

EMIA6500R · CMAA5022 · CSM160021

Social Media for Creatives

Lecture 08

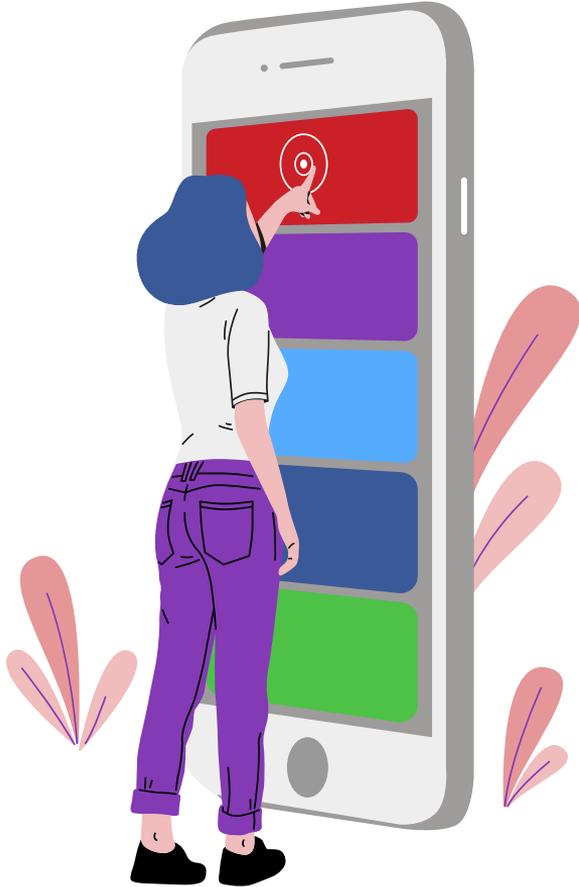
Digital Storytelling and Citizen Journalism

Professor Pan Hui

FRI 15:00-18:00 (HKT); 09:00-12:00 (EET)



Today's Outline



01

Lecturing

Lecture 8: Digital Storytelling and Citizen Journalism

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VR Storytelling

VR Teacher and Story: Idol Aria

03

Digital Teacher

Journalism in Social Media

04

Paper Reading Group Presentation

Group 4

05

VR Discussion & Participation

Discuss with your groupmates in MetaClassroom

Stories Breed Connection for Events

- ❑ People share their **experience** or **ideas** through **stories** (**narratives**), which could be truth, fictitious events, or connected sequence of events.
- ❑ In sociology, a **story** refers to a narrative that is used to make sense of **social phenomena** and can be personal or collective.
 - A **personal narrative** is a prose narrative relating **personal experience**, e.g., biographies, diaries, profiles, etc.
 - A **collective story** is a narrative of experience or values that is **shared by a community**, e.g., cultural traditions, history, myths, etc.
- ❑ For a society, story is a primary way of **reasoning and linking events**.
- ❑ People share stories to answer, "**What something means?**" and show **how this "something" contribute to the conclusion**, in which the reasoning connection between events constitute meaning (Richardson, 1990).



What is Storytelling?

- ❑ **Storytelling** refers to the social and cultural activity of **sharing stories**, sometimes with improvisation, theatrics or embellishment.
 - The term "storytelling" can refer specifically to **oral storytelling** but also broadly to **techniques** used in other media to disclose the narrative of a story (e.g., newspaper, fictions, comics, etc.).
- ❑ For social culture, storytelling is a means for **passing experiences and values** on to others.
 - Stories are universal in that they can **bridge cultural, linguistic and age-related divides**, like the young generations can inherit traditions from inspiring stories (myths) by the elders.
 - *"Human life is narratively rooted. Humans construct their lives and shape their world into homes in terms of these groundings and memories."* – Peter L. Berger



What is Storytelling?

- ❑ There are **four elements** that make up the core basis of storytelling.
- ❑ **The character**: A character is a person, animal, being, creature, or thing in a story, by whom storytellers used to **perform the actions** and **speak dialogue**, moving on the story.
- ❑ **The central message**: Among storytellers, the central message, or premise of the story, is an **ideological** or **moral statement** that works as a **central theme** throughout the story.
 - The story itself can become **proof** of the central message and through it, the audience can better understand and internalize the message.

For example, in the storytelling of hare and the tortoise (龟兔赛跑), the characters are hare and the tortoise, and the central message is that "arrogance backfires".



What is Storytelling?

- ❑ **The conflict:** A conflict is based on characters. It refers to the clash of **opposing forces** with a character's pursuit of a goal.
 - Conflict creates senses of **mystery** and **curiosity** to the audiences and is the driving force of a story.
 - *"Paradise on a Sunday afternoon sounds great, but it sure is boring on film."* – Nils Malmros. In other words, too much harmony and not enough conflict makes for a story that is about as exciting as watching paint dry (**boring and predictable**).
- ❑ **The plot:** For a storyteller, a plot is the design of the **flow** of a story and its events. A plot also help storytellers aggregate message, conflict and cast of characters together.
 - A plot is vital to audiences' experience. It present the **logic** to connect events and how the story should **progress**



Digital Storytelling on Social Media

- ❑ On social media, storytelling has become one of the most common forms of discourse in users' communication. **Digital storytelling** refers to a short form of **digital media production** for users to create and share **stories** online.
- ❑ Digital storytelling is a **community-based** activity and can be distinguished from **electronic literatures** (e.g., hypertext fiction, digital poetry, interactive fiction) and other forms of **digital narrative** (e.g., video game, vlogs)
- ❑ Digital storytelling strongly relies on users' **interaction** and **social influence**.
- ❑ As pointed out by researchers, stories are not texts uttered by a solitary narrator, but are **joint interaction** by tellers and audience (Goodwin, 1986).
 - In digital storytelling, tellers **shape** their stories in view of their possible audiences and audiences **interact** with stories through media.
- ❑ Social influence is vital to storytelling, as stories told by **influencers** are more likely to be adopted by audience and spread broadly on social networks.

Why Digital Storytelling?

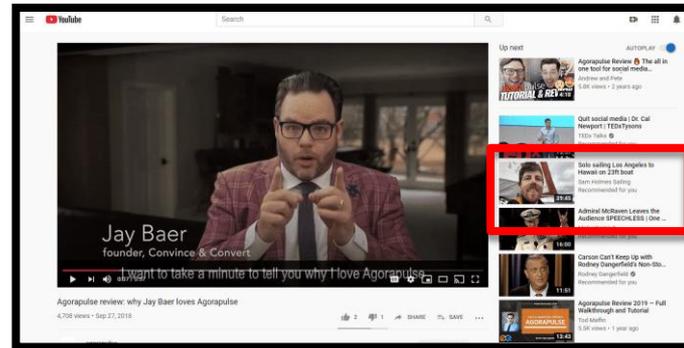
- ❑ Compared to traditional storytelling methods, digital storytelling offers some **advantages**.
 - It has transformed the way stories are created, shared, and consumed, enabling a more **engaging experience** for both tellers and audiences.
- ❑ **Multimedia experience**: Digital storytelling enables the use of various media types, such as text, images, audio, and video. This multimedia approach allows creators to present their stories in a more **engaging, dynamic, and immersive manner**.
 - For example, applying digital storytelling in the **English as foreign language (EFL)** classroom can promote students' learning abilities (e.g., remembering new vocabulary better). Students also expressed **positive perceptions and attitude** toward the multimedia system for storytelling in class (Hwang, 2016).



