that the first one deals with videos, photos and written text, whereas the second one only deals with videos.

Corriere della Sera and discussion

Pattern found on URL: [http://www.corriere.it/esteri/12\\_settembre\\_10/burchia-portello-aereo\\_940c4ca4-fb30-11e1-9366-7e3ba757dba7.shtml](http://www.corriere.it/esteri/12_settembre_10/burchia-portello-aereo_940c4ca4-fb30-11e1-9366-7e3ba757dba7.shtml)

Objectives for the organisation

- Increase potential reach (spread and distribution of news)
- Increase traffic to the website
- Attract new visitors
- Increase brand awareness

Objectives for the user

- Online interaction
- Voice opinion

People of all ages can actually get news by simply using their computer at home. They do not need to go out anymore. Since a few years Corriere della Sera also has its own facebook account Online pages can be seen by everybody. Their content is actually shared by everyone who reads it. Moreover people have the chance to comment and discuss the topic, to expresstheir opinions and share their thoughts with the rest of the world.

By using its own facebook account, Corriere della Sera can share its content with millions of users. Of course, people who want to read news on facebook must have their own account.

One of the reasons Corriere della Sera decided to create its own Facebook account is because this way people have the chance to express their opinions. Journalists can learn whether readers enjoyed or didn't enjoy an article because users can have the chance to 'like' an article by a simple click of the button. Moreover users can also find likeminded people with whom they share the same passions and interests. . For example, when a user finds a topic (s)he really enjoys, (s)he can start a discussion with others and maybe add them to their network , becoming online friends who share the same passions. Facebook can actually become a great place to meet new people.

Another reason why Corriere della Sera created its own Facebook account is that it can find out how many readers are interested in their newspaper and how many people actually prefer their newspaper over another one.

Mi piace · · Condividi



A 17 persone piace questo elemento.



Pier Cellarosi non ci credo, comè successo? 3 ore fa · Mi piace



Violacolor Futuratremila mah 3 ore fa · Mi piace

#### 4.3.2.2 Il sole 24 and discussion

Discussion pattern found on URL:<http://www.facebook.com/ilsole24ore>

Il sole 24 ORE is a national Italian business newspaper issued daily It was founded on 1965-11-09 as a new newspaper after il Sole, founded in 1865, and 24 Ore, founded in 1946. The headquarters are in Milan. Il Sole 24 Ore reports on business, politics, and developments in commercial and labour law, corporate news and features.

A couple of years ago Il Sole 24 Ore decided to create its own Facebook account. This is of course an easier and faster way for people to be informed of the news.

By using Facebook they do not have to go out and buy newspapers anymore. They can just read the news online and get informed about what's happening in the world without going out and spending money.

#### Objectives for the organisation

- Increase potential reach (spread and distribution of news)
- Increase traffic the website
- Attract new visitors
- Increase brand awareness

#### Objectives for the user

- Create / maintain online image
- Online interaction
- Voice opinion

The 'Pattern discussion' section is used to describe what happens in the pattern. The various pattern objectives can be viewed as opposing forces, and the pattern discussion seeks to unify these opposing forces in a way that all actors see their goals met. It describes an ideal way to integrate the pattern into the actor's activities.

Anyone can visit the Facebook page. People can comment on what they read, start a discussion and express their opinion about the article. Or they can just click the button "I like".

Moreover, by using Facebook, people also have the chance to not only read current news, but also older news.

Another reason why Il Sole 24 Ore decided to create its own Facebook account is that journalists now have the chance to check the number of viewers and find out whether the readers enjoy or do not enjoy what they read. Readers can also leave a comment or comment other people's comments as seen in the screen shot below.

#### Il Sole 24 ORE

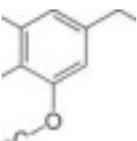
14 minuti fa tramite Allin1Social

**Prezzi delle case in calo del 3,3% nei primi sei mesi 2012. In maggiori ribassi a Genova, Napoli e Torino** Breaking news - Il Sole 24 OREIl mattone accelera la frenata: i prezzi delle case sono scesi del 3,3% in soli sei mesi, i primi del 2012. Del resto tutti gli op...

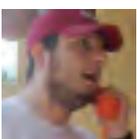
Mi piace · · Share



A 5 persone piace questo elemento.



Giorgio Viale una bella patrimoniale indiretta!!!!!!!!!!!!!! 12 minuti fa · Mi piace



John Lollo-fixer Belu quando caleranno del 20 saremo un paese civile 8 minuti fa ·

Salvatore Emanuele Schimmenti appena la terra a cefalù costerà 500 euri il tummino, allora li si che mi interesserà comprare! 6 minuti fa · Mi piace

### 4.3.3 South Korea

South Korean students reported that having information from the readers is vital to the news sites and news sites can use commenting and discussion in this purpose. Students said that commenting can encourage journalists to write better stories, consequently the quality of the articles can improve as readers can be very critical.

#### 4.3.3.1 KBS and comment

Comment pattern found on url: <http://news.kbs.co.kr/special/digital/vod/sisa/2012/09/07/2532195.html>

Objectives for the user

- Voice opinions
- Observe others' opinions

Objectives for the organisation

- Increase traffic to the website
- Figure out popular news materials.

Users visit a website and they leave comments about the news. For example, people can discuss a solution for sex crimes against children.

A news organisation benefits from increased traffic to the website and is able to obtain information on popular news materials.

This social interaction pattern provides the opportunity for viewers to raise their voice. People feel connected discussing social problems they're facing. News organisation can perform cross-platform roles as well as information center.

하지만 당시에도 아버지에게 물려받은 막대한 유산 덕에 부자가 된 그녀가 그런 소리를 할 자격이 있는냐는 비아냥의 목소리가 컸습니다.

아이디	제목	추천	작성일시
borams	기차날 편가 잘못하신것 같아요..	0	12.09.15
regrets	광산재벌	0	12.09.15

#### 의견쓰기

제목:

내용:

로그인 후 댓글을 남길 수 있습니다. (클릭하시면 로그인 페이지로 이동합니다.)

뉴스의 변화를 선도하는 MBC(news.mbc.co.kr) 저작권 © MBC. 무단복제 및 전재 - 재배포금지

#### 4.3.3.2 MBC and comment

Comment pattern found on URL:<http://imnews.imbc.com/news/2012/politic/index.html>

Objectives for the user

- express opinion on news online service

Objectives for the organisation:

- attract users
- maintain quality of news
- figure out popular news materials.

MBC online service provides opportunities for users to comment on the news service. For example, on , users can express opinions on the news online service whether the article is true or not, or objective or not.

The news organisation can attract users to connect on online website to increase traffic. Also comments of users help to keep good quality of news by accepting people's opinion. For example, on (screenshot 2), one of the users commented on an article: "I think this story is not objective and not based on truth." This comment allows the organisation to correct potential mistakes. Furthermore, with the number of comments on articles, people can figure out popular news materials.

