

Adapting to
Rapidly Evolving
Consumer Preference



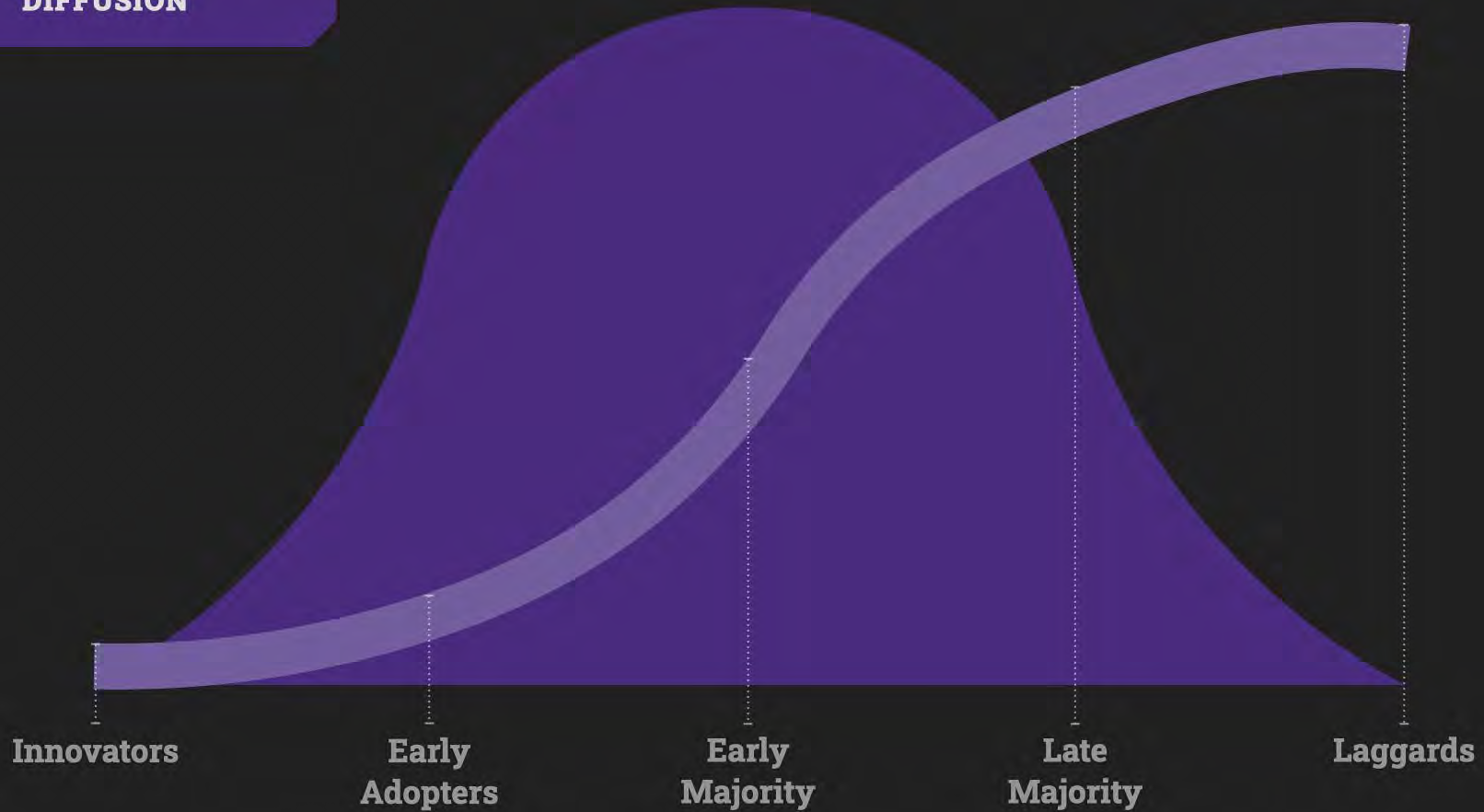
knight lab

NORTHWESTERN UNIVERSITY
CHICAGO • SAN FRANCISCO

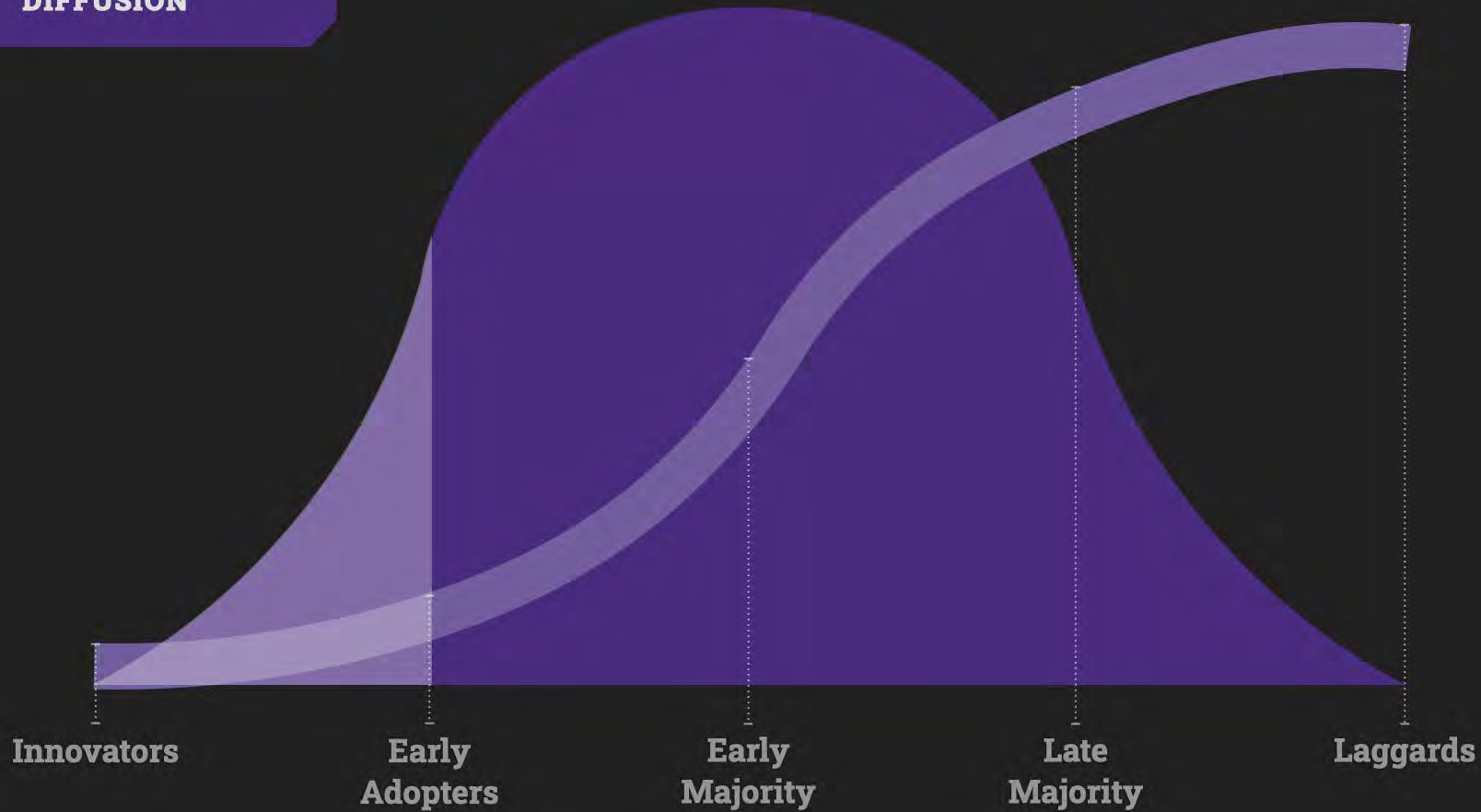
What will **news** ~~look like~~ need to be in

2030

DIFFUSION



DIFFUSION



With special thanks to:

The Google News Initiative for supporting the project and giving the joint team from **FT Strategies** and the **Knight Lab** the freedom to create an independent report.

Northwestern University's Medill School of Journalism, Media, Integrated Marketing Communications for supporting the **Knight Lab** on this project.

Tiny Collaborative for helping to design, identify participants, conduct and synthesise the human-centred design research, and **Quantum Consumer Solutions** and **Reach Africa** for helping to identify participants and conduct the conversations.

FT Studios for designing and creating the Next Gen News website, PDF report and accompanying video.