Why Digital Storytelling?

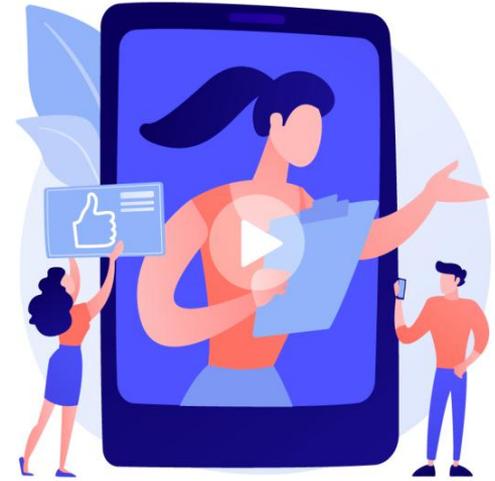
- ❑ **Accessibility**: Digital storytelling allows creators to reach a global audience, breaking down geographical barriers. With the widespread availability of the internet and smart devices, stories can be accessed anytime, anywhere.
 - Social media platforms provide a large user base for the spread of digital stories. Moreover, some phenomenon on online society (e.g., information cascade, viral marketing) can accelerate the transmission of stories (Tiago, 2019).
- ❑ **Personalization and targeting**: Digital platforms offer sophisticated tools for audience segmentation and targeting, enabling creators to **tailor** their stories to specific audience groups. This personalization results in more relevant and engaging content.

I.e., YouTube would auto-generate playlist of **recommended** videos based on views' interests and videoplay history.



Why Digital Storytelling?

- ❑ **Cost-effectiveness:** Digital storytelling is often more cost-effective than traditional storytelling methods, as it does not require expensive equipment, physical materials, or distribution channels.
 - This makes it accessible to a wider range of creators with varying budgets. For instance, to become a storyteller on TikTok, all an individual needs is just **a smart phone**.
- ❑ **Real-time updates and responsiveness:** Digital stories can be updated and modified in **real-time**, allowing creators to adapt their narratives based on audience feedback, current events, or new information.
 - This responsiveness helps to maintain audience interest and engagement, like that a live streamer can **adjust** the stream content based on real-time response from the audiences, to better match their interests.



Today's Outline

02

VR Storytelling

VR Teacher and Story: Idol Aria



Video of Idol Aria on
YouTube (website →
schedule → #wk8)

Raise up to get a VR
headset: VR →
Unknown source



Bloggng as Storytelling

- ❑ **Bloggng** is an influential and accessible form of digital storytelling.
- ❑ A **blog** is an informational website published on the World Wide Web consisting of discrete, often informal diary-style text entries (posts).
- ❑ As a type of storytelling, bloggng has become one of the most popular communication methods for online users.
 - A 2022 estimate suggested that there were over **600 million** public blogs out of more than **1.9 billion** websites (Source).
- ❑ Bloggng is characterized by its ability to **form niche-oriented communities**.
 - Bloggers can focus on specific niches or areas of expertise, catering to the interests of targeted audiences, which can foster **homophily**.
 - By **following** the blogs, audiences are connected by the storytellers and can form a community based on same interests or topics (e.g., Subreddit on Reddit).

Hollaback! – Blogging as Social Movement

- ❑ In addition to diffusing stories, blogging is also a powerful tool to **drive social movements**. One example is **Hollaback! Movement**.
- ❑ Hollaback! is a social movement organization focusing on “**street harassment**”, a term to describe gendered harassment in public.
- ❑ The target of Hollaback! is to **stop public harassing behaviors** from verbal harassment to groping, stalking, leering, flashing, and sexual assault.
- ❑ Hollaback! started as a **blog** in New York City in 2005 as storytelling of street harassment, calling attention to this phenomenon as well as providing a way to understand its boundaries and pervasiveness.
- ❑ After its conception in 2005, blogging for Hollaback! soon became viral in global and now exists in **80 cities, 20 countries** and in **10 different languages** (Wånggren, 2016).



Hollaback! – Blogging as Social Movement

- ❑ Blogging also helps Hollaback! to carry out research surveys to reveal the **pervasiveness** of street harassment.
- ❑ In 2013, Hollaback! Edinburgh first stated that street harassment was a common issues even for **teenagers** in Edinburgh.
 - **86%** of 12–25-year-olds surveyed had been harassed on the streets of Edinburgh, **81%** had received comments about their appearance from strangers and **75%** had received sexual comments from strangers.
- ❑ Later in 2015, Cornell University conducted a large-scale research survey (N= 16,600) on street harassment that spanned **42 cities in global**. Their findings alarmed that “**street harassment has become everyone’s problem**”
 - Over **50%** of international respondents report being fondled or groped (Source).



Hollaback! – Blogging as Social Movement

- ❑ So, how storytelling acts on such a social movement? Can sharing a story of experienced harassment really make a difference to an individual or a community?
- ❑ To answer these, Dimond et al. conducted an interview to **storytellers** who contributed stories of harassment on Hollaback! Websites (N=13).
- ❑ This survey collected participants' motivations, feelings for making their stories public and asked if they thought they were “**doing activism**” by posting the story (Dimond, CSCW 2013).
- ❑ The authors found that sharing stories **shifted participants' cognitive and emotional orientation** towards their experience.
 - Storytelling empowered Hollaback! by helping participants to **problematize** their experience and realize that “this was an issue”.

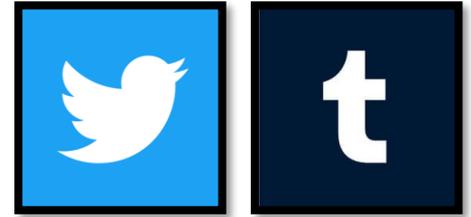
Hollaback! – Blogging as Social Movement

- ❑ Another well-known storytelling related to this movement is the video *“10 Hours of Walking in NYC as a Woman”* by Roberts.
- ❑ The two-minute video includes selected footage from ten hours, showcasing street harassment of Roberts by men, reporting **108** such instances.
 - These cases included comments on Roberts' appearance, attempts to initiate conversation, angry remarks, and men following her for minutes
- ❑ After released, this video story soon became viral on social media and raised large body of debates, support or criticism on mainstream media like CNN. As of September 2021, the video has received over **50 million** views on YouTube.
- ❑ This case reflects the power of digital storytelling in **raising publics' attention to social issues**.