This social media interaction pattern helps users to voice their opinions on news websites. Users do like it to express their opinion. The organisation can attract users by providing better quality of news, accepting critical advice of users.

#### 4.3.4 Spain

Spanish students reported that the commenting and discussion pattern was used in all the news sites they researched. Almost all the news sites used Facebook as a commenting platform but the news site-also allowed comments right below the articles. Discussion and commenting patterns were described as an opportunity for readers to express themselves, to stay in touch with other users, to know what other users think and to share their opinion. Students remarked that on Facebook it is easy to show appreciation for a story by clicking the "Like" button. Usually, commenting and discussing is an option only for registered usersbut Marca is the only news site which allows commenting anonymously.

##### 4.3.4.1 El Pais

El País and comment

Comment pattern found on URL:<https://plus.google.com/u/0/103019117518606328359/posts>

Objectives for the organisation

- Increase potential reach (spread and distribution of news)
- Increase traffic to elpais.com
- Attract new visitors
- Increase brand awareness

Objectives for the user

- Create / maintain online image
- Online interaction
- Voice opinion
- Sharing and commenting photos or videos

This social media news interaction pattern allows users to share news content, specially photos and video.

Google+ allows users to post their photos and videos, so all of their friends can see what they post and then rate and comment on it. The aim of EL PAÍS is to have as much friends as possible, not only in Google+, but in all the different social networks that they have presence, in order to increase brand awareness.

For a news organisation this is an attractive way to increase their potential reach on the internet and thus potentially increase traffic to their website and to increase brand awareness. It also allows a news organisation to reach a group of users that they would otherwise not be able to reach: the online network of the ones sharing.



### El País and discussion

Discussion pattern found on URL:[http://politica.elpais.com/politica/2012/09/15/album/1347702523\\_593056.html#1347702523\\_593056\\_1347705121](http://politica.elpais.com/politica/2012/09/15/album/1347702523_593056.html#1347702523_593056_1347705121)

Objectives for the organisation

- Share information
- Keep in contact with readers, know what they think
- Increase traffic to [www.elpais.com](http://www.elpais.com)
- Attract new visitors
- Spread and distribution of news

Objectives for the user

- Have information about current affairs
- Give their opinion about current affairs
- Interaction with the newspaper and with others

This social media news interaction pattern allows users to promote interaction with all of their followers or friends on a social network (Facebook). This is a perfect way to express their opinion about an event or something that is happening but at the same time it is a good way to attract new visitors to [www.elpais.com](http://www.elpais.com). The readers can read the news by just clicking a button, then they might want to give their opinion and share the information with others.

In the first screenshot, we see that the website includes a lot of links to various social media networking sites, including the one we are researching; Facebook. When you visit Facebook there are a lot of options. One of them being a link to the website where you can read the full article. For the news organisation this is an attractive way to increase their potential reach on the internet and thus potentially increase traffic to their website. This is a good way to spread the news, it is cheap and much more comfortable for the news organisation.

Moreover, people can express their opinion and discuss everything. As we can see (screenshot 2), a lot of people use Facebook to share their views and to find out what others think. This is shown in screenshot 3, we can see the buttons Like, Share and Write. By just clicking a button the newspaper knows how you feel about a certain article. This helps the newspaper to stay in touch with its readers and the newspapers to be aware of readers opinions..

Furthermore, people can click the button "I like" and "Share" as we can see on screenshot 4 and 5 so that their network can see it, read it, add EIPaís as a contact and give their opinion as well. It allows a news organisation to reach a group of users that they would otherwise not be able to reach: the friends and/or followers of the ones sharing.

This social networking service helps the newspaper to send information to people, to have a conversation with them and to let them share it.



Screenshot 1



Screenshot 3



Screenshot 2



Screenshot 4

### 4.3.4.2 El Mundo and comment

Comment pattern found on url: <http://www.elmundo.es/elmundo/2012/09/21/espana/1348242188.html>

Objectives for the organisation

- Provide the opportunity for their audience to express themselves and feel noticed
- Cultivate reader loyalty
- Knowing their audience

Objectives for the user

- Create / maintain online image
- Online interaction
- Voice opinion and express thoughts
- Exchange ideas with other readers about the topic



This newspaper has existed since 1984 and it has a large audience. Nevertheless, it had to be adapted as the internet and technology have improved.

With the option of commenting, the readers have the opportunity to express themselves and share their opinion. First, you have to register(which is free), but then you can comment on every item of news and say whatever you want with the rule that you are always polite and respectful. This way, people can exchange ideas and different points of view. The newspaper offers something that is not possible in the printed edition.

Readers can also vote on comments either positively or negatively, and see in a ranking which comments are voted on the most.

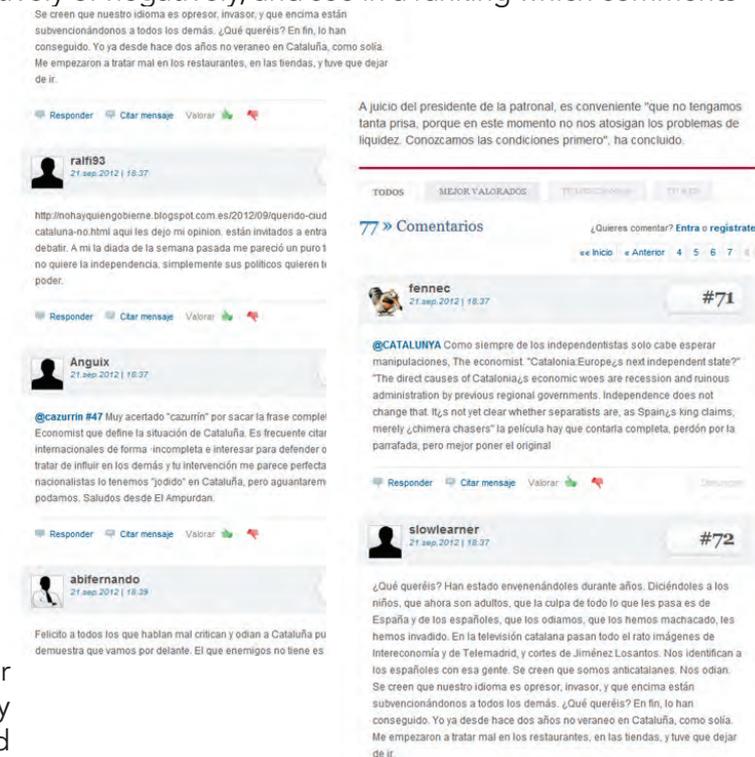
Another option is "to quote" and "to answer"

This way, every item of news creates an opinion and generates a discussion. However, except on specific news, there is usually not much debate as most readers of a certain newspaper generally share the same ideology (right-wing in this case).

With this implementation, the newspaper can also cultivate readership loyalty. If they leave a comment and it is answered, they will return again in the web.

