TEAM curlybois

arnesh   *mohak*   *saumya*

Contents

1. Recap

2. Identified User Groups

3. Primary Research

4. Design Considerations

5. Future Steps

Contents

Recap

◆

Addressing the rampant spread of misinformation, distraction media, and the political and social polarisation of news media in India.

◆

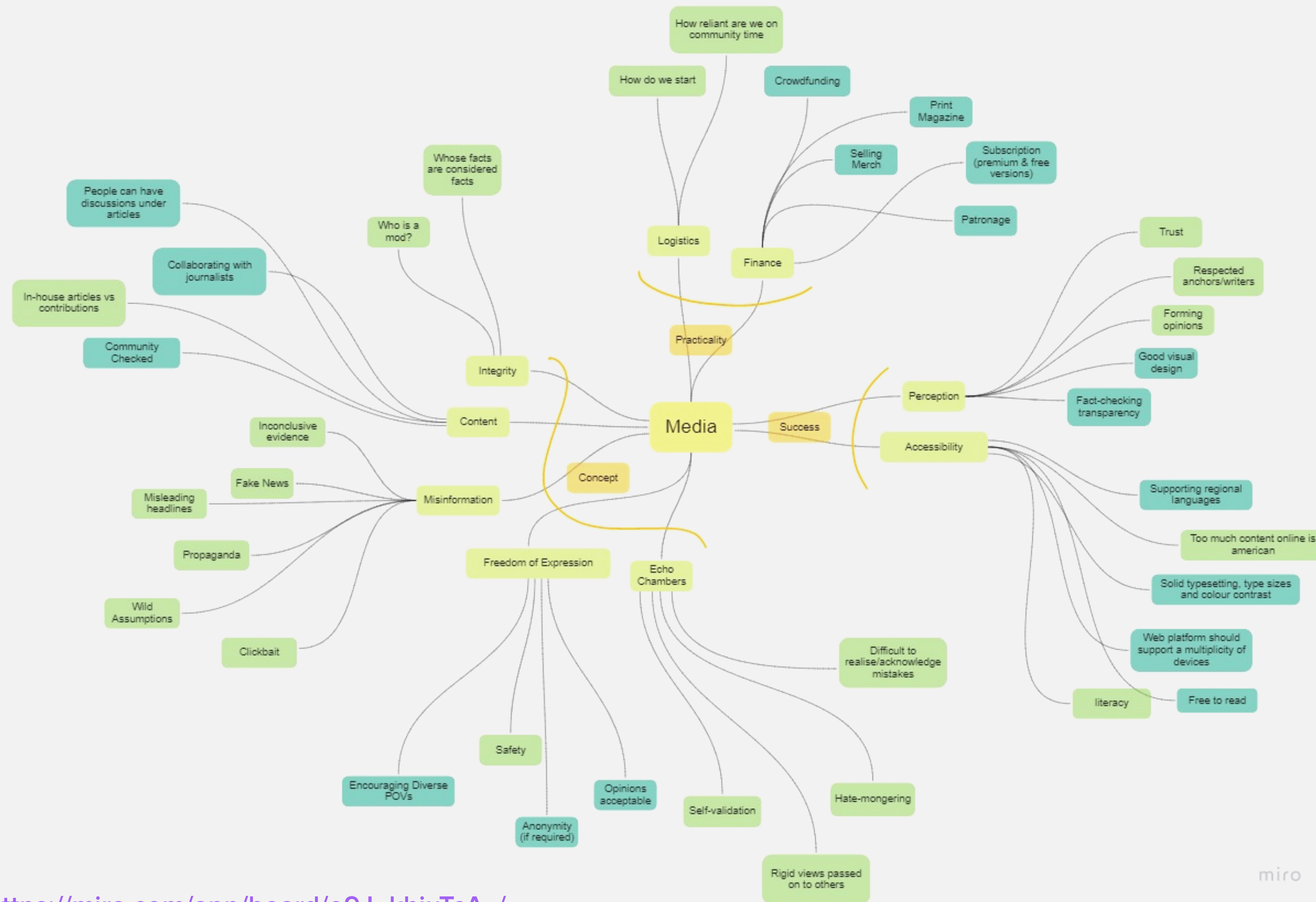# *Recap*

Mind map centered on "Media" with branches: Integrity, Content, Misinformation, Freedom of Expression, Echo Chambers, Accessibility, Perception, Logistics, Finance, Practicality, Success, Concept.

