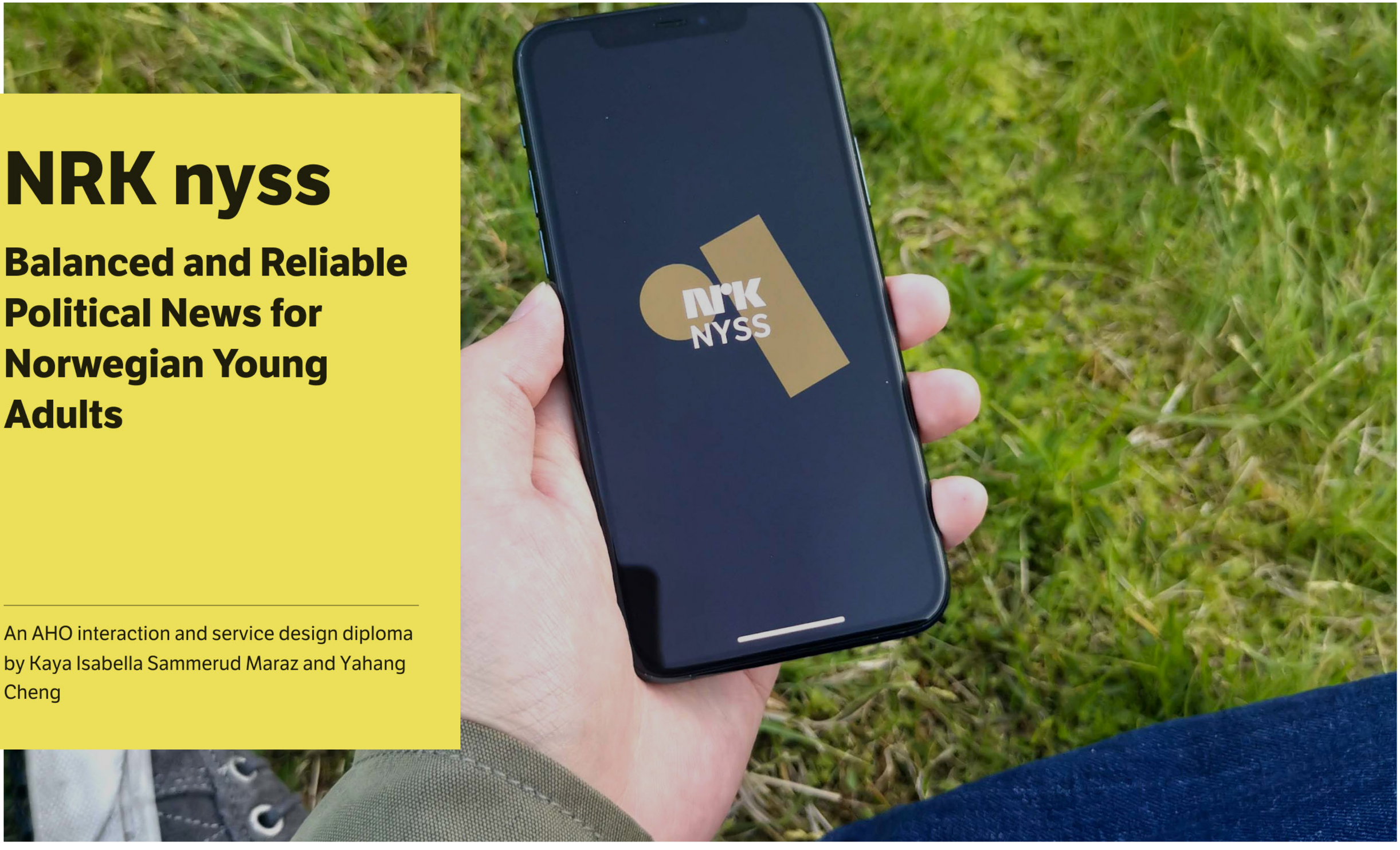
NRK nyss

Balanced and Reliable Political News for Norwegian Young Adults

An AHO interaction and service design diploma by Kaya Isabella Sammerud Maraz and Yahang Cheng



Reliable and Balanced News for Young adults

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Abstract

Since probably forever, news has played a part in people's lives. We share news with each other. It is influencing our opinions and worldview and gives us information to base our decisions upon. News is a lot more than just information about what is happening in the world. It is a powerful tool, it is a platform, it is a reflection room, and it is part of most adults' everyday lives in one way or another.

In later years we have seen a vast and influential development in the digital sphere. To a large degree, news has become digital, and the opportunity to share and distribute information in a broad field is now bigger than ever before. But the news on digital platforms introduces different criteria than analogue news distribution. Digital news is currently a highly discussed subject in many fields, and the news media as we know it historically is in a phase of transition.

The digitalization has promoted young adults' news reading on digital platforms rather than traditional news media (television, radio and print papers). The news experience has changed along with the democratization of the internet. As a newsreader on digital platforms, you have to navigate many hinders, like filter bubbles, disinformation and information overload.

From a designerly perspective, we have concluded that trusting relationships to the news media, dedicated spaces and focused consumption with high intention are elements that support a balanced and reliable news diet. We will, throughout this report, argue why we landed on this.

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DESIGN SOLUTION

NRK Nyss
- Utvalg (Selected)
- Fokusert (Focused)
- Artikkelen (The article)
- Påvirkning (Impact)
- Oss (Who we are)
- Flow

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INTRODUCTION

UNDERSTANDING OUR PROJECT

BALANCED

We believe that varied and versatile news habits are beneficial for our society, both in what you read and how you read it. Balance manifests itself in many levels of news, such as different perspectives, geographical reach or emotional impact on the individual.

RELIABLE

Journalistic guidelines, press ethics and establishing editorial responsibilities are all tools made for ensuring that news is reliable. These standards can also support critical thinking and help people to evaluate the information they receive. We believe that reliable news supports information literacy, and that variables like fact checking, source evaluation and transparency are fundamental.

TERMINOLOGY

We have had to learn a lot of new words while researching this diploma. To make sure that you as a reader are on the same page as us when reading this report, we have collected some terms that we will use to describe certain concepts. View *References* for source of definition.

MASS POLARIZATION

Mass polarization, or popular polarization, occurs when an electorate's attitudes towards political issues, policies, and celebrated figures are neatly divided along party lines. At the extreme, each camp questions the moral legitimacy of the other, viewing the opposing camp and its policies as an existential threat to their way of life or the nation as a whole. (Wikipedia, 2021) [1.]

CANCEL CULTURE

Cancel culture is a modern form of ostracism in which someone is thrust out of social or professional circles – whether it be online, on social media, or in person. Those who are subject to this ostracism are said to have been "cancelled". The expression "cancel culture" has mostly negative connotations and is commonly used in debates on free speech and censorship. (Wikipedia, 2021) [2.]

HATE SPEECH

Public speech that expresses hate or encourages violence towards a person or group based on something such as race, religion, sex, or sexual orientation. (Wikipedia, 2021) [3.]

INFORMATION OVERLOAD

Information overload, also known as infobesity, infoxication, information anxiety, and information explosion is the difficulty in understanding an issue and effectively making decisions when one has too much information about that issue, and is generally associated with the excessive quantity of daily information. (Wikipedia, 2021) [4.]

NEWS FATIGUE

Becoming tired of the constant negativity or political propaganda in the news. People with news fatigue might decide to stop all news consumption for the purpose of being more at peace and improving their mental health and mood and may then find themselves happier and with more energy to do the things they enjoy. (Urban Dictionary, 2021)[5.]

DOOM SCROLLING

Doomscrolling is the act of spending an excessive amount of screen time devoted to the absorption of dystopian news. Increased consumption of predominantly negative news may result in harmful psychophysiological responses in some. (Wikipedia, 2021) [6.]

MEDIA TRANSPARENCY

Media transparency (or transparent media), also referred to as Media Opacity, is a concept that explores how and why information subsidies are being produced, distributed and handled by media professionals, including journalists, editors, public relations practitioners, government officials, public affairs specialists, and spokespeople. In short, media transparency reflects the relationship between civilization and journalists, news sources and government. (Wikipedia, 2021)[7.]

DISINFORMATION

Disinformation is false or misleading information that is spread deliberately to deceive. This is a subset of misinformation. (Wikipedia, 2021)[8.]

BINGING

Binge, a behavior engaged in excessively over a short period of time, such as:

- Binge drinking
- Binge eating
- Binge watching

(Wikipedia, 2021)[9.]

”

Our social tools remove older obstacles to public expression, and thus remove the bottlenecks that characterized mass media. The result is the mass amateurization of efforts previously reserved for media professionals.

— **Clay Shirky,** *Here Comes Everybody*[9]

WHAT IS NEWS?

A short definition: We find it hard to give a simple definition of what news really is. The short version is that *news is new information on what is happening around the world, and it is a tool we use to keep updated and informed*. In the longer version, we would like to highlight some attributes which we consider descriptive of what the news media is today:

Its purpose: News plays an influential part of our everyday lives by keeping us updated and informed on societal matters. It connects people's individual world with the world at large, and it supports us in forming opinions and engaging as citizens.

Where do we get news from?: We know that news dissemination has never been restricted to the news media alone. We receive information of newsworthiness from friends, family and surroundings, whether we seek it out or not.

Professionalization: The established news media have professionalized how news is conveyed. The issue on how trustworthy the information we receive is has been tackled by the news media, through journalistic guidelines, press ethics and defining editorial responsibilities.

In a transitional state: As we see it, the definition of news is in a state of transition. The global, vast and powerful digital developments we are going through, have led to changes in various parts of our society. The traditional news media is no exception to this, and have followed their readers onto digital and social platforms. Whereas the news media has historically set the standard of how news has been broadcast, the new digital formats, democratisation of the internet and our social tools, have changed this.

News dependence: Digitalization of news has not only affected the news media. It has also affected our relationship to- and behavior towards it. The web allows for non-regulated and endless amounts of newsworthy information, which anyone can distribute. This paints a picture of a society that is becoming less dependent on the traditional news media for receiving information of newsworthiness.

Threats: That is not necessarily a bad thing. However, we have in the later years seen some of the consequences that follow news that are not reaching the traditional news media standards. Terminology like filter bubbles, click bait, news fatigue and polarization are associated with the news landscape today. This raises the question of how beneficial that is to us.

We believe that readers should be able to trust the news media institution to provide information that is reliable and balanced, and that having the news media adhering to this, will be beneficial for our society. Throughout this diploma we have not wanted to exclude any types of news, or tell anyone what they should or shout not read. We have rather considered the professionalized news media as a good alternative for people who want to ensure balanced and reliable news habits.

WHO WE ARE

Kaya

An service design diploma student, integrated masters course from the Oslo School of Architecture and Design.

Yahang

An interaction design diploma student at the Oslo School of Architecture and Design, with BA from Tongji Universtity, China.

OUR ROLE

The field of news is massive and complex. It is discussed, explored and understood from technological, philosophical, business, political and psychological perspectives.

The advantage that we can bring to the study as designers, are the qualitative techniques and tools that we have used to consider new perspectives, to understanding the vast possibilities and opportunities in the field of news publishing. Such design orientated methodology is especially useful as it employs user experience generated testing. This allows us to more accurately and efficiently propose solutions that meet the needs of the target audience.

That being said, we want to acknowledge our limitations. We are in this project within a limited amount of time. We will also be limited by decision making that is based on our own knowledge base and finds. Our suggestions for a solution will only be verified by our localised research, and feedback from selected users and experts within the field. We therefore see this project as an opportunity to contribute to the discussion on a level that recognizes and explores that news in the end, is produced to be internalized by someone.

OUR GOAL

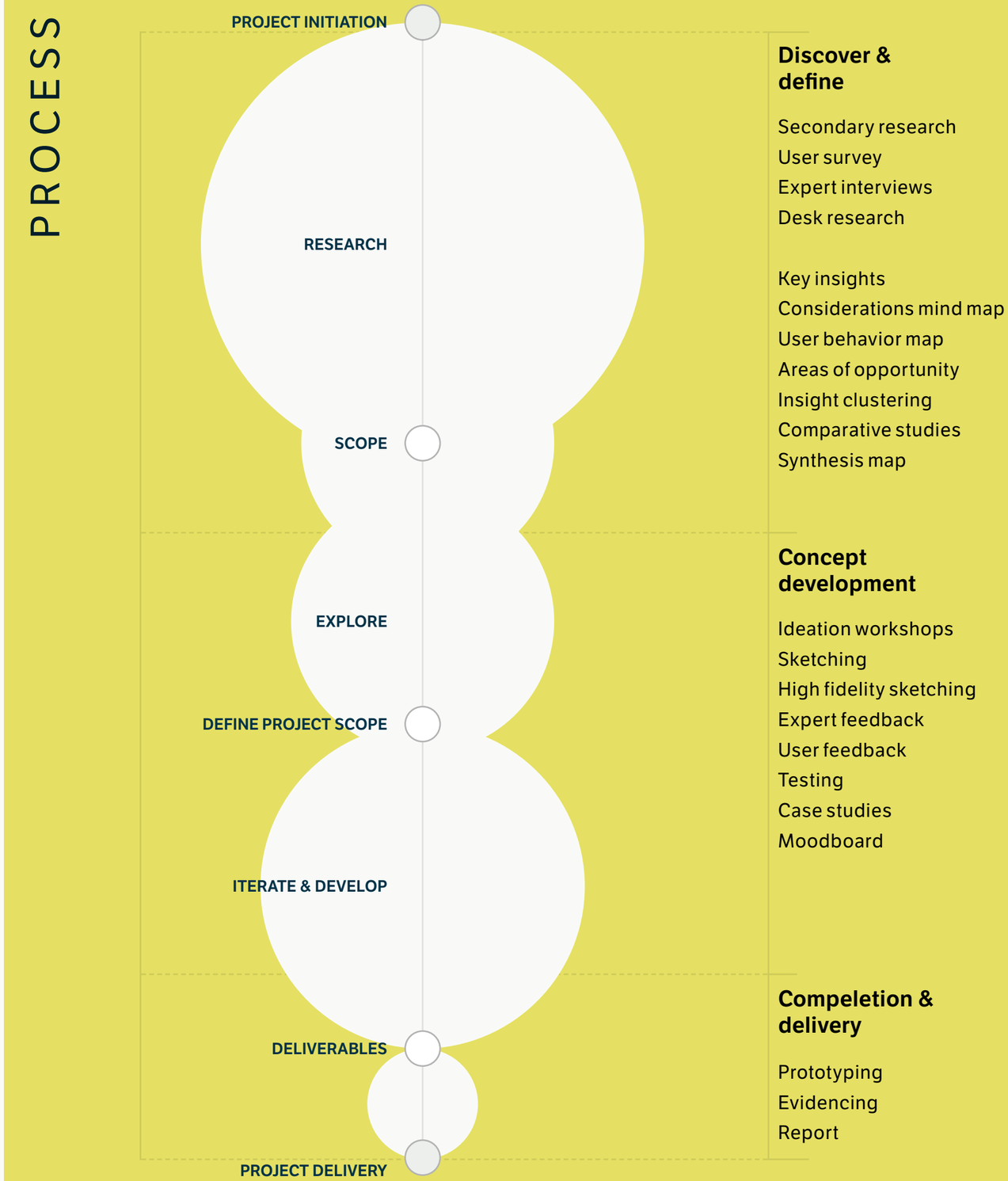
Our diploma gives us an opportunity to enter a field with more resources, time and experience than we have previously ever had as design students. We are therefore aiming to utilize this opportunity and dive into a complex field with the intention of designing suggestions that are experienced as relatable and feasible. Still, the technological and structural progress that is happening every day in the field of news, shows that we are entering a field which is in a state of constant change. Our goal will be to contribute to this in a way that explores possibilities that resonates with the news media industry and which are implementable in today's news landscape.

RESEARCH SUMMARY

To tackle the complexity that surrounds news, digital platforms and youth, we initiated this project with a comprehensive research phase.

We saw that our project theme would require us approaching it from a variety of angles, using different methods and tools. Following we have outlined our main methods, and highlight the ones that gave us direction and informed our decisions throughout this diploma study

To get a full overview of how we conducted our research and methods, please refer to our appendix.



KEY MOMENTS AND METHODS

SECONDARY RESEARCH

Our initial approach was to go through a comprehensive phase of **secondary research**. We found that the topic is well documented, and wanted to make use of the existing knowledge surrounding it. It also allowed us to lean on a type of research that would not be disrupted, if the Covid-19 situation escalated during our project.

We made a **map** to where we could extract materials to consider and write comments and thoughts. In the map we defined **findings, insights** and formulated "**how might we**" questions on each piece of material which we could further use to cluster and find opportunities. This gave us some initial direction in a complex and broad field, which we could further utilize in our expert interviews.

We went trough:

- 17 reports
- 18+ articles
- 3 documentaries
- 2 webinars
- 3 panel discussions
- 5 presentations
- 7 podcast episodes
- 9 explanatory videos

EXPERT INPUT

We knew that if we were to design within this field, we needed to understand our topic from a variety of perspectives. We therefore assembled a group of what we consider experts in the field (especially compared to us), who could guide and assess us throughout our project. The **interviews** we conducted gave us a deeper understanding of news in a Norwegian context and helped us define our project scope.

Sølve K. Karlsen

Leader at Tenk (Faktisk.no).

Former teacher and developer of interdiciplinary learning, connecting school and society.

Andreas Bøhler

Designer, UX lead at VG.

Was part of developing Peil, a VG news app targeting young adults, not reading news at all.

Martin Berglund

Designer and front end developer, NRK.

Interface developer in NRK.

Anders Hofseth

Strategic supervisor and commentator at NRKbeta.

Experience with media analysis, content development and journalism.

Thomas Baekdal

Individual publisher, journalist and media analyst.

Creator of Baekdal.com, writing about future media trends and strategies.

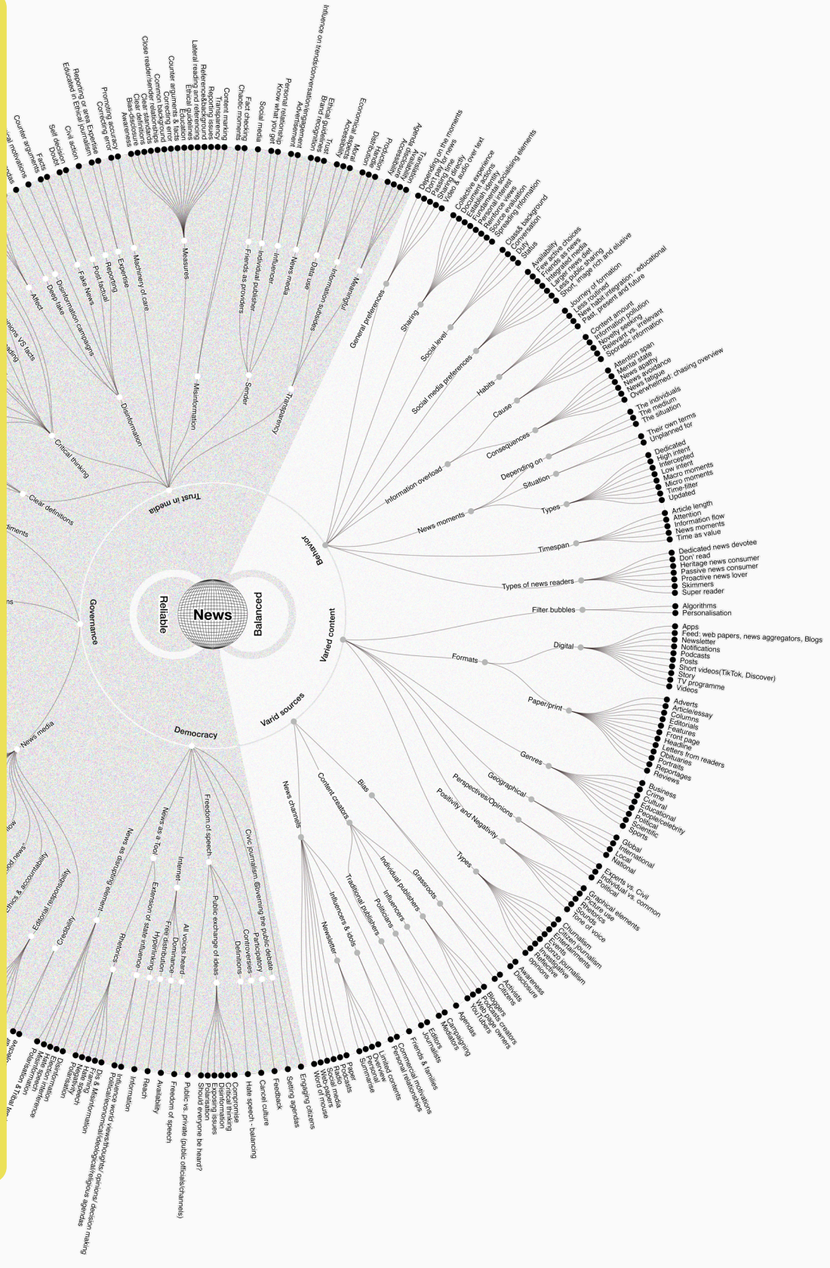
Comment from writers: As students, we are extremely grateful when people dedicate their time and energy to support our projects. This diploma would not have been the same without the help end expertise these experts have offered us. We have not been in a position where turning down valuable help has been an option, but we are aware that this group of people is generic.

CONSIDERATIONS MINDMAP

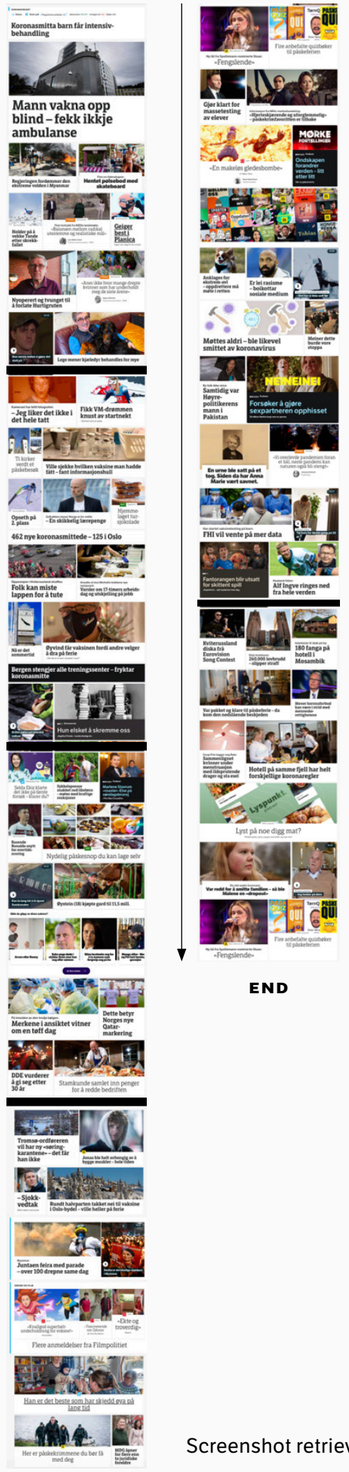
We initiated our diploma with the intention of designing for *balanced, reliable* and *nuanced* news. These words were meant to give us framework and guidance when navigating the broad field of news. We discovered early on that using them required a sense of granularity in how they manifest in the news landscape. Our research led us to do a **mind map**, where we collected and sorted our newfound knowledge. Through this map we discovered that nuanced is supporting both reliable and balanced, and that reliable and balanced was sufficient for describing our project goal.