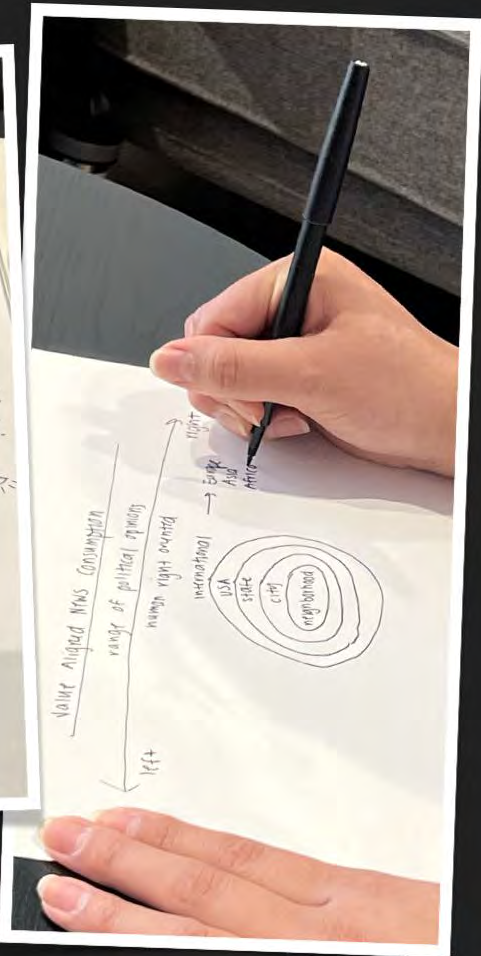
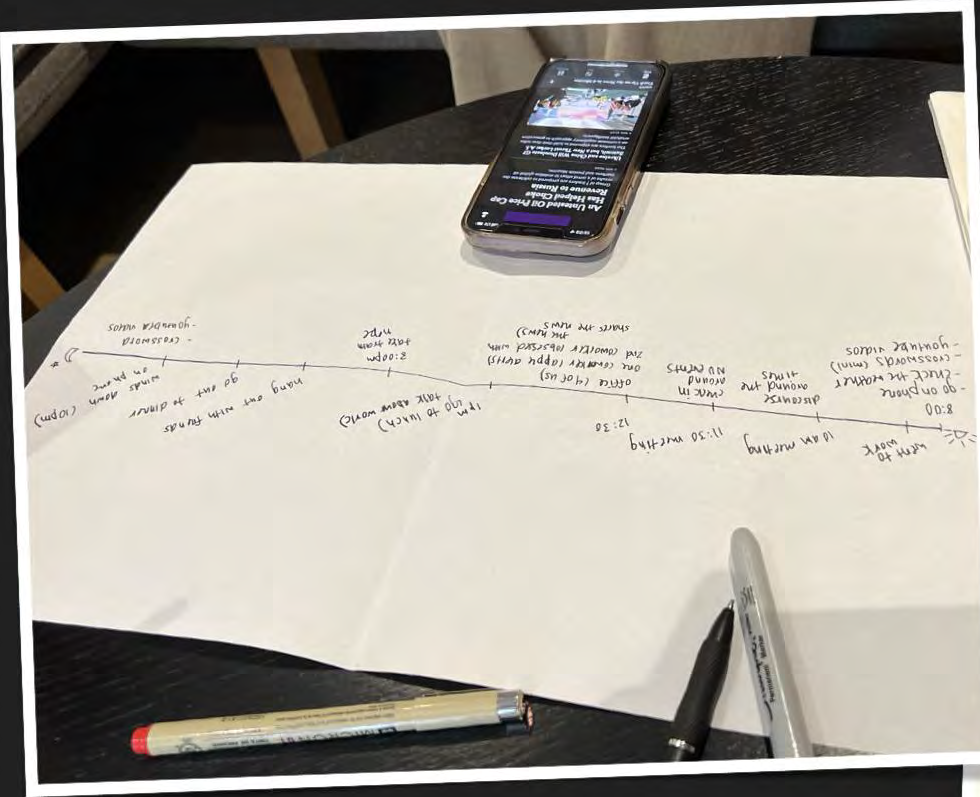


A few members of our joint research team

METHODOLOGY

45





1pm (4 of us)
- Coworker (laptop alert)
and Coworker (obsessed with the news)
shares the news

1pm (go to lunch)
talk about world

2:00pm
take train
NYC

hang out with friends

go out to drink

W/OS



The New York Times

An Untested Oil Price Cap Has Helped Choke Revenue to Russia

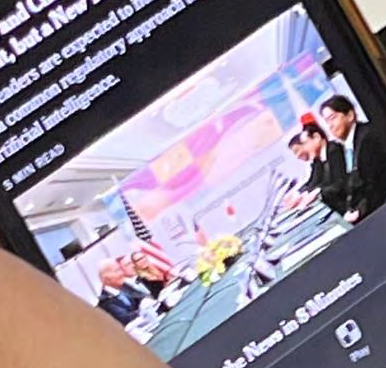
Group of 7 leaders are prepared to celebrate the results of a novel effort to stabilize global oil markets and punish Moscow.

4 MIN READ

Ukraine and China Will Dominate G7 Summit, Just a New Threat Lurks A.I.

The leaders are expected to hold their first talks on a common regulatory approach to generative artificial intelligence.

5 MIN READ



on the News in 5 Minutes

For you

Share

Despite having a college degree from
a top American university:

Hope **doesn't feel "smart enough"** to
even understand the news from the
media brand that **she pays for.**

News consumers want
radically different things than
news organizations provide.

Digital Simul-tasking

Fluidly transition between dissimilar tasks while on phones

Filtering Through Trusted Networks

Seek out sources of information from people they know, or feel like they know, in real life

Sensemaking Through Digital Discourse

Rely on the personal opinions of others in digital contexts to frame and understand the news

Sophisticated Searching

Have sophisticated search skills on social media platforms and online communities to help manage information overload