- How reliant are we on community time
- How do we start
- Crowdfunding
- Print Magazine
- Whose facts are considered facts
- Selling Merch
- Subscription (premium & free versions)
- Who is a mod?
- Patronage
- Logistics
- Finance
- People can have discussions under articles
- Collaborating with journalists
- In-house articles vs contributions
- Community Checked
- Trust
- Respected anchors/writers
- Forming opinions
- Good visual design
- Integrity
- Practicality
- Perception
- Fact-checking transparency
- Media
- Success
- Content
- Accessibility
- Inconclusive evidence
- Fake News
- Misleading headlines
- Concept
- Supporting regional languages
- Misinformation
- Too much content online is american
- Propaganda
- Solid typesetting, type sizes and colour contrast
- Wild Assumptions
- Freedom of Expression
- Echo Chambers
- Web platform should support a multiplicity of devices
- Clickbait
- Difficult to realise/acknowledge mistakes
- literacy
- Free to read
- Encouraging Diverse POVs
- Safety
- Opinions acceptable
- Self-validation
- Hate-mongering
- Anonymity (if required)
- Rigid views passed on to others

https://miro.com/app/board/o9J_khiuTcA=/

Aspects of Interest:

1. Integrity
2. Content
3. Misinformation
4. Freedom of Expression
5. Echo Chambers
6. Accessibility
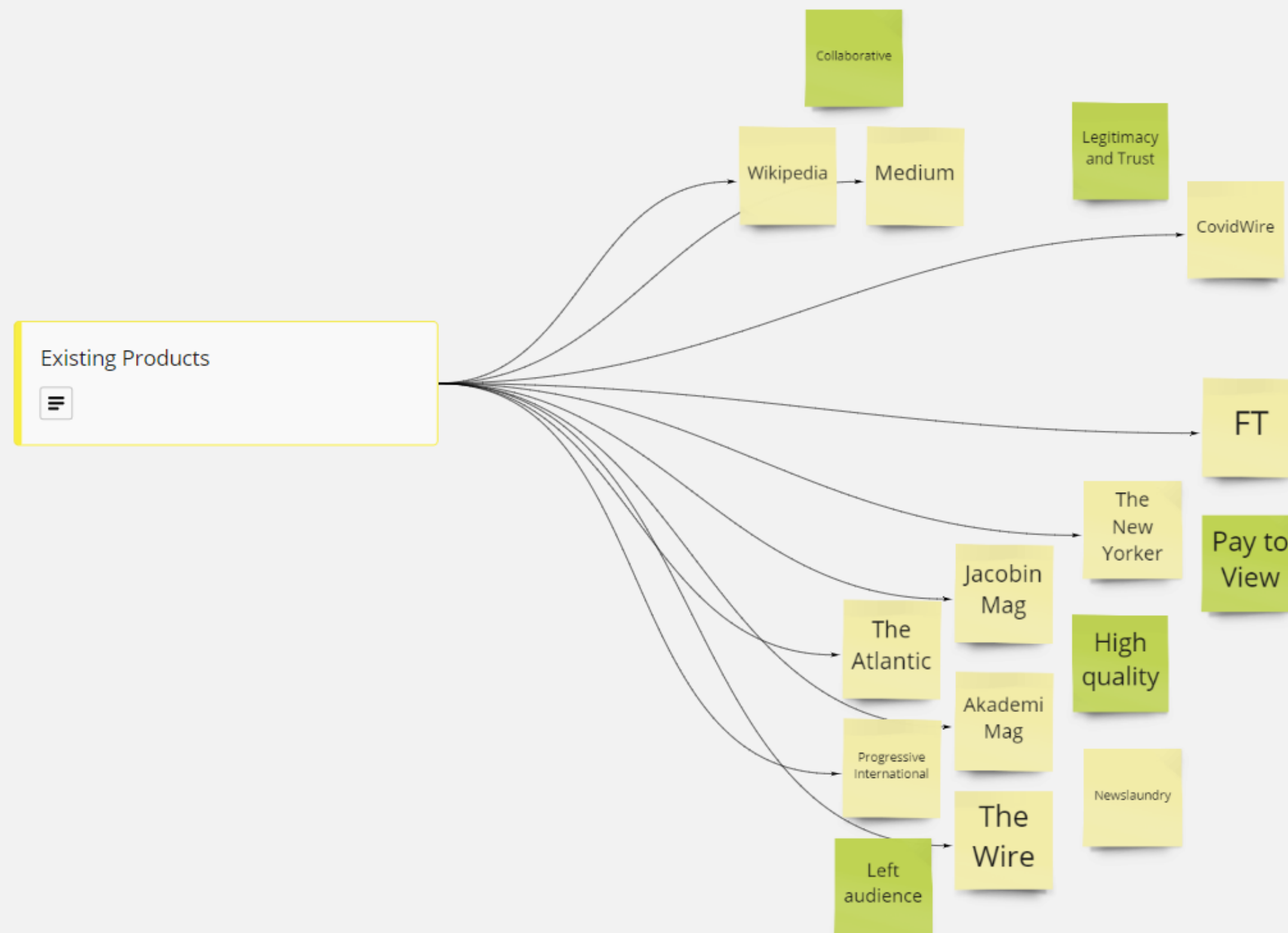7. Perception
8. Logistics
9. Finance