Based on what we extracted from our consideration mind map, we were able to make clearer definitions of balanced and reliable (Ref: page 1). Still, we want to emphasize that if going into the map one will see more concrete considerations connected to the news media and digital platforms. These we have reffered back to, to **evaluate** our project along the way.

Comment: View appendix for full high resolution version of the mind map.


News
Reliable
Balanced
Democracy
Trust in media
Behavior
Varied content
Varied sources
Governance
Fake News
Disinformation
Misinformation
Critical thinking
Civic definitions
Measures
Strategies
Sharing
Social level
Social media preferences
Habits
Cause
Consequences
Depending on
Situation
Types
Timespan
Types of news readers
Filter bubbles
Formats
Digital
Paper/print
Genres
Geographical
Perspective/Opinions
Positivity and Negativity
Types
Bias
Content creators
News channels
Freedom of speech
Public exchange of ideas
Civic journalism
Public vs. private (public officials/citizens)
Should everyone be heard?
Hate speech - balancing
Cancel culture
Feedback
Engaging citizens
Information
Reach
Availability
Algorithms
Personalisation
Dedicated news devotee
Don' read
Heritage news consumer
Passive news consumer
Proactive news lover
Skimmers
Super reader
Article length
Attention
Information flow
News moments
Time an value
Dedicated
High interest
Interested
Low interest
Micro moments
Micro moments
Time-liter
Updated
Apps
Feed: web papers, news aggregators, Blogs
Newsletter
Notifications
Podcasts
Posts
Short videos(TikTok, Discover)
Story
TV programme
Videos
Adverts
Articles/essay
Columns
Editorials
Interviews
Front page
Headlines
Letters from readers
Obituaries
Portraits
Reviews
Business
Crime
Cultural
Editorial
Opinion
Society
Sports
Global
International
Local
National
Experts vs. Civil
Political vs. common
Emotional elements
Emotional tone
Tone of voice
Citizen journalism
Editorial journalism
Investigative journalism
Slow journalism
Slowness
Solutions
Attitudes
Engagement
Interests
Values
Beliefs
Cultural elements
Emotional atmosphere
Freedom & Limits
Limited resources
Political elements
Social elements
Time
Word of mouth
Hate
Hoaxes
Social bots
Social networks
Trolls
Algorithmic filtering
Echo chambers
Filter bubbles
Personalized ads
Personalized content
Tailored news
Tracking
Algorithmic literacy
Awareness
Critical thinking
Digital literacy
Education
Fact checking
Media literacy
Source criticism
Transparency
Verification
Algorithmic literacy
Awareness
Critical thinking
Digital literacy
Education
Fact checking
Media literacy
Source criticism
Transparency
Verification
Civic participation
Democracy
Democratic Participation
Democratic Process
Democratic Values
Democratic Voting
Democratic Voting
Democratic Voting

START



END

Screenshot retrieved from: www.nrk.no

DEDICATED SPACES

Categorization and searching out news based on interest showed to be a subject that many readers and news providers struggle with. We conducted desk research of the feed and flow of information on existing newspaper front pages. We concluded that a front page consists of approximately 80 unassorted hyperlinked articles, constantly changing and updating in a typical day. Still, our mapping on existing news services revealed a trend of creating dedicated spaces for specific subjects in news services. A focused and dedicated site to read the news will allow users to read with intent.

MACRO MOMENTS

Requires dedicated time and attention

LOW INTENT

Unplanned for and randomly chosen

HIGH INTENT

Having a specific intention

MICRO MOMENTS

Requires little time and preparation

Entertainment

Binging mindlessly, being in a recreational state of mind.

Being a passive receiver with few active choices.

Desiring

Dedicated use of time, expecting something concrete.

Focused consumption while going in depth.

Default

Filling spare time, skimming trough content.

Browsing and scrolling with random exposure.

Desired, but time limited

Valuable and efficent consumption.

Requires little effort from the reader.

HIGH INTENT MICRO MOMENTS

One way of defining our project scope was through understanding how youth consume news and how we could meet them on their terms. Through our **survey, secondary research and media analyst Thomas Beakdals model**[19] we were able to set a clear intention for our project. Borrowing Baekdals terminology, we ended up wanting to explore a solution that supports high intent micro moments.

NRK

In our **explorations**, we found that editorial development without any framework is very difficult. We therefore saw the need for placing our project in a context. Based on our **survey** and **desk research** on the Norwegian news landscape we found that NRK is a highly trusted platform with youth, but we also saw that they don't have existing services targeting young adults in news consumption. Based on some of NRKs guidelines and how we experience their services, we can envision NRK becoming an actor in engaging youth in political matters.

§ 13 NRK shall safeguard freedom of expression and conditions of expression for citizens. NRK shall be editorially independent and be balanced over time. NRK shall contribute to promoting the public conversation and contribute to the entire population receiving sufficient information to be able to take an active part in democratic processes.

§ 27NRK shall have a broad and balanced coverage of political choices. All parties and lists of a certain size are normally mentioned in the editorial election coverage.

§ 29 NRK shall protect its integrity and credibility in order to be able to act freely and independently vis-à-vis persons or groups who, for political, ideological, financial or other reasons, want to influence the editorial content. The business must be characterized by a high ethical standard. Objectivity, analytical approach and neutrality shall be strived for, cf. the principles of the Editor's Poster, the Beware Poster and the Text Advertising Poster.

§ 32 NRK shall disseminate knowledge about different groups and about the diversity in Norwegian society. NRK will create arenas for debate and information about Norway as a multicultural society.

§ 39 NRK's public service broadcasting shall be a source of insight, reflection, experience and knowledge through content and services of high quality.

§ 43 NRK shall contribute to increased knowledge of international affairs.

§ 45 NRK's editorial decisions shall not be governed by commercial considerations.

§ 47 NRK's public service broadcasting shall mainly be financed by grants from the state budget. Subsidies from the state budget and other public revenues shall not subsidize commercial activities. There must be a clear accounting distinction between NRK's public broadcasting activities and commercial activities.

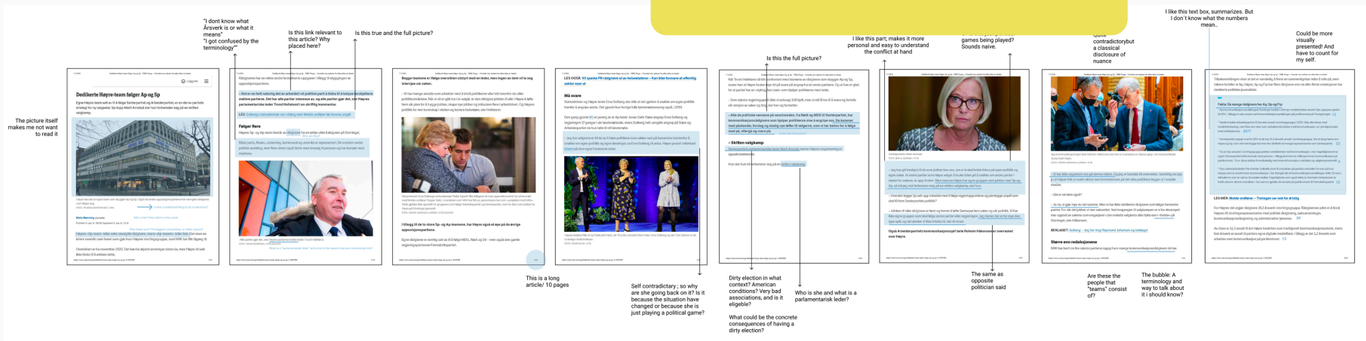
Paragraphs retrieved from:
https://www.nrk.no/informasjon/nrk-plakaten-1.12253428

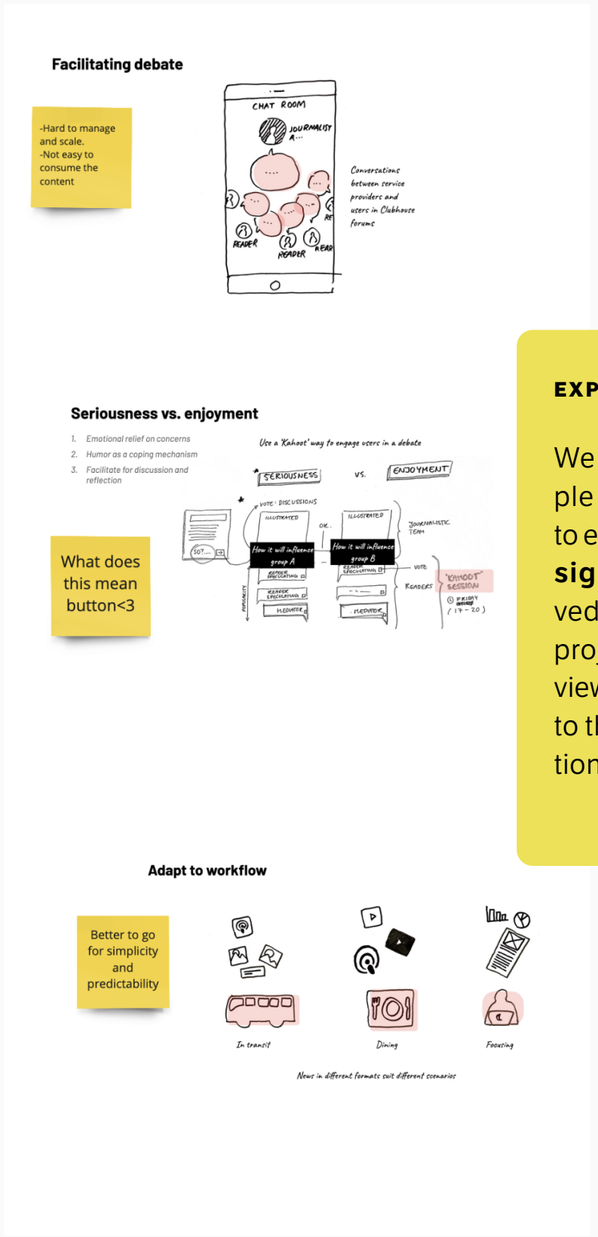
THE ARTICLE

When going into the typical political news article, it raised the question of how young adults experience reading and understanding what is presented. We asked six young adults to read the same article and give us feedback on what could become better.

Based on this **case study**, we were able to establish some attributes the news media could use to improve the reading experience, and facilitate information intake in micro moments (Ref: page 8). To make news more approachable, they could:

- Give readers contextual clues.
- Exemplify and highlight important information.
- Give readers the opportunity to explore the topic within one article.
- Limit hyperlinking.
- Simplify the language, and make it more relatable.
- Layer information by extracting key information.
- Be clear on who people are.
- Include visual elements.





EXPERT FEEDBACK

We invited our experts and people with journalistic experience to evaluate our **sketches** and **insights**. The feedback we received helped us in considering the project from additional points of views, and gave us deeper insight to the behind the scenes operations of news publication.

USER TESTS AND FEEDBACK

We have **tested** our **sketches** and **prototypes** on fellow designers and potential users throughout the project. This has pushed the process of concept development forward and helped us make both big and small decisions along the way. It has also helped us in evaluating the value of the project, and understanding what people need when receiving information.

KEY FINDINGS

To understand the field of news, and people's behavior towards it, we felt that it would be necessary for us as designers to conduct a comprehensive amount of research.

When presenting our key findings, we want to emphasize that we would have liked to spend at least two more years on this to get a feeling of fully understanding the granularity we think this extensive field calls for.

Next we will present discoveries that have been decisive in giving us direction and guidance throughout our exploration and iterations.

Please refer to References: Key findings, page , to view what materials we are basing our findings upon.

NEWS ON DIGITAL PLATFORMS

SOCIETAL INFLUENCE & RESPONSIBILITY

ONE IN _MANY_

THE MEDIUM IS THE MEDIA

SPLIT DISTRUBUTION

SOCIETAL INFUENCE AND RESPONSIBILITY

When designing for news, we need to take into consideration that the news media have taken a societal responsibility to set the public agenda, engage citizens in a community, and be the critic and monitor of society.

In today's digital world, providing news and filling the role as the fourth estate is not monopolized by the news media to the same extent as previously in history. The internet has in many ways become an additional societal mouthpiece. Here we can utter opinions, set agendas and create engagement. The internet has also shown itself to be an important tool people use to monitor, criticize and communicate dissatisfaction with societal matters. Additionally, there are few limitations on publishing and distributing information.

We therefore have a matter of coexistence at hand, when designing for news on digital platforms. Setting clear standards, underlining definitions and being a machinery of care is becoming crucial to the news media, to be able to maintain its institutional integrity and remain a trusted fourth estate. Based on our research, we can point out three main findings that we consider relevant to this:

GUIDELINES AND STANDARDS

History and tradition have set clear guidelines and standards (press ethics, editorial responsibilities etc.) for how the western journalistic media should operate. In our current political and digital climate these guidelines and standards might be more important than ever.

Still, our desk research shows that this information is often drowning and not prioritized, rarely being a surfacing element that is easy for the reader to search out.

This we find is because of digital structures like format, layering and device limitations. But we see an opportunity in highlighting and making use of this information, which we believe can facilitate trusting relationships to news providers.

PERSPECTIVE & OPINION

News media carries a responsibility for providing perspective and opinion. For people to get reliable perspectives and make informed decisions, they need to be presented the basic information and facts surrounding an issue. This has shown to be a difficult matter to follow through, especially since the power of definition is often debatable.

The public dissemination of opinions is highly connected to freedom of speech. News has traditionally been a platform for public exchange of ideas. The new digital news platforms have broadened this platform, where the internet sets its own standards and rules for how this is carried out. To let everyone have a voice is as democratic as it gets, but it has also introduced some controversies, like:

- Hate speech
- Cancel culture
- Public officials on private accounts
- Disinformation
- And polarization

A DISRUPTING ELEMENT

News has also in later years shown its potential for being a disrupting element in our society. This is facilitated by the digital world allowing anyone to be a sender and content creator, while giving endless distribution opportunities at a low cost.

News is therefore not just news, but something actively being used for framing political issues, creating divides and influencing opinion and perspective. This has supported a growing distrust in mainstream news media. As we see it, distrust is one of the main challenges the news media face today.

We see that there is little opportunity in trying to change this without going through channels like official regulations and law. But designing for spaces people search out to find reliable content could be a way to start. Conveying the value of receiving reliable information, are areas we as designers can work around and explore.

ONE IN _MANY_

The news media have along with the rest of the world become highly digital. With the amount of options that are available to us on digital devices, we make a huge amount of choices every day, more or less knowingly. Spending time on reading news has therefore become an option amongst many. News is now competing with games, social media fun, watching a favourite show or chatting with friends. Additionally they are competing with each other more than ever, considering the availability the internet provides for.

The news media will no longer convince people to choose them based on a front page, because it is now hidden behind a tiny app-icon on a phone. This means that they need to put a lot more effort into convincing readers to choose them. Striving for good relationships with readers, and meeting their individual user needs have therefore become crucial. Our research has led us to highlight three factors we find interesting, due to its relevance to reliability and balance:

CREATORS AND MEDIATORS

We find that the following group of content creators and mediators are important to the choices youth make about what media they consume:

- Influencers
- People we resonate with and look
- up to
- Friends and family
- Politicians
- People we consider experts

This means that people will not only follow journalists for newsworthy content, and we do not see that changing anytime soon. The established news media can still adapt to this with conveying news through content creators and mediators people like and trust. This way reliable news can become more desirable, and more likely to be chosen by young readers.

THE EXPERIENCE

Making sure news content is experienced as worthwhile to a broader spectrum of people is hard. We find that much of it is about engaging the reader. Aspects like how to the point things are and how content is presented is relevant for creating high expectations and interest in news.

We see that people get more engaged over content that is experienced as relevant on a personal level. How much people identify with what is offered is connected to this, giving people motivation to come back through the feeling of belonging.

This we find is a delicate area to enter, considering that what everyone needs to know and what people want to read is a constant issue in most news organizations. Also the fact that every reader has their individual level of knowledge and experience, makes this a tenuous issue.

Still, we see that giving people choices and layering information have shown to be successful in many cases. This will allow the reader to read news on their own terms, while being guided by editorial decisions on what is the essential information to be informed about the case.

TRUST IN NEWS MEDIA

We are currently living in the era of information, where most information is made available and capitalized on. Established news media being peoples main source of newsworthy information, is therefore not something to take for granted. To be chosen as a source of newsworthy information and to get loyal readers, trust is an important factor in people's consideration. Our research gave us examples of what might adversely affect readers trust in the news media:

- Not following journalistic and editorial standards
- Not underlining levels of expertise- Lack of transparency
- Not promoting accuracy.
- To not correct errors and misinformation

This means that if the news media does not provide and make the information accessible and reliable, they are putting a lot of unrealistic responsibility on the news reader.

THE MEDIUM IS THE MEDIA

The digital news media exists on the premises of the Internet, and in our digital era, the news media must keep up with the times to meet their audience. When the news media is existing on the premises of the internet, it means that they are dependent on clicks, traffic, ads and content sorting mechanisms.

It also means that they are dependent on fitting into the formats that are designed for the digital devices. In comparison the news media have previously in history set the standard for how and when news are published. Today we see that the pace and frequency of today's digital publication has become a threat to this, with the internet being a platform for continuous updates and endless options.

This makes us question how much of this content is of high quality and beneficial to readers. And also, what would it look like if this was not the case?

A CALM PLACE

We see that existing on the premises of the internet in many cases are leading to news media manufacturing headlines that ensure clicks, also the established news organizations. Our research shows some consequences like:

- News fatigue or full avoidance
- Overload of negative emotions
- Distrust in the news media

In other words, we view this way of making sure people click as not very sustainable, and as compromising the journalistic integrity. We would like to explore ways to help end users avoid such issues as listed above in order to provide a more user centric solution.

FORMAT AND TRADITION

Through our research we have seen that many news organizations are copying the analogue newspaper front page onto the digital format. This has resulted in endless scrolls, text heavy content and a lot of hyperlinking. News pages presenting content in such traditional layouts does not translate well to new digital formats.

We find that the established news media are often trying to include everything at once on their homepages, mixing entertainment, breaking news, long-reads and weather forecasts alongside each other. With the added feature of constantly updating the formats on internet based media, people experience this as chaotic and overwhelming.

Still, we see that it is increasingly becoming possible to find news in dedicated spaces for specific subjects, and focused pages made for specific experiences (if you know where to look).

SPLIT DISTRUBUTION BETWEEN TWO MEDIAS

News-readers have moved onto the mobile and social web, and news organizations have had little choice but to follow. This means that the act of distributing news is now split between two actors; the news media and social media. What differentiates them is that the news media is designed for distributing newsworthy content, while social media among others is designed for distributing all kinds of content.

When news enters the social platforms, it introduces the concept of *platform press*, which causes the social platforms to become responsible for content moderation, having power of definition and the consequences that follow. In other words, taking over the tasks that previously have belonged to the established news media.

SACRIFISES

The tech industry is not necessarily happy about this, and have made it clear on several occasions that they don't want to govern the news-landscape. In addition they don't really earn money from news. The news media on their side are increasingly becoming dependent on social platforms for distribution, money and audience. This introduces a lot of sacrifices for the news media:

- Audience data takeover from platform migration
- Smaller news-providers falling on the outside due to economical positions
- Outsourcing journalistic activities to social platforms
- Migration of advertising revenue
- Loss of branding and brand loyalty

In addition they are losing control over how their content is being consumed and perceived. That is because the systems on social media favor content that is shareable and acts on immediate responses, rather than what might be beneficial for people and the public debate.

EXPOSURE

The news media still have to be present on social media, especially if they aim to meet a younger audience. Finding a balance between providing wholesome content, and content that catches youths attention, is therefore crucial if a news organization wants to keep its journalistic integrity.

Since social media formats and structures are not made in a way that facilitates critical thinking, fact checking and source evaluation, the established news media need to be very conscious about how they use it as a gateway to their own platforms40. We see that at the moment many news providers on social media are not. This allows for other less established (and reliable) news providers to be perceived as equal to the reader.

Because of that, we see it as important to explore ways that the news media can make it easier for the reader to perform critical thinking, fact checking and source evaluation when exposed to news on social platforms.

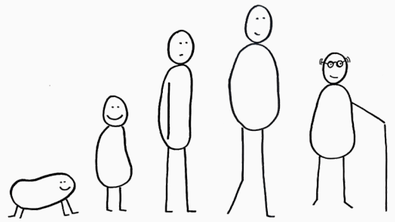
NORWEGIAN YOUNG ADULTS (18-26) APPROACH TO NEWS

A JOURNEY OF FORMATION

THEIR APPROACH TO NEWS

TO STAY UPDATED AND INFORMED

NEWS MOMENTS



A JOURNEY OF FORMATION

A MOLDING PROCESS

A molding process: During this key period of their lives, they are building up an identity and forming habits and routines that support this identity. In addition their independent way of perceiving the world is being shaped.

But changes are not only being manifested internally in youth. Also at an external level their surroundings are meeting them with new and different expectations.They are expected to become increasingly independent in their lives, they are expected to operate differently and master new skills in social settings, and they are expected to get educated and involved in societal matters.

NEWS AS A GATEWAY

News is a key element in this process, seeing that news in many ways is a gateway to information and knowledge about society.

News can be a tool for reinforcing views, substantiating personal interests and being able to take part in the conversation, both on a public and personal level.

Being able to do so, demands that people understand and feel confident when faced with news content. This has to do with accessibility, and how considerate the news media are to their readers.

THEIR NEWS EXPERIENCE

When it comes to news, youth is mainly operating in a digital landscape, on a mobile and social web. This is common for most news readers. Structural challenges and obstacles within this framework have therefore been highly relevant for us to understand. That is because we see that they are affecting youths' consumption habits.

NEWS AS AN OPTION

We needed to take into consideration that news is an option between many to spend time on. Considering the huge amount of content fighting for people's attention on digital platforms.

The news media have picked up on this, and experience being a low-prioritized option between all the other apps on peoples phones. Convincing people to spend time on news has therefore led to the news media experimenting in formats and content, meeting youth on their own terms and on their platforms of preference. Our research shows that this is mainly social media platforms, actually being youths main source of news.

AN EMOTIONAL ELEMENT

We also see that young adults are more likely than other groups to not read news at all. The reasons behind this are multifaceted, but we can to some extent explain it by news being an element causing emotion in people's lives.

Often these emotions are of negative nature, resulting in youth being stressed, scared, angry or worried9. Negative terminology and focus in headlines, presenting problems but no solution, polarising coverage and overwhelming amounts of news are some of what is causing these negative emotions.

This can lead to news fatigue or even full news avoidance. This is related to how news is framed, formulated and presented, not always supporting youth's emotional needs.

TO STAY UPDATED AND INFORMED

Managing life in the era of information, youth is expected to know what is going on in the world. This situation is two sided; to stay informed is a crucial element when considering that news is a fundamental socializing element, necessary when taking part in societal matters and a tool for engaging citizens through information.

But being on top of the news landscape comes with a price, if even possible at all. Doom scrolling, news apathy and shorter attention spans are some of the many consequences youth face when trying to be updated and informed.

INFORMATION OVERLOAD

Information overload: Excessive quantity of daily information is relevant when considering youth and news. Information overload is highly connected to news. When experiencing information overload, decision making and ability to wrap one's head around an issue becomes more difficult. Information overload is also connected to our physical selves, manifesting as stress, anxiety and exhaustion.