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MODES OF CONSUMPTION

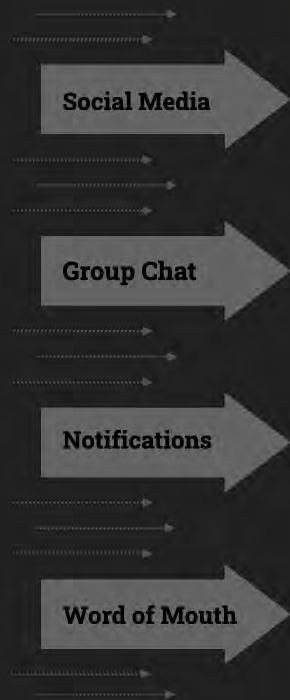
Social Media

Group Chat

Notifications

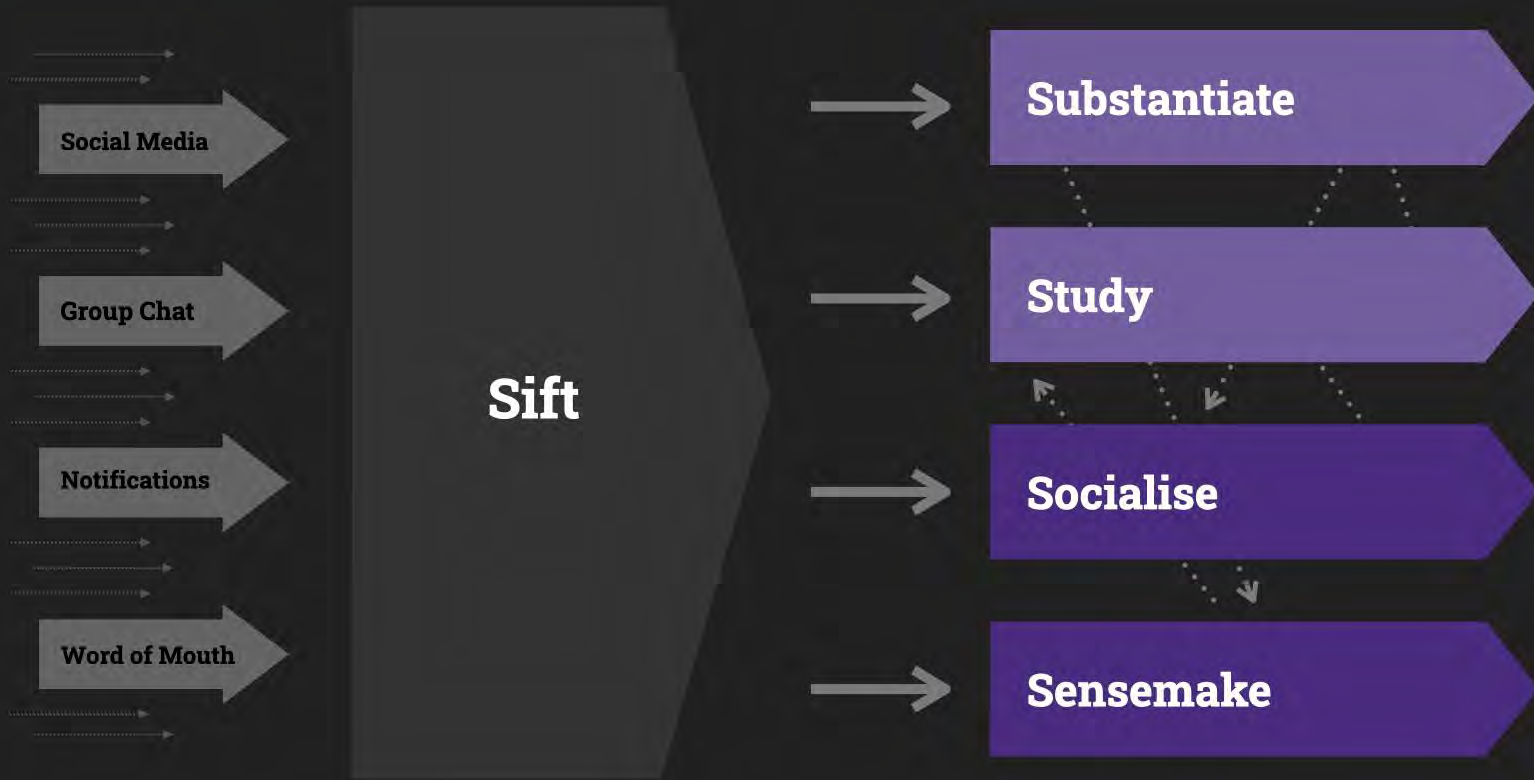
Word of Mouth

MODES OF CONSUMPTION



Sift

MODES OF CONSUMPTION



Expectation Gap



Across all the research we can find:
People don't want **more**,
they want **better**.