Microblogging

- ❑ Compared with traditional blogging, **microblogging** has become more popular and pervasive on social media nowadays.
- ❑ Microblogging is a form of blogging using **short posts** without titles (also called as microposts), which were originally known as status updates.
- ❑ Microblogging developed **rapidly** and soon was applied as a major form of online communication globally.
- ❑ The first microblog was known as the tumblelog posted and defined by writer "*why the lucky stiff*" in 2005 ([Source](#)). By 2006 and 2007, the word microblog was used more widely for services provided by established sites like Tumblr and Twitter.
- ❑ As of May 2007, there were already **111** microblogging sites in various countries. Later in 2009, a survey reported that the number of registered users on Twitter had exceeded **10 million** ([Source](#)).



Microblogging

- ❑ Several studies have tried to analyze **user behavior** on microblogging services.
- ❑ In 2009, Sysomos' study indicated that for microblogging services such as Twitter, **a small group of active users generate most of the activity**, with only **10%** of Twitter users accounted for **86%** of all activity (Sysomo).
- ❑ Later study further characterized the **communicating behaviors** of these active users and revealed that these users played a crucial role in causing **information cascade** on Twitter following networks (Bild, 2015).
- ❑ Researchers also reason about the **popularity** of microblogging from the aspect of users' usages.
- ❑ It has been reported that the popularity of microblogging is reasoned by "it allows users to **exchange small elements of content** such as short sentences, individual images, or video links" (Kaplan, 2011).

News Storytelling on Microblogging

- ❑ Microblogging has also become an important source of **real-time news updates** during socio-political events.
 - A survey by Pew Research Center on U.S. Twitter users (N=2548) suggests that roughly **seven-in-ten (69%)** say they get news on the site (Pew).
- ❑ In the meanwhile, lots of microblogging users act as **news storytellers** as well.
 - It is reported that almost **half (45%)** of Americans say they have Tweeted about a political news or social issue in the last 12 months, and for **23%** of the user base, news storytelling Tweets are a lifestyle (Pew).
- ❑ Moreover, news stories on microblogs are more likely to be **amplified and become exaggerated**.
 - Researchers also point out that political information and opinions featured regularly on the Twitter streams tend to **revolve around larger-scale events**, most with **exaggerated narration** like dramas (Papacharissi, 2012).

Be Careful of Rumor

- ❑ However, sometimes storytelling on social media can go wrong. One example is the **rumor**.
- ❑ On social media, a rumor refers to **unverified or uncertain story** that circulates among users on platforms.
- ❑ Given the ease with which users can share and access information on these platforms, rumors on social media can **spread rapidly** and **have significant consequences**.
 - For example, a widely spread COVID-19 rumors on social media is that ***“highly concentrated alcohol could disinfect the body and kill the virus”***
 - Following this rumor, it is reported that approximately **800 people have died**, whereas **5,876** have been hospitalized and **60** have developed complete blindness after drinking methanol as a cure of coronavirus ([CNN](#)).



Be Careful of Rumor

- ❑ Rumor has played a major role in **politics**, with negative rumors about an opponent typically more effective than positive rumors about one's own side.
- ❑ It has been reported that rumors and politics have a **long-standing relationship**, as information and perceptions act on shaping public opinion and influencing the outcome of political events (Kwon, 2013).
- ❑ Rumors can sometimes be **weaponized** by politicians, as a form of **information warfare**, where unverified or false information is deliberately spread to deceive, manipulate, or harm the opponents.

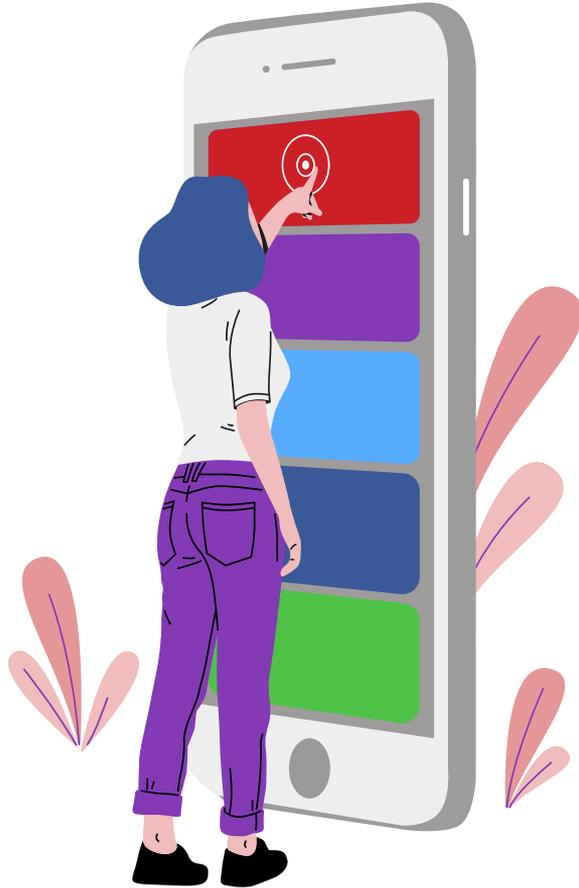
One previously mentioned example is Trump's false claim of "**stolen election**", which resulted in significant nation-scale protest and extreme social movement (e.g., Stop the Steal and Capitol attack)



Be Careful of Rumor

- ❑ Researchers have also spent efforts on **modeling** the propagation of rumors.
- ❑ By tracking fourteen rumors transmitted on various Internet discussion groups, Bordia et al. conclude a **four-stage** pattern of how rumors develop.
 - where a rumor is **introduced** for discussion, information was **volunteered** and **discussed**, and finally a **resolution is drawn, or interest was lost** (Bordia, 2004).
- ❑ Some researchers also uncover a close relation between **social influencers** and the spread of rumors, as influencers play a significant role in **shaping public opinions** (Nicholas, 2007).
- ❑ In recent years, lots of research have tried to control the propagation of rumors and mitigate their harm to online communities, including **auto-detecting rumor spreaders** (Sharma, 2021) and **minimizing rumors' influence** (Wang, 2017).

Today's Outline



01

Lecturing

Lecture 8: Digital Storytelling and Citizen Journalism



Graphic Storytelling

- ❑ On social media, digital storytelling can contain multiple **multimedia** elements, like audio telling story content, images and videos showing scenes.
- ❑ First, we look at **graphics storytelling**.
- ❑ Graphic storytelling involves the use of **visual elements**, such as images, photography, and drawings, to convey a narrative or share stories.
- ❑ It has been reported that graphic storytelling can be highly **engaging** and **effective**.
 - As visuals often have a strong impact on viewers and can communicate complex ideas quickly and efficiently (Kosara, 2013).
 - Moreover, graphic storytelling like data visualization and design flow graphs can help scientific communication by increasing a sense of **comprehensibility**, **credibility**, and **involvement** (Liao, 2011).



Type of Graphic Storytelling

- ❑ Next, we discuss some common **types** of graphic storytelling.
- ❑ **Comic strips**: A comic strip is a sequence of cartoons, arranged in interrelated panels to display brief humor or form a story. They can be shared as a series of images or as individual panels on social media platforms.
 - Online comics is popular in online markets. For instance, the global webtoons market size was valued at **\$3.7 billion** in 2021 and is projected to reach **\$56.1 billion** by 2030.
- ❑ **Memes**: Memes are also a graphic storytelling. They can be an effective way to engage with audiences on social media, as they are easily shareable and often tap into current events or shared culture.



