SCENE SETTING
What is news?

News is the communication of selected information on current events which is presented by print, broadcast, Internet, or word of mouth [the media] to a third-party or mass audience.

*Italics mine*
Why regulate the media?

• The management of what is arguably the key economic resource in the emerging ‘information society’, with a very high dependence on all forms of communication.

• The protection of public order and support for instruments of government and justice.

• The protection of individual and sectional rights and interests that might be harmed by unrestricted use of public means of communication.

• The promotion of the efficiency and development of the communication system, by way of technical standardization, innovation, connectivity and universal provision.

• The promotion of access, freedom to communicate, diversity and universal provision as well as securing communicative and cultural ends chosen by the people for themselves.

• Maintaining conditions for effective operation of free markets in media services, especially competition and access, protection of consumers, stimulating innovation and expansion.

Source: http://www.le.ac.uk/oerresources/media/ms7501/mod2unit11/index.htm
Current examples

• Twittergate – Superinjunctions and Lord MacAlpine
  – Slander via citizens using digital technology to produce user generated content
• Phone hacking and Leveson
  – Journalists acquiring private data via technology for use in mainstream media
• Dark web economy
  – Sale of drugs, guns, credit card information
• Unseen networks
  – Pornography, political deviancy, conspiracy
OUT IN THE OPEN
Fig. 1. — Schematic diagram of a general communication system.

Shannon-Weaver (1949)
Communication – the basics

The good old days

Information source → Transmitter → Receiver → Destination

- Information source
- Transmitter
- Receiver
- Destination

![Image of a vintage radio and newspaper]
Communication – the basics

Web 1.0

Information source → Transmitter → Receiver → Destination
Communication – the basics

Early days of Web 2.0

Information source → Transmitter → Receiver → Destination

www.alf-compute.com
Web 2.0 - User Generated Content
- Regulatory issues: Copyright, ISP liability, content provider liability
User Generated Content

Source: http://www.oii.ox.ac.uk/vis/?id=4e3c030d
Apple at 16, Microsoft at 20, NY Times 35, at BBC at 37, Guardian at 71, Daily Mail at 133

Source: http://www.seomoz.org/top500
News sourcing

Where People Got News Yesterday

- Watched news on TV
- Read a newspaper
- Listened to radio news
- Got online/mobile news
- Any digital news

## Most Americans Still Get News from Traditional News Platforms, Except the Very Young

### Where did you get news yesterday?

<table>
<thead>
<tr>
<th>Platform</th>
<th>Total</th>
<th>18-24</th>
<th>25-29</th>
<th>30-39</th>
<th>40-49</th>
<th>50-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Traditional Platforms</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Television</td>
<td>55</td>
<td>29</td>
<td>41</td>
<td>47</td>
<td>57</td>
<td>65</td>
<td>73</td>
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<tr>
<td>Radio</td>
<td>33</td>
<td>20</td>
<td>31</td>
<td>40</td>
<td>38</td>
<td>36</td>
<td>27</td>
</tr>
<tr>
<td>Print newspaper</td>
<td>23</td>
<td>6</td>
<td>10</td>
<td>12</td>
<td>16</td>
<td>30</td>
<td>48</td>
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<tr>
<td>One or more</td>
<td>71</td>
<td>43</td>
<td>62</td>
<td>69</td>
<td>72</td>
<td>79</td>
<td>86</td>
</tr>
<tr>
<td><strong>Digital Platforms</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Digital/Online</td>
<td>39</td>
<td>41</td>
<td>45</td>
<td>47</td>
<td>49</td>
<td>35</td>
<td>23</td>
</tr>
<tr>
<td>Email</td>
<td>16</td>
<td>13</td>
<td>18</td>
<td>21</td>
<td>17</td>
<td>15</td>
<td>12</td>
</tr>
<tr>
<td>Twitter</td>
<td>3</td>
<td>7</td>
<td>7</td>
<td>4</td>
<td>4</td>
<td>1</td>
<td>*</td>
</tr>
<tr>
<td>Social networking</td>
<td>19</td>
<td>34</td>
<td>32</td>
<td>30</td>
<td>23</td>
<td>10</td>
<td>2</td>
</tr>
<tr>
<td>Podcast</td>
<td>8</td>
<td>6</td>
<td>7</td>
<td>9</td>
<td>12</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>One or more</td>
<td>50</td>
<td>60</td>
<td>61</td>
<td>59</td>
<td>60</td>
<td>43</td>
<td>28</td>
</tr>
</tbody>
</table>

