IBBT

INTERDISCIPLINAIR INSTITUUT VOOR BREEDBANDTECHNOLOGIE

E-publishing projects
by IBBT-SMIT

Embedding the news consumer in technology development

Ike Picone

Studies in Media, Information & Telecommunication (SMIT)

Institute for Broadband Technology (IBBT)

Diginews workshop

Halmstad, Zweden

September 2007

smit

CONTENTS

1. **Involving the user**
2. **E-paper**
3. **Me-paper**
4. **Fleet**

IBBT

smit

1 - Involving the user

- ## Social shaping of technology
  - Users and engineers ≠ way of looking at technology
    -> technology failures

  - Consumer decides if and how he appropriates the technology

  - Developing and adoption is a dynamic process influenced by social changes and context are influencing each other

IBBT

smit

2 - E-paper

- Introduction
  - E-reader with e-ink
  - 200 test users
  - Test during 2,5 months (Apr-Jun)
  - Living lab configuration
    - Using real users in their natural context
    - Observe in their natural, daily behaviour
    - User is a co-producer in the innovation process

IBBT

smit

Strenghts and weaknessess

Strengths	Weaknesses
Screen quality	Operation of the device needs to be more intuitive
Screen size	Battery life span
Compactness of device	Presentation of newspaper on the device
Look of device	Vulnerability

Opportunities	Threats
Multiple titles (newspapers, books, magazines)	Competition with other portable devices (PDA, smart phone)
Zoom able formats	
Books on vacation	Habit of reading the daily newspaper (old habits die hard)
Reading device with acrobat reader or integrated devices (agenda, e-mail)	
Foldable screens	

IBBT

smit

Research results

- Positioning in news landscape
  - Habit of regular newspaper
    - Similar lay-out + content
    - Similar navigation + options
  - Low interest in personalized content + RSS feeds
  - Ideal holiday tool: store books and download newspapers
  - Practical for reading newspapers on the move

IBBT

smit

Research results II

- # Positioning among existing mobile devices

    - specific focus on reading functionality
    - ≠ opinions:
        - Multiple portable devices -> all-in-one PDA

        - Only reading functionality -> read multiple newspapers + PDF documents (instead of printing)

IBBT

smit

Conclusion

- ## Old habits die hard
  - in the short run, the eReader will not replace the real newspaper
  - No new user practices -> substitute for existing platform & practices

- ## Innovation through familiarity
  - eReader perceived as new + additional channel to receive the existing newspaper
  - 49% of panel members indicate they would want a perfect functioning eReader in the future