Audio Storytelling

- ❑ Next, we discuss **audio storytelling**.
- ❑ Audio storytelling refers to the way to convey stories, ideas, and information through spoken words, sound effects, music, and other audio elements.
- ❑ Audio storytelling has been around for centuries, with roots in oral traditions and radio broadcasting.
- ❑ In the digital age, audio storytelling has evolved and gained popularity through various platforms and formats, such as podcasts, audiobooks, and radio dramas.
 - For example, one of the mainstream gamers' communication platforms, Discord, also offers functions for storytelling, including live voice and audio message.
 - Till 2022, Discord has **150 million** monthly active users, with **over 850** servers that are dedicated to voice calls (Source).



Audiobooks

- ❑ **Audiobooks** are a popular form of audio storytelling that involves the narration of written text.
- ❑ An audiobook is a recording of a book or other work **being read out loud**. A reading of the complete text is described as "unabridged", while readings of shorter versions are abridgements.
- ❑ Audiobooks provide an alternative way to consume literature, offering several benefits and unique features compared to traditional printed books, including accessibility, immersive readers experience, and cost-effectiveness.
- ❑ Audiobooks have an increasing part in the size and growth of the online book market.
- ❑ It is reported that the U.S. is the world's largest market for audiobooks, estimated to be worth up to **\$1.87 billion** in 2021, with over **74,000** audiobooks were published in one year (Source).



Audiobooks and Visually Impaired Communities

- ❑ Audiobooks also hold particular importance for **blind and visually impaired people**, as they offer an accessible and inclusive way to consume literature and information.
- ❑ Audiobooks have already been widely-applied by impaired people and become a part of their lives.
 - A study by Loughborough University on visually impaired people found that **95%** of participants read audiobooks more than once a week. About half of these individuals read for **more than 10 hours** each week.
- ❑ Many social organizations also provide audiobooks for serving visually impaired communities
 - For example, the National Library of Congress in the U.S. and the CNIB Library in Canada provide free audiobook library services to the visually impaired; requested books are mailed out (at no cost) to clients.



LISTENING
TO AUDIOBOOKS

Audiobooks and Visually Impaired Communities

- ❑ Here are some of the key benefits and aspects of audiobooks to improve reading experience for visually impaired people.
- ❑ **Inclusivity**: Audiobooks provide visually impaired people with the opportunity to engage with the same content as sighted individuals, **promoting inclusivity and fostering a sense of equality**.
 - This is supported by Lee's study for education. The response from surveyed students suggesting that using supplementary audio podcast material like audiobooks can **reduce the anxiety** caused by isolation from the majority and **promote a sense of inclusivity** (Lee, 2007).
- ❑ **Ease of navigation**: Modern audiobook platforms often include accessible features that enable blind users to navigate through the content with ease.
 - For example, on Google Play Books, listeners can use voice commands to adjust volume (e.g., "Set volume to 5"), or switch between chapters (e.g., "Next chapter").

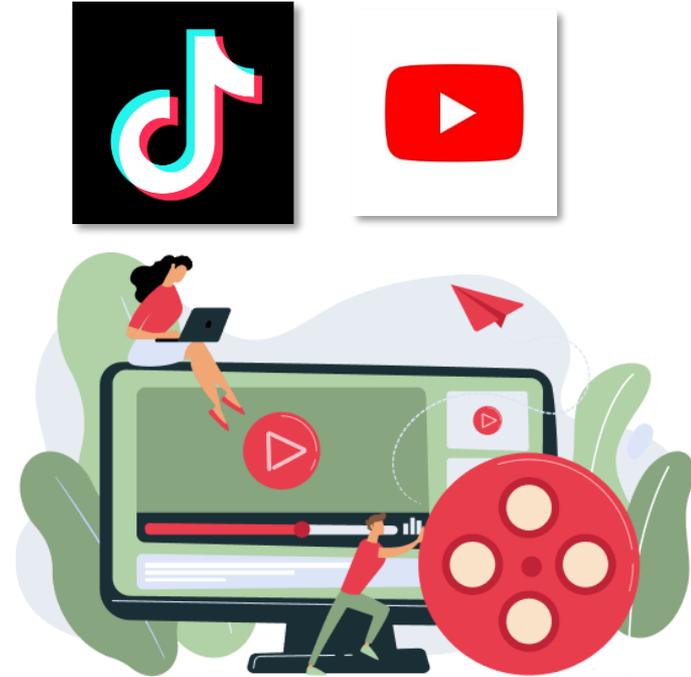
Audiobooks and Visually Impaired Communities

- ❑ **Education and personal development:** Audiobooks can be a valuable resource for visually impaired individuals pursuing education or personal development. Audiobooks enable them to access textbooks, language learning materials, self-help books, and other educational resources.
 - For example, Anadolu University released an audiobooks called **Open Education System**, to enable the blind learners to study on their own. This system also provided them with the opportunity to study any subjects in the book at their suitable convenience ([Ziya, 2007](#)).
 - This system involved **14 tailed course books** for **300 blind students**. Students' responses were positive and suggested that, by the help of these resource materials, they could be able to study more **effectively**, and the learning will be **long-lasting**.



Video Storytelling

- ❑ **Video storytelling** refers to a way of conveying stories, ideas, or information through the combination of moving graphics and audio elements.
- ❑ On social media, video storytelling become increasingly popular, as platforms like Instagram, TikTok, and YouTube prioritize and promote video content.
- ❑ This trend has led to various types of video storytelling being tailored for social media consumption, with **unique characteristics and formats** suitable for each platform.
 - I.e., TikTok is featured by short films majorly recording daily lives, while YouTube has videos with various length and highly personalized viewers' experience on video content.



Video Storytelling – Vlogging

- ❑ **Vlogging** is one major type of video storytelling to share self stories.
- ❑ A vlog (or video log) is a form of **blog for which the medium is video**.
 - Besides embedded video (or a video link), vlog entries often combine supporting text (e.g., subtitles), and other metadata (e.g., timestamp, info of vloggers, etc.) as well.
- ❑ In recent years, vlogging has spawned **a large community** on social media, becoming one of the most popular forms of digital entertainment.
 - According to Statista, China has become home to **over one billion** smartphone users who are eager to share their stories by vlogging on social media.
 - The Chinese vlogging industry was fast-growing with approximately **126 million** video blog viewers in 2018 and has increased to **488 million** by 2021 ([Statista](#)).



Video Storytelling – Vlogging

- ❑ Vlogging saw a **strong increase** in popularity beginning in 2005. The most popular video sharing site, **YouTube**, was founded in February 2005.
- ❑ The first YouTube vlog clip *“Me at the zoo”* was uploaded by the site's co-founder Jawed on his channel "jawed" in April 2005.
 - The ordinary **"everydayness"** and **"dry aesthetics"** of Me at the zoo set the tone for the type of amateur vlogging content that would become typical of YouTube, especially among YouTubers.
- ❑ The YouTube's vlogging communities grew into a large body soon after this platform was set up. By July 2006, YouTube had become **the fifth** most popular web destination, with **100 million** vlogs viewed daily and **65,000** new uploads per day ([Source](#)).