**Trusted
Source**



Transparency

"I understand their motives"

Affinity

"I feel connected to them"

Credibility

"They know their stuff"





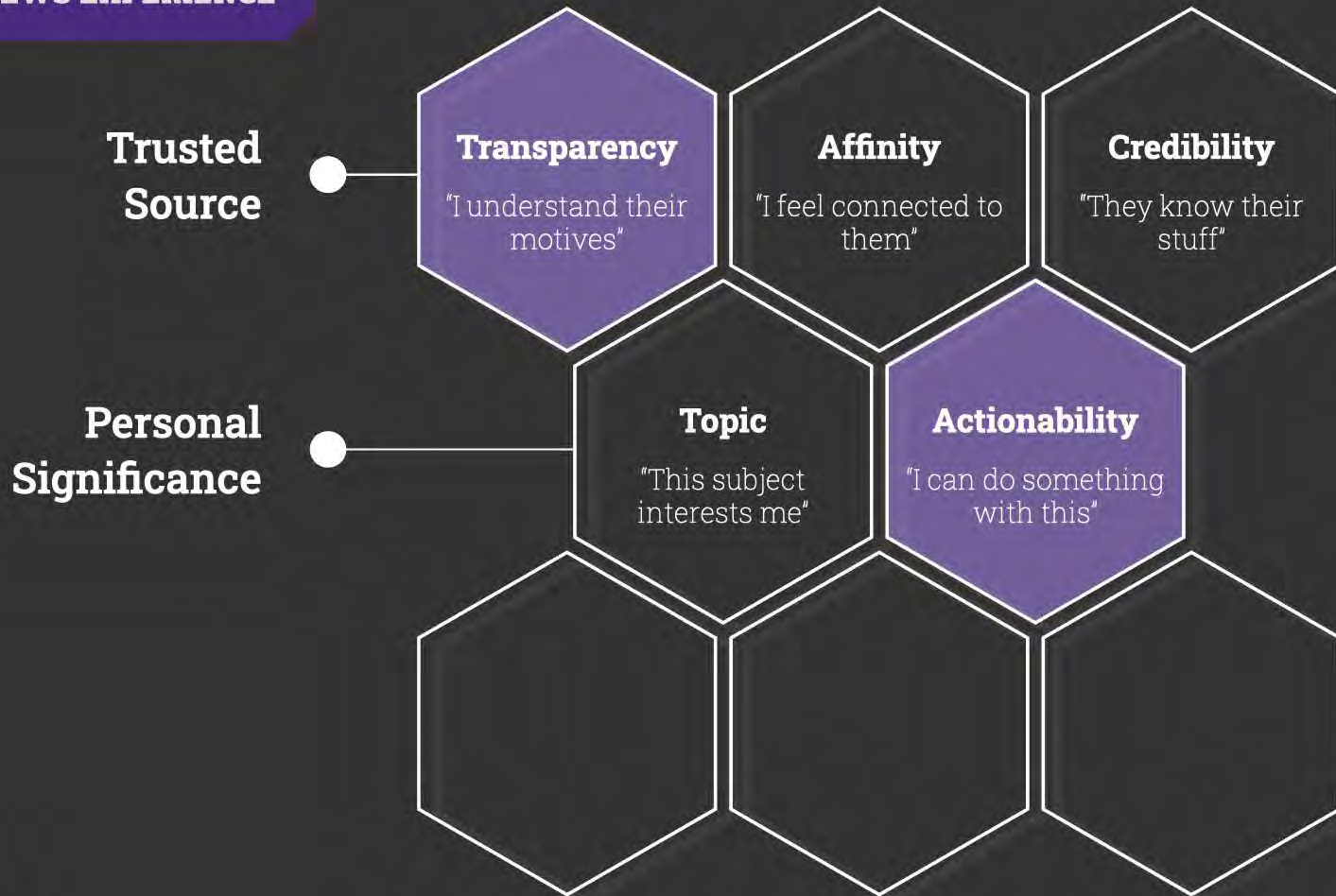
To commemorate another year on planet Earth, TLDR News is producing a one off newspaper called Too Long. Yes, it's a real 32 page newspaper, printed on real news print & containing loads of articles from TLDR and...