To exemplify, we have witnessed this being a discussed subject in our society after Covid-19 hit the news media last spring. People have reported on their frustration, and many have made active choices on avoiding the news fully. Instead they rely on friends or family to report on important updates, and trust that even if avoiding news sites, they will receive the information they need.

The news media being considerate on how news is published, distributed and presented is therefore important. Being considerate might help to maintain people wanting to use them as a reliable source of news.

FEW REGULATIONS

The digital newspaper frontpage might help us to explain why people become overwhelmed by reading news. Here the content is constantly updating and in change. Additionally the content is not necessarily sorted in a way that allows people to have clear intentions while reading. This model makes it really hard for people to feel like they have an overview, and is not telling people when they have enough information either.

There are few limitations on how much people consume on the web, and regulating people's intakes is a debatable area to dive into. We therefore see it as most relevant to give people the opportunity to regulate on their own terms. Still, we see that creating dedicated spaces and limiting the amount of content, is giving people the chance to make active choices around their information intake.

Finding a balance between the editorial responsibility behind informing the public and providing news for common reference, while providing for intention when reading is therefore highly relevant areas for us to further explore.

THEIR NEWS MOMENTS

When someone is reading news, they are having a news moment. This moment is affected by the time dedicated to it and what people want at that moment.

Norwgian youth seek out news. But when they are doing so is highly affected by what their devices allow for, and the tempo of their everyday lives. How they consume news have changed along with mobile access to basically everything. This affects how news moments are being shaped. The news moments have become less dedicated and planned for, as a result of this. Young adults in particular are abandoning the facilitated news moments intended for consuming news. In comparison older generations have more dedicated and planned moments which is facilitated for by the old media; radio, newspapers and television.

To exemplify, youth are today snacking news throughout their day.

WHAT TO CHOOSE

In these news moments people have an endless flow of options to choose from, and in news moments people have made a choice to consume a piece of news. What they choose depends on the individual, the medium and the situation they are finding themselves in. It also depends on how loyal they are to providers of news and who they follow on social platforms.

One factor deciding what they choose is youths' increasing demand for personal relevance, facilitated by the no-limitations digital world. In this world people can pick based on what they find interesting and engaging in an endless flow of options. What they choose is also decided by trending topics, surfacing content and breaking news. This is related to the attention economy, which basically lets what gets the most attention get the most exposure.

Additionally, what people choose to read is decided by demographic and inherited news habits.

HOW THEY CHOOSE

How people are consuming news has also changed in a digital world. This we can summarize with the help of private publisher and media analyst Thomas Baekdals model, explaining how people consume content in a digital landscape.

MACRO MOMENTS

Requires dedicated time and attention

LOW INTENT

Unplanned for and randomly chosen

HIGH INTENT

Having a specific intention

Entertainment

Binging mindlessly, being in a recreational state of mind.

Being a passive receiver with few active choices.

Desiring

Dedicated use of time, expecting something concrete.

Focused consumption while going in depth.

Default

Filling spare time, skimming trough content.

Browsing and scrolling with random exposure.

Desired, but time limited

Valuable and efficent consumption.

Requires little effort from the reader.

MICRO MOMENTS

Requires little time and preparation

PROJECT FRAMING

Our research led us to define some clear goals and frames for how we wanted to develop our concept, and how we wanted our design to be used and experienced.

We have here outlined big and small finds, and we have aimed to meet them one way or another. How we have done this, we will present in the following chapter presenting our design solution.

NRK

Make a news service that is targeting young adults.

Facilitate NRK being an actor that supports youths interest in politics.

Be a reliable source of news.

POLITICAL NEWS

Support focused consumption.

Create dedicated spaces for specific subjects

Take an active role in avoiding issues that the political landscape and news media are struggeling with (fake news, polarization, dis- and misinformation, hidden agendas).

Provide different perspectives readers can base their opinions on.

YOUTHS NEWS EXPERIENCE

Facilitate for the reader understanding information and feel confident when faced with news content.

Design for high intent micro moments.

Support the experience of personal relevance.

Give readers the opportunity to make active choices around their information intake.

Avoid elements that are causing negative emotions.

HIGH INTENT MICRO MOMENTS

Support people having high intent while reading news.

Allow for planned news moments.

Consider peoples time.

Provide content that allows for readers choosing what fits them.

Provide high value content in efficent ways.

BALANCED

Create dedicated spaces for specific subjects

Take into consideration how news is affecting the reader.

Front wholesome reading experiences.

Publish a manageable amount of content.

Strive for equal coverage in the political landscape.

RELIABLE

Underline the journalistic integrity and responsibility.

Support critical thinking, fact checking and source evaluation.

Explore ways to make reliable sources desirable.

Facilitate for readers trusting the news provider.

EXPLORATIONS

SKETCHING AND IDEATION

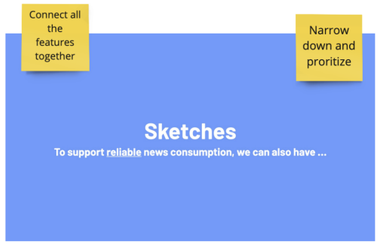
Throughout our research, we kept a board where we could collect areas of opportunity as we came across them. We conducted several rounds of low fidelity sketching based on what we found. This has helped us discuss and concretize ideas and directions. Further we have included fellow designers in our sketching sessions, which gave us new ideas and broader perspectives. We also made our experts evaluate these sketches which helped us make decisions on what to further explore.

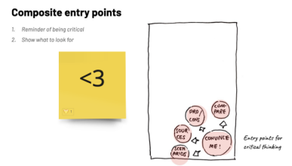
We believe that this has helped us frame our project and approach opportunities with a focus on finding solutions. It also guided us to explore how we could approach some of the issues the news media faces, and find solutions before putting it in a final framework. That way we could create a project framework that consisted more of “do’s” than “don’ts”. That has been a positive experience and facilitated creative processes throughout the project.

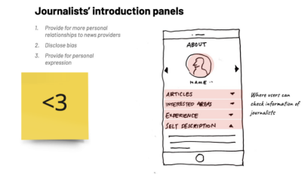
TESTING AND ITERATIONS

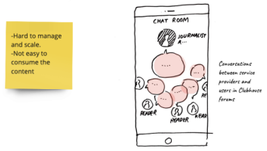
When getting closer to defining our project framework, we moved the sketching over to Figma. In Figma, the sketching became more concrete, and by that easier to test and talk about. This allowed us to receive low threshold feedback continuously throughout our process. That helped us make small and big decisions on how Nyss should be put together. It also allowed us to make quick changes to our design and iterate on the feedback we received.

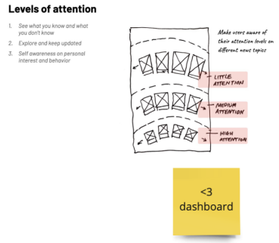
For us as designers it also showed to be a helpful tool in exploring detail and possibilities. We became easier to exemplify ideas and discuss matters between ourselves, in a way that supported us being nuanced in our exploration.

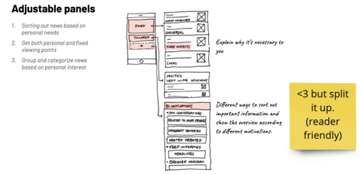


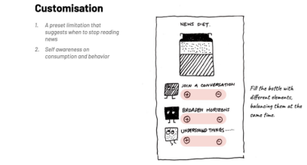


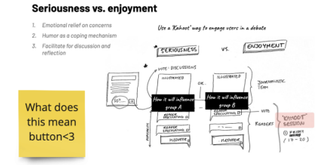


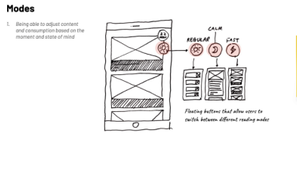


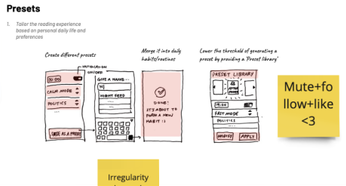


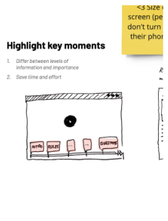


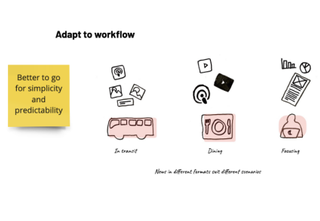


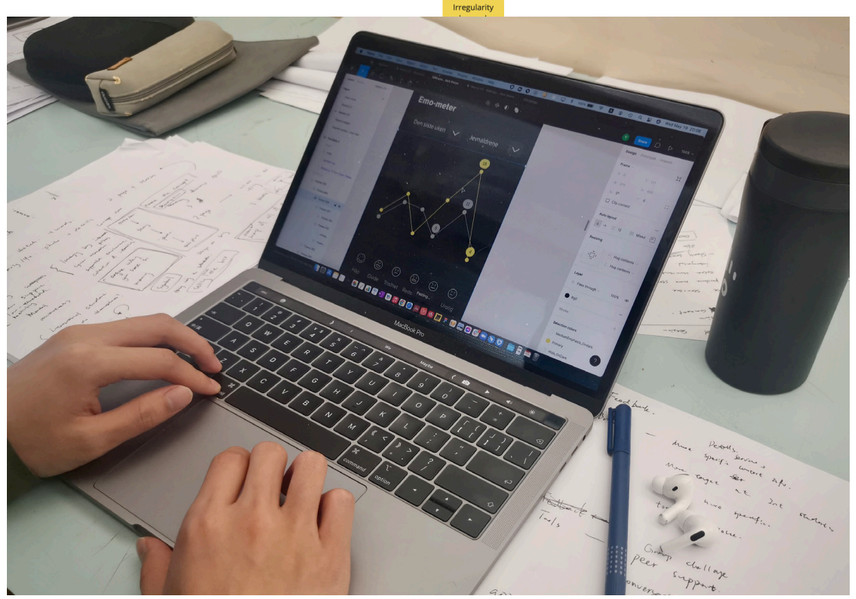


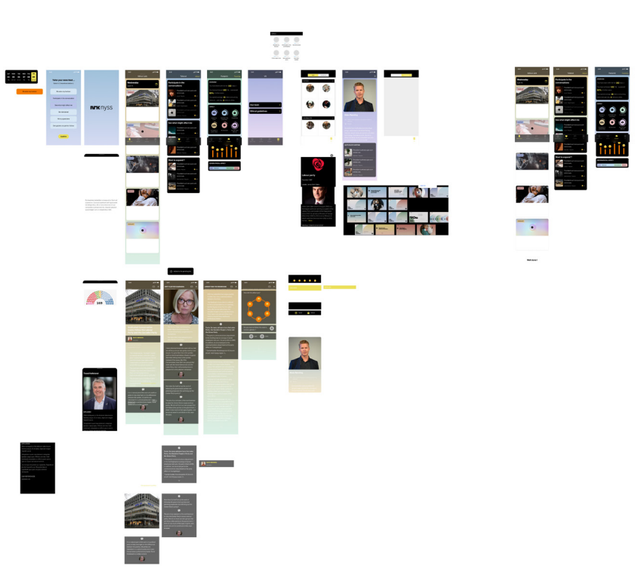










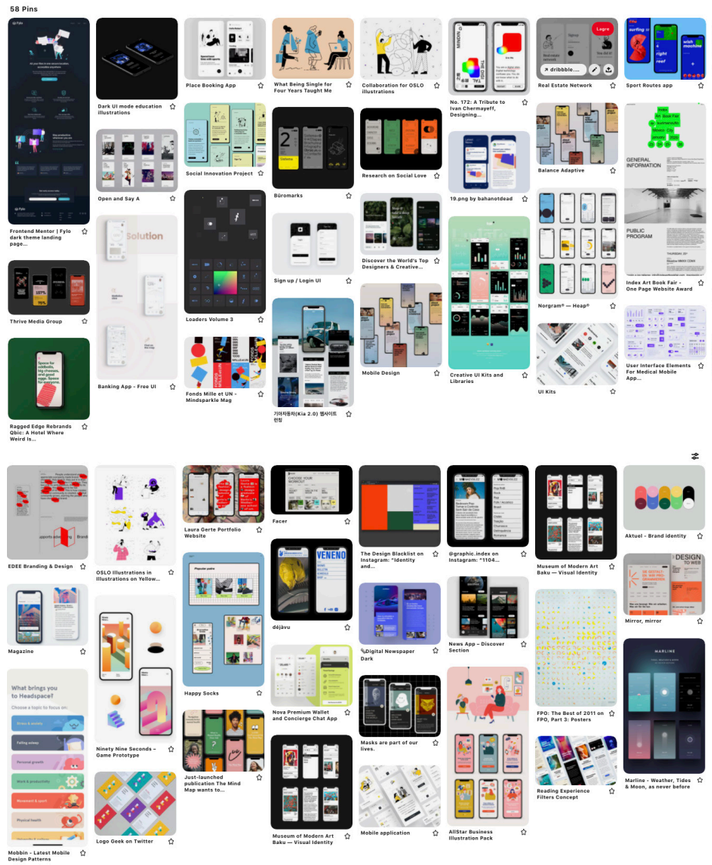


FINDING INSPIRATION

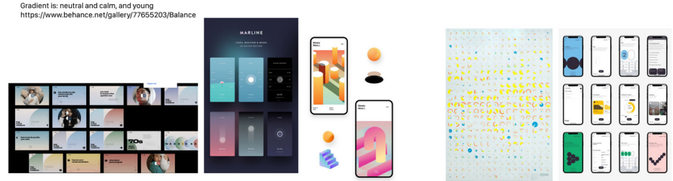
We knew when entering the field of news on digital platforms that it is full of great examples of how things can be done. We have therefo-re spent a lot of time browsing through and collecting examples of this. Throughout our project we have assembled moodboards and gathered examples of good storytelling.

It has been valuable for us to experience the state of the art, and it has given us something to reach for. It has given us direction on the vi-sual profile, and possibilities in how to convey news.

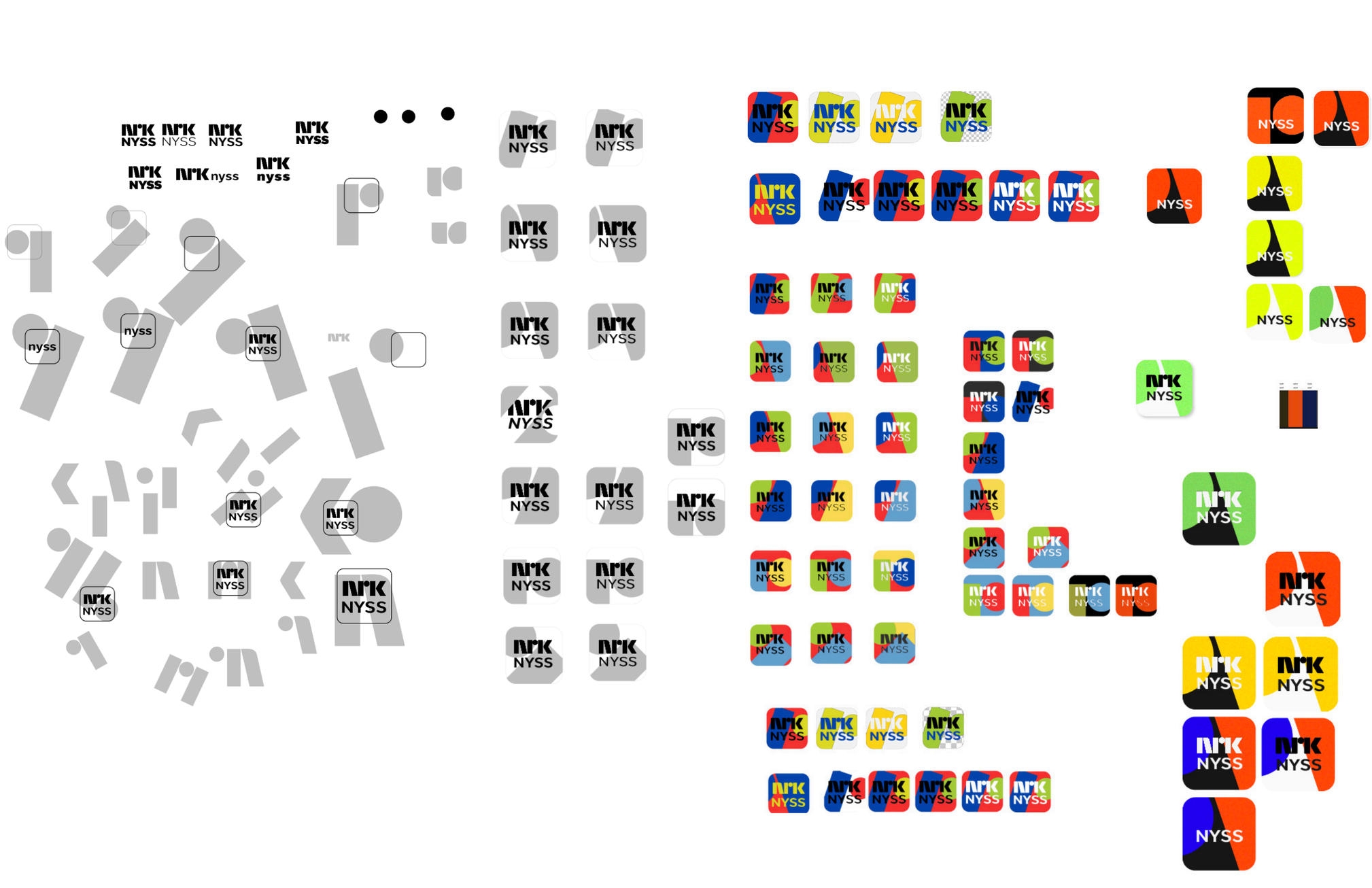
SPECIMENS/GOOD STORY TELLING

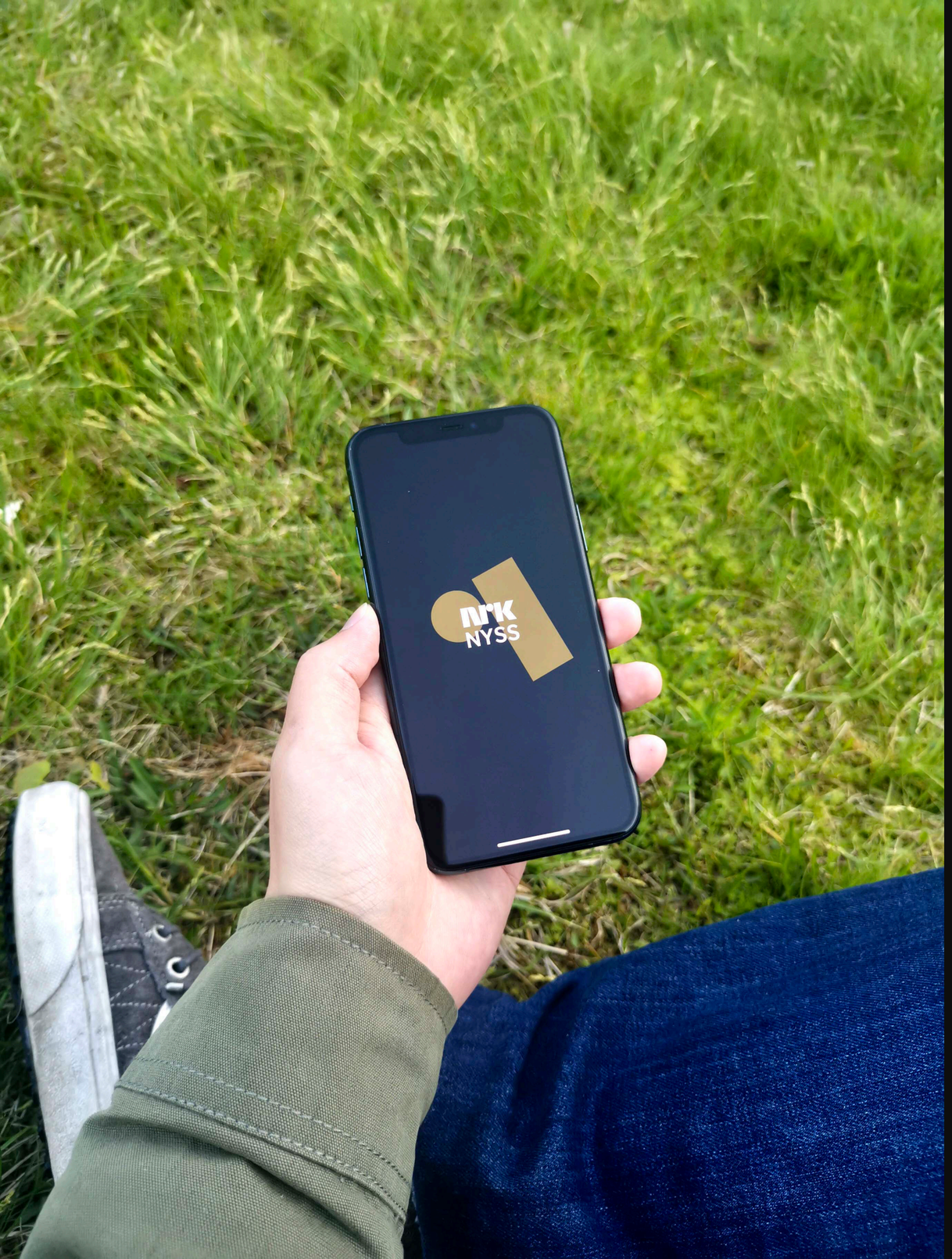


Gradient is: neutral and calm, and young
https://www.behance.net/gallery/77655203/Balance



EXPLORATIONS





DESIGN SOLUTION

NRK NYSS

Nyss is a sub-platform of NRK, that provides balanced and reliable news that are related to political matters. We developed the concept with the intention of giving people the opportunity to read news in high intent, micro moments. The service will mainly focus on written articles, but will include existing NRK products, like podcasts and shows. Nyss is targeting norwegian young adults (18-25), or anyone that wants to read political news and understand what they read.

