

Co-Creating an Innovation Ecosystem for Journalism

Contributor: Larry Todd Wilson, Knowledge Harvesting, Inc.

<http://about.me/larrytoddwilson>

DRAFT - 21 October 2011

In what way should public informing be different than it is today?	2
<i>Integrate perspectives.</i>	2
<i>Add more information.</i>	2
<i>Enlarge and enhance participation.</i>	2
<i>Integrate modalities.</i>	2
<i>Enhance personalization.</i>	3
How can journalism become accountable to society and serve societal needs?	3
<i>Align content with validated frameworks.</i>	3
<i>Measure accountability and value.</i>	3
How will good journalism become financially sustainable?	3
<i>Develop new sources of income.</i>	3
<i>Allow anyone to monetize their contributions.</i>	4
Notes	4
<i>Outlook</i>	4
<i>Influences</i>	4

In what way should public informing be different than it is today?

There seem to be ample opportunities to transform how public information is created, organized, shared, and grown. Public informing could be different from it is today by delivering perspectives, types of information, participation, modalities, and personalization.

Integrate perspectives.

Promote and deliver complementary information from four perspectives: 1) Individual - implicit (thoughts, feelings, intentions), 2) individual - explicit (messages, behaviors, settings), 3) collective - implicit (norms, customs), and 4) collective - explicit (institutions, organizations, systems).

Consider: With what specificity is content parsed and organized? How might perspectives in different stories be interlinked to deliver enhanced context?

Add more information.

Knowledge Harvesting Inc. has discovered that there are five discernible types of knowledge that can be expressed: declarative, procedural, conditional, social and systemic. During an interview, the focus may be one, some, or all of these.

Consider: What type of knowledge is expressed in the content? Declarative? Procedural? Conditional? Social? Systemic? What type of information is missing?

Enlarge and enhance participation.

The pool of information providers will continue to grow. As participation increases, deliver useful guidelines for helping new participants understand how to ask good questions, actively listen, meaningfully organize content, and add useful tags.

Consider: How do people interact with the information items and each other? Which social media allow individuals to journalistically share their insights with others?

Integrate modalities.

Today, public informing is primarily accomplished by way of visual (static, dynamic) and verbal (read, heard) modalities. An abstract (scene) mode could be added and integrated.

Consider: What are all the modes in which information can be experienced or expressed? How are information items interrelated? What varieties of associations are used? How are information items and associations visually depicted?

Enhance personalization.

Consider: Can individuals select and organize information items? In what ways are the items filtered and displayed? Can users readily access content relevant to very specific needs? Is content role-centric, localized, and integrated with thinking and feeling processes? What does it mean to deliver just the right amount of information and deliver it at just the right time?

How can journalism become accountable to society and serve societal needs?

Journalism can enhance its accountability by aligning and measuring content.

Align content with validated frameworks.

More content could be explicitly aligned with thoughtful frameworks. For example, if content is focused on democracy, tools like Freedom House's Political Rights and Civil Liberties Checklist could be used. Other examples of freedom-oriented frameworks are: Fitzgibbon Survey (1945), Dahl's Polyarchy (1971), Polyarchy Plus (1984), Somolekae (1998), Moore Criteria (1997), Warsaw Declaration (2000), Millennium Challenge Corporation (2002), Democracy Coalition Project (2004)...

Consider: What valid frameworks could be applied to important, complex issues? What level of persistence is warranted?

Measure accountability and value.

Consider: Could content be graded on measures of clarity, thoroughness, and transparency?

How will good journalism become financially sustainable?

Develop new sources of income.

There is a gaping chasm between how people assimilate news and how they make daily decisions and take action. Improved finances could be achieved by changing the business model to deliver novel information products which address the gap.

Consider: What do information producers need to understand about how people think and feel? To what extent is knowledge of the readers' roles required?

Allow anyone to monetize their contributions.

Consistent with the growing pool of information providers, new mechanisms should arise to compensate individuals who deliver useful information.

Consider: What new forms of information products might be commercially sold (and not subsidized with ads)?

Notes

Outlook

I'm not a professional journalist. My view is informed by my research as a cognitive scientist and thousand of hours of posing questions to top performers and subject matter experts. My goal is to contribute to KFP's goal of "transdisciplinarity" by offering facts about the nature of cognition, information and how information is communicated by knowledgeable people.

This document is licensed under a Creative Commons [Attribution-NonCommercial-ShareAlike 3.0 Unported License](#).

Influences

Here's a list of articles that influenced my comments.

1. [The Future Then and Now: Electronic Newspapers](#)
2. The Economist, July 9, 2011 - "Back to the coffee house: The internet is taking the news industry back to the conversational culture of the era before mass media"
 - 2.1. "The transformation of the news business is unstoppable, and attempts to reverse it are doomed to failure.
 - 2.2. "Shrinking revenues have reduced the amount and quality of investigative and local political reporting in the print press."
 - 2.3. "The internet is making news more participatory, social, diverse, and partisan, reviving the discursive ethos of the era before mass media."
3. [BCN2011: It is time to co-create an innovation ecosystem for good journalism](#)
4. Dino's video: [Dino Karabeg](#)
5. [Knowledge Harvesting, Inc.](#)