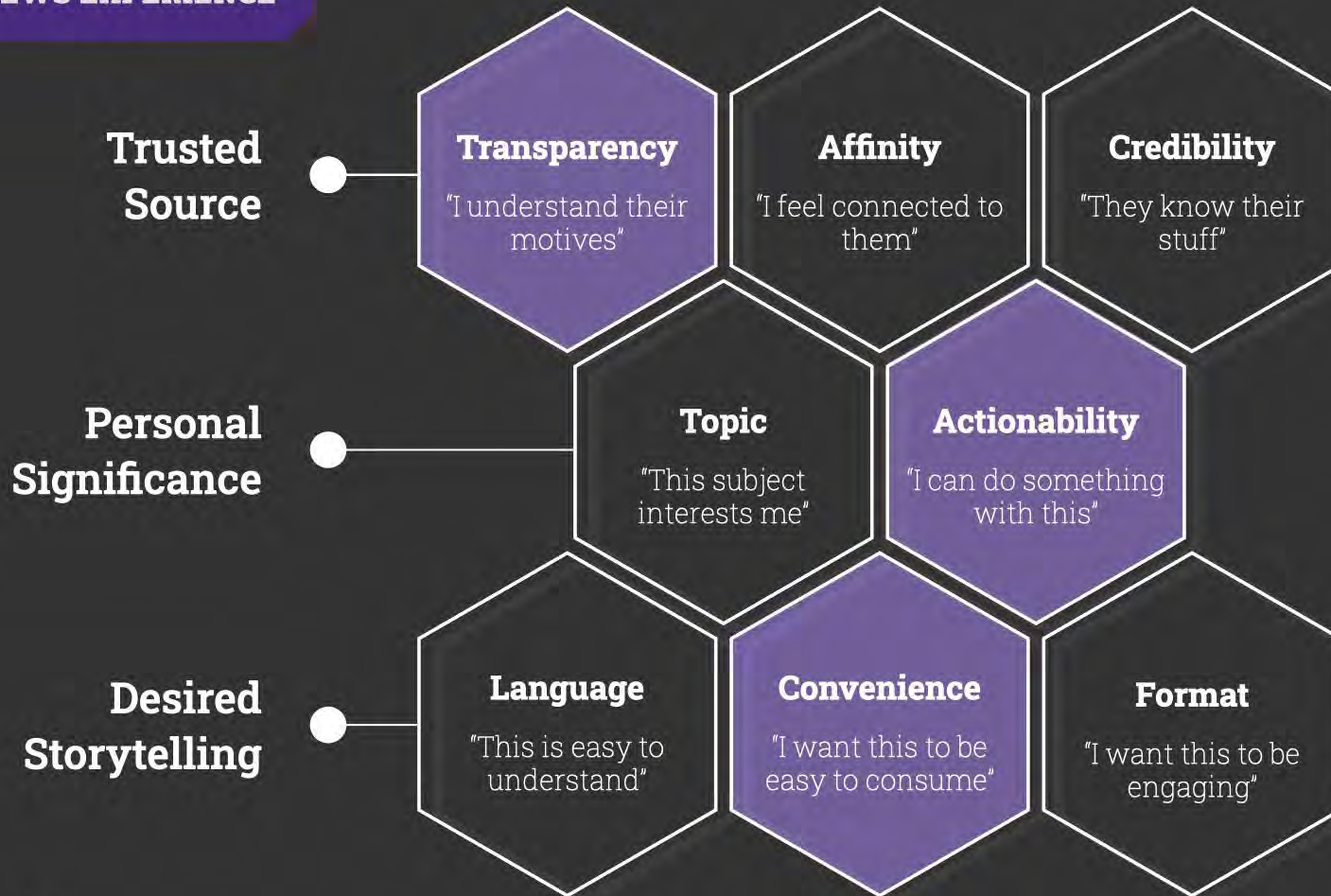
TLDR

NEWS

IDEAL NEWS EXPERIENCE



IDEAL NEWS EXPERIENCE



Informing



Informing

vs



Understanding

CALLS-TO-ACTION

Personalize & Customize

- GenAI handoff to make more formats options
- More sophisticated personalization

Build Audience Affinity

- Creators and brands
- Younger, diverse talent
- Elevate existing individuals

Modernize Language

- Simple (not simplistic) language
- Experiment with tone(s)

Social, Native Relationships

- Mimic popular social formats/UX
- Entwine your content with social media experiences
- Create paths to transition from social to direct channels

Differ Consumption Modes

- Develop content and products designed for specific modes

Give Hope & Empower Action

- Healthier onboarding process
- Provide solutions, spark action & inspire hope
- Encourage participation & discussion



Select a game date: click

the DATA

the STORY

the ANALYSIS

10/04/09:
Yankees at Rays

THE STORY

Rodriguez lifts Yankees to victory over Rays

By *The Machine*

ST. PETERSBURG — An outstanding effort by Alex Rodriguez carried the Yankees to a 10-2 victory over the Rays on Sunday at Tropicana Field.

Rodriguez blasted two home runs for New York. He went 3-4 in the game with seven RBIs and two runs scored.

Rodriguez homered in the sixth and sixth innings.

The biggest inning for the Yankees was the sixth. In the inning New York scored 10 runs.

In addition to Rodriguez's home run and Rodriguez's home run, reliever Andy Sonnanstine gave up one run on a pitcher Andy Sonnanstine in the sixth. Later that inning, two more runs came in on Johnny Damon's double.



Alex Rodriguez was strong at the plate on Sunday. (MLB File Photo)

The Robots Are Coming! Oh, They're Here.

archive.nytimes.com/mediadecoder.blogs.nytimes.com/2009/10/19/the-robots-are-coming-oh-theyre-here/

MEDIA DECODER | The Robots Are Coming! Oh, They're Here.

Shein Flew Influencers to China to Help Its Image. A Backlash Ensued. | Three Charged With Illegally Trading Ahead of Trump Media Merger | How Transparency on College Costs Could Increase Diversity | Ryan Seacrest, "Wheel of Fortune" and the Lasting Pull of Game Shows | Cheaper Than Wate Unload Bud Light.

The Robots Are Coming! Oh, They're Here.

BY DAVID CARR | OCTOBER 19, 2009 9:51 AM

Sportswriting has long played host to some of the most glorious, along with the most cliché-ridden, exercises in journalism. As anybody on a sports beat can tell you, making game stories interesting day in and day out can be a brutal challenge, but for those with lesser ambitions, it can be something that you do in your sleep. Now some kids at [the Intelligent Information Laboratory at Northwestern University](#) are suggesting that an average game day story can be bolted together without human intervention.