Clickable prototype:

https://www.figma.com/proto/E00lNJ3rkbXxLewzyYxy0a/NRKnyss-_-dark-theme?page-id=771%3A2276&node-id=1880%3A5937&viewport=375%2C402%2C0.10483216494321823&scaling=scale-down

UTVALG

THE FRONT PAGE

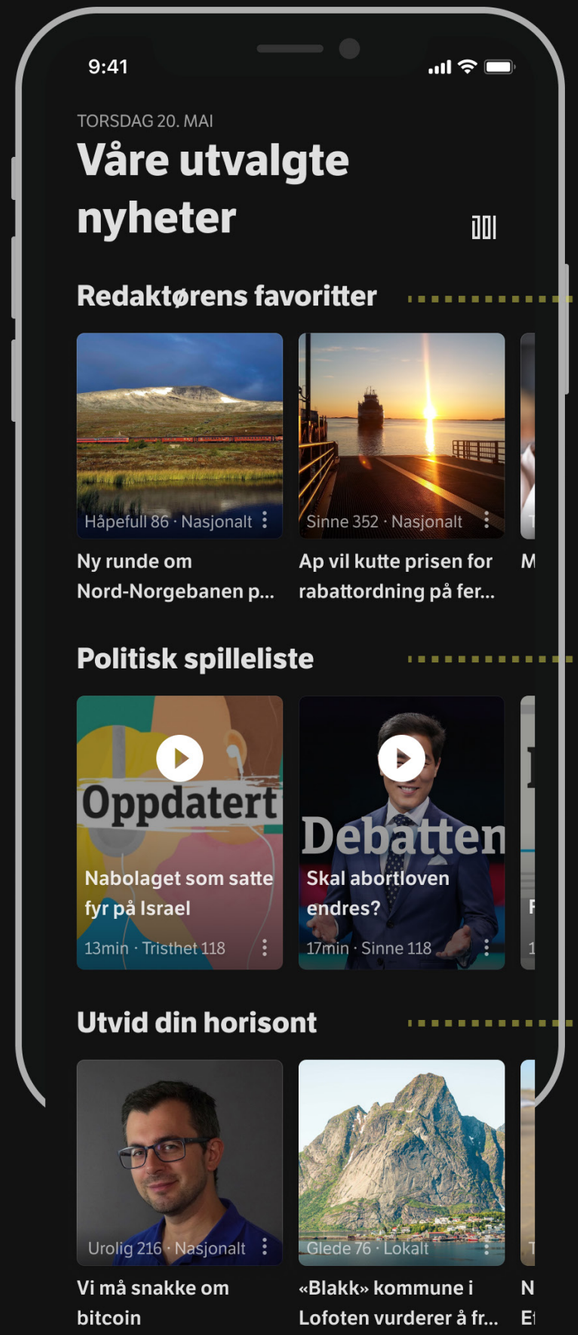
During our research we witnessed the importance of editorial opinion on what news we as the public should receive. This common platform for information is what usually is referred to as the front page. Therefore we wanted our concept to include a front page, which could be a space for common ground. At the same time we saw that front pages on most online news papers contained an overwhelming amount of information, which were in a state of constant update and change.

We decided to create a front page with a manageable amount of content, to support people not becoming overwhelmed. Desk research and comparative studies led us to limit the amount of news on the front page, to nine daily pieces. With our version of the front page, we can help people get a sense of being on top of and get familiar with important cases in the political news landscape.

THE NEWS SELECTION

Nyss will highly editorialize the news, and it will include news on a national, local and international level. The news will mainly be chosen based on its impact on the general public, targeting people across locations, age and occupation.

The feed will be composed of three main categories. We have included three types because we want to give people choices and support people reading with an intention:



Redaktørens favoritter (editors pick) Will include three written articles picked by editors in Nyss. The goal is to motivate people to read, because the news is verified by people with competence and what they find engaging.

Utvid din horisont (Expand your horizon) Will highlight articles you have missed out on reading. It will be a mix of articles from categories you have not selected in Ditt utvalg (View Fokusert).

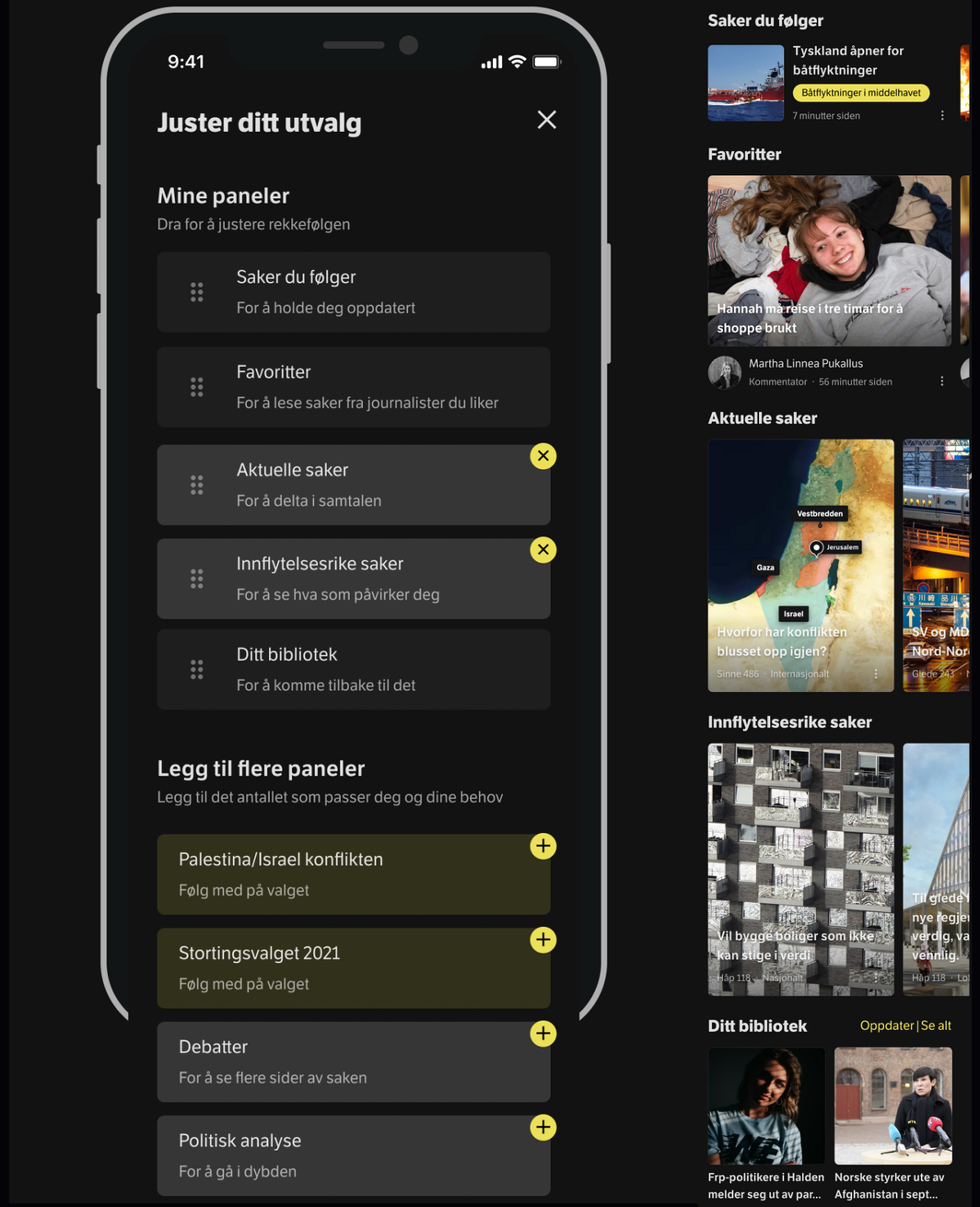
Politisk spilleliste (political playlist) Will be a daily updated playlist created by the journalistic team in Nyss. This will allow people to get their news, even if they don't find the time to sit down and read. It will consist of political episodes from Oppdatert, Politisk Kvarter and Debatten.

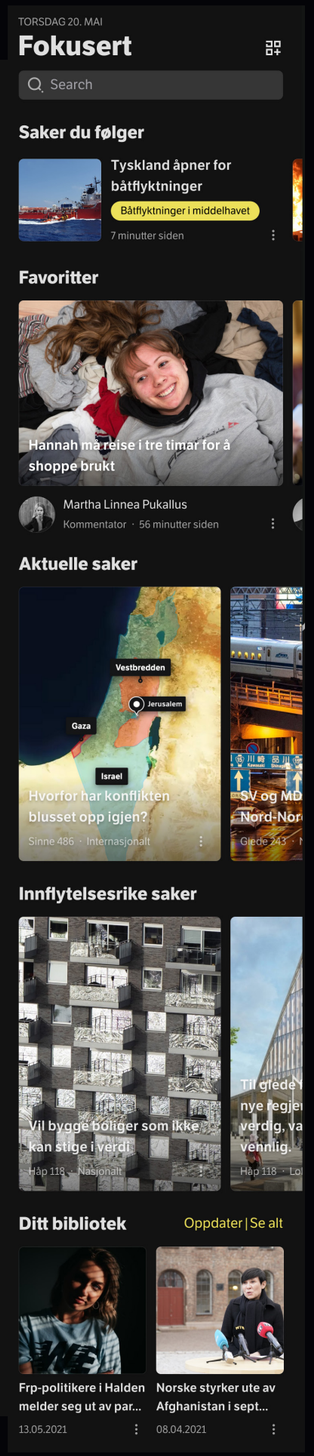
FOKUSERT

The field of news can be experienced as chaotic and difficult to navigate. Additionally, making a choice on what to read is often done with low intention. Information overload, news fatigue and negative emotions are some of the consequences we have seen through our research.

We have explored ways of giving readers an opportunity to make active choices on their information intake. We also wanted to support a sense of personal relevance. We landed on designing a dedicated page for focused news reading. Here readers will be encouraged to set some clear intentions when reading political news.

The page collects cases you follow, your own selection, articles from journalists you follow and saved articles. Additionally all the articles will be marked with other people's emotional responses to it. This will give readers a hint of how reading it will affect their own emotional state or mood.





THE PANELS

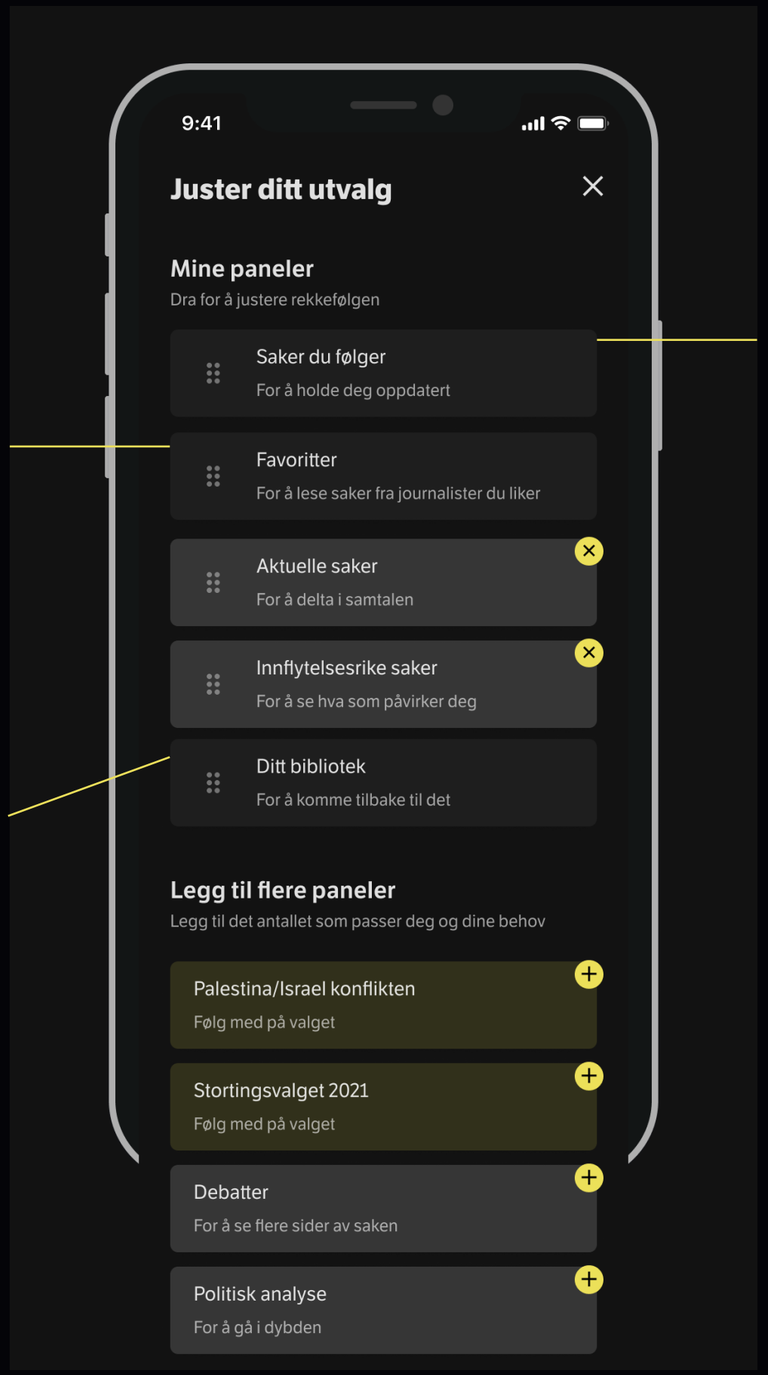
The feed will consist of a set of panels. How many panels one sees will be up to the individual reader. This is because we want it to be experienced as a manageable amount, and we believe that this amount is up to the individual to decide. Based on our research and mapping out what political news is, we were able to identify some main categories that could support people having a focused consumption. Here people will be encouraged to read with an intention.

FIXED PANELS

The feed will include three fixed panels. The panels have in common that they will not show anything, unless people make an active choice on adding something to the panels. This is to support individual needs related to amount and interest.

Favoritter (Favourites)
Is a collection of articles written by Nyss journalists you follow. Here people will get the chance to read based on journalistic style and expertise. The panel can also support readers getting a closer relationship to the writers.

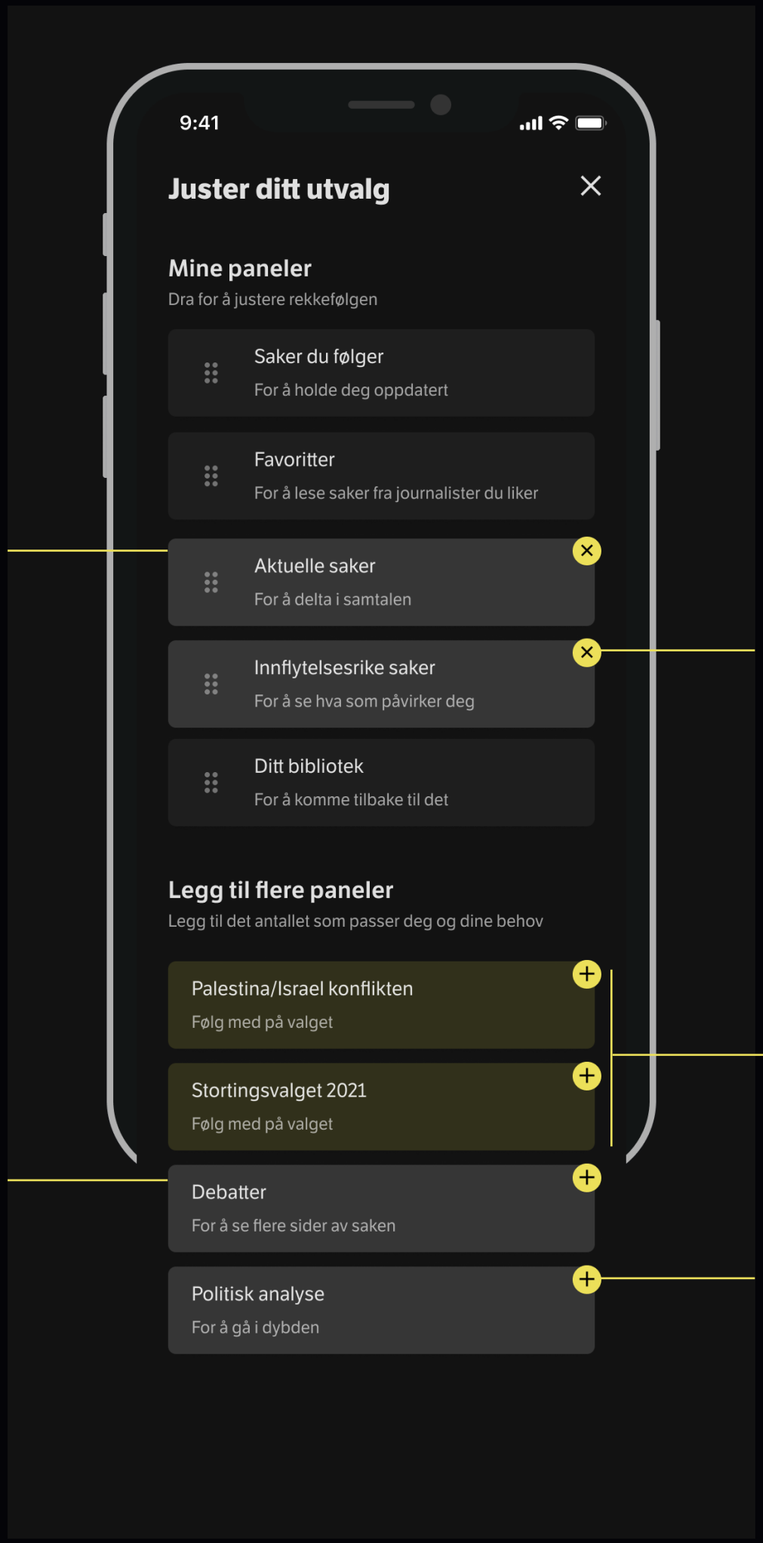
Ditt bibliotek (Your librairy)
Is a panel that allows you to go back in time. It can be used either for collecting articles you have an intention of reading at a later point, or articles you want to remember.



Saker du følger (cases you follow)
When reading an article, people will get the choice of following the case the article is related to. This is to give people a chance to read based on interest, and receive the latest updates on cases of interest. Our research showed that push notifications from news apps, mostly, are experienced as annoying and are rarely read. Nyss will therefore only send out push notifications to their readers when there are new articles from cases people follow.

ADJUSTABLE PANELS

Aktuelle saker (Current issues)
Is news that is currently part of the public debate. Here people can get updated and informed, and read up on news that will allow them to participate in the conversation.

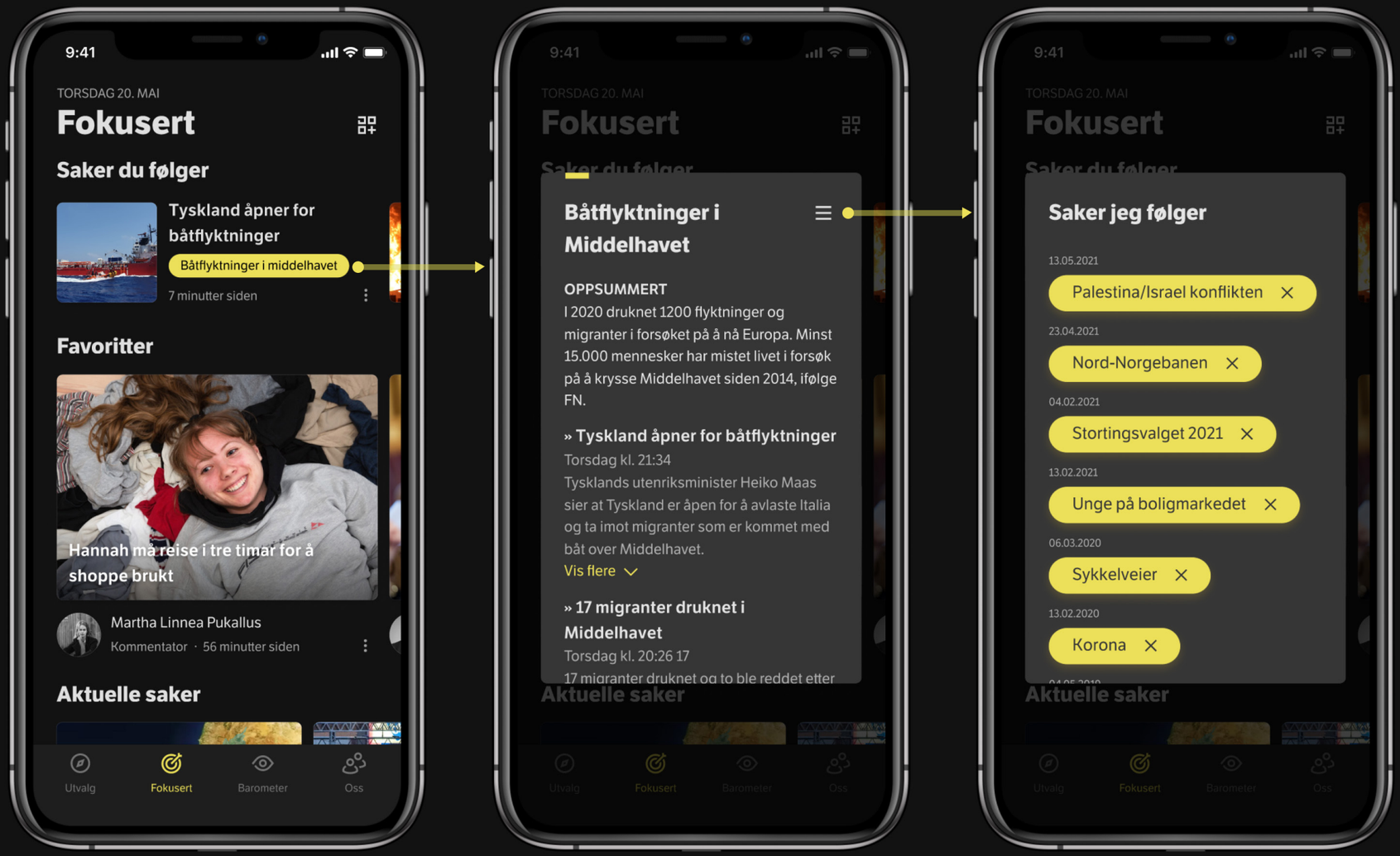


Innflytelsesrike saker (Influential cases)
Are collecting the news on political cases that might have an impact on your personal life. This will mainly be geographically decided, but if you want a more detailed selection, you will get the choice to add variables.

In addition we have included temporary panels that people can include in their feed. This is to consider people's interest in matters that are current within a time frame, like elections.

Debatter (Debates)
Is covering debates, discussions and cases where there are several opinions presented. This might help the reader to understand a case from more than one point of view.

Politisk analyse (political analysis)
Is news that goes in depth on political matters, and gives readers deeper knowledge on subjects.



By clicking the tag in *Saker du følger*, you will get the option to adjust the feed, and adjust which cases you receive push notification about.