Vlogging – Emotional Exchange

- ❑ It is recognized that vlogs on YouTube are featured by **emotional exchange**.
- ❑ Throughout the lifetime of the YouTube platform, vloggers have developed large social communities by expressing emotions of **vulnerability** and **encouraging their viewers to do the same**.
- ❑ The effect of this emotional exchange between strangers has been documented, for example, in the popularity of **bereavement** vlogs, in which grieving vloggers **reassure** each other by friendly comments (Gibson, 2016).
- ❑ Moreover, some researchers found that such **emotional self-exposure** on YouTube vlogs can benefit storytellers by facilitate **self-branding**.
- ❑ Through analysis of the **crying and anxiety** vlogs of YouTubers like ZoeSugg, Berryman et al. recognized that the mediated tears, sobs and struggles **increased affirmations of authenticity** and **strengthened ties of intimacy with followers** (Berryman, 2018).

Research on Vlogging

- ❑ Vlogging is also a widely studied topic in social computing communities. One major line in this area is **inferring or modeling the factors contributing to vlogging's popularity** from the **aspect of vloggers**.
- ❑ By analyzing over **2200** YouTube videos and **150-hours** data, Biel et al. first revealed a positive correlation between vloggers' **non-verbal behaviors** (e.g., speaking energy, time, fluency, and voice speed) to videos' popularity, measure by views, comments, likes, etc. (Biel, ICWSM 2010).
- ❑ Social properties of vloggers also act on their popularity.
 - According to a sample of **501** U.S. beauty product female vloggers, Ladhari et al. found that the **homophily construct** (i.e., value, background, and appearance), **vlogger's expertise**, and **emotional attachment** fostered **authentication and welcomeness** in viewers.
 - In turn, the vlogger's popularity **influences viewers' purchase of recommended products** (Ladhari, 2020).



Research on Vlogging

- ❑ Researchers have also recognized vlogging's impact to online communities.
- ❑ Vlogging can **foster communities' relationships**.
- ❑ A case study based on the Airbnb investigated the meanings contained in **video stories and the linkage to relationship experience**.
- ❑ Their qualitative analysis uncovered that **video themes** matching to customers' experience (e.g., sociocultural background, drug history, etc.) help to form customers' **connections** to storytellers, as well as to each other (Pera, 2016).

- ❑ Vlogging can also **change communities' cultures**.
- ❑ On TikTok, one popular musical cultures is **#MusicChallenge** meme, where vloggers would upload music performance for competition to each other.
- ❑ By analyzing **150 #MusicChallenge** vlogs from various language domains (e.g., English, French, Spanish, etc.), researchers found that diverse narrative patterns **reshaped meme** into a phenomenon for self-expression, connecting people across different language backgrounds (VIZCAÍNO-VERDÚ, 2021).

Today's Outline

03

Digital Teacher

Journalism in Social Media: website → schedule → wk 8



DAVID

- Gender: Male
- Age: 39
- A professional journalist who works in this field for more than 15 years

What is Journalism?

- ❑ Next, we introduce **journalism**.
- ❑ Journalism is the production and distribution of reports on the interaction of events, facts, ideas, and social information with **at least some degree of accuracy**.
- ❑ In sociology, journalism is studied as a significant institution that **shapes and reflects society**, as it influences public opinion, promotes democratic values, and facilitates communication between various social groups (Mcgregor, 2019).
- ❑ The appropriate role for journalism varies from countries to country, as countries may have **various implementations of laws** handling the **freedom of speech** and **freedom of the press**.
 - In some nations (e.g., South Korea), the news media are controlled by government and are not independent.
 - In others, news media are independent of the government and operate as private industry (e.g., Fox News in U.S.).



Forms of Journalism

- ❑ There are several forms of journalism with diverse audiences.
 - A single publication (such as a newspaper) can **contain many forms of journalism**, each of which may be presented in different formats. Each section of a newspaper, magazine, or website may cater to a different audience.
- ❑ Here are some major forms of journalism.
- ❑ **Broadcast journalism** is the field of news and journals which are broadcast by electronic methods instead of the older methods, such as printed newspapers and posters.
- ❑ **Advocacy journalism** is a genre of journalism that adopts a **non-objective** viewpoint biased and polarized to **one-side ideology**, usually for some social or political purpose.

Forms of Journalism

- ❑ **Data-driven journalism (DDJ)** is a journalistic process based on analyzing and filtering large data sets for the purpose of creating or elevating a news story.
 - DDJ reflects the increased role that numerical data is used in the production and distribution of information in the digital era.
 - I.e., the war map reports of the Russian invasion 2022 by BBC ([BBC](#)).
- ❑ **Yellow journalism** refers to journalism and associated newspapers that present **little or no legitimate, not well-researched** news while instead using eye-catching headlines for increased sales.



Citizen Journalism

- ❑ In social media era, **citizen journalism** has become one of mainstream way of news sharing and communication.
- ❑ Citizen journalism refers to a type of journalism where **public citizens** play an active role in the process of **collecting, reporting, analyzing, and disseminating news and information**.
- ❑ The term “**citizen**” reflects the crucial property that the journalists or storytellers are public citizen, where individuals can be **professionals or amateurs**.

- ❑ Besides as media content, sometimes citizen journalism is also defined quite broadly to include **activities** such as re-posting, tagging, rating, modifying or commenting upon news materials posted by other users or by professional news outlets.
 - whereby citizens participate in the news process without necessarily acting as content creators.

Citizen Journalism

- ❑ Social media provides citizen journalists with a platform for reporting news events, sharing their perspectives, and engaging with audience.
- ❑ Citizen Journalism on social media can *raise citizen attention to social issues*.
 - One example is the murder of George Floyd.
 - This event was initiated by the spread of videos recording how Floyd was murdered during the arresting for him using a counterfeit \$20 bill.
 - The white police officer Chauvin knelt on Floyd's neck for over nine minutes till Floyd lost his pulse and breath. Around an hour after being sent to medical center, Floyd was pronounced dead.
 - On social media, there was a huge body of supporting voice for Floyd and later several nation-scale protests with millions of people broke out.
 - The journalism of Floyd case raised public awareness of the problems of **police brutality, police racism, and lack of police accountability**.



Citizen Journalism

❑ Citizen Journalism on social media can **facilitate social support and mutual aid**.

- For example, at the end of 2022, there was a huge lack of COVID medicine and RTA supplement in China, which led to a public fever and rush to stock up antigen kits, medicines.
- The shortages of medicines finally raised citizen frustration in China. On social media like Weibo and RedNote, people kept posting news or individual situations of medicine shortages, claiming for regulations and solutions to such chaos.
- To solve the problems of unbalanced medicine distribution, WeChat released a COVID-19 medicine **mutual aid mini program**. This program allows users to share COVID medicines to others struggling to get fever reducers and other drugs due to panic buying.