Recap

Collaborative

Wikipedia Medium

Legitimacy and Trust

CovidWire

Existing Products

FT

The New Yorker

Pay to View

Jacobin Mag

The Atlantic

High quality

Akademi Mag

Progressive International

Newslaundry

The Wire

Left audience

Existing Products:

1. Economic Model

2. Content-creation Model

3. Quality

4. Legitimacy

Key Insights:

1. Fake News vs Obscuring

2. Paid News (Advertising)

3. News Cycles

4. Legacy Media

Recap

01 **Survey**
Quantitative Data, Lots of
Reach, Diverse Users, Easy
to organize and understand

02 **Interviews**
Contextual Information,
Granular Insights, Ability to
Cross-question

03 **Collaboration**
Professional Experience,
Consistent Feeback, Real
World Insights

Recap

01 **Survey**
Quantitative Data, Lots of Reach, Diverse Users, Easy to organize and understand

02 **Interviews**
Contextual Information, Granular Insights, Ability to Cross-question

03 **Collaboration**
Professional Experience, Consistent Feeback, Real World Insights

Primary Research

INTERVIEWS

01. Demographics

Age Bracket

Education

Self-Identified Political Orientation

Geographical Location

Cultural Background

02. Questions

Survey Questions: Base

Current news habits

Political context

Journalistic preferences

Changes in news habits

Ideals in news

Place for news in their daily lives

Journalistic priorities

Interview Format:

1. Semi-Structured

2. Conversational Inquiry

3. Video-call for visual context

Gathering Insights:

1. Collating Insights from each interview

2. Notes on themes and design ideas

3. Leads for secondary research

Used to read Newspaper, the editorial, hindu

News sources

News through Comedy

International

indian news

Google for local

Popculture

Has to be entertaining

underreporting, bigger picture

Insta but can be polarised and misinformed

led to skewing of truth in different media

reddit left leaning,google those stories look at opposing views,

philip de franco

Not because it needs to be entertaining

fact check now - then google

Edited to be more dramatic

reddit is not good for news conversations are toxic, conservative subs are more wholesome, humour

discussion comments

joe rogan

Sports panel - bias with teams = bias w parties Blatant

Discussion

Never Online

mostly for the entertainment, interesting, unedited

huge spectrum of ppl

Few onservatives, overwhelmingly liberal

Echo chambers

No Point convincing

ppl from many different leanings

talk about actual things that were said, cite sources

unedited

Used to have ritual of newspaper reading

Online communities tend to ban

Talking to people face to face makes ppl nicer

Don't think it would work in india

Just wants to hear you out

Spotify, alex jones

Crowd Reporting

Freedom of Press

maybe localised but not nationally, different things are important to us

Local subreddits

Common consciousness

miro

User's Key Insights:

1. Apprehensive of discussing politics online as they tend to be toxic

2. Prefers his news to be entertaining/ comedic (talk shows, etc)

3. Appreciates multiplicity of views and informative discussion

4. Prefers unedited interviews and podcasts for their transparency

flexible orientation

political orientation decided by what type of news he saw that day

Lives in UP

Does not discuss politics in public

Only discusses politics in private with close ones

SM feed is mostly art and memes

much of his news comes through memes

and if something catches his eye he looks it up on google

State of indian media "i think its fucked up"