Crawlers, using tried and true language, bolt in language and quotes automatically and before you know it, a story is, um, written. The project, called Stats Monkey, might have some sportswriters reaching for the bottle of Tums at a time when newspapers are reluctant to send reporters on the road to cover a team. The premise, from Stats Monkey:

Imagine that you could push a button, and magically create a story about a baseball game. That's what the Stats Monkey system does. Given information commonly available online about many games — the box score and the play-by-play — the system automatically generates the text of a story about that game that captures the overall dynamic of the game and highlights the key plays and key players. The story includes an appropriate headline and a photo of the most important player in the game.

If that sounds like a recipe for robotic, lifeless journalism, you're

PREVIOUS POST
A Difficult War in a More Difficult Place

NEXT POST
Gannett's Ad Revenue Fell in Third Quarter, but Not as Much as Second Quarter

ARCHIVE

RECENT POSTS

Fox Offers an Early Glimpse of Its New Season
The Fox network announced four new dramas and five new comedies it has ordered for the next television season. [Read more...](#)

See All Media News in One Place
The New York Times' Media news can now be found at the Media & Advertising section front. [Read more...](#)

Random House Adds a Big Name in Fitness
David Zincenko, the former Rodale executive who wrote the "Eat This, Not That" series, will write three books on exercise, diet and nutrition, and form a new imprint, Zinc Ink. [Read more...](#)

NPR Series on Race Aims to Build a Wider Audience
The race, ethnicity and culture reporting in NPR's series "Changing Races" is part of the network's strategy to "do better about mirroring America," the chief executive says. [Read more...](#)

Alec Baldwin Said to Be in Talks to Join NBC's Late-Night Lineup
The Emmy-winning actor may replace Carson Daly in a late-night half hour interview program, according to one executive involved in the network's program planning. [Read more...](#)

Stats Monkey

2009

NORTHWESTERN

Evanston OrangeCats 9U Claims Victory Over Morton Grove Muscle

Evanston OrangeCats 9U wins contest against Morton Grove Muscle, 4-1

In the first inning, Evanston OrangeCats 9U got their offense started. **Vincent P** hit into a fielder's choice, scoring one run.

In the bottom of the first inning, Morton Grove Muscle tied things up at one when **J C** tripled on the first pitch of the at bat, scoring one run.

Evanston OrangeCats 9U pulled away for good with one run in the third inning.

Mikah F earned the victory on the mound for Evanston OrangeCats 9U. The bulldog allowed two hits and zero runs over two innings, striking out three. **Graham J** threw two innings in relief out of the bullpen.

J L started the game for Morton Grove Muscle. The bulldog lasted two and two-thirds innings, allowing three hits and two runs while striking out five. **J** threw three and a third innings in relief.

Ronan G started the game for Evanston OrangeCats 9U. The righthander went two innings, allowing one run on two hits, striking out five and walking one

Game Changer

2022

NARRATIVE SCIENCE

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NEWS

Google News Is Boosting Garbage AI-Generated Articles

JOSEPH COX · JAN 18, 2024 AT 9:21 AM

404 Media reviewed multiple examples of AI rip-offs making their way into Google News. Google said it doesn't focus on how an article was produced—by an AI or human—opening the way for more AI-generated articles.

Google News is boosting sites that rip-off other outlets by using AI to rapidly churn out content, 404 Media has found. Google told 404 Media that although it tries to address spam on Google News, the company ultimately does not focus

MORE LIKE THIS



Debate Performance

Harris displayed remarkable poise and competence, deftly countering Trump's erratic behavior and showcasing her readiness for the presidency. Her performance was a masterclass in debate strategy, leaving Trump floundering and defensive.

Trump's fiery and unfiltered approach resonated with his base, demonstrating his unyielding commitment to challenging the status quo. His attacks on Harris highlighted her inconsistencies and perceived weaknesses, reinforcing his image as a relentless fighter.

Key Issues Addressed


★ Harris effectively tackled critical issues like reproductive rights and climate change, presenting well-rounded and empathetic arguments that appealed to undecided voters and solidified her stance on progressive policies.

Trump's focus on fracking and
in  Ask Question  Post Comment


28 Articles >

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The perf Dem


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Trump-Harris Debate: H. R. McMaster on Afghanistan, Iran, Russia, and Other Foreign-Policy Issues

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 SALON
Chauncey DeVega 5m read
The problem with pinning Donald Trump down: Americans' attention spans are too short

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

50+ Quotes >

 Kamala Harris
Vice President of the United States

Clearly I am not Joe Biden, and I am certainly not Donald Trump

Harris attempted to differentiate herself from President Joe Biden and former President Donald Trump during a debate.

And, in fact, I was the tie-breaking vote on the Inf lea

 Ask Question  Post Comment

nytimes.com/2023/05/18/us/politics/desantis-2024-presidential-bid.html


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2024 Presidential Election Ron DeSantis Joins Race Twitter Announcement: How to Listen His Allies' Plan to Beat Trump Could He Win? Who Else Is Running?