### News sourcing

**But Few Rely Solely on Traditional News Platforms, Except for Older Americans**

<table>
<thead>
<tr>
<th>Where did you get news yesterday?</th>
<th>Total</th>
<th>18-24</th>
<th>25-29</th>
<th>30-39</th>
<th>40-49</th>
<th>50-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2012</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Traditional platform only</td>
<td>33%</td>
<td>11%</td>
<td>20%</td>
<td>22%</td>
<td>24%</td>
<td>42%</td>
<td>60%</td>
</tr>
<tr>
<td>Digital platform only</td>
<td>12%</td>
<td>28%</td>
<td>19%</td>
<td>13%</td>
<td>13%</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>Both</td>
<td>38%</td>
<td>32%</td>
<td>43%</td>
<td>47%</td>
<td>47%</td>
<td>37%</td>
<td>25%</td>
</tr>
<tr>
<td>No news yesterday</td>
<td>17%</td>
<td>29%</td>
<td>19%</td>
<td>19%</td>
<td>15%</td>
<td>14%</td>
<td>11%</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

| **2010**                          |       |       |       |       |       |       |     |
| Traditional platform only         | 40%   | 21%   | 32%   | 27%   | 40%   | 46%   | 62% |
| Digital platform only             | 8%    | 15%   | 14%   | 12%   | 8%    | 5%    | 1%  |
| Both                              | 35%   | 31%   | 31%   | 44%   | 39%   | 38%   | 21% |
| No news yesterday                 | 17%   | 33%   | 22%   | 18%   | 12%   | 12%   | 16% |
|                                   | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%|

**10-12 change in “traditional only”**

-7 -10 -12 -5 -16 -4 -2

PEW RESEARCH CENTER 2012 News Consumption Survey. NOTE: People who said they got news from both traditional and digital platforms are counted in both nets. Figures may not add to 100% because of rounding.

**News sourcing**

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### Young People Continue to Spend Less Time with the News

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>74</td>
<td>66</td>
<td>65</td>
<td>59</td>
<td>59</td>
<td>72</td>
<td>69</td>
<td>66</td>
<td>70</td>
<td>67</td>
</tr>
<tr>
<td>18-29</td>
<td>56</td>
<td>44</td>
<td>48</td>
<td>42</td>
<td>38</td>
<td>45</td>
<td>49</td>
<td>46</td>
<td>45</td>
<td>45</td>
</tr>
<tr>
<td>30-39</td>
<td>69</td>
<td>60</td>
<td>53</td>
<td>50</td>
<td>57</td>
<td>70</td>
<td>65</td>
<td>63</td>
<td>68</td>
<td>62</td>
</tr>
<tr>
<td>40-49</td>
<td>75</td>
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<td>65</td>
<td>58</td>
<td>56</td>
<td>73</td>
<td>64</td>
<td>67</td>
<td>74</td>
<td>71</td>
</tr>
<tr>
<td>50-64</td>
<td>83</td>
<td>79</td>
<td>69</td>
<td>64</td>
<td>71</td>
<td>82</td>
<td>76</td>
<td>74</td>
<td>81</td>
<td>76</td>
</tr>
<tr>
<td>65+</td>
<td>90</td>
<td>88</td>
<td>96</td>
<td>80</td>
<td>81</td>
<td>88</td>
<td>79</td>
<td>84</td>
<td>83</td>
<td>83</td>
</tr>
</tbody>
</table>

PEW RESEARCH CENTER 2012 News Consumption Survey. All averages are estimated based on total time spent watching TV news, reading a print version of the newspaper, listening to news on the radio and getting news online, including online/digital versions of newspapers. Online news added in 2004. In 2004 and earlier, all newspaper reading is assumed to be in print.