THE ARTICLE

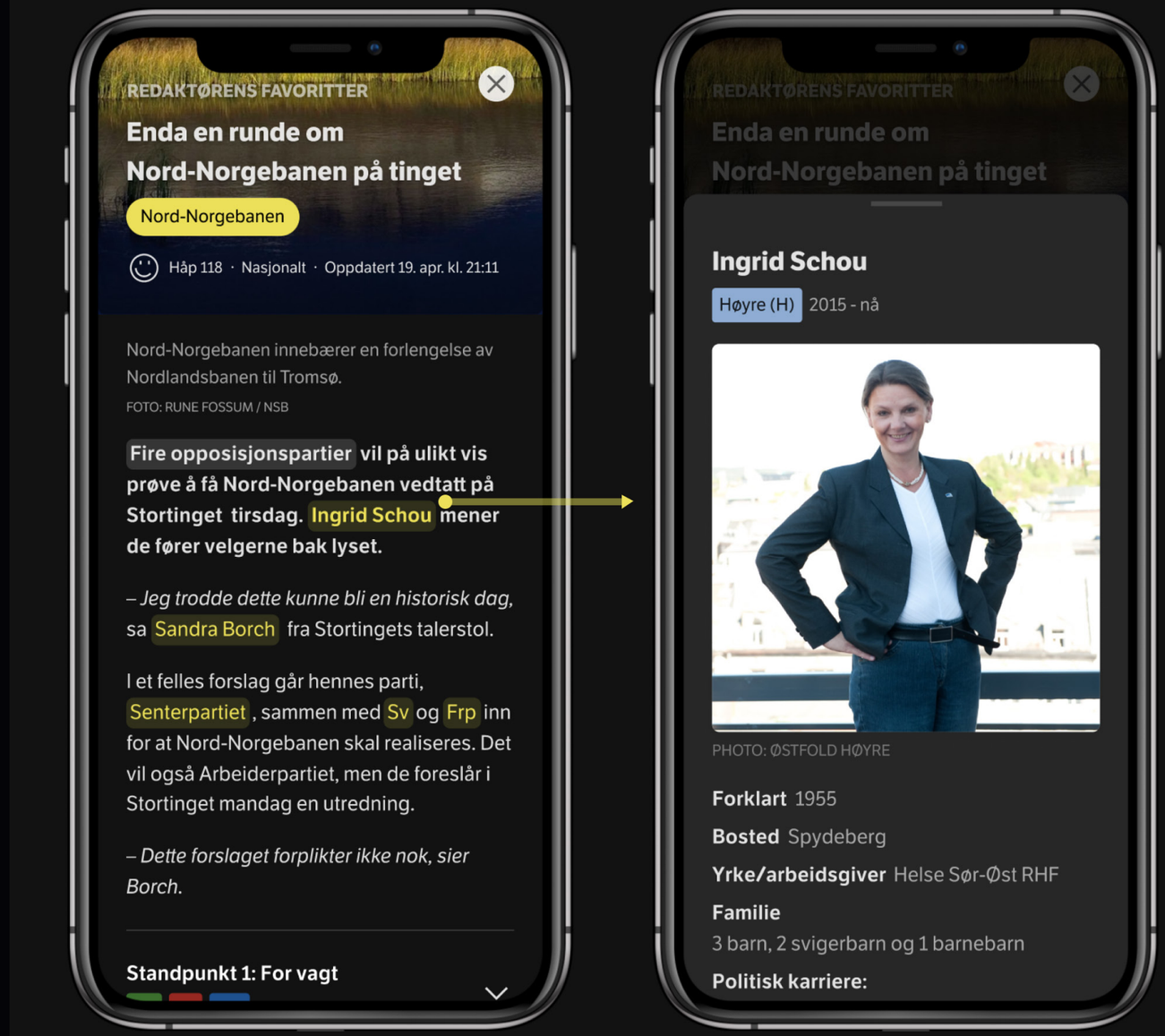
ARTICLE DESIGN FEATURES

We have used an existing NRK article[11] as our base when designing one for Nyss. We changed the article by:

(Ref: page)

- Have full-screen view to facilitate focudes consumption.

- Show the emotional impact on the majority of the readers.

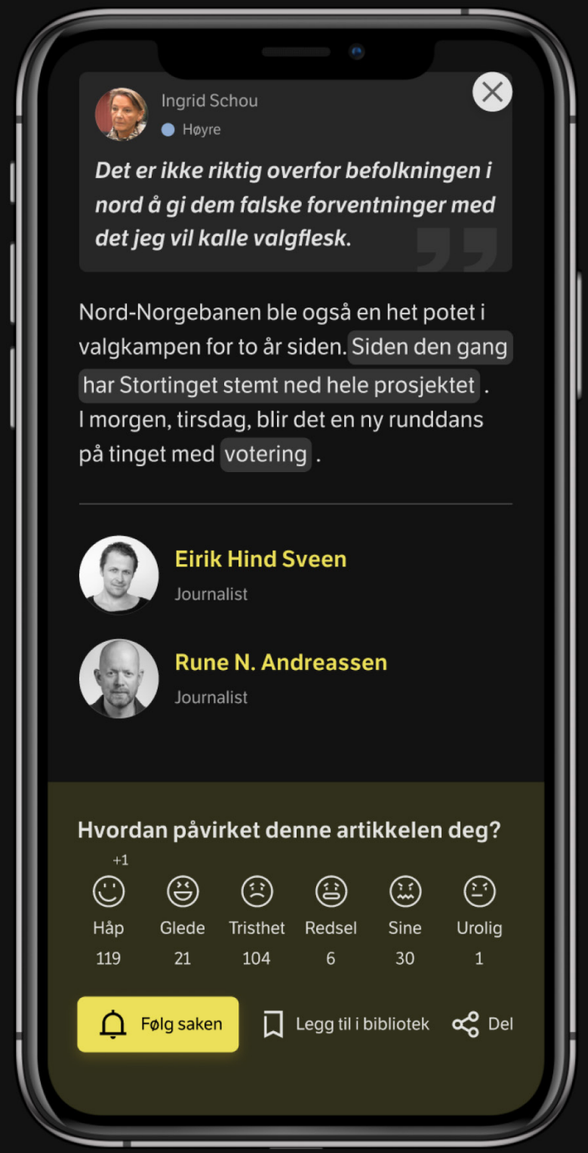


- Higlighting names and provide explanation on who people are.

- Give readers contextual clues on the case .

- Change the language and give further explanations on difficult words.

- Seperate quotes from the body text to layer information.

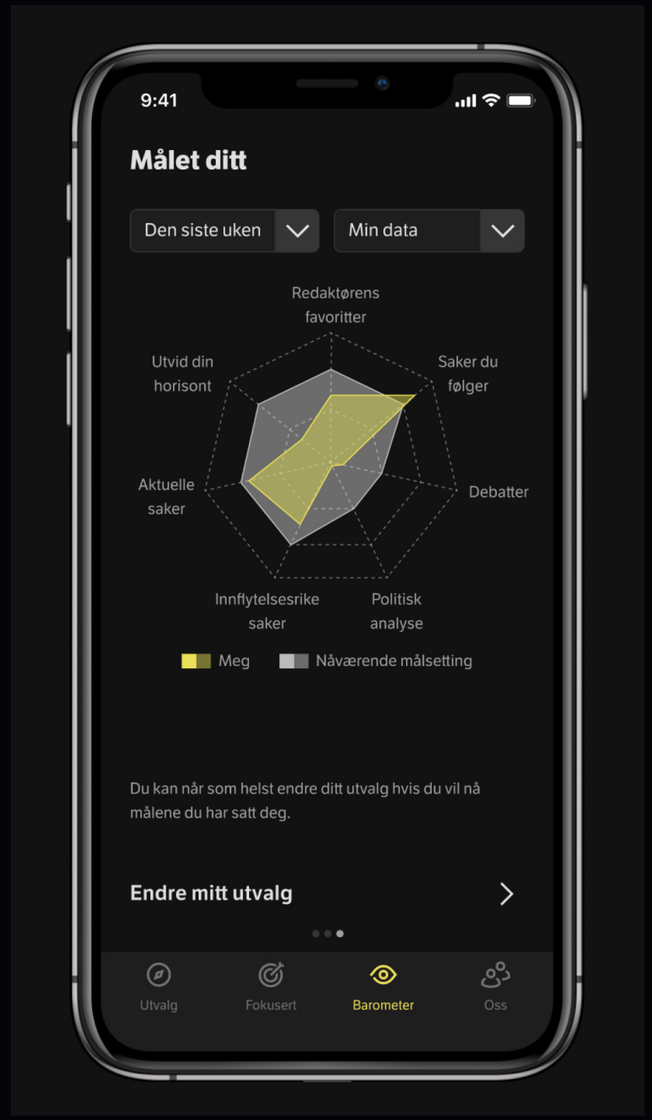


- Give feedback on how reading it affected you (View: Barometer)

BAROMETER

We wanted Nyss to be a platform that takes into consideration the way their news is affecting the reader. In this part of Nyss readers can explore their own news habits, and compare them to others. This is because we want to let people have a chance of achieving balance. We still believe that balance to one individual is not the same as to another. Balance will therefore not be about evening out the levels, but rather being able to take a look at one's own current levels, and make informed decisions based on it. Our exploration led us to concluded three main areas readers can explore:

Geographical reach: For readers being able to get aware on what geographical level they have the most political knowledge. This can motivate people to broaden their horizons.



The intentions: This will show the level of attention you have given to the different categories of political news. This can work as a way of challenging one's own habits and explore new ways of approaching news.

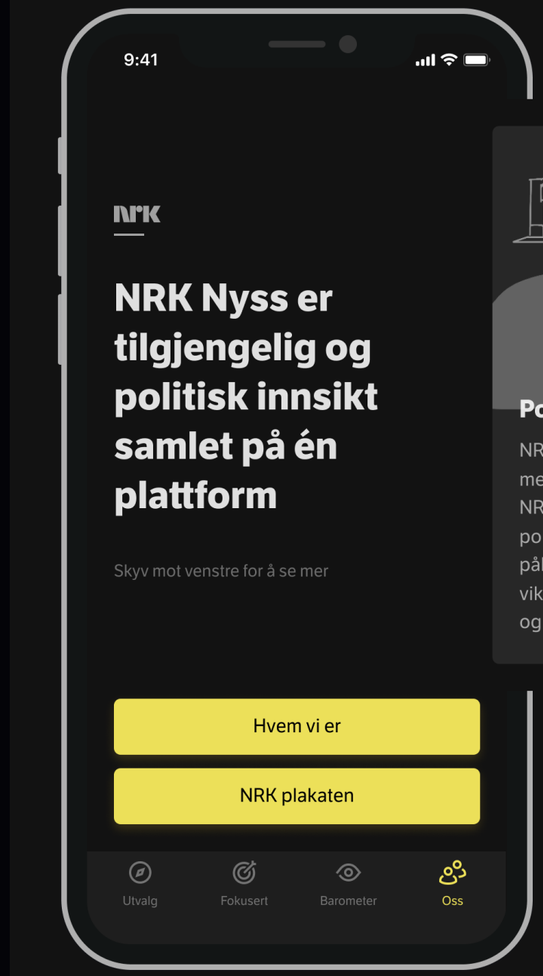
Emotional impact: If the reader decides to react to news they read, they will be able to follow the overall impact news has on them. This can support people in making choices on what news to read.

Nyss will give the readers the opportunity to compare their data with others.

OSS

We wanted Nyss to include elements that underlines its journalistic integrity and responsibility. Most Norwegian established news media follow journalistic guidelines, press ethics and established editorial responsibilities. We saw an opportunity in bringing this information up to the surface to create awareness around it's existence and use it as descriptive elements of our service.

We want Nyss to be experienced as transparent, while arguing the value and importance behind political news, reliability and balance. We also want to support critical thinking, and have therefore included a page for evaluating and exploring NRKs values through highlighting the guidelines that sets the standard of the news that are published. Lastly, we want our readers to have close relationships with the journalistic and editorial team behind Nyss. We believe this is a good way to gain trust and close relationships to the reader.



Politiske nyheter

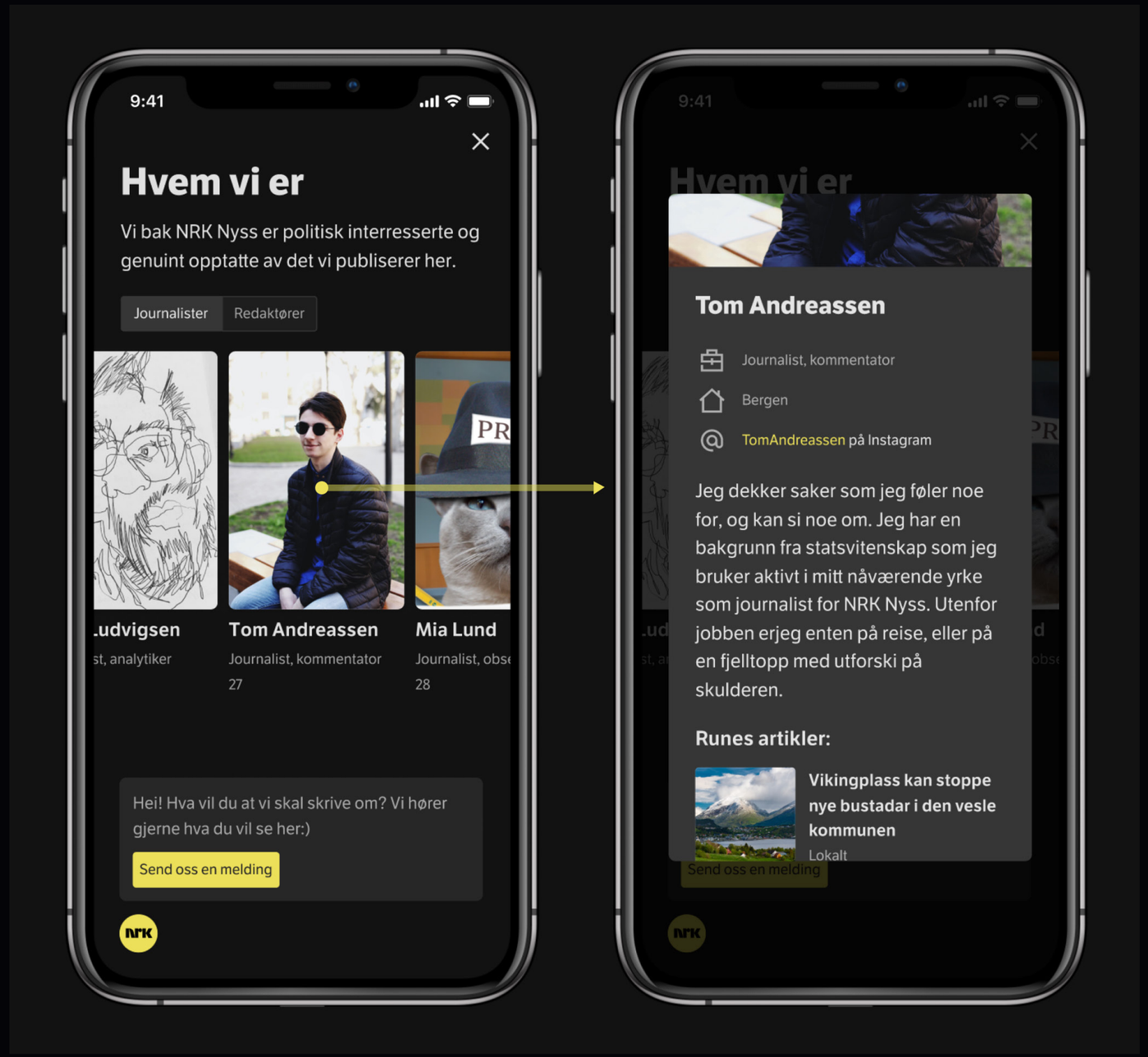
NRK er en nøytral aktør i medielandskapet. Vi ønsker å bruke NRK sin posisjon til å bidra til at politiske nyheter kan leses i sikre og pålitelige rammer. Vi mener det er et viktig grunnlag for meningsdannelse og samfunnsdeltagelse.

På en balansert

Vi ønsker å dekke det politiske landskapet på en balansert måte. I NRK Nyss betyr det at vi vil strekke oss etter å gi leserne våre ulike perspektiver å basere meningene sine på, og lik dekning og representasjon av ulike ståsted.

Og pålitelig måte

Vi ønsker at våre lesere skal ha tillit til nyhetsmediene. NRK Nyss har ikke politiske eller kommersielle baktanker med det vi publiserer, og vi vil strekke oss etter å publisere kildesikker informasjon. Videre følger vi *Vær varsom plakaten*, og vår egen NRK-plakat for å sikre at nyhetene vi publiserer følger høye standarder.



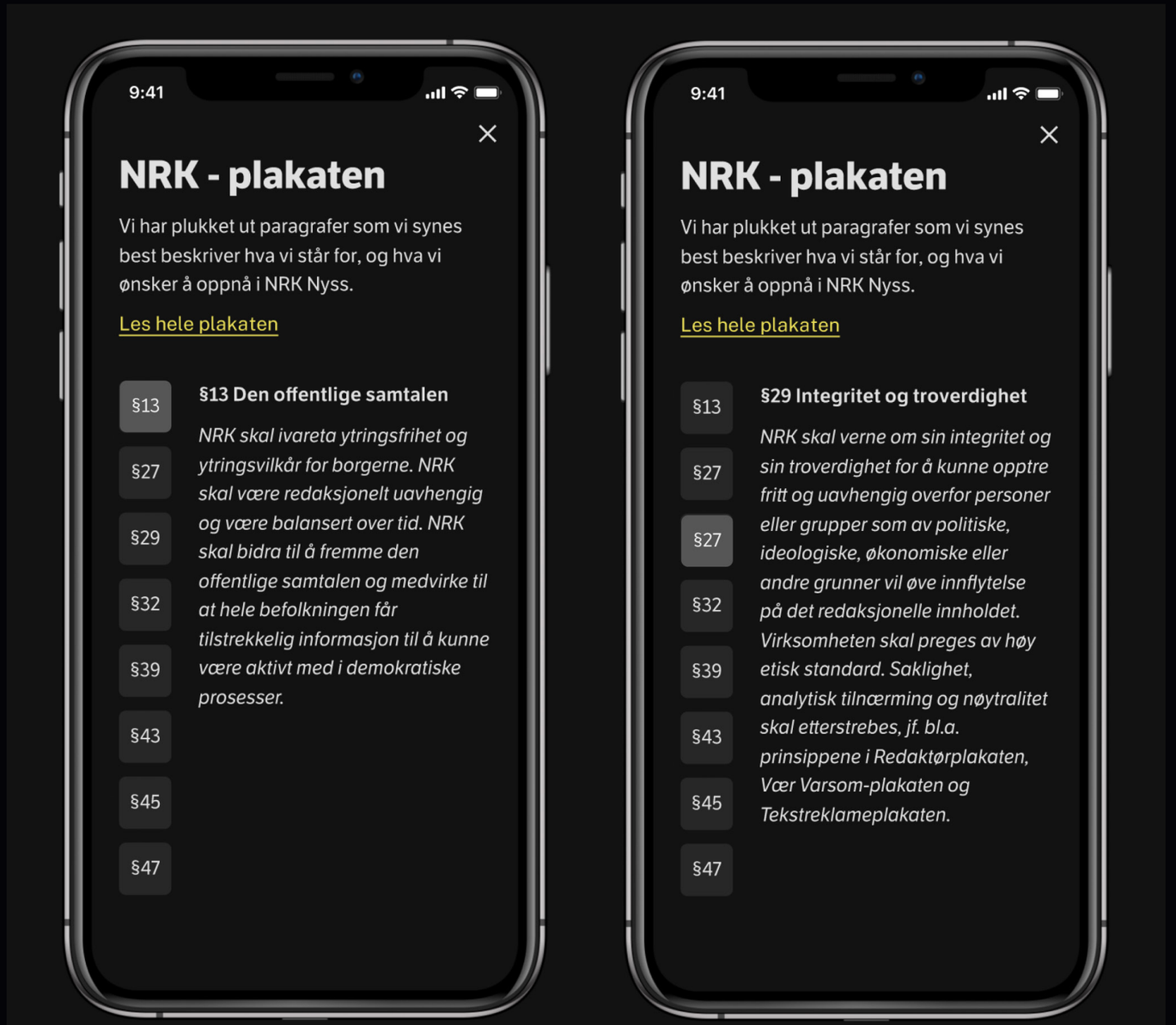
OSS: THE JOURNALISTIC TEAM

Nyss will be structured in a way that is comparable to a blog, where news is published by a journalistic team the readers can get to know. The journalistic team will consist of a set of permanent journalists, commentators and analysts who the readers will get a chance to know through profiles and their published news. Nyss will also give insight into the mechanisms behind publishing, through the Nyss editors. The team should consist of people with a genuine interest for political matters. We want the names of this team to be known by the readers, and envision it being possible to keep it to a small group of people. To compare, NRKbeta is structured in a similar way, where journalists and editors are presented in a way that supports familiarity, and publishes news they are genuinely interested in.

OSS: THE NRK POSTER

Our research made us question how aware youth are of journalistic guidelines, press ethics and editorial responsibilities. In a digital format where this information is often hidden and underproritized it might not play out its main intention; to give readers something to measure the information they receive up against.

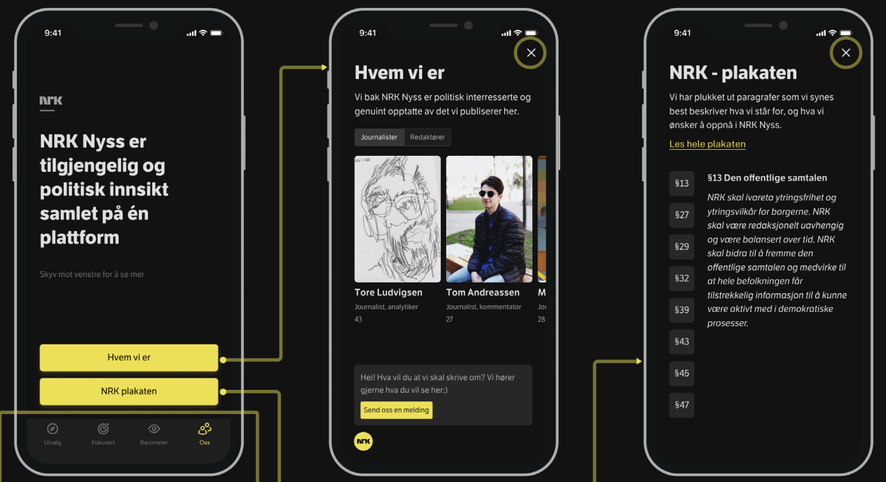
We wanted to surface this information, and in that way give readers a chance to evaluate what they read up against established standards. The NRK poster, intended to ensure reliable news, confirmed a lot of the incentives we had set in our project framing. We therefore saw the opportunity to make this available, to underline why readers should consider Nyss as a reliable news source.



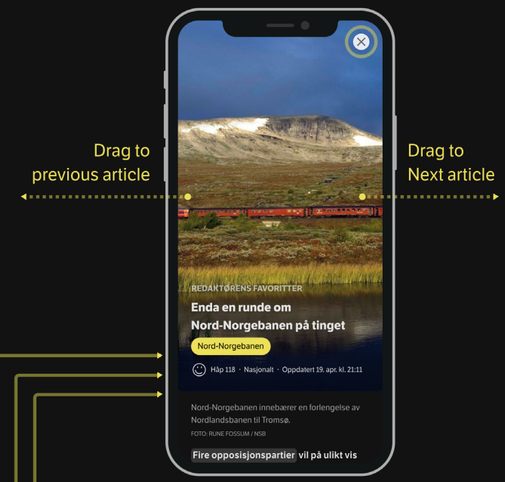
FLOW

Våre utvalgte nyheter

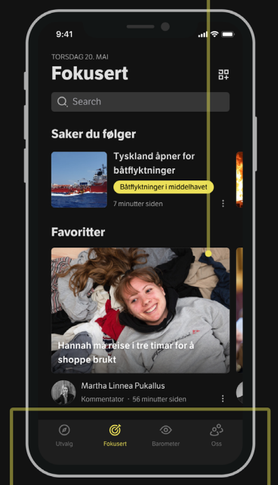
Oss

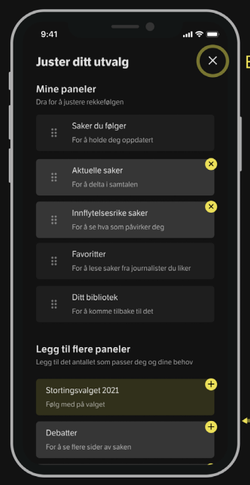


Artikkelen

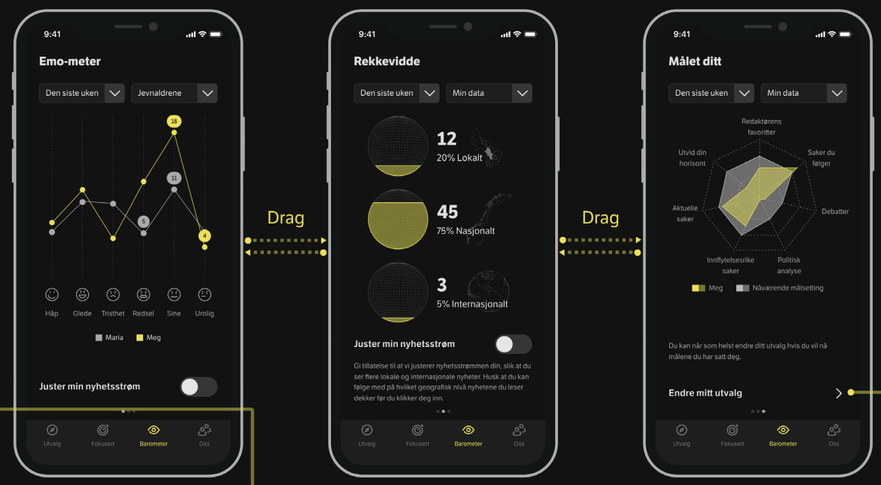


Fokusert





Barometer



VISUAL PROFILE

When deciding on a visual profile for Nyss, we went back to our initial research where we asked people what they like about their favourite publisher. Suprisingly, we found that most of the respondees said that they like news media that is rather serious about how and what they publish. Considering that we wanted to go a way that underlined the journalistic integrity and present content that held high standards, we decided to explore visual elements that could be young, focused and calm.