By reading the different comments it is possible for a newspaper to analyse their audience.

Furthermore, readers themselves feel that their opinion is heard. Everyone always wants to say his opinion about something, so, this is a good way to do.





### 4.3.5 The Netherlands

The data Dutch students collected about a comment and a discussion pattern is not very detailed and there was not much discussion about the purpose of these patterns. Commenting and discussion is possible if the news sites have a Facebook site or share content on Twitter, Youtube, Hyves or Pinterest. Leeuwarden Courant and AD allow the readers to leave a comment on the website, the Volkskrant shows how commenting is possible on Twitter.

The students of the course Media, Communication and the Public Opinion visited the Leeuwarder Courant together with the Finnish students. They were told that the Leeuwarder Courant monitors and edits comments. A comment might be removed from the Facebook site without the person who wrote the comment even noticing.

Students described that commenting and discussion gives the reader the possibility to express their opinion and let their friends know which topic they are interested in and what they think about the news.

#### 4.3.5.1 AD

Comment pattern found on URL:

<http://www.ad.nl/ad/nl/1012/Nederland/article/detail/3317238/2012/09/16/Achterevolgde-inbrekers-crashen-in-tuin.dhtml>

Objectives for the organisation

- Interactivity with users
- Attract new visitors
- Create brand awareness



Objectives for the user

- Expand knowledge
- Share interesting articles with others
- Interaction with the organisation

 **Rapporteer een fout in het artikel aan onze redactie**

This pattern is found on the website of the AD. For users this is a great opportunity to comment on articles. This interaction between organisation and users is useful for both. The newspaper knows what their readers know about an issue and what they like to read.

#### 4.3.5.2 De Volkskrant

Comment pattern found on URL: <http://www.volkskrant.nl/vk/nl/10637/VK-Dossier-Verkiezingen-van-2012/article/detail/3315371/2012/09/12/Hermendeschermman-is-held-van-de-verkiezingsnacht-op-Twitter.dhtml>

Objectives for the organisation

- Encouraging reader involvement
- Knowledge about what users want
- Increase potential reach

Objectives for the user:

- Voice an opinion
- Create an online image
- Join a discussion

Creating interaction with users means giving the users the opportunity to give their opinion on a news article either by asking a direct question, or by giving the ability to comment on, like or share an article.

For the news organisation it means that they know what the user thinks and wants while at the same time users have the opportunity to be more involved with the newspaper. This consequently leads to a long-term relationship between the audience and the newspaper and therefore readers will be less likely to switch to another news organisation. Every interaction the user has with the newspaper on a specific social media platform will be seen by the online network of that user thus increasing the potential reach of the article.

Users are able to give their opinion on certain topics. Because online friends are able to see when the user shares certain news or comments on certain subjects, users are able to create their online image by showing what they think is an important news subject or article. This way they can join a discussion about the topic with friends, other users, or the newspaper itself.

#### 4.3.5.3 Leeuwarder Courant

Comment pattern found on URL: <http://www.lc.nl/friesland/regio/article15253943.ece/Leeuwarder-bewusteloos-in-fietstunnel>

Objectives for the organisation:

- Sharing news, especially news from Friesland.
- Let people react on articles and have discussions with each other.

Objectives for the user

- Easily respond to an article

fryslân regio cultuur economie beurs video weer

### Leeuwarder bewusteloos in fietstunnel

Gepubliceerd op 22 september 2012, 12:45  
Laatst bijgewerkt op 22 september 2012, 13:02



LEEUWARDEN - Voorbijgangers vo nacht van vrijdag op zaterdag in de f de Oostergoweg in Leeuwarden ee man naast diens scooter.

Het 53-jarige slachtoffer had flinke v aan zijn hoofd. Hoe hij ten val is gek niet duidelijk. De man is overgebrac MCL.

volg de LC op twitter | word vriend van de LC op Facebook | bestel een digitaal exemplaar va

Advertentie

- Overig regio
- ▶ LC NaZomerFair op landgoed Stania State
  - ▶ Nieuwe plek voor das en kikker Donkerbroek

**V** de Volkskrant heeft een link gedeeld.  
woensdag

Klik like, als je voor Herman bent:



**#Hermandeschermman is held van de verkiezingsnacht op Twitter**  
[www.volkskrant.nl](http://www.volkskrant.nl)

Als trending topics op Twitter zetels opleverden, dan zou Herman van der Zandt de grote winnaar van deze

Vind ik leuk · Reageren · Delen

George Sait, Emma Horn, Bep Koster van Schaijk en 404 anderen vinden dit leuk.

Alle 12 reacties weergeven

**Andre van der Water** Vanmorgen deed het scherm niet. Tja, dan wordt het weer op de oude manier. Met papier en pen. Hihihihhi.  
woensdag om 22:21

**Manon Kusters** Is ook vreemd bij Herman. Ferry heeft altijd ruzie met de techniek, ook leuk, maar Herman maakt er bijna een voorstelling van... 'oh ja, Henkie'..... LOL  
woensdag om 22:46

**Joris Kalma** · Abonneren · Photographer bij Joris Kalma Photography  
Ben ik de enige die zich stoort aan de ontzettend slechte foto keus van de LC webredactie?

Ik meen dat het bij kranten uit den boze is om door middel van Photoshop dingen toe te voegen of weg te halen. Bij deze foto is duidelijk in het gezicht van de fietser geshopt. Dit kan echt niet bij een krant beste webredactie.

Beantwoorden · 2 · Vind ik leuk · Bericht volgen · zaterdag om 15:21

**Sjoek de Boer** · Friesland College  
dacht dat het een roze pet was

Beantwoorden · Vind ik leuk · zaterdag om 15:24

**Roy van der Laan** · Populaire reageerder  
De webredactie is zoiezo altijd al kwalitatief slecht geweest, en pas op ze dulden geen commentaar..

Beantwoorden · Vind ik leuk · zaterdag om 16:06

**Roy van der Laan** · Populaire reageerder  
Ships..nu staat het op hun site..wtf joris??..

Beantwoorden · 2 · Vind ik leuk · zaterdag om 16:11

Bekijk 2 andere berichten

Sociale plug-in van Facebook

Aanbevelen 0 · Tweet 4 · +1 0 · Share 1 · Respect!

## 4.4 Create

Patterns in this category are about placing new sharable content, such as text, photos or videos. The emphasis here is on the initiative. This pattern allows readers to create their own content like logos and photos and also to suggest topics and write stories together with the journalists, or report from a crime scene.

Create can also mean that readers are the source of the news or that they help journalists to go through masses of information. This kind of information can be used when creating data journalism, for example.

This type of interaction stresses open journalistic culture because there is a dialogue between the journalist and the reader and readers can be part of the journalistic process.

Most of the creation patterns that were described were video, photo or digital badge creation. Chinese and South Korean students were more eager to report this type of interactivity between the news sites and the readers than European students.