Nothing different from before, its been fucked up as far as he can recall him consuming news he can remember biased articles

If news is totally leaning left or right he actively avoids it, tell recommendation to hide

Some news comes from the google search ads

Doesn't want to see news which changes his opinion or POV, just wants to see light stuff

Doesn't care for where he's reading the news, cares more about the content itself

doesnt care about the site unless its clearly 'shady'

Might share political memes with friends if its really good

Actively avoids seeming political on SM so he's not caught in controversy

Doesnt care about the track record of a publication

He doesnt watch news channels, asks his parents not to as well they're 'shit'

compiles the picture together through memes and tweets and articles

shady is if he's never heard of the site before and bad visual design

Unless its something like the republic, which is clearly biased

Gets most of his news from the google app cards

Most of his news is tech and biodiversity based

The news he trusts the most is the one he searches him self and checks multiple povs from different sites

If articles disagrees from his pov

"if it makes sense then i would read it"

would tread carefully about reading that publication in the future

Unless its something very major or very funny it doesnt show up to his feed

Funny like political leader saying something stupid that becomes a meme

Prefers factual over opinion based news

"unfortunately I come across opinion news more"

Does not actively seek out news or contrasting opinions

If something is very controversial or seems to biased, he does a google search to cross check
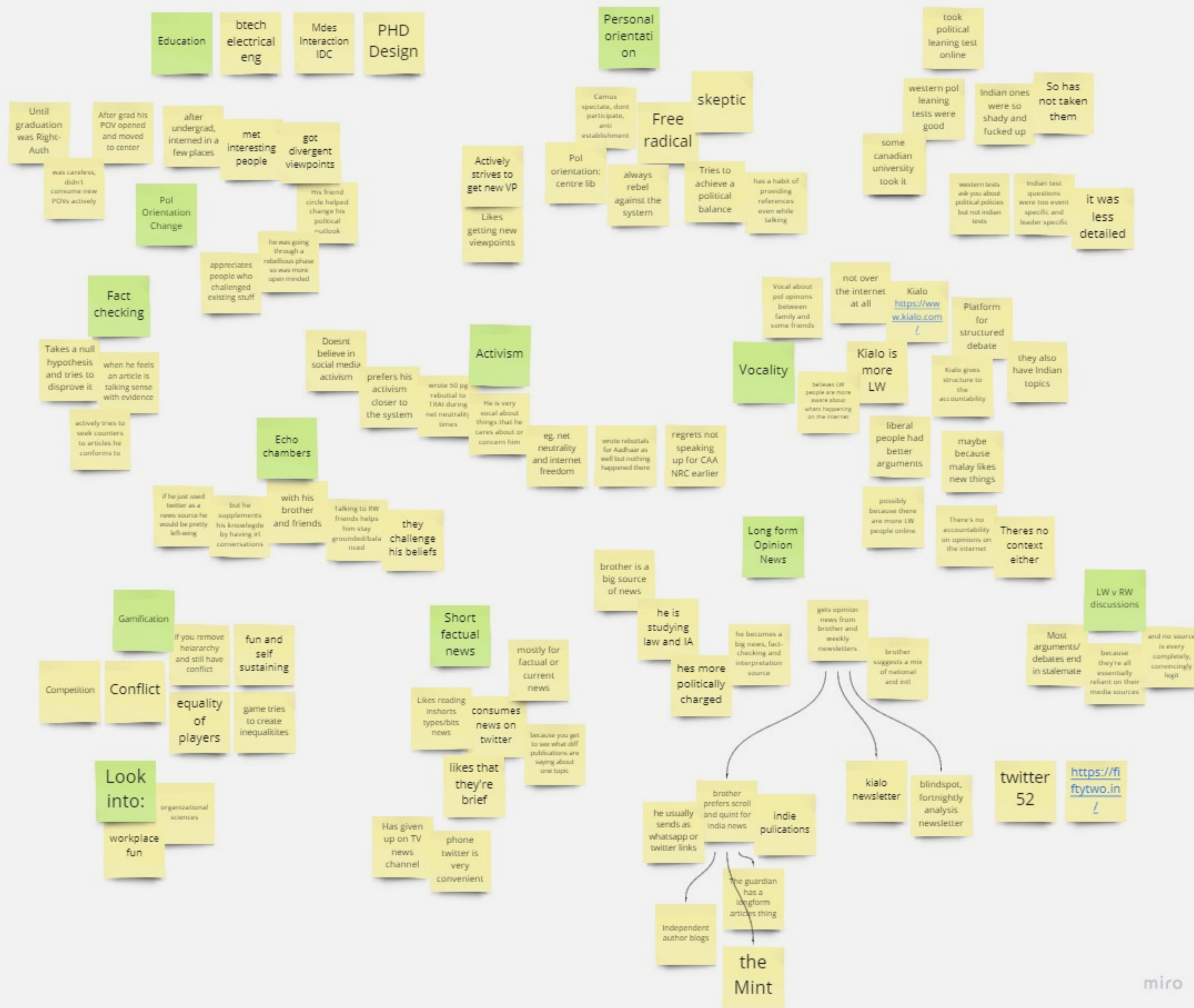
"Not an active seeker of news"