We wanted Nyss to be experienced as direct and straight to the core. We wanted the reading experience to be easy on the reader, but still remain an energy that ressonates with youth.

Nyss publishes political news. We therefore aimed to make a visual profile that is experienced as serious, but without being boring or scaring.

Q: **What is your favourite news publisher and why?**

Morgenbladet (paper edition); Due to it being a weekly publication the articles are more eloquently written and considered, taking a step in the opposite direction of much media featuring as “stunning“ and “flashy“ headlines as possible.

“NRK or Aftenposten. Ususally objective, asy to read and use, usually used bu people I trust like teachers for example.”

Im not a big fan of news publishers using clickbait. Thats why I love publishers like NRK or Aftenposten who doesent feel the need to use cheap tricks to get readers.

Morgenbladet. It’s serious and provides me with insights that are more thorough and do not get outdated in the next hour like the tabloid news that only scratch the surface.

- Norwegian young adults, from our survey.

Typography

Aa

LFT Etica

NRKs profile font

Bold

Bold Italic

Semibold

Semibold Italic

Regular

Regular Italic

Icons

From Frey Wazza on thenounproject

From us

Emojis

Main feelings after reading

Colors

We wanted to avoid colors that are assosiated with norwegian political parties. Our primary colors eliminated the issue related to that.

The app is intended for reading. We chose Dark grey surfaces because it reduces eye strain, as light text on a dark grey surface has less contrast than light text on a black surface.

Background
#121212

Primary
#ECE059

Primary variant
#787531

Illustration style

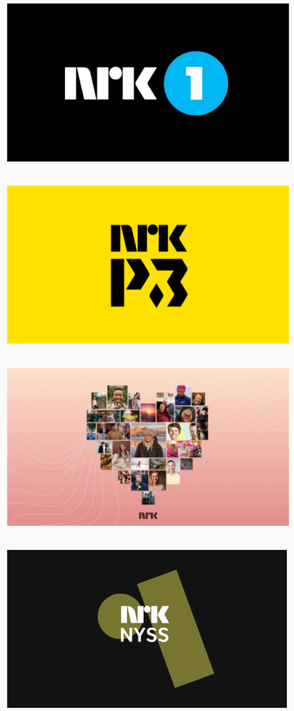
Being experienced in an app format, we landed on thin outline drawings, with filled spaces to highlight the main infor- mation of the illustrations.

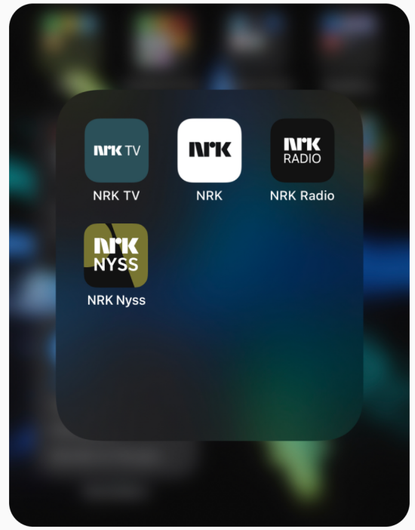
Logo

We decomposed the existing NRK logo and extracted single shapes. We wanted the tilted combination to represent political actors in relation to each other. The negative spacing is where NRK Nyss is exploring the attractions and conditions in the political landscape.

NRK profile

Nyss being a sub platform of NRK, requires it being experienced as an NRK product. The visual styles differs a lot between NRKs products, and we have aimed to stand out while being experienced like a part of NRK.





App icon

SERVICE OFFERINGS

The news market is full of options to choose from. We are very aware that by designing Nyss, we are throwing another app for people to consider into that mix. Still, we believe that Nyss will contribute in this field in positive ways. To conclude, we will following highlight what value we believe Nyss is bringing into the field of news and to its readers:

- A news service that is considerate of their readers time, energy and emotional needs.
- A focused and dedicated space for people to navigate in political news.
- A service that supports critical thinking, source evaluation and fact checking.
- A service that lets you decide what is a manageable amount of information.
- A service that gives readers control over their information intake.
- A transparent service.
- A service that provides context and examples.
- Giving the opportunity to know who the senders are.

WRAPPING UP

FEEDBACK

I think this solution would be efficient and effective to me, and I pretty much like the Barometer page. The Rekkevidde and Målet ditt would be useful to me.

Interaction designer: Sissy Hu, AHO

Jeg ville absolutt brukt den! Jeg synes det gir mening og er gjennomtenkt og med klar intensjon om å gi en ny tilnærming til politiske nyheter.

Olivia, 23, Socially engaged

Though the news page looks serious, the Oss page is attractive! It's different, and it shows how you tune yourself with young adults.

Service and interaction designer:
Michelle Zhou, previous AHO student

I see a great potential to explore some intriguing and niche design elements, significantly facilitating political content since you focus on political news.

Service and interaction designer:
Michelle Zhou, previous AHO student

Jeg liker spesielt godt barometeret, som jeg føler fyller et hull i bevisst mediedekning og konsumering.

Olivia, 23, Socially engaged

Jeg syntes det er bra at dere har tenkt på forenkling og strømlinjeformet design. Er jo litt i retning av tiktok og andre nyere medier som bare serverer innhold på sølvfat.

Peter, 21, Student of political science, NTNU

Your solutions seem to make sense and answer well to your design goals. I like the Barometer part, and it helps me to understand my self-identity in a certain way. As for Visuals, it's clean and structured. I feel like the essential information is clearly highlighted.

Interaction designer: Yanni, TU

The idea of mixing the content users may have missed out with other recommendations together in a row is inspiring! That would give me an unconscious glance at those contents out of the filter bubble.

Service and interaction designer:
Michelle Zhou, previous AHO student

PERSONAL REFLECTIONS

Kaya:

Going into the topic of news on digital platforms, I have learned a lot. I have learned about the mechanisms and structures surrounding an element I consider fundamental in our everyday lives. This diploma has also taught me a lot about conducting a design process. I also learned a lot from co-designing with Yahang, having many great ways to approach design from an interaction design point of view.

This diploma has required me to stay up to date and expose myself to more news than I have ever had to before. I have tried to keep a designerly perspective on news content, but I have not owned a balanced news intake but instead done the opposite. We have conducted this diploma over a period where Covid-19, the murder of George Floyd, the American election and bombings in Gaza have outlined the news landscape. On a personal level, this has affected my everyday life. I see that it has made me more worried, angry, engaged and sadder than I usually would have been. To me, this confirmed that awareness and making active choices on your information intake is precious in a world that treasures and publishes information to the degree it does today.

I have also become more aware of all the news content I am exposed to through other channels than the conventional news media. Having gotten to know the mechanisms that support this has led me to become more skeptical about this way of consuming news. As a reader, I want to know who conveys my news and measure the information I receive.

Yahang Cheng:

It is the first time for me diving into the area of news. This topic is broad and massive but at the same time intriguing and exciting to explore. I learned many valuable skills from service design and system-oriented design from the collaboration with Kaya, especially in the broad and comprehensive research phase. With relevant knowledge attained, I surprisingly found I began to adjust my news feed unconsciously. I started to read the news beyond the recommended channels; I got more conscious about the source of information and the quality and quantity of news. I was delighted to see these changes happening to me.

During the diploma, I got more time to consider the prototype as part of the whole service. I realized that a higher-fidelity prototype could be helpful to more realistic storytelling, which came with challenges. Therefore, I spent more energy exploring the brand visual language, the consistency of visual experience, ways to build prototypes effectively and systematically, etc. In the process, to make our design feature well perceived by users, there is surprisingly much more nuance to consider, where intensive user tests and iterations play essential roles. I was fully engaged in prototyping and iterating and got a sense of achievement from the exploration.

CLOSING THOUGHTS

When exploring the news field on digital platforms, we became aware of the huge amount of issues the news industry and the readers are facing today. The area is complex and granular, and we are still far from sure if we are familiar with all of the opportunities we could have ended up exploring. Working within the project framework we created, we know that this framework does not include solutions to all of these problems. Being only two students, we knew this project would require humility, considering our capacity. Therefore, we have made some tough decisions throughout this project and tried to measure the value of possibilities up to what can be the most beneficial for our young target group.

Further, we are aware that NRK Nyss will be another news app on someone's phone. The value of adding more material to a highly saturated field can be debatable. We have not had the opportunity to see how the app would do in a real-life situation, given that we will deliver our design at a prototype level. Still, when looking at similar apps (Ref: Peil, VG), we can see that its success comes from a gap in the market, which we have tried to fill in similar ways.

The Covid-19 situation has made its impact on this diploma. We have had limitations because the only way of verifying our interventions is through our research and user tests. Under different circumstances, we would have approached many things a lot more hands-on and interacted with our target group on a closer level.

THANK YOU

Mosse Sjaastad for supervising this project, and provide guidance, support and perspectives that have been highly valuable.

To our fellow diploma students for their help, the lunches and making a diploma during Covid-19 more enjoyable.

Mei Szetu for taking the time to proof read our report.

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Andreas Bøhler for sharing your insight and experience from developing Peil.

Thomas Baekdal for sharing with us your experience as a private publisher and media analysis, and and giving us access to his behind paywall articles for free.

Sølve K. Karlsen for teaching us a lot about critical thinking and fact checking on digital platforms.

Anders Hofseth for being so generous with your knowledge, time and energy.

Martin Berglund for sharing your first hand experience and knowledge with us.

And our friends and family for your support and comfort troughout this diploma semester.

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READING LIST

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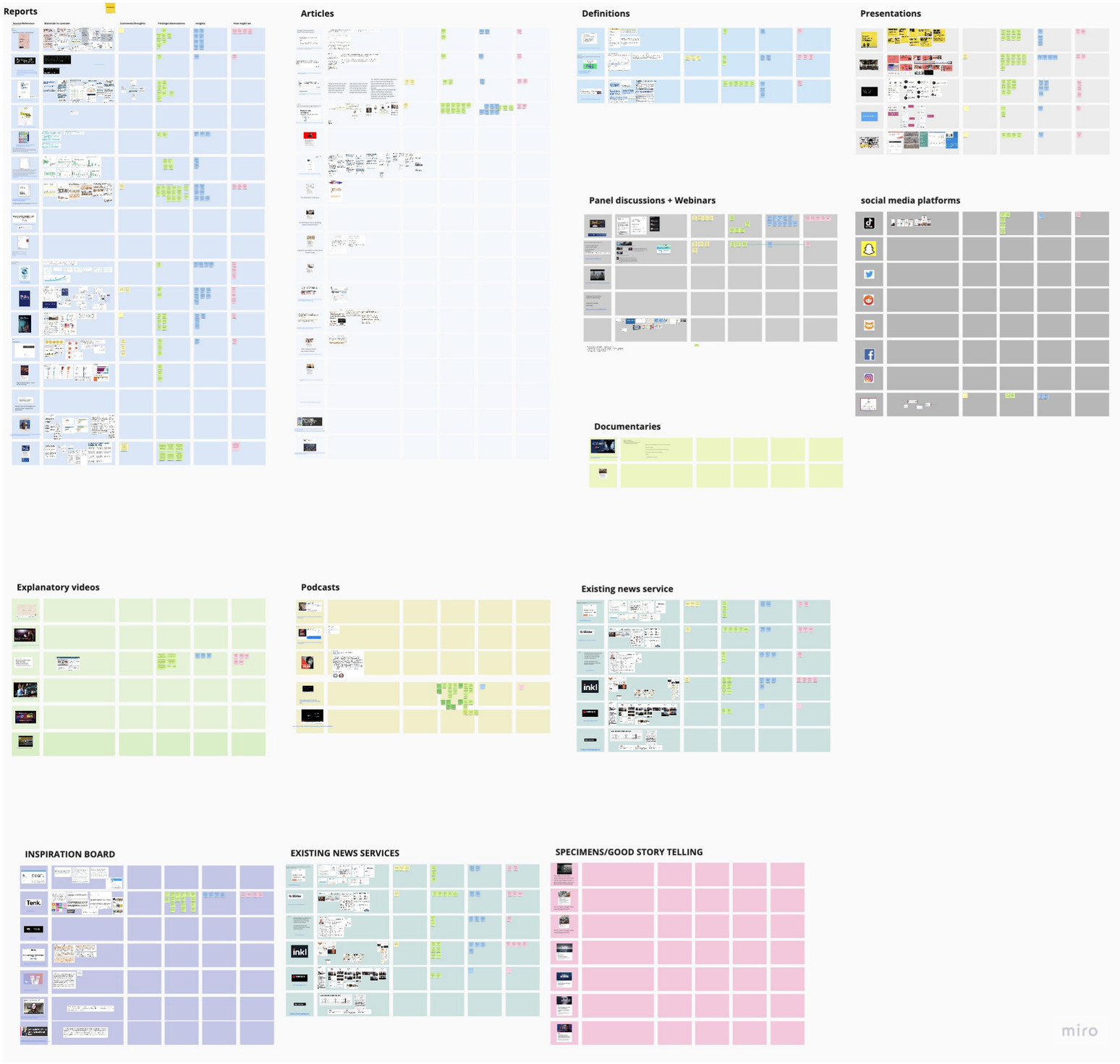
APPENDIX

SECONDARY RESEARCH

Our initial approach was to go through a comprehensive phase of secondary research. We found that the topic is well documented and wanted to use the existing knowledge surrounding it. It also allowed us to lean on a type of research that would not be disrupted if the Covid-19 situation escalated during our project.

- 17 reports
- 18+ articles
- 3 documentaries
- 2 webinars
- 3 panel discussions
- 5 presentations
- 7 podcast episodes
- 9 explanatory videos



OUR SURVEY

We made a survey to take the temperature of how Norwegian young adults experience and use news on digital platforms.

It consisted of 35 questions, and we recieved 76 answers. We did receive a majority of answers from people situated in Oslo, in the age group of 23-26.

We got a lot of valuable feedback which gave us direction and new insight.

What is the incentive for you to read news? *

Reply	Quantity	Percent
To keep updated and informed	68	89.5%
To fill my spare time	25	32.9%
To learn something and broaden my horizons	36	47.4%
To be entertained	21	27.6%
To fuel my passions	8	10.5%
It supports my identity	7	9.2%
Being able to discuss and participate in conversations	51	67.1%
To understand things that might affect me	56	73.7%
Other	1	1.3%

At what time during the day do you consume news? *

Reply	Quantity	Percent
Morning	28	36.8%
Mid-day (Lunch time)	14	18.4%
Afternoon	13	17.1%
Evening	23	30.3%
I have no specific routine for this	44	57.9%

What news genres do you prefer?

Reply	Quantity	Percent
Culture & Arts	41	53.9%
Entertaining news	21	27.6%
Fashion	11	14.5%
Political	60	78.9%
Technology	28	36.8%
Business & Economy	19	25%
Enviroment	42	55.3%
Medicine	14	18.4%
Sports	14	18.4%
Science	25	32.9%
Trade	5	6.6%
Weather forecasts	21	27.6%
Traffic	1	1.3%
Niche news (Related to hobbies etc.)	14	18.4%
Other?	2	2.6%

How much time do you spend on reading news at a time? *

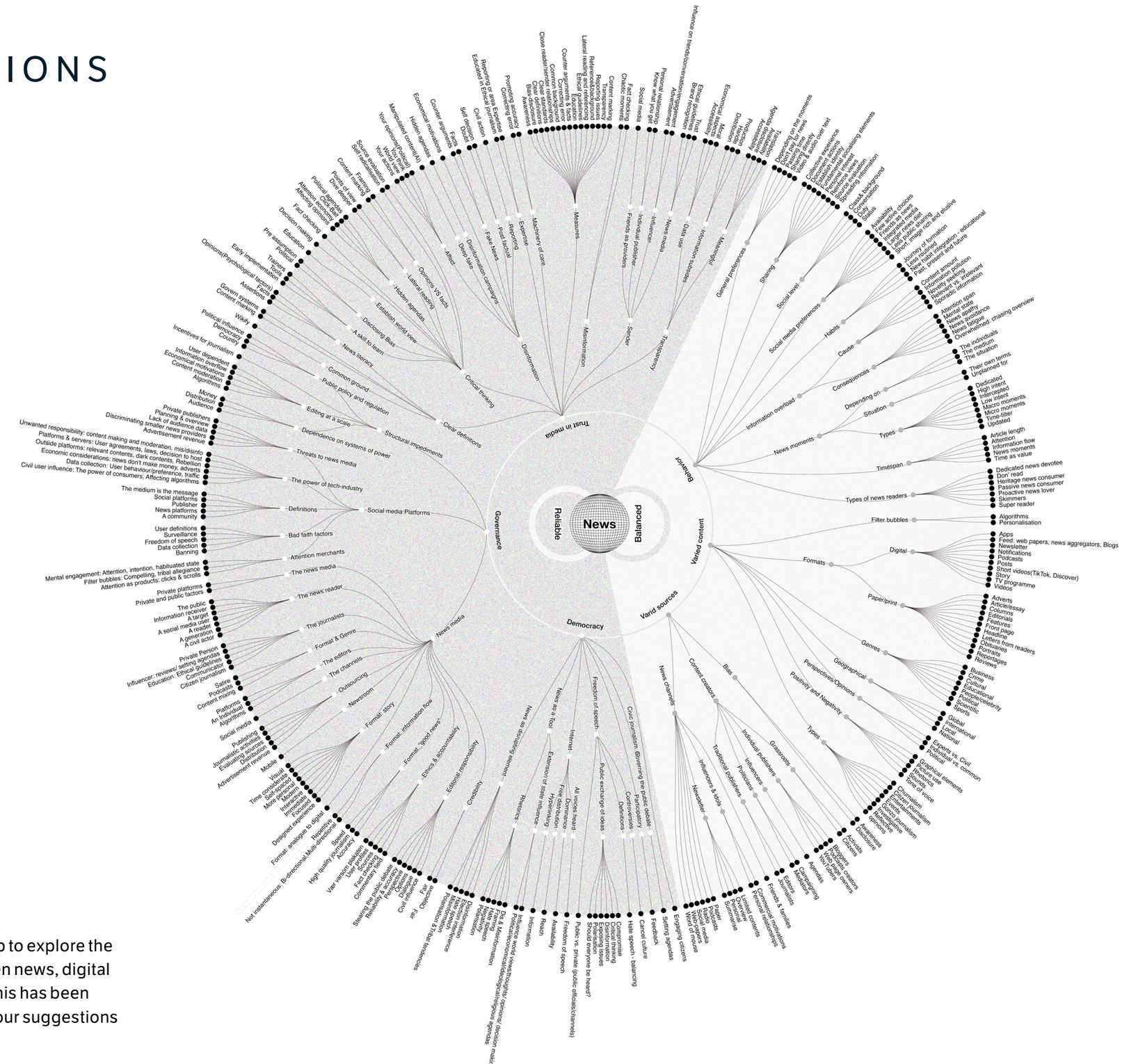
Reply	Quantity	Percent
One hour or more	6	7.9%
Less than one hour	12	15.8%
Less than 30 minutes	23	30.3%
Less than 15 minutes	25	32.9%
Less than 5 minutes	14	18.4%
Less than 1 minute	2	2.6%

When do you read news?
How frequently do you visit digital news platforms? *

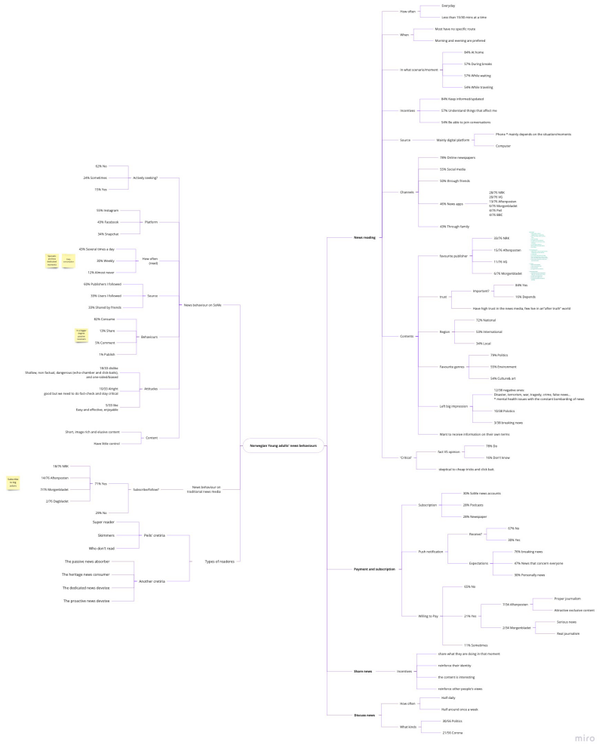
By digital news platforms we mean for example apps or online sites that provide news.