Objectives for the user

- Easily respond to an article

### 4.4.1 Hong Kong

Chinese readers can be creative in many ways and this pattern was the only one which was described as building reader loyalty. Chinese students valued this pattern because an organisation can obtain valuable information from readers: readers are everywhere and it is easy to record a video with a phone and send it to the news site. Students said that this kind of activity makes it possible to collect many types of information about the same situation so, different perspectives can be shown

#### 4.4.1.1 Apple Daily

Create pattern found on URL: [http://www.facebook.com/hk.nextmedia/app\\_134506053246185](http://www.facebook.com/hk.nextmedia/app_134506053246185)

Objectives for the organisation

- Increase traffic to Facebook fan page
- Attract new visitors
- Increase brand awareness
- Increase brand popularity
- Build brand image

Objectives for the user

- Create or maintain online self-image

This social media news interaction pattern allows users to add a digital badge created by the news organisation onto their pictures and shared with their friends on Facebook. Generally, users can upload their own picture onto the application page of the news organisation, a digital badge will then be added onto the picture and posted on the user's 'wall' (see screenshot 1).

The user's friends can see the picture of the users with a badge and also a link of the news organisation. The news organisation may also add a message underneath the picture. Friends of the users can 'like' or comment on the picture. They can also add a badge to their photo by clicking the link.



From the news organisations' perspective, the application of a digital photo badge on social media increases the potential visits to the page. When users use the application and the picture is posted on their "wall", the user's friends are able to see it and this may trigger them to visit the news organisation's web page. As a user's online network can consist of hundreds of contacts, this pattern may generate thousands of new visitors. Moreover, news organisations may also add message onto the badge to show their stance towards issues or to build their image. The message shown may also help to increase brand popularity if the public shares the same opinion.

The user's motivation for using the photo badge application on a social network can be to build their self-image. By adding the badge, one can show that they belong to a certain group of people who share the same opinion and this may help to build or maintain their self-image online.

The objective of the news organisation in using this pattern can only be achieved when more users use the photo badge. Therefore, the news organisations need to understand the goal of their audience for sharing news and try to satisfy them by offering the desired message on the badge. For instance, the message may be a mass opinion of a current hot issue. Other applications can be a collection of badges for all the candidates of an election.

## Apple Daily on Facebook

Creation pattern found on URL: <http://www.facebook.com/hk.nextmedia>

Objectives for the organisation

- Increase traffic to the website
- Increase brand popularity

Objectives for the user

- Create or maintain online self-image
- Express opinion
- Illustrate creativity
- Sense of accomplishment and recognition

This social media news interaction pattern allows users to share the topic they are interested in (see screenshot 1), photos, images of art and videos related to current issues on the page of the news organisation (see screenshot 2). The news organisation may then respond to those posts or put them onto the 'timeline' of the news organisation.

From the news organisations' perspective, the sharing of consumer-created content on social media increases the potential visits to the page. When users post content on the page of the news organisation, the user's online network is able to see it and this may trigger them to visit the news organisation's web page. As the online network a user can contain hundreds of contacts, this pattern may generate thousands of new visitors. Moreover, when consumers are able to publish their comments or other creations, they might get a sense of accomplishment or recognition, and this may increase their popularity towards the news organisation.

Users' motivation for sharing news content on social networks can be building their self-image. By expressing their opinion or publishing their creations, the users can indirectly depict their personality and values, thus an image can be built or maintained. Moreover, users' creativity can also be illustrated in their work, they may even get a sense of accomplishment or recognition when the news organisation responds to their post or places it on their 'timeline'.

The objective of the news organisation in using this pattern can only be achieved when more users share their creations or topics of interest. Therefore, the news organisation needs to understand the users' motivation for sharing and try to meet those needs. For instance, the news organisation should respond to the users frequently and promptly, as this might be a motivation for the users to share more.

#### 4.4.1.2 The Oriental Daily

Create pattern found on URL: <http://ireport1.on.cc/p/b5/web/SubmitPage.jsp>

Objectives for the organisation

- Enrich news sources and angels
- Engage readers and build relationship with them

Objectives for the user

- Gain sense of satisfaction through receiving reporting power
- Accomplish individual responsibility to report forgotten issues

Using this pattern can help the organisation to achieve two valuable goals.

Because of the users' intensive-usage of a smart phone, it is common nowadays to record video by phone when someone spots something interesting. Therefore this pattern will help the newspaper to collect a large volume of worthy but forgotten news, as well as innovative news angels. Also, when such engagement of readers is encouraged, a good relationship between the newspaper and its readers can be built. Readership loyalty might even increase as readers might have a feeling of being a kind of freelance journalist or researcher working for the newspaper.



Screenshot 1



Screenshot 2

There are probably two main motivations for the users to report news for the newspaper. First, taking the responsibility of reporting on their surroundings and the power of being able to do so provides them with a sense of fulfilment. Furthermore, after their work has been selected for the newspaper, the feeling of gratification will increase knowing their friends will be able to read their work and they will feel content with the idea that they have had the chance to influence the reader a bit. Secondly, they also have the chance to report any forgotten or unfair issues that have happened in their surroundings, which will heighten the sense of individual responsibility. Therefore, the newspaper and its readers are in a mutually beneficial relationship in the practice of this pattern, in which the former provides reporting power and the latter provides worthy news and innovative news angels in exchange.

This social media news interaction pattern was developed to provide the readers with a platform on which they can be a "spy reporter" and write about what happens in their surroundings. Those stories might then be chosen to appear in the newspaper. The news can be reported online (see screenshot 1).

News can be reported using several applications on a mobile phone including SMS, MMS and a smart-phone App (see screenshot 2 and 3). To report the news, readers give out personal contact information (see screenshot 4) and can take a news picture with description of it (see screenshot 5), and then the actual reporters will choose from the news submitted by the readers, verify it and finally publish the story.

SMS 爆料熱線：+852 6500 6500  
 Apps 爆料：iPhone、iPad、Android及Windows Mobile  
 MMS：ireport@on.cc  
 手機網站爆料請上m.on.cc

Screenshot 1



Screenshot 2



Screenshot 3



Screenshot 4



Screenshot 5

#### 4.4.2 South Korea

South Korean readers, like readers in Hong Kong, can create news and upload pictures to news sites. This is usually done via smartphone. It is considered a great honour to get your news published.

The focus can be more on entertainment than on the news as such. With Nate videos, for example, readers can upload videos and others can comment on and rank them. The videos are mostly about singing and dancing.

##### 4.4.2.1 MBC

Create pattern found on URL: <http://imnews.imbc.com/news/2012/politic/index.html>

Objectives for the organisation

- Increase news coverage
- Increase traffic to news site
- Boost brand image

Objectives for the user

- Anyone with a smartphone can be a reporter
- Earning recognition
- Feeling of empowerment

The MBC online news service allows the public to upload news videos. MBC readers can shoot a video, for instance on a fire accident scene, and send it via smartphone to the news organisation.