Citizen Journalism – Accuracy

- ❑ However, criticisms on news accuracy have also been made against citizen journalism, especially from **professionals** in the field.
- ❑ Due to the cases where amateurs can also act as journalists, their content could be dismissed or roundly criticized, viewed as **unethical, untrust-worthy, too subjective and emotional**, said to be of **poor technical quality** or simply of **non-real news value** ([Pantti, 2009](#)).
- ❑ A line of research shows that non-professionals may not produce much “real” news, as they are interested mainly in **soft or non-news items**.
 - Even in cases of crisis coverage, which is said to be citizen journalism’s key area of contribution, citizen content often has been more focused on **sharing emotions than providing accurate facts or information** ([Nip, 2009](#)).



Be Careful of Fake News

- ❑ One example when citizen journalism goes wrong is the spread of fake news.
- ❑ **Fake news** is false or **misleading** information presented as news.
- ❑ Fake news often has the aim of damaging the reputation of a person or entity or making money through advertising revenue.
- ❑ As a practice of non-professional news reporting, citizen journalism can act as a way to propagate fake news due to a lack of content validation by amateur journalists.
- ❑ While citizen journalism can be a valuable source of information, the rise of fake news has made it more **difficult** to distinguish between accurate and unreliable reporting.
 - According to a 2020 survey on U.S. online news consumers, **only 39.3%** of the interviewees responded confidence to distinguish real news from false information on social media ([Statista](#)).



Be Careful of Fake News

- ❑ The prevalence of fake news has increased with the recent rise of social media, and this misinformation is gradually seeping into mainstream media.
 - For example, in 2020, there was a popular false news claiming that *onion could catch and kill the COVID-19 virus* in human's body. This fake news became viral on platform like Facebook and TikTok.
 - The related post had been shared on Facebook for **2000+** times and a study found that **20%** of TikTok videos related to food for COVID protection contained such misinformation at that time.
- ❑ Moreover, fake news can reduce the impact of real news by competing with it, by **gaining more attention and influence** on social media platforms.
 - A BuzzFeed News analysis found that the top fake news stories about the 2016 U.S. presidential election received more engagement on Facebook than top stories from major media outlets ([BuzzFeed](#)).

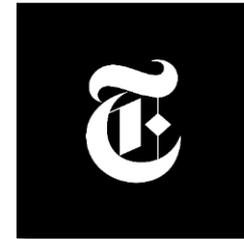


Be Careful of Fake News

- ❑ Researchers have put lots of efforts to understanding the factors in fake news spreading and solutions for controlling its propagation.
- ❑ Works on **news-related theories** reveal the possible characteristics of fake news content compared to true news content.
 - I.e., writing style and quality (Przybyla, 2020), quantity such as word counts (Castelo, 2019), and sentiments expressed (Cui, 2019).
- ❑ Works on **user-related theories** investigate the characteristics of users involved in fake news activities, such as posting, forwarding, liking, and commenting.
 - For instance, Castillo et al. analyzed Twitter news spreaders and uncovered that that low credible news are mostly propagated by users who have not written many messages in the past. Also, these accounts had a smaller number of friends (Castillo, WWW 2011).

Journalism and Politics

- ❑ Finally, we discuss some crucial concepts of journalism in political field.
- ❑ **Political journalism** is a broad branch of journalism that includes coverage of all aspects of politics and political science, although the term usually refers specifically to coverage of civil governments and political power.
- ❑ During **election events**, political journalism aims to provide voters with the information to **formulate their own opinion and participate in community**, local or national matters that will affect them.
 - It is also reported that political journalism can be biased in reporting, where information provided includes facts with **perspective is subjective and leans towards one viewpoint** (Source).
- ❑ Digital media provides instant coverage of campaigns, politics, event news, and an accessible platform for the candidates.
 - I.e., The New York Times, Washington Post, and The Guardian.



Propaganda

- ❑ First, we introduce **propaganda**.
- ❑ Propaganda is communication that is primarily used to ***influence or persuade*** an audience to further an agenda (e.g., party, organization, government).
 - which may not be objective and may be **selectively presenting facts** to encourage a particular synthesis or perception.
- ❑ Journalism for propaganda usually uses **loaded language** to produce an emotional rather than a rational response to the information that is being presented.
- ❑ On social media, propaganda can **violate users' data privacy** to promote political ideologies or candidates.
 - For example, in U.S. 2016 president election, Facebook's subsidiary **Cambridge Analytica** was revealed to have applied them with millions of people's breached Facebook data to encourage them to vote for Donald Trump (Source).



Media Bias

- ❑ In propaganda, **media bias** is a common problem in journalism.
- ❑ Media bias is the bias of journalists and news producers within the mass media in the selection of many events and stories that are reported and how they are covered.
- ❑ The core factor to result media bias is the **inability of journalists to report all available stories and facts**, due to the target for propaganda or government regulation to freedom of speech (e.g., North Korea's surveillance for national news press (Source)).
- ❑ Media bias can significantly **influence** the storytelling of news events, where journalists with opposing stance can interpret same events with **different narratives**, in order to bias public opinion and cognition.
- Hanley et al. provided supporting evidence by comparing Russian invasion news between press media in western, China and Russia. They found the narrative ecosystems were **significantly diverse between countries** (e.g., while Russia claimed it as a special operation, western press majorly called it as a crime) (Hanley, ICWSM 2022).



Watchdog Journalism

- ❑ There is also a type of journalism to control the influence of media bias.
 - ❑ **Watchdog** journalism is a form of investigative journalism where journalists or publishers focusing on a **fact-check** of news publication.
 - ❑ Watchdog journalism typically involves the gathering of information and data through interviews, research, and analysis, with the goal of **uncovering hidden or corrupt practices and exposing them to the public**.
 - ❑ The term "**watchdog**" refers to the role of the journalist as a **guardian** or **protector** of the public interest, responsible for holding those in power (e.g., political candidates and government leaders) accountable for their actions.
 - ❑ Watchdog journalism is an important component of a free and democratic society, as it helps to **ensure transparency and accountability** in government and other institutions.
-
- One example for mainstream watchdog journalism in digital media is **Media Bias/Fact Check**, a website for rating bias (e.g., partisan, credibility) for news media and providing fact-check for news events.





VR for News : Immersive Journalism

- The concept of “immersive journalism” was first described by Nonny de la Peña. Immersive journalism allows audiences to enter stories, to explore the ***‘sights and sounds and possibly the feelings and emotions that accompany the news’*** (Peña et al., 2010).
- A high-quality immersive piece allows the reader to **“get lost”** in a true story (Kang et al., 2019). The audience of news changes from **passive viewers** to **active participants**, understanding real events in an interactive, game-like experience.
- The immersive narrative form holds great potential in reaching tech-savvy readers (Kangasniemi, 2021).