Reply	Quantity	Percent
Every day or almost every day	62	81.6%
At least once a week	11	14.5%
At least once a month	0	0%
Less than once a month	0	0%
Almost never	2	2.6%
Never	1	1.3%

CONSIDERATIONS MINDMAP

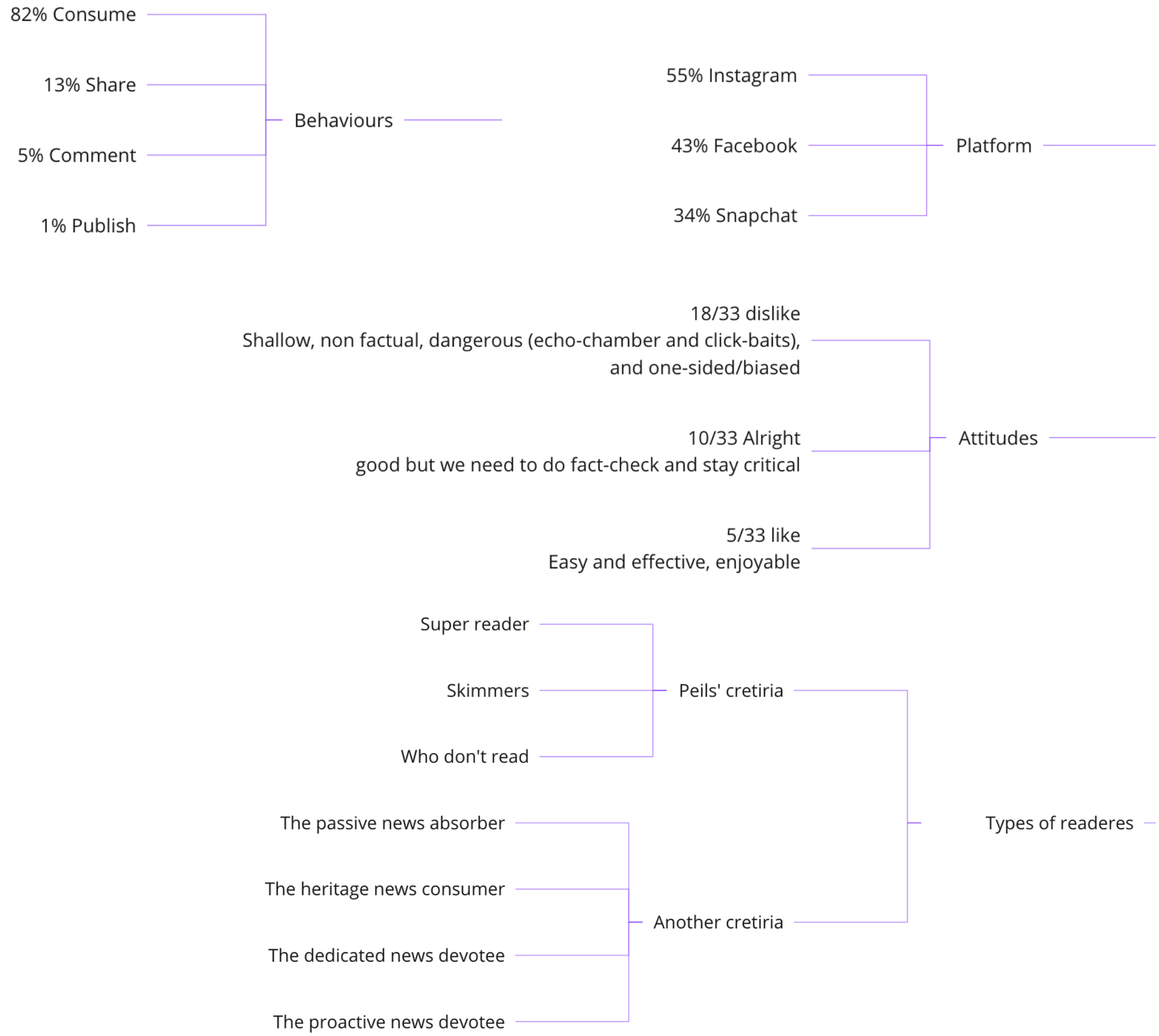

News
Reliable
Balanced
Trust in media
Governance
Democracy
Varied content
Varied sources
Behavior
Measures
Disinformation
Misinformation
Sender
Transparency
Machinery of care
Critical thinking
Clear definitions
Structural impediments
Social media Platforms
News media
Dependence on systems of power
Threats to news media
The power of tech-industry
Editing at a scale
Public policy and regulation
Common ground
News literacy
A skill to learn
Disclosing Bots
Establish world view
Hidden agendas
Opinions VS facts
Lateral reading
Affect
Deep fakes
Dissemination campaigns
Fake News
Post-factual
Reporting
Expertise
Influence on trends/conversation/opinions
Influencers
News media
Individual publisher
Friends as providers
Data use
Information surpluses
Marketing
Personal relationship
Know what you get
Advertisement
Recognition
Ethical guidelines
Trust
Economical risk
Accessibility
Discussion
Product
Accessibility
Accessibility
Trustworthy
Depending on the moments
Depending on news
Depending on time
Sharing of video & audio over text
Collective experience
Consumer activity
Entertainment
Personal interest
Reference values
Sharing information
Scrolling elements
Class& background
Conversation
Copy
Stalls
Availability
Friendship choices
Integrated as news
Integrated media
Larger news diet
Less public sharing
Short, image rich and elusive
Journey of formation
Less trusted
New digital integration - educational
Past, present and future
Content amount
Information pollution
Reliability vs. relevant
Sporadic information
Attention span
Marital apathy
News avoidance
News religions
Overwhelmed- chasing overview
The individuals
The medium
The situation
Their own terms
Unplanned for
Dedicated
High intent
Interrupted
Low intent
Macro moments
Micro moments
Time-filter
Updated
Article length
Attention
Information flow
News moments
Time as value
Dedicated news devotee
Don' read
Heritage news consumer
Passive news consumer
Proactive news lover
Skimmers
Super reader
Algorithms
Personalisation
Apps
Feed: web papers, news aggregators, Blogs
Newsletter
Notifications
Podcasts
Posts
Short videos(TikTok, Discover)
Story
TV programme
Videos
Adverts
Articlessay
Columns
Editorials
Features
Front page
Headline
Letters from readers
Obituaries
Portraits
Reportages
Reviews
Business
Crime
Cultural
Educational
Entertainment/celebrity
Political
Scientific
Sports
Global
International
Local
National
Experts vs. Civil
Individual vs. Common
Political
Graphical elements
Picture use
Sphere
Tone of voice
Columnism
Citizen journalism
Events journalism
Feature journalism
Reflective
Reportage
Interviews
Discourse
Activists
Citizens
Bloggers
Influencers creators
Vlogger
Your colleagues
Your fellows
Agendas
Campaigning
Verification
Editors
Journalists
Friends & families
Commercial relationships
Personal relationships
Unrelated contents
Overview
Summarise
Engaging citizens
Setting agendas
Feedback
Cancel culture
Hate speech - balancing
Public vs. private (public officials/channels)
Should everyone be heard?
Polarisation
Political views
Critical thinking
Disinformation
Conspiracies
Freedom of speech
Availability
Reach
Information
Influence world views/thoughts/ opinions/ decision making
Political/economical/social/ideological/religious agendas
Bias & Misinformation
Hate Speech
Polarisation
Echo chambers
Filter bubbles
Disinformation
Misinformation
Fake
Objective
Civil influence
Dialogue
Perspectives
Reliability & accuracy
Steering the public debate
Sources
Fact checking
Commentary field
Ver verrom prakatin
Bias/partisan
Speed
High quality journalism
Accuracy
Reporting
Format: analogue to digital
Designed experience
Mobile
Visual
Time considerate
Self-selected
More selected
Mental
Interactive
Immediate
Focussed
Social media
Publishing
Journalistic activities
Evaluating sources
Distribution
Advertisement revenue
Platforms
An individual
Algorithms
Private Person
Influencer, reviews/ setting agendas
Ethical guidelines
Education/ Ethical guidelines
Communicator
Citizen journalism
Satire
Podcasts
Content mixing
Format: story
Format: information flow
Format: "good news"
Ethics & accountability
Editorial responsibility
Credibility
Outsourcing
Newsroom
The journalists
Format & Genre
The editors
The channels
The news reader
The news media
Private platforms
Private and public factors
The public
Information receiver
A target
A social media user
A reader
A generation
A civil actor
Mental engagement: Attention, intention, habituated state
Filter bubbles: Compelling, tribal allegiance
Attention as products: clicks & scrolls
Attention merchants
Bad faith factors
User definitions
Surveillance
Freedom of speech
Data collection
Banning
Definitions
The medium is the message
Social platforms
Publisher
News platforms
A community
Unwanted responsibility: content making and moderation, mis/disinfo
Platforms & servers: User agreements, laws, decision to host
Outside platforms: relevant contents, dark contents, Rebellion
Economic considerations: news don't make money, adverts
Data collection: User behaviour/preference, traffic
Civil user influence: The power of consumers, Affecting algorithms
Private publishers
Planning & overview
Lack of audience data
Discriminating smaller news providers
Advertisement revenue
Money
Distribution
Audience
Incentives for journalism
User dependent
Information overflow
Economical motivation
Content moderation
Algorithms
Political influence
Democracy
Country
Gorem systems
Content making
Assertions
Facts
Opinions(Psychological factors)
Early implementation
Threats
Profit
Pre assumption
Politics
Education
Decision making
Fact checking
Affecting opinions
Attention economy
Political agendas
Points of view
Other stakes
Content framing
Framing
Source evaluation
Self radicalisation
Your opinion(Political)
Your actions
Manipulated content(AI)
Hidden agendas
Economical motivations
Counter arguments
Facts
Self decision
Doubt
Civil action
Reporting or using Expertise
Educated in Ethics/ journalism
Promoting accuracy
Combating error
Close reader/sender relationships
Common background
Common knowledge
Clear definitions
Bias awareness
Awareness
Counter arguments & facts
Ethical Education
Lateral reading and referencing
Reference to sources
Reporting issues
Transparency
Content marking
Chaotic moments
Echo chambers
Social media
Know what you get
Personal relationship

USER BEHAVIOR MAPPING



We mapped out what we had found on users news behaviors when it comes to news on digital platforms.

We aimed to understand tendencies, their habits and how they interact with news content.

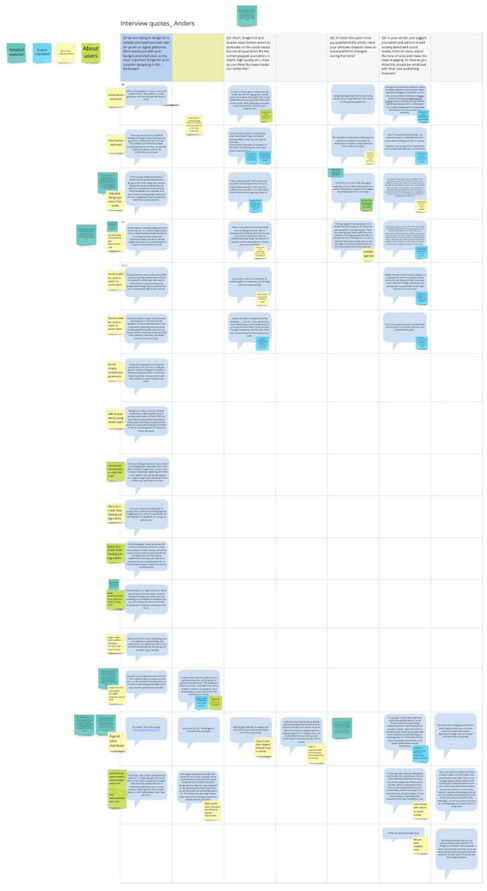


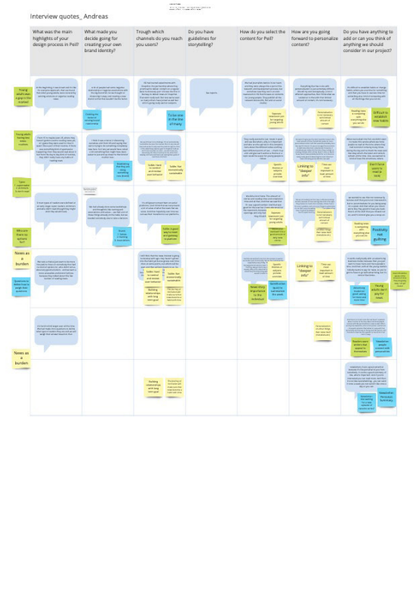
EXPERT INTERVIEWS

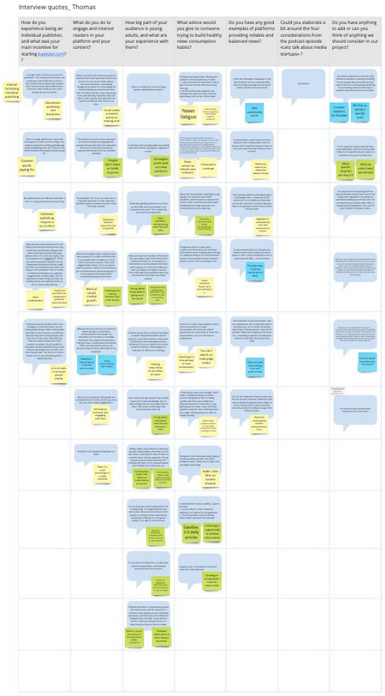
We conducted in depth interviews with our experts. Our questions were open and our goal was to learn and utilize their expertise in their field. We recorded the interviews and transcribed it into a system. We then extracted the information we found most descriptive of the current state of the news landscape by marking their answers with:

- Project inspiration
- About news media
- About users

Whis allowed us to include it in our user behavior map, synthesis map and clustering og insights.







INTERVIEW HIGHLIGHTS

But what is important is, there is a big difference between creating something for just people who are bored and just want to look at it and creating something for something someone who have a specific need. And it has to be focused.

Thomas Baekdal

People who get news from social media usually have a large news diet than those from traditional platforms.

Anders Hofseth

Products within social media are more based on lots of news people reacting to it. But you don't need those news, you need the news that you need to know.

Thomas Baekdal

Generally speaking; what we see is that around 30% are just choosing to not consume news at all. This is especially the case for young people.

Thomas Baekdal

We see that the information landscape is a lot more complicated than it have been before. We see that schools are moving slow, so that youth are getting into society and they don't have this critical filter in their minds.

Sølve K. Karlsen

What characterises our times is not a lack of information. The problem is rather getting an overview and getting things in scale.

Anders Hofseth

What we need to remember is that there are more ways to get information (than reading the news). So the question is; how aware are young people rally about what is going on in the world? Because that is actually much higher than we think. Although young people might read and consume less news, then older people.

Thomas Baekdal

Also we saw that fact checking for a journalist should be the main thing they do, and for normal people it is not that easy to see what fact checking could be.

Sølve K. Karlsen

Faktisk.no then understood that they had to start working with youth early, because then they could easier explain what fact checking could be. And explain that it is about finding the facts.

Sølve K. Karlsen

We saw that there was a lot of politicians that understood that they gained a lot of votes by spreading their own facts. And also we saw that a lot of people where confused about the information flow they saw in social media.

Sølve K. Karlsen

The internet is not just a tool, its also in the interest of someone else. And when you know that you have this, you have more critical thinking. And, you can not avoid all the traps, but at least you have kind of when some of it.

Sølve K. Karlsen

The main motivation is that youth don't get tools to work with fact checking in their daily life, and teachers in Norwegian schools don't have trust with themselves to work with source criticism and fact checking.

Sølve K. Karlsen

In Norway more young people are reading news from official newspapers, digitally of course.

Thomas Baekdal

It's not easy for us to find the source of news/posts/information (when we get news from families and friends).

Sølve K. Karlsen

We did a lot of tests. The amount of stories and reading time and completion time and all that, and then we saw that 10 was a good number. And that was good for the user but it was also good for the newsroom, because they only had 10 openings and only had 10 places, where they fill with news.

Andreas Bøhler

I still think that the news interest is going to develop with age. they haven't gotten into the habit yet but as grows over time ,then at some points, out efforts will be seen and they will get closers to us. So, even though it's not very like good business for us. In the short term, I think it's very essential for us and long term.

Andreas Bøhler

We can very clearly see that people are overwhelmed all the time. And if you see a link, you don't really engage with it.

Thomas Baekdal

It's not that it is mobile, but it is what ever moment people have, and whatever device that fits that moment.

Thomas Baekdal

For me the "balanced" doesn't mean two climate scientist believed in different facts about climate change which we might all know is there, but it's about how they solve this problem in different ways/ from different views.

Thomas Baekdal

It's difficult to establish habits or change habits, where you use time for something and then you have to use less time for something else. kind of competing with all the things that you can do.

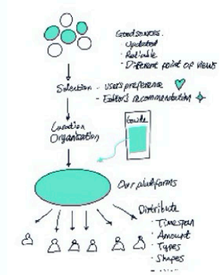
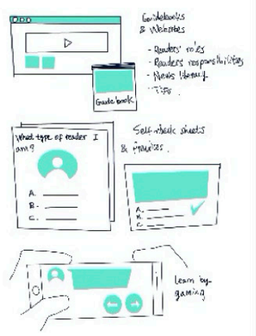
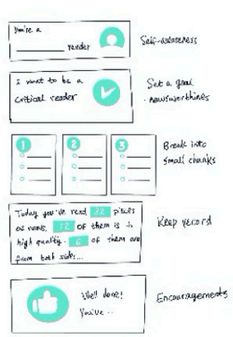
Andreas Bøhler

It's still great to meet them on social platforms, and I think that we can present a lot of value of what the news that we serve. And then hopefully over time we can see their transition to our platforms.

Andreas Bøhler

AREAS OF OPPORTUNITY

We made a system for sorting areas of opportunity troughout our project. This helped us specify our direction and evaluate our ideas.

	Build our own news aggregator platform	Build bridge between user and tech(industry)	Educate young adults	help to build new news habits (guides)
Why?	Being a third party platform Make consumers receive many point of views and avoid biased or one-sided opinions Reaching to have the same function as Solfie: To read from different sources in one stop.	Users lack control with the governance The industry are need the help from governments and users to provide with better content	self-awareness and know-how is important If you know where to look, there are many places to find interesting sources of news.	It is very hard being a online news reader!! Feels overwhelming to get an "overview" of the news landscape
How might we?	HMW make sure to be visible for young adults? HMW not overwhelm users?	HMW explore possibilities to create integrated media solutions? HMW explore the possibilities of hybrid solutions? HMW engage different stakeholders in for creating a better news landscape? HMW facilitate collaboration between civil actors and tech companies?	HMW guide and learn our user to navigate digital news landscape? HMW facilitate new news-habits? HMW build a good media literacy? HMW make it easier being a digital news-reader?	HMW guide and learn our user to navigate digital news landscape? HMW facilitate new news-habits?
sketches				
Benefits	If users have a dedicated platform one can give context to background/indirect news. The platform can have a manifest like inkl. who follows journalistic ethics.	A better news environmet	Can solve the problem fundamentally	Can solve the problem fundamentally
Opportunities	Make own visual identity and brand Medium size sub-platform Trustworthy search engine for news	Companies and governments have seen the needs to cooperate	Users feel the needs when they're asked	Users feel the needs when they're asked
Lightning demos	https://feedly.com/ https://app.usepanda.com/#/ https://www.inkl.com/		https://tenk.faktisk.no/	https://habitica.com/static/home https://www.beeminder.com/
Threats/Obstacles	The uniqueness	Business profit VS user experience	The process can be hard to persist	Can't get the the rights to observe users behaviours

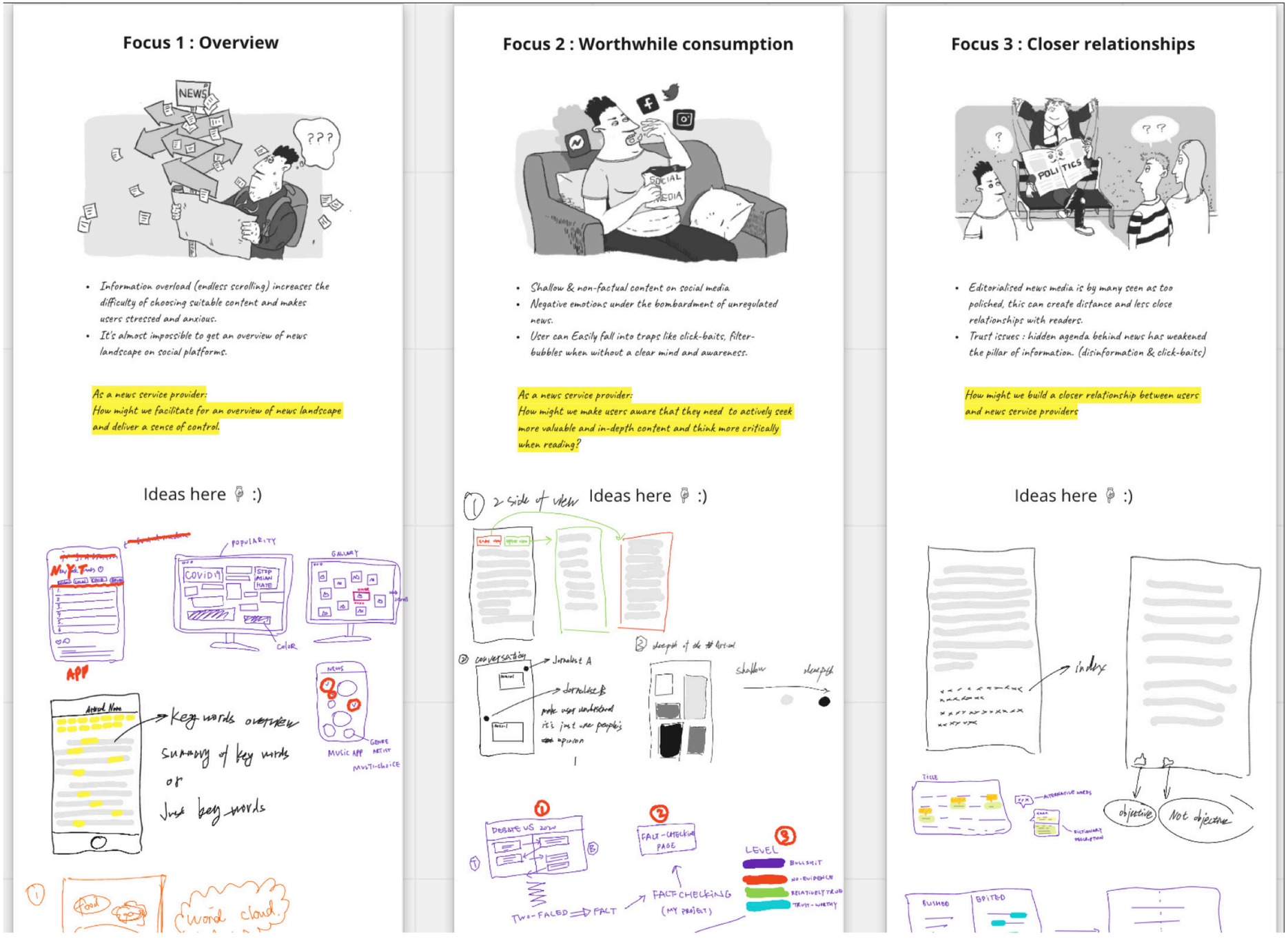
CLUSTERING OUR INSIGHTS

We did a session of clustering the insights we had gathered troughout our research into main areas.

Here we could get to view some of the granularity and concretisize.

IDEATION WORKSHOPS

We conducted ideation workshops with fellow designers. Here we were able to identify some areas to explore. We also received a lot of valuable feedback on our directions.