Screenshot 1



Screenshot 2

For the news organisation this is a good way to increase news coverage. Readers can be in places where reporters are not and create material they wouldn't get otherwise. This means that anyone can be a reporter as long as he or she has a smartphone. Reader participation has the potential to significantly boost brand image and traffic to the MBC website.

Readers can send content anonymously or as a registered user, for example via Twitter or Facebook. Uploading videos boosts the contributor's online image, with contributors also receiving honorary mentions from the news agency.

The MBC news service offers readers six different ways to report news (screenshots 1,2). These include reporting via internet page (video, picture), reporting via smartphone, sending texts, telephoning and internet page (story). The MBC service provides instructions on how to report, i.e. how to use your smartphone when reporting is explained on the homepage (Screenshot3).

Readers consider this to be a very powerful social media news interaction pattern. All you need is a smartphone to be a reporter. The news can reach fifty million people in Korea and abroad. This can make readers feel empowered.



Screenshot 3

#### 4.4.2.2 NATE

NATE-'BGM (BackGround Music) DJ'

Pattern found on URL:

<http://music.cyworld.com/bgmdj/bgmdj.asp>

Objectives for the organisation

- Less effort to organize the website
- Give and take: if one's album is used and listened to by a lot of other people, the organisation gives
- advantages to the DJ such as 'Thank You Points'

Objectives for the user

- Anyone who has a certain taste can be a DJ
- Easy sharing of own music within a specific musical genre

The BGM 'club' or blog comes with a membership fee, giving access to specific music sections. These are categorized by singer or genre, or by people's taste. For example, you can choose music that suits sunny or rainy weather, or people who are in love or whose relationships have just ended. This system is convenient since it is easier to find music specific to your taste. (Note: the albums created by BGM are not the user's own creation but contain songs that are already on the market.) The users organize the music but don't have to put lot of effort into it.

The original purpose of the BGM was to make users buy the albums with digital money. However, users started to use this section to search for music they liked (Once they find the music they can easily download the music for free). BGM is organized by the users, enabling its further development.

### NATE-video

Pattern found on URL:<http://pann.nate.com/video#>

Objectives for the organisation

- To be a sponsor for ordinary netizens
- To compete/collaborate with Youtube under their own name as 'Nate TV'

Objectives for the user

- To be discovered and receive attention
- Connect with others on video
- Make a parody of hot topics

Nate is a video category mostly containing entertaining videos like on Youtube. There is a section for netizens' own videos as well. This type of video is basically 'user-generated content'. People can upload their life stories for the world to see. All videos can be uploaded without charge.



The highest rated videos are mostly about singing, dancing or comedy. Such content is familiar to ordinary people and they can identify with the creators.

Since every video has copyrights, Nate sometimes uses Youtube as the platform to play the video clips on their website. Nate also uses their own site to play the video clips through 'Nate TV'. Even though the number of people using 'Nate TV' is lower than those using Youtube, there is some increase in the use of 'Nate TV'.

### 4.5 Vote, rate and recommend

Patterns in this category provide the possibility to rate content, products and profiles, to vote on best stories or comments or to recommend stories, pictures or videos. There is also the possibility to click the "Like" button, which every news site uses.



According to the data generated by this research project, the patterns 'vote' and 'rate' are more popular in Asia than in Europe. It might be that rating is so common that young people do not recognize the pattern or maybe they just were not thorough enough while collecting the data.

#### 4.5.1 Hong Kong

Chinese students pointed out that online polls can increase traffic to websites and that such polls allow news organisations to collect data about readers' opinions. Recommending was described as word of mouth people want their friends to know when there is something interesting on the news. Students said that although voting is pretty similar to commenting, voting is nevertheless close-ended, with commenting being open to expressing any point of view.

##### 4.5.1.1 Apple Daily

###### Apple Daily on Facebook

Pattern found on url: <http://www.facebook.com/hk.nextmedia>

Objectives for the organisation

- Increase traffic to Facebook fan page
- Attract new visitors
- Increase brand awareness
- Create public discussion

Objectives for the user

- Express opinion
- Create or maintain self-image online

This social media news interaction pattern allows users to vote on a current issue by a click of the button. The users' options will also be shown on their page and shared with their friends.

From the news organisation's perspective, online polling can increase traffic to organisation's webpage. When users vote their opinions are shown to their friends, potentially attracting new visitors to the site and giving rise to public debate.

Voting on an online poll on a social networking site can build self-image. People can share what they think about a current issue or topic by simply clicking a button. Their answers can help them to build or strengthen their online self-image.

The objectives of the news organisation in using this pattern can only be achieved when enough users vote in the polls. Therefore, the news organisation may need to attract voters by asking about interesting or hot topics. Providing more options may also help increase the number of votes.

###### Apple Daily voting pattern

Voting Pattern found on URL:<https://www.facebook.com/hk.nextmedia>

Objectives for the organisation

- Increase profitability
- Maintain/ strengthen the brand image

Objectives for the users

- Create online image
- Voice their opinion
- Influence spread and distribution of news and provision

Voting is the least mentioned pattern of the interactive patterns. At Apple Daily, a social topic or question is put to the vote each day and readers can vote if they like the topic or not.

The voting pattern is similar to the comment pattern, which can either maintain or strengthen the brand image. The difference is the way in which opinion is expressed. Voting is continuous and commenting is open to express any point of view. This is one way for the news organisation to encourage people to participate and they want to show that on the website there is freedom of speech.



Screenshot 1

The outcome of the vote is not considered that important, but it can increase interaction between news organisation and audience. Voting can let the news organisation know more about the readers' preferences or standpoints on issues. For example, when the iPhone 5 was introduced, people could vote on which brand of smartphone they prefer (screenshot 2).



Screenshot 2

A vote is difficult to hold within the realm of traditional print newspapers. With a social media platform, voting can be done easily online. Voting is also a way to express an opinion, since the audience needs to make a choice. As the news organisation may take the opinion of the audience into consideration when reporting the news, it influences the spread and distribution of news and provision.

#### 4.5.1.2 Oriental Daily

Pattern found on URL: <http://tv.on.cc/index.html?d=1347641231&i=ONS-120914-13040-42M&s=3&ss=>

Objectives for the organisation

- Increase awareness and reach of news
- Increase traffic to the company website
- Attract new readers
- Estimate the popularity of different kinds of news

Objectives for the user

- Create and maintain online image
- Recommend source of new information to friends

Recommending a single news report on Facebook is easy for both the newspaper and the readers. Readers can recommend an item by clicking the button right below the video or article (screenshot 1)

after which the number of times that the item has been recommended is immediately shown (screenshot 2 and 3).

Right next to the news, there is a chart ranking the item of news according to the number of times it has been recommended (screenshot 4). The recommendation is automatically shown on the reader's Facebook page (screenshot 5).