Immersive Journalism as a visual storytelling format

VR experience can be defined as **story-living** rather than **story-telling**
(Maschio, 2017; Mabrook and Singer, 2019)



▲ A Virtual Reality Journey Through North Korea By ABC News, 2015

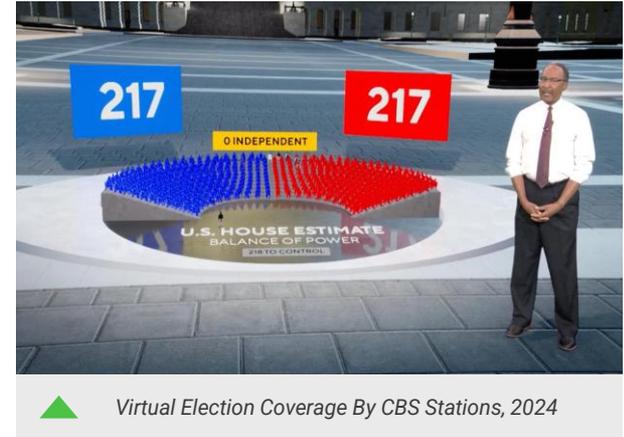


▲ The first 360 documentary by The New York Times explores the refugee crisis, 2015



Political News in VR

- News organizations globally are using VR to report on **war zones**, **refugee stories** and major events like political **elections** (Kaseke, 2024).
- IJ exemplifies an modal-rich approach of the news that users experience much closer to how they perceive reality than a traditional news format (Sundar, 2008), it can serve as novel ways of informing citizens (Greber et al., 2024).



“Using our groundbreaking AR/VR technology, we’re not just reporting on the election—we’re immersing viewers in the experience, giving them unprecedented access to the events, data, and insights that shape our democracy.” --from Jennifer Mitchell, president of Stations and Digital for CBS News and Stations



Environmental News in VR

- Former research proves VR has potential to promote **eco-friendly behaviour** by enhancing **empathy** and **risk perception** (Nelson et al., 2020; van Gevelt et al., 2023).
- Markowitz and Bailenson (2021) discussed key reasons of using VR for climate change education and promoting proenvironmental behaviors, otherwise the experience would be : *i) dangerous, (ii) impossible, iii) counterproductive, or (iv) expensive.*
- Extreme climate zones, ocean depths, carbon dioxide pollution, etc., are very suitable to be presented through VR or panoramic photography.



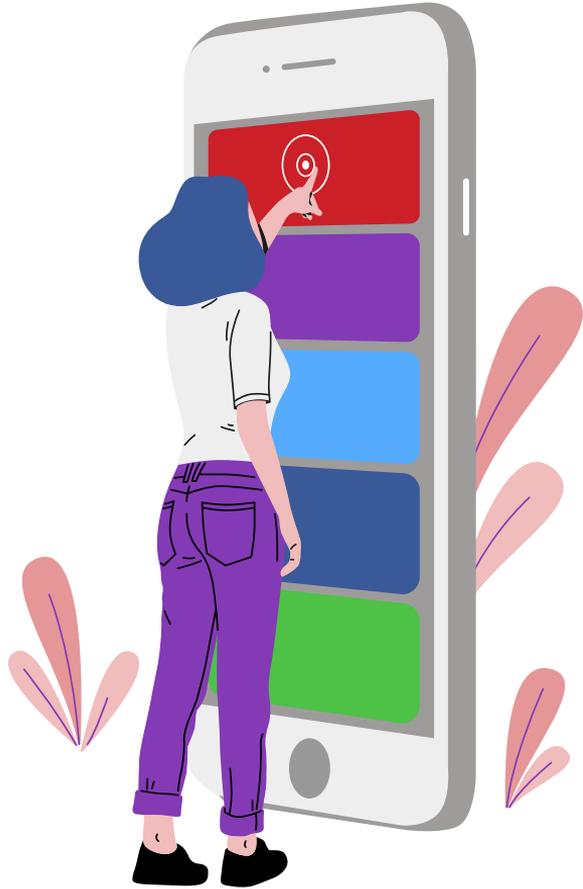
Social News in VR

- VR allows the creator to trigger **emotions** and **empathy**, and to enhance the understanding of other people's **perceptions**, **feelings**, and **attitudes** through perspective changes (Heeter, 1992; Slater and Wilbur, 1997; Sundar et al., 2017; Weber, 2022).
- Immersive Journalism begins with Nonny de la Peña's *Hunger in Los Angeles* (2012), simulating the experience of watching a man go into diabetic shock at a Los Angeles food bank.



Hunger in Los Angeles (2012)

Today's Outline



04

Paper Reading Group Presentation

Group 4

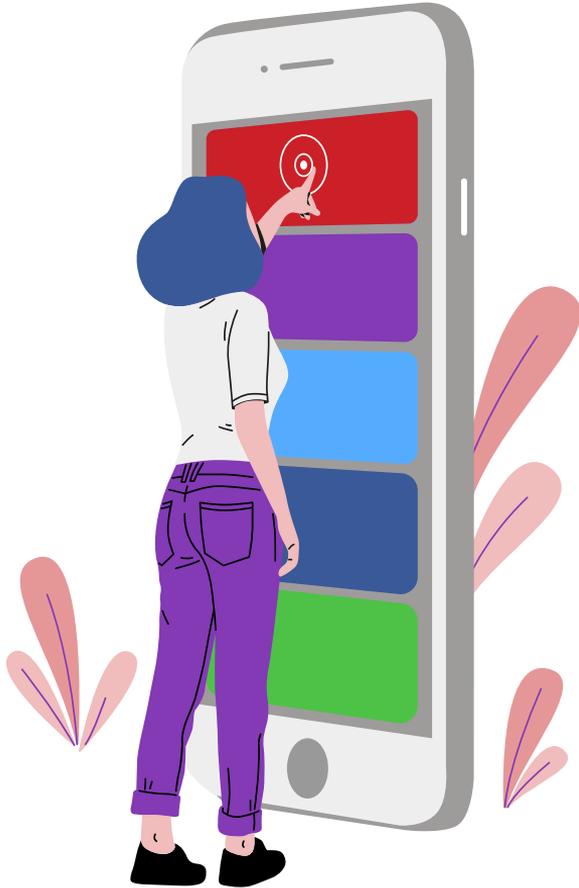


Today's Outline

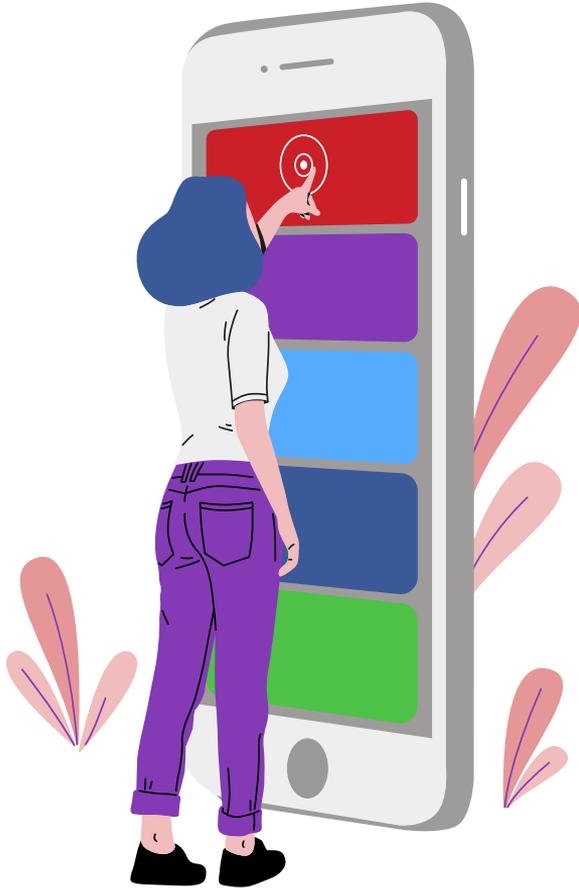
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Paper Reading Group Presentation