miro

User's Key Insights:

1. Gets most of his news through social media memes and friends

2. Does not actively seek news, only looks up controversial stories

3. Decides reliability based on the content, unconcerned about the source

User's Key Insights:

1. Admires discourse that challenges his beliefs

2. Prefers their news to be compact and have diverse viewpoints

3. Does not partake in discourse online due to the lack of accountability and context

4. Tries to achieve a ideological balance with their news consumption

5. Relies on suggestions from their well-educated brother for opinion pieces
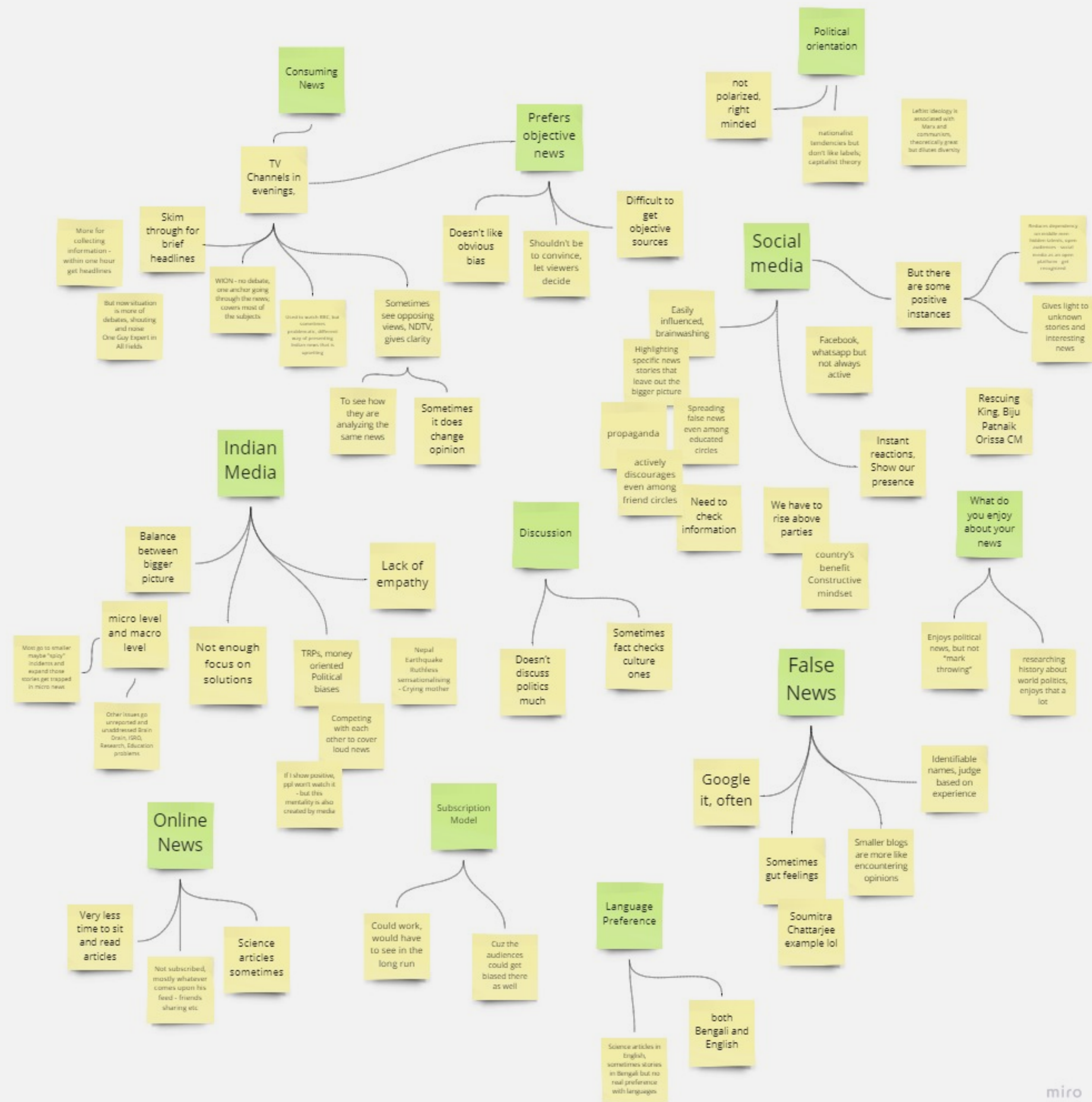
User's Key Insights:

1. Prefers objective news, often related to science and education

2. Believes that Indian News lacks empathy and a balance between micro-level and macro-level news

3. Regards social media with caution due to its tendency to spread misinformation and reactionary content

4. Would like to see media's focus shifting to solution oriented Journalism

User's Key Insights:

1. Filters the information that impacts them from the information they encounter

2. Dislikes sensationalism, temporary journalism and reactionary news

3. Believes that information exchange is best between interested parties and that the motivations of the imparter of information tells a lot about their reliability

4. Feels there is a need to create a safe haven for stories - with stories being their perceived solution to the supply and demand problem in journalism

Never online

Barely vocal

Discussions only with close friends/ classmates

Center, left-leaning

News consumption habits changed a lot after lockdown

Consumed news to satisfy desire to know what's going on - not pleasurable

Really enjoys satire

Agrees with the principle behind paying for news, not in a position to pay

Prefers facts, develops own opinions

The onion

Before

After

Where does the line between creative input and unbiased reporting exist?

Insta, Reddit, Chrome suggested articles

Doesn't seek opinion pieces

Biased views

Conscious consumption

Reddit - minefield, but some interesting things there

Both sides make the other out to be the extreme

Leftist

AP News, Reuters, the News Minute (Indian)

'it's difficult'

Gripe with bias: not just the topics, but tone of reportage

Has decided on regular sites through rigorous initial research

Ritual habit:

Log onto specific sources every morning, read 10 or so articles and close

If feeling good, once more before sleeping

Site ratings

Feels no TV channels are worth watching

Tough to find reliable and unbiased indian journalism

No active info seeking otherwise

All on laptop

Easy to put away

Hasn't read a newspaper in over a year

User's Key Insights:

1. Prioritises unbiased reportage as possible, from sources that have been backed up by some research

2. Prefers to consume only facts, and develop opinions on their own.

3. Initiated a big change in media consumption habits post lockdown

4. Ritual consumption of news - reads articles once or twice a day and then does not actively seek information otherwise

Identified User Groups

Callous Consumer

1. Unconcerned about news

2. Gets to know current event news through memes and friends

3. Actively tries not to seem political

Shallow Consumer

1. Only concerned about popular news

2. Tends to take news at face value, doesn't fact check often

3. Actively participates social media activism

Conscious Consumer

1. Partakes in concious consumption of news

2. Will have conducted their own research before forming an opinion

3. Avoids having political discourse online

Design Considerations

01. Priorities

Under-reporting

Freedom of Expression

Echo Chambers

Quality over quantity

Not reactionary

Collaborative

02. Constraints

Financial Independence

Accessibility

Dodging censorship

Future Steps

Thursday 5/11/20

Finish Interviews

Finish Affinity

Monday 9/11/20

Final Problem Statement

Ideation

Idea Affinity

Evaluation Survey

Next Two Weeks...

Concept Generation

Prototype

User Evaluation

Final Proof of Concept

আলোচনা

(Ālōcanā) Discussion-bo