This pattern is effective in achieving several goals of the newspaper. It is safe to assume that the highest-ranking news items will attract more readers. Recommended 'hit' topics are generated continuously increasing traffic to the website. This word-of-mouth approach helps to spread the news, increase awareness of the news as well as attract new readers, including those who are not frequent readers. A reader becomes interested in the news after a friend's recommendation. The number of recommendations also serves as a good indicator for the newspaper about the popularity of different kinds of news topics and this gives a direction for future reporting strategies.

For the users, the recommendation rate of a certain news item also tells them whether it is worth recommending the news onwards. When you take into account that one of the objectives for a user is to create or maintain a certain online image, it will be attractive for the user to recommend some topics that might become popular. Such recommendation action will also be an implicit form of voicing an opinion on Facebook. It is different from the sharing or posting action on Facebook in the sense that it is only an announcement. For people in a collectivistic culture like that of Hong Kong, young people might tend to avoid being embarrassed if there are no friends' reactions to their commenting in corresponding to their 'sharing' or 'posting' action. Rather, an easier way of recommendation is a way which does not allow 'comments' from friends and is a relatively comfortable way to voice one's thoughts. 'Recommending' and 'sharing' are also different from the degree of involvement with the news; instead of just being a reader simply passing on the news to others, recommendation reflects one's desire for other people to take a look, which has greater word-of-mouth power.



Screenshot 1



Screenshot 2



Screenshot 3



Screenshot 4



Screenshot 5

## 4.5.2 South Korea

### 4.5.2.1 NATE

Voting on NATE is closely related to commenting because you can vote for the best comment. This encourages funny, sharp and unexpected comments. It is an honour to get the best comment “reward”.

#### NATE-‘Best Comment’

Pattern found on URL:<http://pann.nate.com/talk/316757393>

Objectives for the organisation

- Encourage people to read an article in order to write creative/funny comments

Objectives for the user

- To be the most creative commentator
- Getting another perspective on the article from the commentator or the reader

The ‘best comment’ system only exists in South Korea and it is really famous and popular. Usually articles are ranked by users. Nate, however, goes a step further by also ranking the comments to the article. If a reader’s comment gets the highest recommendation from others, it is entitled as the ‘best comment’. Especially on ‘Nate’ it seems that the best comment title is more important than the actual comment. The type of comment is funny, creative, unexpected and sometimes provides more information about the issue. For the users, being the best commentator is an honour, so they are trying to be as funny and creative as possible.

However, this has some side effects. Since the style of the best commentator converges into one, it can be stereotypical about an issue especially when it concerns politics or religion. The comment can be biased and wrong, and people tend to believe the comment just because it is the ‘best’. The organisation should monitor the comments as well as the article.

## 4.6 Other ways to attract the readers

In this research also other social media patterns were identified, for example tags, continuous news creation, animated news and live blogs. Through tagging, one can add descriptive keywords to specific content, creating a descriptive tag cloud. The cloud can be used to browse relevant content. One can also tag a person with pictures or comments, which is mostly done on Facebook.

Live blogs try to copy live radio and TV. Live blogs provide new information directly, i.e. from a seminar, city council meetings or a product launch minute-by-minute.

### 4.6.1 Hong Kong

News sites in Hong Kong try to attract new readers by offering the news for free for those who access the news site by smartphone. One must first load an application because different phones use different operating systems and not all news sites have a responsive site. A responsive site adapts the content displayed to suit the screen size of the device, whether smartphone, tablet, laptop or PC.



#### 4.6.1.1 Apple Daily

Apple Daily offers news also in animation format. The students emphasised that animations are more fascinating than written text, and also more vivid and colourful. This type of news, which especially attracts young people, has not been found elsewhere.

#### Apple Daily on Facebook

Pattern found on URL:

<http://www.facebook.com/szetosifu?ref=stream>

Objectives for the organisation

- Attract mobile phone users to read the news
- Be on trend by providing the news via mobile apps
- Attract potential users for the mobile app
- Cater to the need to share the news right after reading it

Objectives for the user

- Self expression in an easy way
- Interaction with friends online

Apple Daily is now broadcasting its news also as a mobile application. Mobile phone users can download the app and read news on the app for free. Furthermore, customers can share the news they have just read on Facebook or Twitter by screen printing or by the app's built-in share function. In doing so other users of Facebook and Twitter will be able to discuss or follow the news, or even share it with other people by various means.

Broadcasting the news on mobile apps has become more and more popular with the increasing popularity of smartphones. This enables faster access to the news, and after the news item has been shared, more smartphone users will become aware of the news app resulting in possibly more views. Some news organisation will make their app a paid one or available only for subscription users in order to earn more money or attract more subscribers.

To share and discuss the news has become much more convenient with the invention of smartphones. As most people will go online with their smartphones if they are not at home using their computers, the news broadcasted by the app can be read immediately by users with the notification function that most news apps now have. Also, sharing and discussing can be done in an even quicker way as most other users access the news and social media through their smartphones as well.

#### Apple Daily and video creating

Pattern found on URL: <http://hk.dv.nextmedia.com/actionnews/index/>

Objectives for news organisation

- Increase audience volumes
- Increase traffic to the online news website
- Encourage 'reading' of news



## Objectives for users

- Create online image

Social media is an interactive platform for news organisations and their audiences to exchange information. The Apple Daily website also has the interactive pattern, it is a kind of social media. Apple Daily is the first news organisation to share user-generated videos in Hong Kong.

'Create' is one of the patterns in social media. On the Apple Daily website, news can be in video format [see screenshot 1] or animations [see screenshot 2] to attract a larger audience to the website. In other words, the traffic to the website increases. The online videos are a new format for presenting the news. Apple Daily can add many of its own standpoints or comment on a user-generated animation or video, allowing the news to be created together with the audience. Moreover, videos can also encourage the audience to 'read' the news. As we know, most people would rather watch images than read. Compared with written news this new format and the videos are more vivid and colourful. They are welcomed by the young people of Hong Kong.



There is no video in traditional print newspaper. On the website the audience can watch online videos and animations if they have internet access. By providing news in a new way, traditional print media outlets can build their online image.

Normally news organisations try to express a neutral point of view, but user-generated content tends to express the creator's own attitudes and viewpoints. The audience therefore needs to exercise greater judgment between fact and opinion while watching user-generated content.

The results of the creating pattern are determined by the video content and the target audience that the news organisations want to reach. Young people are more likely to accept new things/new forms of presentation and technological skills are learned. If the video content and the target audience is a match, the greater the chance that the news organisation is successful in this pattern.