### Where Do People Get News Online?

*Online news sources used most often...*  
<table>
<thead>
<tr>
<th>Source</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yahoo/Yahoo News</td>
<td>26</td>
</tr>
<tr>
<td>Google/Google News</td>
<td>17</td>
</tr>
<tr>
<td>CNN</td>
<td>14</td>
</tr>
<tr>
<td>Local news sources</td>
<td>13</td>
</tr>
<tr>
<td>MSN</td>
<td>11</td>
</tr>
<tr>
<td>Fox</td>
<td>9</td>
</tr>
<tr>
<td>MSNBC</td>
<td>6</td>
</tr>
<tr>
<td>New York Times</td>
<td>5</td>
</tr>
<tr>
<td>AOL</td>
<td>5</td>
</tr>
<tr>
<td>Huffington Post</td>
<td>4</td>
</tr>
<tr>
<td>Facebook</td>
<td>3</td>
</tr>
<tr>
<td>ABC/ABC News</td>
<td>3</td>
</tr>
<tr>
<td>Wall Street Journal</td>
<td>3</td>
</tr>
<tr>
<td>BBC</td>
<td>2</td>
</tr>
<tr>
<td>USA Today</td>
<td>2</td>
</tr>
<tr>
<td>Internet service providers</td>
<td>2</td>
</tr>
<tr>
<td>ESPN</td>
<td>2</td>
</tr>
<tr>
<td>Washington Post</td>
<td>2</td>
</tr>
<tr>
<td>The Drudge Report</td>
<td>2</td>
</tr>
</tbody>
</table>

The percentage regularly getting news from a social networking site, such as Facebook, Google Plus or LinkedIn, also has increased dramatically – from just 2% in 2008, to 7% in 2010 and 20% currently.
The future is social

Source: http://www.fredcavazza.net/2008/06/09/social-media-landscape/
INVISIBLE
What is the relationship between news, information and data?
Imagine ...

... a future where anonymous log files gave way to massive data stores that, given much of the data would be flowing from mobile devices that we kept on us at all times, would form a far more complete picture of each of us individually than Web 1.0 or 2.0 could ever hope to support. What’s more, when subject to enough processing power and computational wizardry, this data would support previously unimaginable levels of micro-targeting and content personalization, possibly knowing more about us than our own loved ones.
Filter bubble

Web 3.0 - Semantic web, rise of the algorithms and data economy
- Regulatory issues: Copyright, ISP & content provider liability, data security, privacy, choice
Communication – the basics

Web 3.0 - Semantic web, rise of the algorithms and data economy
- Regulatory issues: Copyright, ISP & content provider liability, data security, privacy, choice
WEB 2.0

The Widely Read-Write Web
Focused on Communities
Blogs
Sharing Content
XML, RSS
Web Applications
Tagging (Folksonomy)
Google
Cost per click
Rich Media, Viral

WEB 3.0

The Portable Personal Web
Focused on Individuals
Lifestream
Consolidating Dynamic Content
The Semantic Web
Widgets, Drag & Drop Mashups
User Behavior (Me-onomy)
User Engagement
Advertisement

Questions

How personalised is your news?

Do you even know?

Should you have a choice?

Is this a matter for regulation?
Whereas freedom of the media and freedom of expression remain important, freedom of genuine choice of information is increasingly of concern.
IN THE DARK
The future is social
Information sourcing

Dark Social is the traffic that arrives to a site when someone shares a post by copying and pasting a URL in an email, mobile, chat, or similar communications method. Those are the sources of traffic that analytics cannot identify — and classifies as direct traffic. Dark social is a way of referring to the social traffic people receive.

EVEN DARKER
Communication – the basics

Web 3.0 - Semantic web, rise of the algorithms and data economy
- Regulatory issues: Copyright, ISP & content provider liability, data security, privacy, choice

Information source

Transmitter

Receiver

Destination

[Diagram showing the flow of communication with various arrows and icons representing different aspects of web 3.0.]
The deep, dark web

Searching on the Internet today can be compared to dragging a net across the surface of the ocean: a great deal may be caught in the net, but there is a wealth of information that is deep and therefore missed.

Mike Bergman, Bright Planet

The deep, dark web

Freenet  Tor  Silk Road  RBN

Congratulations. Your browser is configured to use Tor.

Please refer to the Tor website for further information about using Tor safely. You are now free to browse the Internet anonymously.
We, as human beings, use information and data - reconfigured as news - to help us make decisions.

Increasingly, the web is doing the same.

Welcome to a world increasingly driven by analytics and algorithms ...

... not only reacting to information and data but analysing and reconfiguring it as news.
Algo trading
Questions

How many people are sourcing their information and news from the deep web?

Should data from the deep web be subject to regulation?

Could the deep web be regulated?
Given the enormity of the task of such regulation, (digital) media literacy is increasingly important for society’s healthy media consumption.
And yet more considerations ...

Big data

Internet of things

Splinternet
And yet more considerations ...
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  - Sale of drugs, guns, credit card information
- **Unseen networks**
  - Pornography, political deviancy, conspiracy
REGULATION 2.0 IN A WEB 3.0 WORLD

QUESTIONS?

ISTANBUL, TURKEY
APRIL 2013