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Today's Outline

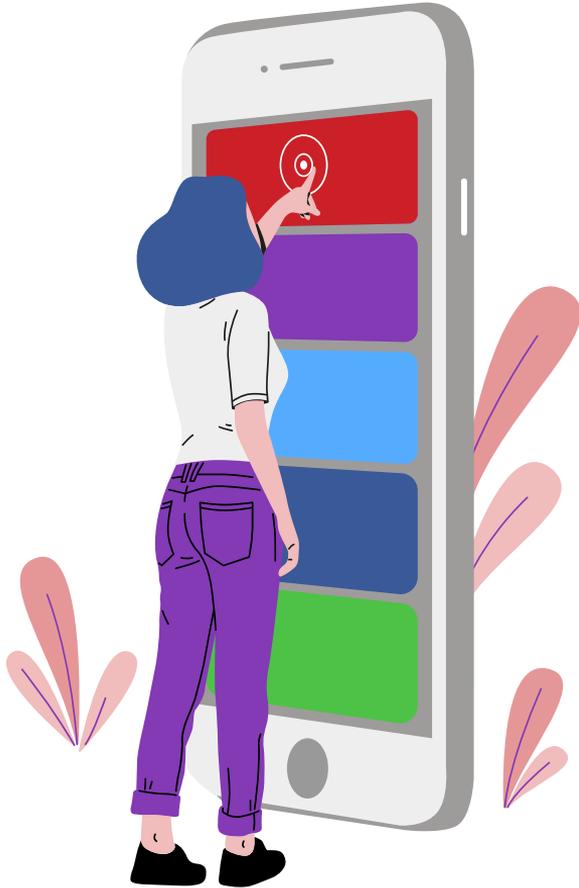


05

VR Discussion & Participation

Discuss with your groupmates in MetaClassroom

Today's Outline



05

VR Discussion & Participation

Discuss with your groupmates in MetaClassroom

Task 1: Individual

What stories are being told within your phenomenon?

Member 1

Member 2

Member 3

Member 4

Who gets to tell them? Is there citizen journalism happening?

Member 1

Member 2

Member 3

Member 4

How do personal narratives function?

Member 1

Member 2

Member 3

Member 4

One example of a powerful story.

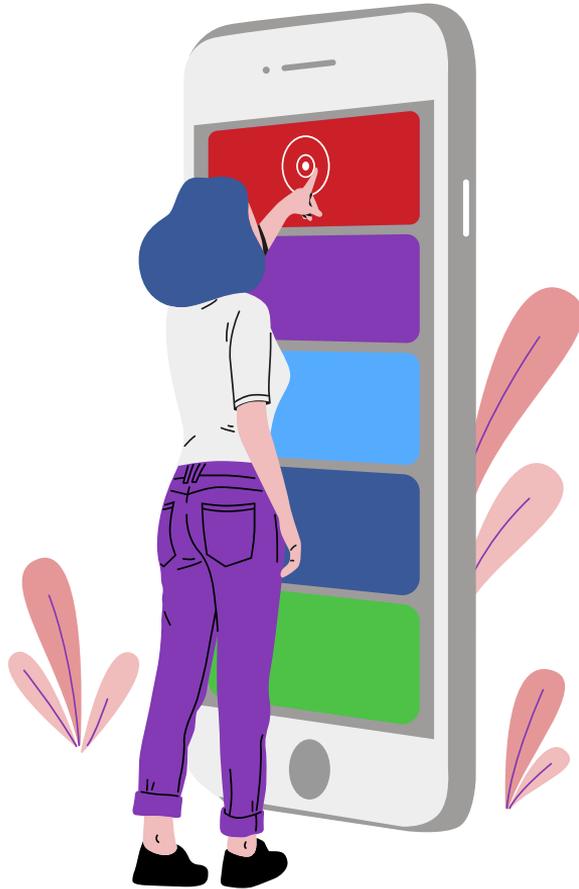
Member 1

Member 2

Member 3

Member 4

Today's Outline



05

VR Discussion & Participation

Discuss with your groupmates in MetaClassroom

Task 2: VR Group

What makes these stories compelling?

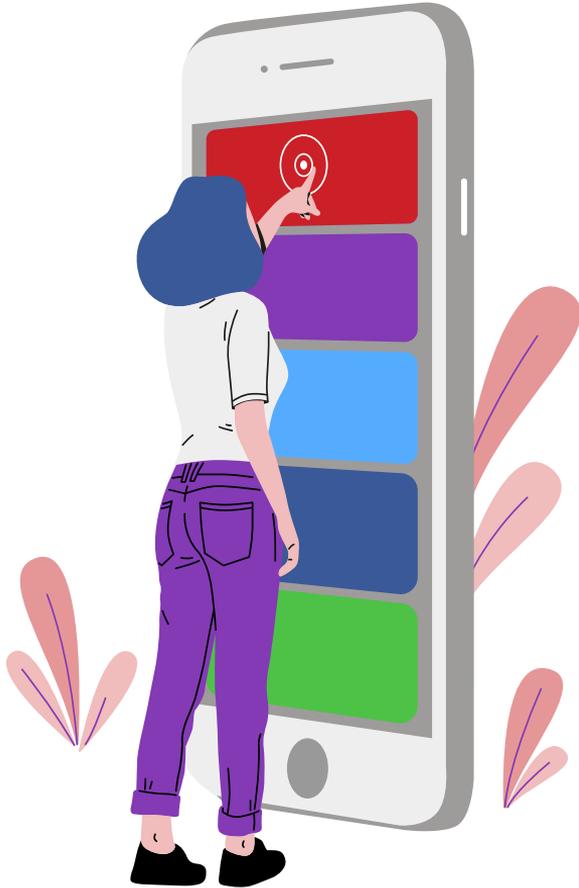
Whose voice is centered, whose is missing?

Does storytelling differ across HK, GZ, and Helsinki?

How does the platform shape what stories get told?

Identify one insight about narrative power, one gap in whose stories are told.

Today's Outline



05

VR Discussion & Participation

Discuss with your groupmates in MetaClassroom

Task 3: After VR

key narratives and storytellers, whose voice is present and absent, how platform shapes stories, cross-cultural storytelling differences, connections to previous weeks.

Answer

Answer

Answer

Answer

Answer

Answer

Answer

Answer

Individual reflection: What story stuck with you? Whose perspective is missing?

Member 1

Member 2

Member 3

Member 4

Member 1

Member 2

Member 3

Member 4