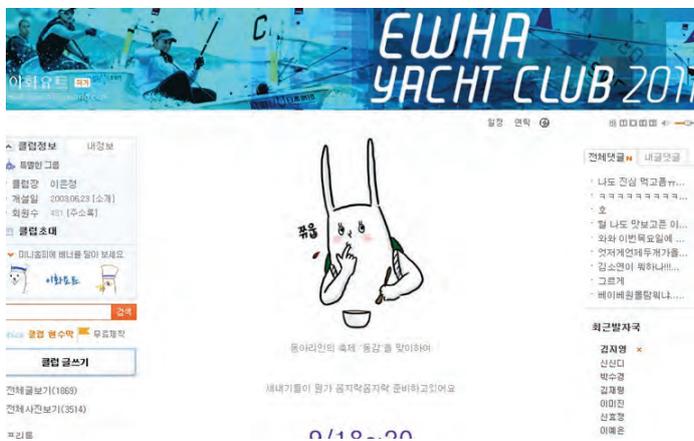
## 4.6.2 South Korea

### 4.6.2.1 Nate club

Pattern found on URL: [Ewhayacht.cyworld.com](http://Ewhayacht.cyworld.com)

'Club' on 'Nate' is similar to a Facebook group but it is more efficient and better organized. Each club has its own logo that can be made by users themselves. In this way users are more involved with the 'club' and 'Nate' itself. Also, on the right side of the main page, the latest comments and the latest users who logged on to the 'club' can be seen.

To explain more about how 'club' is more efficient and better organized than a Facebook group, a specific example might be helpful. 'Ewha Yacht Club', which is one of my 'clubs', has many sections. All material is well categorized. Under the large category of 'FRESHMAN' are the sub-categories register and Q&A. Under the large category 'NOTICE' are more sub-categories: recent notices, sailing and study notices, sailing comments, study files and other large categories and sub-categories etc. So for users who have the same interests, this 'club' can be the platform on which to share ideas. Members make use of this 'club' since it is convenient and well organized.



The benefit to the organisation ('Nate') is that it offers a specific way to earn money. 'Club' users are very dedicated and involved and they want to decorate this club with BGM (BackGround Music), create colourful pages, use unique fonts etc. In order to do so, they need to buy different items from the Nate store and pay with real money. People are willing to spend and therefore the organisation can earn quite a lot of money with the Nate club.

### 4.6.3 Spain

Spanish students mentioned that El Pais offers the possibility to create a public opinion. Students call this type of interaction between the news site and readers a learning tool. Readers and journalists learn from each other. Readers can also gather information about events. For example if there is a demonstration nearby they can participate, comment and send news to the news site in real time.

#### 4.6.3.1 El Pais

El País online opinion/creating a public opinion

Pattern found on URL: [http://politica.elpais.com/politica/2012/09/15/actualidad/1347710265\\_248701.html](http://politica.elpais.com/politica/2012/09/15/actualidad/1347710265_248701.html)



Screenshot 1



Screenshot 2



Screenshot 3

This social media news interaction pattern allows the newspaper to have a learning tool. Eskup is ElPaís's own social media site. It offers a platform to discuss, share and learn about different topics of interest. The news site wants to give special importance to the message they spread and they want experts and ordinary people to discuss with each other on their website.

The website includes a lot of links, i.e: Eskup (screenshot 1). This is a private social network if you want to write but a public one if you want to read. Anyone can read but to contribute you must be accepted by the news organisation (screenshot 2). So, the news organisation decides what kind of opinion it publishes. This social media addresses people who follow current affairs because there are no links, there is only a small summary of what's going on.

image and brand. Eskup is a special social network where journalists, experts and readers can discuss and add comments. Readers can get in contact with the newspaper and create news as well.

Readers can add pictures and comments on Eskup in real time (screenshots 3 and 4). For example, in the news item, a member adds a picture about what is happening at that moment because they are present. The newspaper can learn from those who are taking part in the event. It is a good way to search for news because some people are able to report about something that the newspaper cannot.

#### 4.6.4 The Netherlands

De Volkskrant offers news around the clock. It also uses live blogs which is a new way of persuading readers to read the news. Students reported that De Volkskrant tries to offer different opinions which is interesting because offering different viewpoints and stimulating discussions are vital tasks of the newspapers. De Volkskrant also gives background information about the stories and the journalist and the full story is published on their blog instead of the news site.



Screenshot 5



Screenshot 6

Screenshot 4

There are journalists giving information (screenshot 5) but not just professionals (screenshot 6). This helps the newspaper to build a good online

#### 4.6.4.1 De Volkskrant

Pattern found on URL: <http://www.volkskrant.nl/vk/nl/3184/opinie/index.dhtml>

Objectives for news organisation

- Express themselves
- Independence
- Attract new visitors



**NIEUWS POLITIEK OPINIE BUITENLAND SPORT TECH & MEDIA**

Objectives for user

- Different viewpoint on matters
- Developing opinions
- Joining discussions

The Volkskrant tries to present different opinions about important news subjects. These are provided by columnists. On the website there is an opinion button, next to the news, politics and worldwide buttons. Opinionated articles are marked on Twitter with the hashtag vkopinie.

Presenting different opinions is a way for newspapers to express themselves. It is a way to be different from other newspapers and a way to be independent. Shedding another light on a topic can also be a way to attract new visitors. These visitors are looking for different views on a topic or the viewpoint of a specific columnist.

For users reading different opinions can help develop their own opinion. They can also join in an online discussion about the article and the different views of the journalist.



## De Volkskrant

Pattern found on URL:<http://vkredactieblog.wordpress.com/2012/09/14/krant-geeft-uitleg-over-voorzijde-met-samsom/>

Objectives for the organisation

- Creating goodwill
- Easier to be understood if they have offered right topics to the readers
- Engaging the readership

Objectives for the user

- Understanding the newspaper
- Being more involved with the newspaper
- Different view on a situation

From time to time the Volkskrant gives background information on articles or the newspaper in general. These appear only online and are posted on the social media platforms. The full article can be found on their Wordpress blog, rather than the main website.

For the news organisation giving background information is a good way to create goodwill. Goodwill means that the user will feel sympathy for the newspaper. It will make readers more involved and readers may discuss about the topics the newspaper offers.

## De Volkskrant on Twitter

<http://twitter.com/volkskrant/status/246619422356283392>

For example Volkskrant is providing news 24/7 and also live blogs.

For the user reading background information is a good way to be more involved with the newspaper, understand the newspaper and gain a different viewpoint on a matter or article. Providing news 24/7 means that the news organisation always publishes the latest news online, as fast as possible and even through the night. For instance, the Volkskrant has live blogs about important news subjects in which they constantly renew the blog with the latest updates. The articles on the website are always updated with the latest news.

Providing 24/7 news attracts new visitors who are looking for specific articles. When a news organisation provides the latest news it is possible to be the first to report on a certain news topic. This leads to a lot of new visitors and also a good online reputation.

When a news organisation is providing 24/7 news, the user is always up-to-date and can rely on the newspaper. And knowing what is going on in the world can be important for the reader's online image, i.e. the image a reader has on the internet.