IBBT

smit

3 - Me-Paper

- ## Introduction
  - five Dutch **newspapers** (local-regional-national)
  - two research **institutes**: EC/DC and IBBT
  - general objective
    - setting up a development lab for the design of journalistic formats
    - the establishment of a living lab for parallel continuous user testing
  - technology
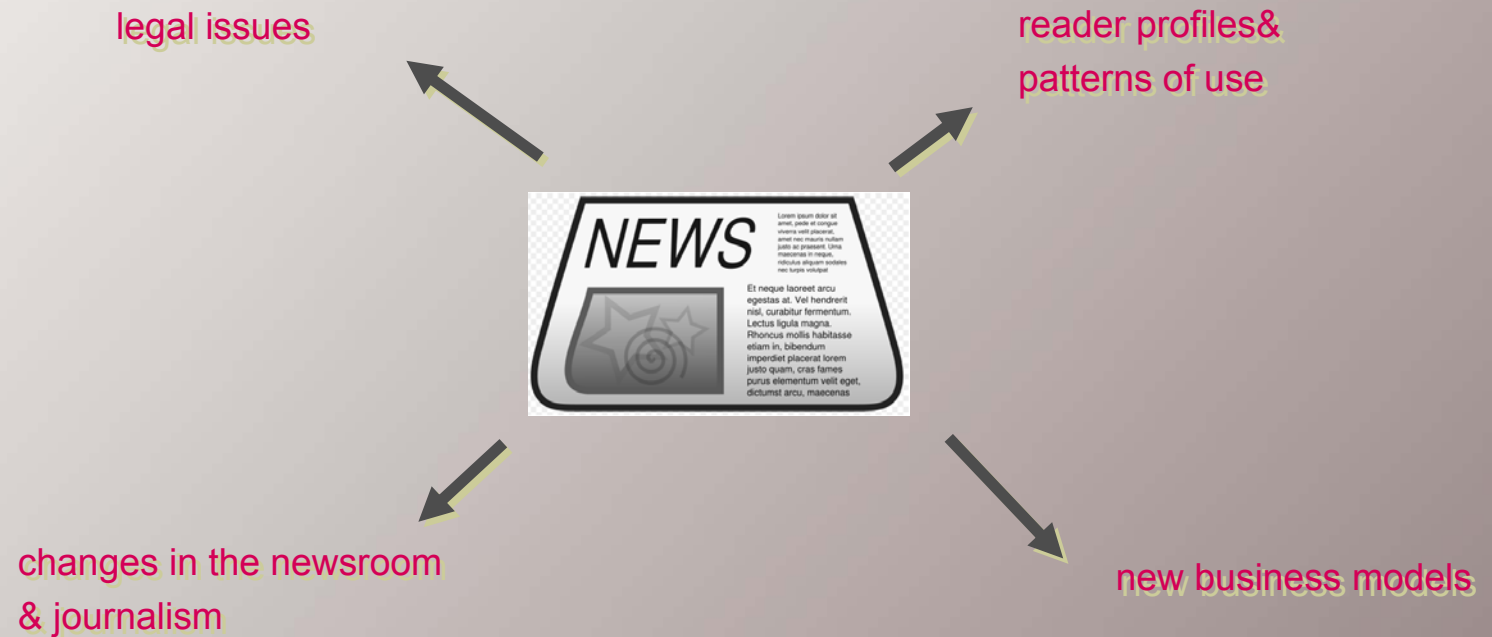   - Ultra Mobile PCs
    - e-Ink mounted readers (iLiad)

IBBT

smit

Me-paper

- **process**
  - **brainstorms: news provision in 2012**
  - **concepts: priorities, choices, sketches**
  - **paper prototypes / low fidelity**
    - **user evaluation**
  - **prototypes / high fidelity (both iLiad and UMPC)**
    - **user evaluation**
  - **new services participating papers**

IBBT

smit

4 - FLEET

Interdisciplinary, interinstitutional research project
on the evolutions in online news (2006-2010)

legal issues

reader profiles&
patterns of use

NEWS

changes in the newsroom
& journalism

new business models

IBBT

smit

FLEET

- on production side
    - identification and inventarisation of actors, products and services
    - business models of e-publishing
- on content [generating] side
    - the position and role of the journalistic profession: work organisation, task division and function descriptions in digital newsrooms
    - the education and training of journalists: new skills and competences for digital journalists
- on user side
    - identification of user profiles and patterns
    - P2P and e-publishing: the 3P-project (Public Publishing Platform)
- transversal issues
    - future of e-publishing
    - legal implications

IBBT

smit

FLEET so far...

- **Production side:**
  - database of Flemish (e)Publishing actors: to be launched soon
  - Business models to be presented at workshop in December 2007
- **Content side:**
  - Results of three months participatory research at Flemish newspaper to be released soon

IBBT

smit

FLEET so far... II

- ## User side
  - Expert interviews
  - Conceptual framework
  - Ethnographic research to start soon

- ## Transversal issues
  - Conference in januari
  - Different workshops planned
  - Website and trendflagging document
  - Legal vademeci
  - Various academic papers

IBBT

smit

To be continued...

- Questions?

- Ike.Picone@vub.ac.be
- Smit.vub.ac.be

IBBT

smit