COMPARATIVE STUDIES

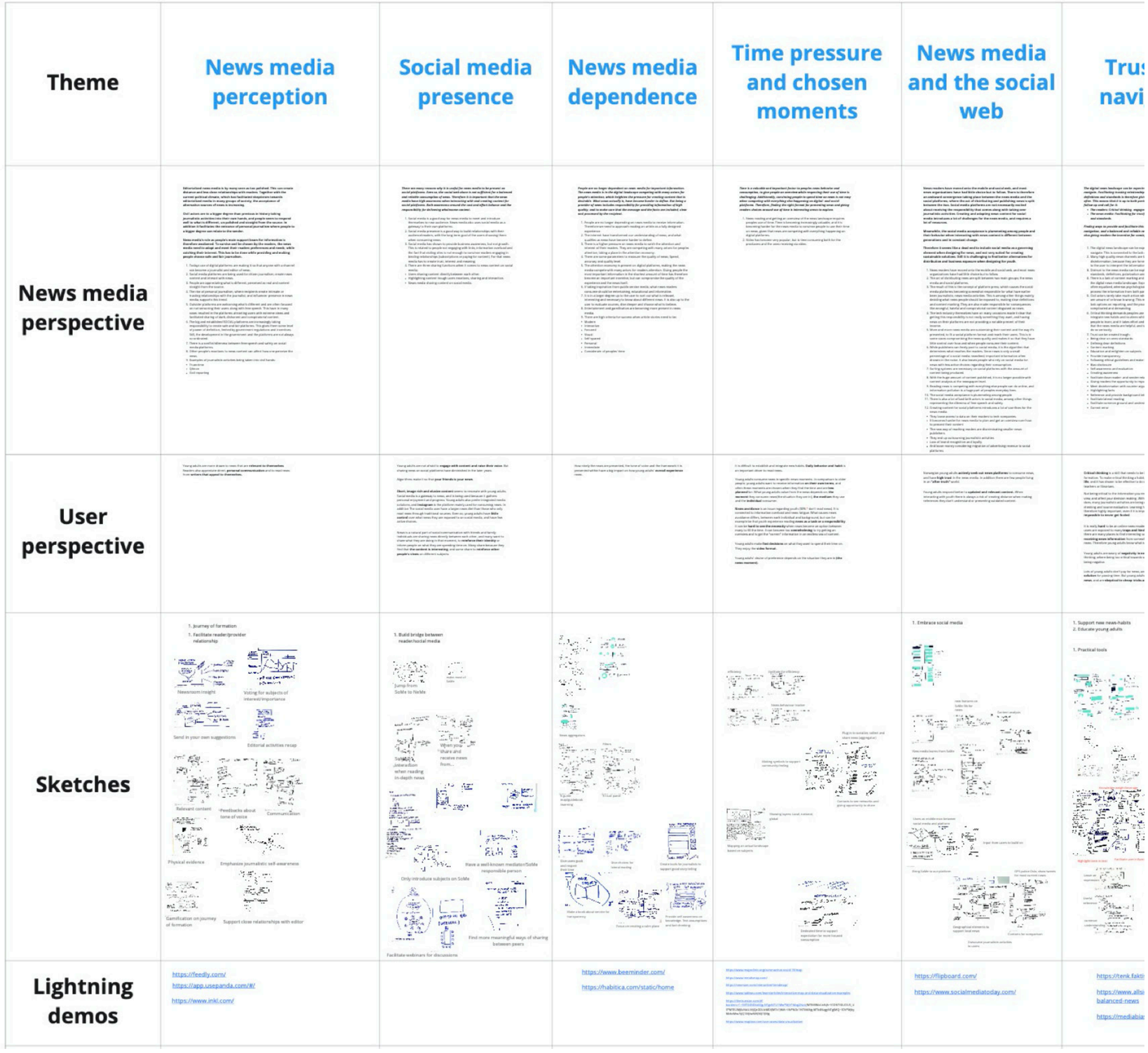
We gathered examples of what we found inspiring and existing news services in a system that let us find inspiration and concretisize what we wanted to achieve. This helped us understand the state of the art.

INSPIRATION BOARD

EXISTING NEWS SERVICES

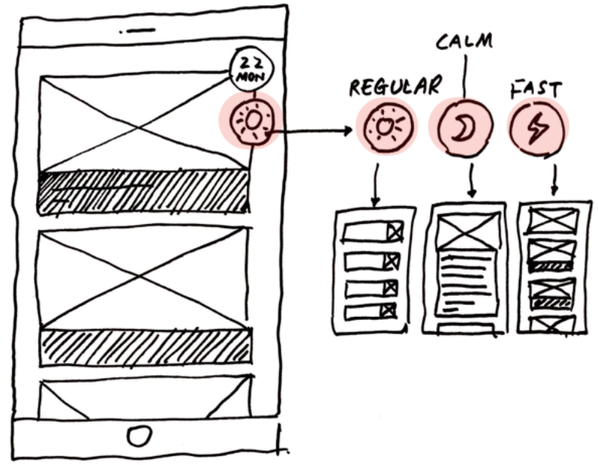
SYNTHESIS MAP

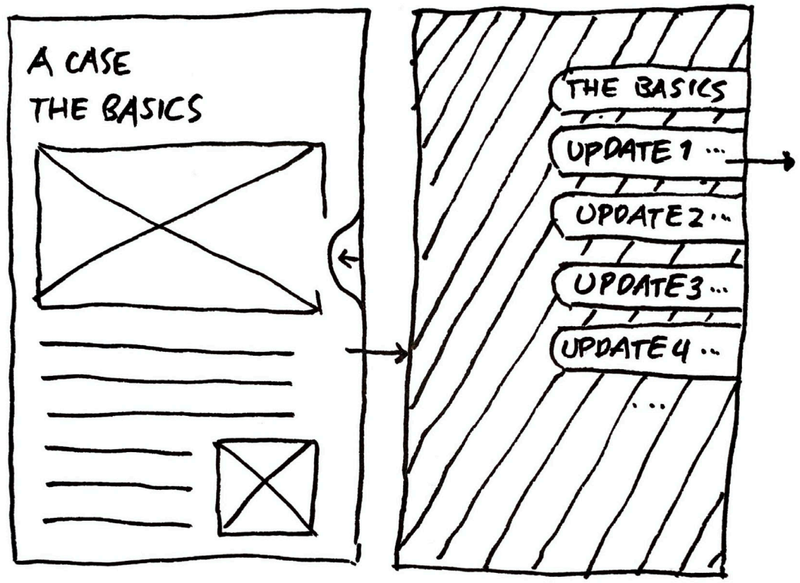
We put all the areas, insights, sketches and inspirations in a synthesis map, to make our research into possible project directions. From this we were able to define key insights and get an overview.

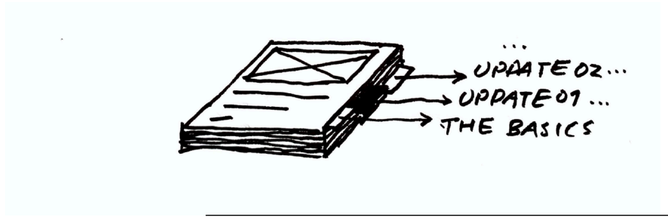


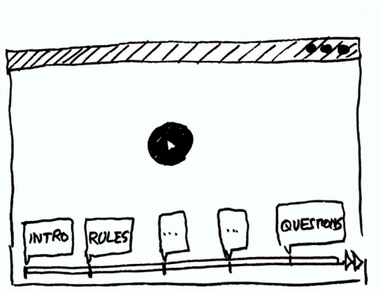
LOW FIDELITY SKETCHES

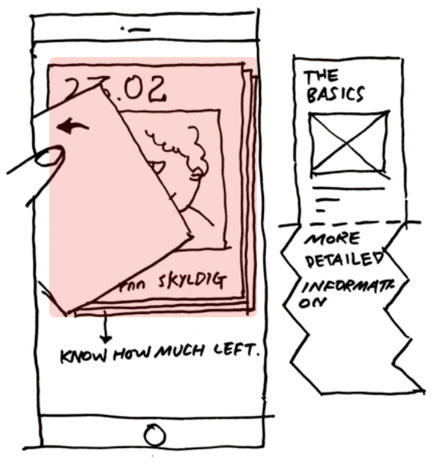
We sketched out big and small interactions and ideas troughout our whole project. This allowed us to be specific and receive feedback from potential users and experts.

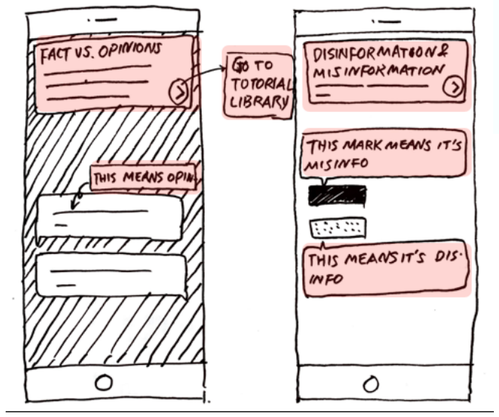


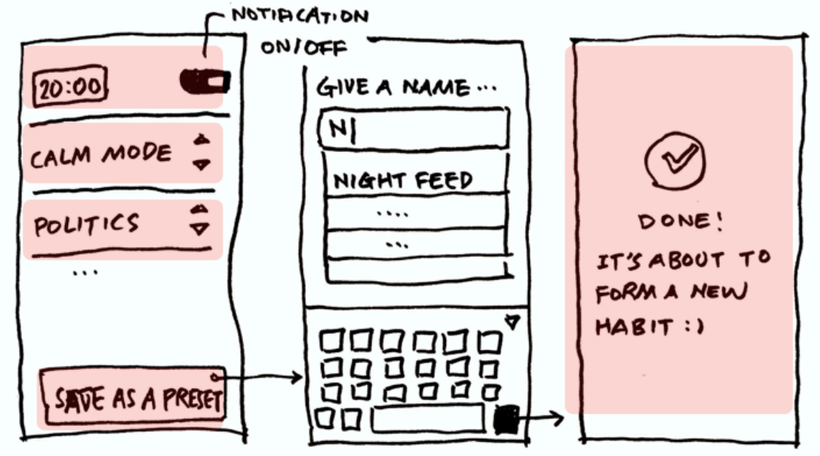










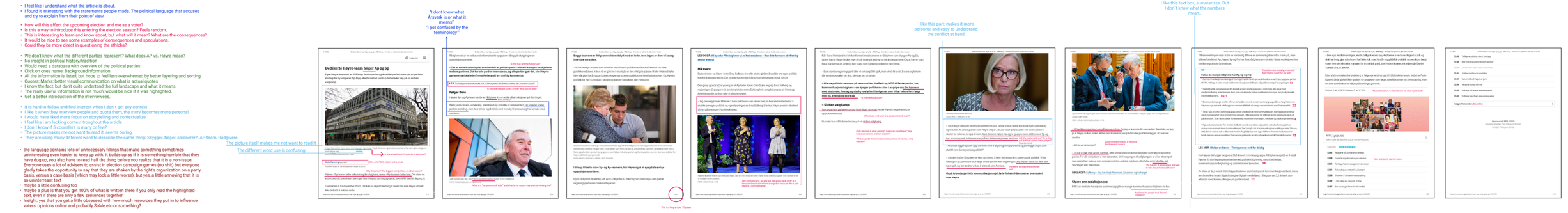


CASE STUDY

We did a case study so we could be specific in our iterations and development of the prototype.

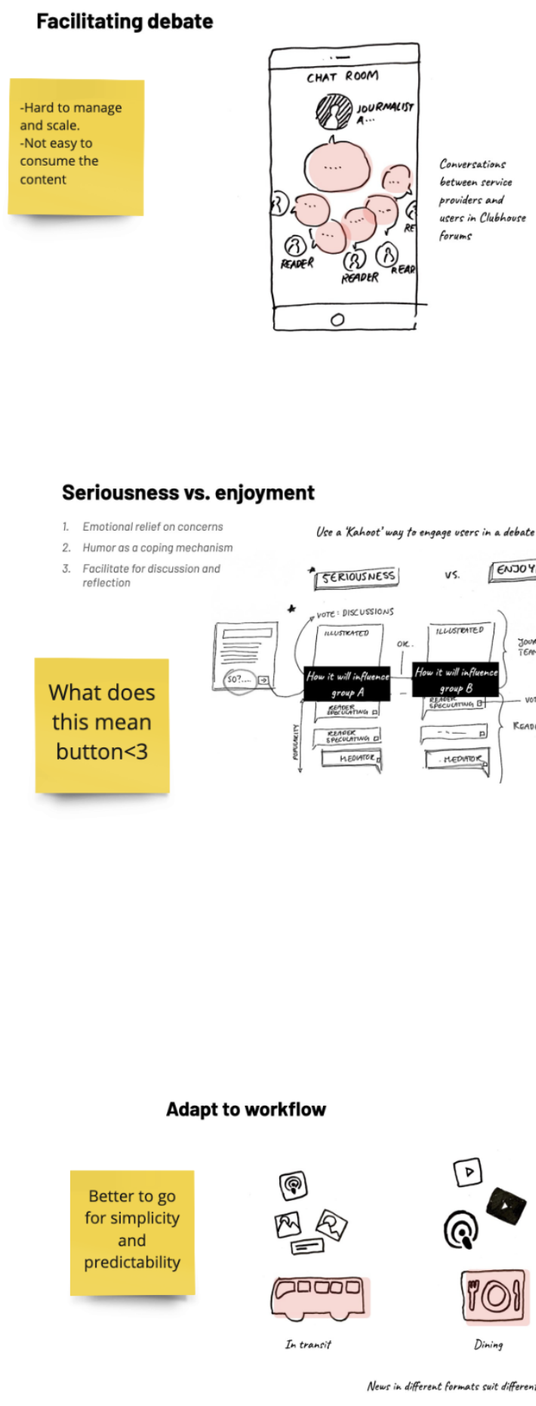
We received feedback on a political NRK article from five potential users. This led to us being able to define some clear intentions when designing for the article example in our prototype.

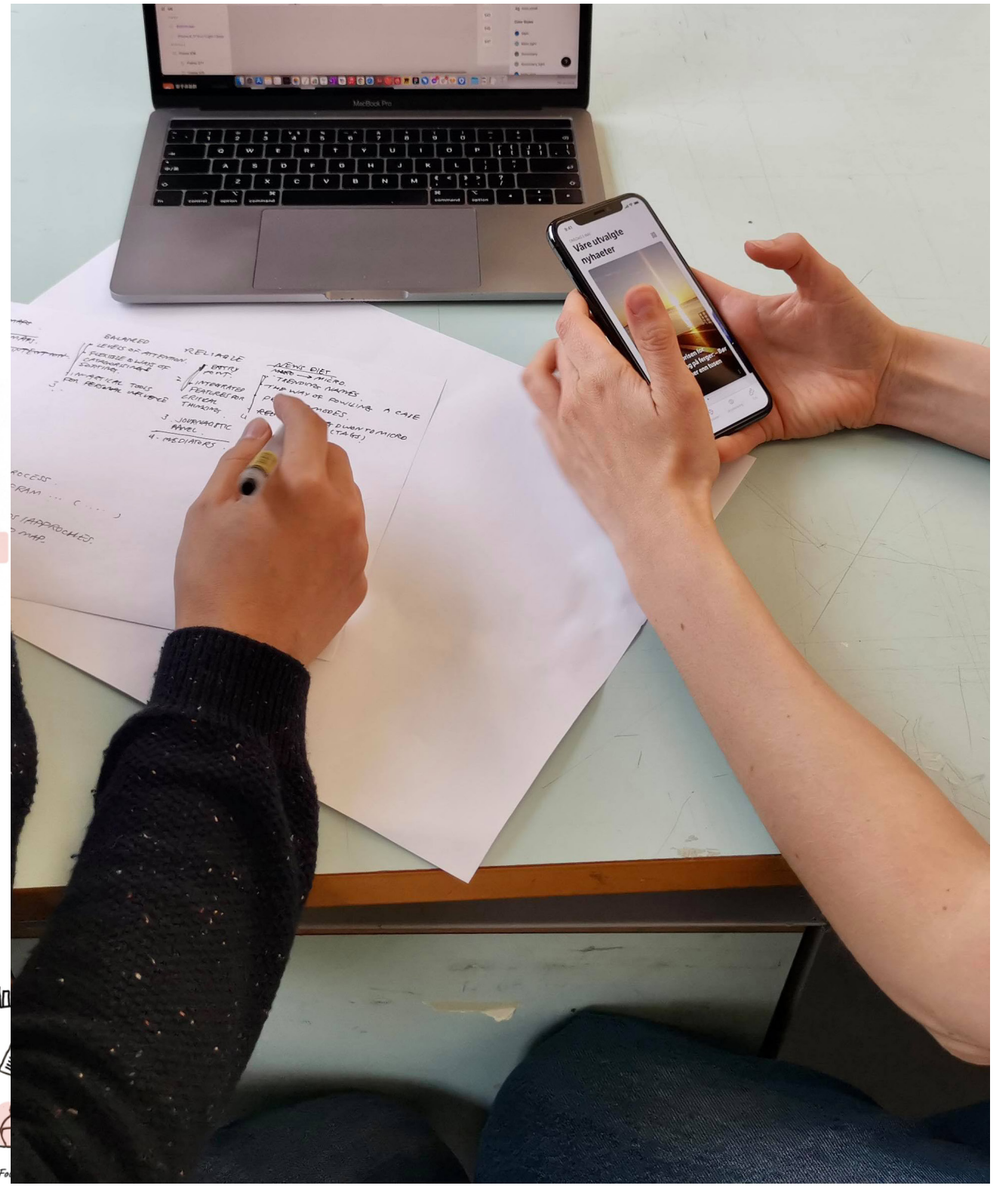
- We don't know what the different parties represent? What does AP vs. Høyre mean?
- No insight in political history/tradition
- Would need a database with overview of the political parties.
- Click on ones name: Backgroundinformation
- All the information is listed; but hope to feel less overwhemed by better layering and sorting.
- Quotes: Marks; better visual communication on what is actual quotes
- I know the fact; but don't quite undertand the full landscape and what it means.
- The really useful information is not much; would be nice if it was highlighted.
- Get a better introduction of the interviewees.
- It is hard to follow and find interest when I don´t get any context
- I like it when they interview people and quote them, the story becomes more personal
- I would have liked more focus on storytelling and contextualize
- I feel like i am lacking context troughout the article
- I don´t know if 5 counslers is many or few?
- The picture makes me not want to read it, seems boring.
- They are using many different word to describe the same thing: Skygger, følger, spionerer?. AP-team, Rådgivere.
- the language contains lots of unnecessary fillings that make something sometimes uninteresting even harder to keep up with. It builds up as if it is something horrible that they have dug up, you also have to read half the thing before you realize that it is a non-issue. Everyone uses a lot of advisers to assist in election campaign games (no shit) but everyone gladly takes the opportunity to say that they are shaken by the right's organization on a party basis, versus a case basis (which may look a little worse). but yes, a little annoying that it is so uninterreant text
- maybe a little confusing too
- maybe a plus is that you get 100% of what is written there if you only read the highlighted text, even if there are only a few sentences together
- Insight: yes that you get a little obsessed with how much resources they put in to influence voters' opinions online and probably SoMe etc or something?



TESTING AND FEEDBACK

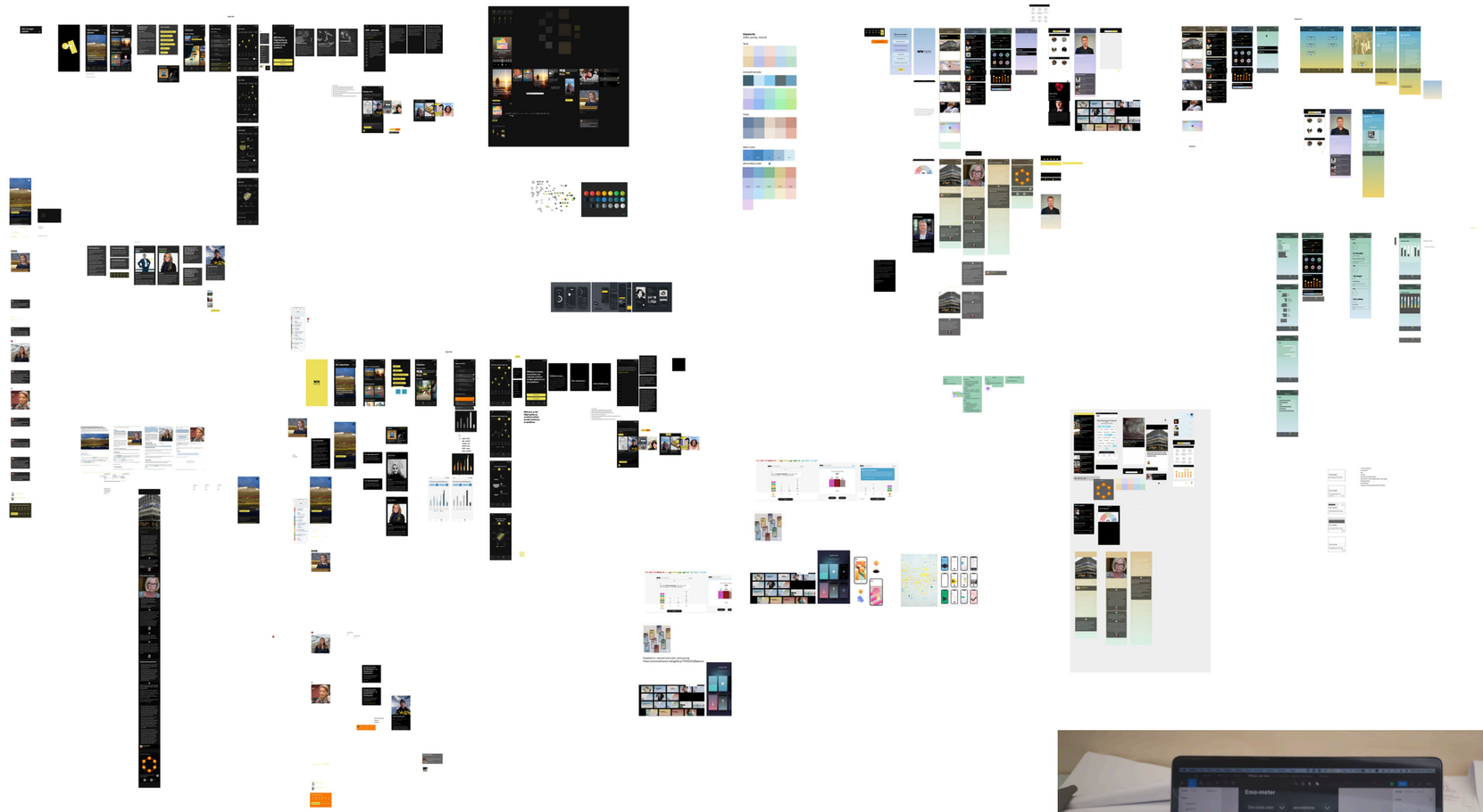
We tested our designs on potential users and our experts. We received feedback troughout the whole phase of development.

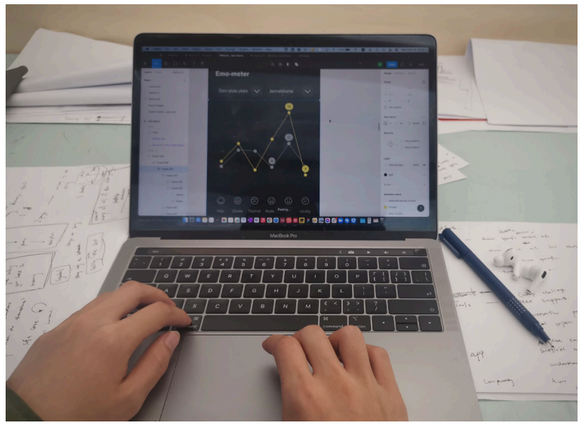




PROTOTYPING

We prototyped mainly using Figma, which allowed us to collaborate and share clickable sketches. This lifted our explorations to a level where we could discuss and explore in detail.





NYSS