Natuurlijk hadden we twee andere voorpagina's voorbestemd voor het geval dat er om duidelijke uitlag zou zijn voor de laatste deadline. De koppen: 'Recordwinst voor Rutte' respectievelijk 'De Samsom-erfenis' (omdat het resultaat zo onverwacht zou zijn). Toen rond 1 uur 's nachts om tussentijdse progressie bierkwam met 41 extra voor Rutte en 37 voor Samsom, hebben we snel onze 'Recordwinst voor Rutte'-voorzijde afgemaakt en naar de drukkerij gestuurd. Ook de titels en koppen hierover pasten we aan.



## 5 Conclusions and follow-up

Our first research question was: What are the social media patterns used by news media and what purpose do they serve? We concentrated on patterns: (1) connect, (2) share, (3) post, (4) comment, (5) discussion, (6) create and (7) vote. We found that it is not easy to study one pattern at a time because one pattern can have several dimensions; share, post and connect patterns could also include the patterns comment, discussion, create and vote. It was also difficult to distinguish which pattern was studied because of these different dimensions. Our aim was to study these social media patterns using Deuze's diagram for open and closed journalistic culture as a frame of reference.

The way news media use social media differs in each country and especially between news sources. Compared to Asia there is much less interaction between European online news sources and their audiences, but European news sites offer more ways to share the news. The most common pattern was certainly share. There were several options with which to share news, Facebook being the most popular. Facebook also allows the possibility to comment and discuss. There are also some international differences in the use of social media platforms. The Netherlands uses Hyves and Spain ESKUP. In Europe platforms like Google+ and Pinterest are popular, but the Chinese and South Korean students did not mention these platforms at all.

Share as a social media pattern is a way to spread the news. Share itself does not offer ways to participate in the news. From the viewpoint of Deuze's open and closed journalistic culture, share can be defined as merely an instrument to share the news, just like post and connect. Commenting allows the reader to participate but news sites often monitor and control readers' comments. Still, this is not dialogical and does not mean that journalists respond to comments.

Social media patterns discuss and create are very much akin to open journalistic culture because readers can discuss with other readers, and journalists often participate in the discussion. Create is a way to 'make' news together with the audience.

The diagram below shows the social media patterns as studied within Deuze's diagram.

Tagging is orientating and done by journalists, they fully control this process. Readers can use tags when searching for or grouping the news. Comment and vote are monitored, but the focus is more on public connectivity. Still, the traffic is essentially unidirectional from the news site to the reader, and from reader to reader. Share, post and connect are instrumental because the content is still made by journalists and readers do not add their own content. Subscribing to an RFF feed or newsletter is unidirectional from the news site to the reader. Connect as it is on the site of Het Parool is an exception because although the news site allows readers to interact with each other, they cannot add any value to the journalistic content. Discuss and create are social media patterns which are dialogical because readers are a vital part of the journalistic process.

When the students were asked what purposes these social media patterns serve, the most common answer was to distribute the news, to increase traffic to the website and to increase potential readership. This answer is understandable because the pattern that students studied the most was share, and 'user-friendly' was an adjective that was often used in connection with the pattern.

Students also remarked that social media patterns provide an opportunity to build an online brand and image, for both the news site and the reader. One could say that an online brand or image is itself a social media pattern. Kietzmann et al. (2011) use a honeycomb model with seven functional blocks as a framework to explore social media: identity, conversations, sharing, presence, relationships, reputation and groups. An online brand can be categorized as identity and reputation. It might have been useful to use the honeycomb model together with the idea of social media patterns we used in this research.

It is also worth noting how much the students emphasised the possibility to use mobile phones to share, connect and create the news, perhaps more so in Asia than in Europe. In the eyes of young people the news world is certainly mobile.

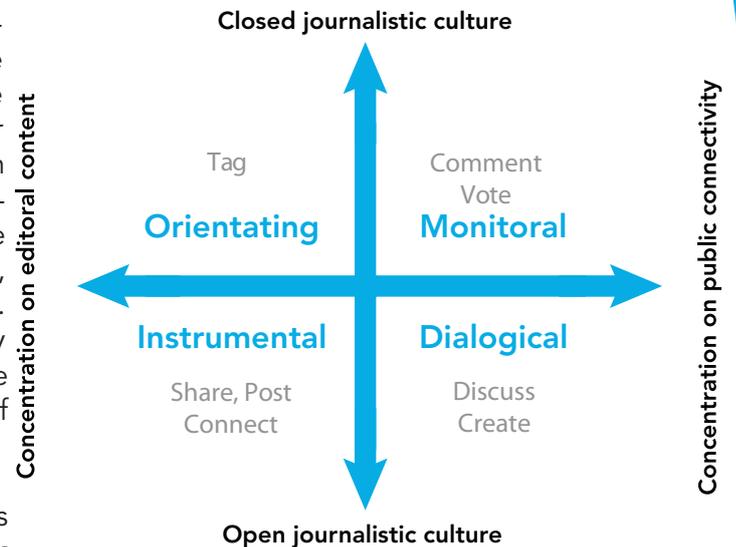
Missing in the research data is the use of the open data and open APIs, which, according to Airamurto & Lewis (2012), enable seamless digital content sharing between the news site as content provider and third-party developers. These open APIs encourage web developers to invent new ways of using and commercializing the news. Open APIs are used, for example, by The New York Times, USA Today and The Guardian.

The collected data differs per country. The work of the Asian students seemed to be more comprehensive than that of the European students so the data is not fully comparable. Also reading habits vary in different countries. For example, the average time spent reading newspapers in the Netherlands in 2008 was about 35 minutes per day and the amount of the non-readers was 19.9 %. In Spain the corresponding figures were 17.7 minutes per day and 49.2%. (Elvestad & Blekesaune 2008)

During the research a lot of inspiring material was collected by the students. Notable is the difference in interaction used by the news sites, varying from very little possibilities for reader interaction in the Netherlands to a lot in Hong Kong and South Korea. The extensive interaction between Asian online news media and their audiences is fascinating. In Hong Kong the user can even become a photojournalist by sending in his or her politically inspired pictures. In South Korea users can select winning comments.

The next step in this research is to investigate the patterns from the perspective of cultural and ethical implications.

Similar data has been collected in Finland by Finnish students of Haaga-Helia University of Applied Sciences. The material will be analysed later on. Research data has also been collected by means of online interviews. The (international) students in the Netherlands sent an online questionnaire to 50 of their peers in their respective home countries. The goal of this research was to learn more about the appreciation of young users for online news sources in their home countries. This material still has to be analysed as well and must also be linked to culture and ethical implications.



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The print news sector is in transition. Digital media developments change the game, one of these developments is social media. This report shows current social news patterns. It is the result of an international global study into the use of social media in the print news sector. An international group of 17 students of the NHL University of Applied Sciences conducted this study in 2012. More than 150 social media news services are described. News agencies can use this overview to develop their social media literacy. This study gives an answer to the question: what is going on in the media branch?