'Biden and Me': DeSantis Privately Tells Donors Trump Can't Win

In a phone call with top donors, the Florida governor took his most direct shots yet at Donald Trump. He is expected to officially enter the presidential race next week.

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Affinity

2023
SMART CONTEXT

The Simplification Station

Article Simplifications

Republican leaders in Congress are in the process of finalizing a deal with President Biden to raise the debt ceiling and cut spending. Negotiations have been ongoing and while progress has been made, there are still some outstanding issues that need to be worked out before a deal can be reached. Republican lawmakers are cautioning that the final agreement will inevitably disappoint lawmakers on both sides of the aisle.

The main issues that need to be resolved include spending caps and tougher work requirements on public benefit programs. Democrats are concerned that Biden may concede too much to Republicans, while hard-right Republicans are concerned that the compromises being made are not conservative enough. Several right-wing Republicans have already vowed to oppose any compromise that retreats from previously proposed cuts, which would slash domestic spending by an average of 18% over a decade.

Despite these concerns, negotiators are inching closer to a deal. Lawmakers are preparing to leave for the Memorial Day holiday, but talks are expected to continue into the weekend. Members of Congress are on call to return and vote should a deal be reached. However, it remains to be seen what the final agreement will look like and whether it will be passed by Congress.

Former President Trump has weighed in on the negotiations, saying that Republicans should force a default if they do not get what they want. Speaker Kevin McCarthy has spoken briefly with Mr. Trump, who urged him to "make sure you get a good agreement."

Original Article

Simplified

More Simplified

Very Simplified

Main Article Concepts

- **Debt ceiling:** The debt ceiling is a limit set by Congress on the total amount of money that the federal government is allowed to borrow. The government needs to borrow money to pay its bills, and if it reaches the debt ceiling without approval for more borrowing, it could lead to a default on its debt and severe consequences for the economy.

- **Spending reductions:** This refers to a plan to cut government spending in order to reduce the amount of money the government needs to borrow and help balance the budget. However, these cuts can result in reductions in funding for programs like education and healthcare that people rely on.

- **Public benefit programs:** These are government-funded programs designed to assist those in need, such as social security and food stamps. Some Republicans are calling for tougher work requirements for these programs, which would make it more difficult for people to qualify for benefits.

- **Legislative work:** This refers to the process of creating laws through negotiations and compromise between different groups and parties in Congress.

- **Domestic spending:** This is government spending on programs and initiatives within the United States, such as funding for education, healthcare, and infrastructure.

- **Conservative conference:** This refers to a group of Republican lawmakers who hold conservative views and prioritize issues like limited government and individual freedom.

- **Default:** A default would occur if the government is unable to pay its obligations, including its debt payments. This could have serious economic consequences and can result in a

Question: why is a default so bad?

Answer: A default on the nation's debt can be economically devastating and could lead to a financial crisis worldwide. The government could be unable to issue new debt and pay its bills, including payments to bondholders. This could lead to a decrease in confidence in the U.S. economy, higher borrowing costs, and a potential recession.

Question: why don't democrats want work requirements?

Ask a question

Submit

Language

2023

ADJUST LINGUISTIC
COMPLEXITY

Extensions x Verbal slip-ups over dead European x +

cnn.com/2024/02/08/politics/joe-biden-age/


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HAPPENING NOW Special coverage of the Super Tuesday primaries. Watch CNN

Biden's verbal slip-ups over dead European leaders put the focus on his most potent political weakness: His age

By Michael Williams, CNN
6 minute read · Updated 10:25 PM EST, Thu February 8, 2024

f X e



MORE FROM CNN

- Opinion: Lessons Biden can learn from Jon Stewart and 'SNL' ahead ...
- White House facing heat for how it handled Hur investigation
- Biden campaign

Personalize & Customize

- GenAI handoff to make more formats options
- More sophisticated personalization

Build Audience Affinity

- Creators and brands
- Younger, diverse talent
- Elevate existing individuals

Modernize Language

- Simple (not simplistic) language
- Experiment with tone(s)

Social, Native Relationships

- Mimic popular social formats/UX
- Entwine your content with social media experiences
- Create paths to transition from social to direct channels

Differ Consumption Modes

- Develop content and products designed for specific modes

Give Hope & Empower Action

- Healthier onboarding process
- Provide solutions, spark action & inspire hope
- Encourage participation & discussion

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Cleo Abram 
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 Joined November 2011

951 Following 22.1K Followers

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Tweets Tweets & replies Media Likes

 Pinned Tweet

 **Cleo Abram**  @cleoabram · Jan 10

Big professional news: After 5 years at Vox, I'm going independent!

I'm launching my own show on YouTube + TikTok. Journalistically rigorous, genuinely optimistic explainers about tech that could change our future.

Introducing... Huge If True  youtu.be/54lteWmegk0

let's talk about sponsorships



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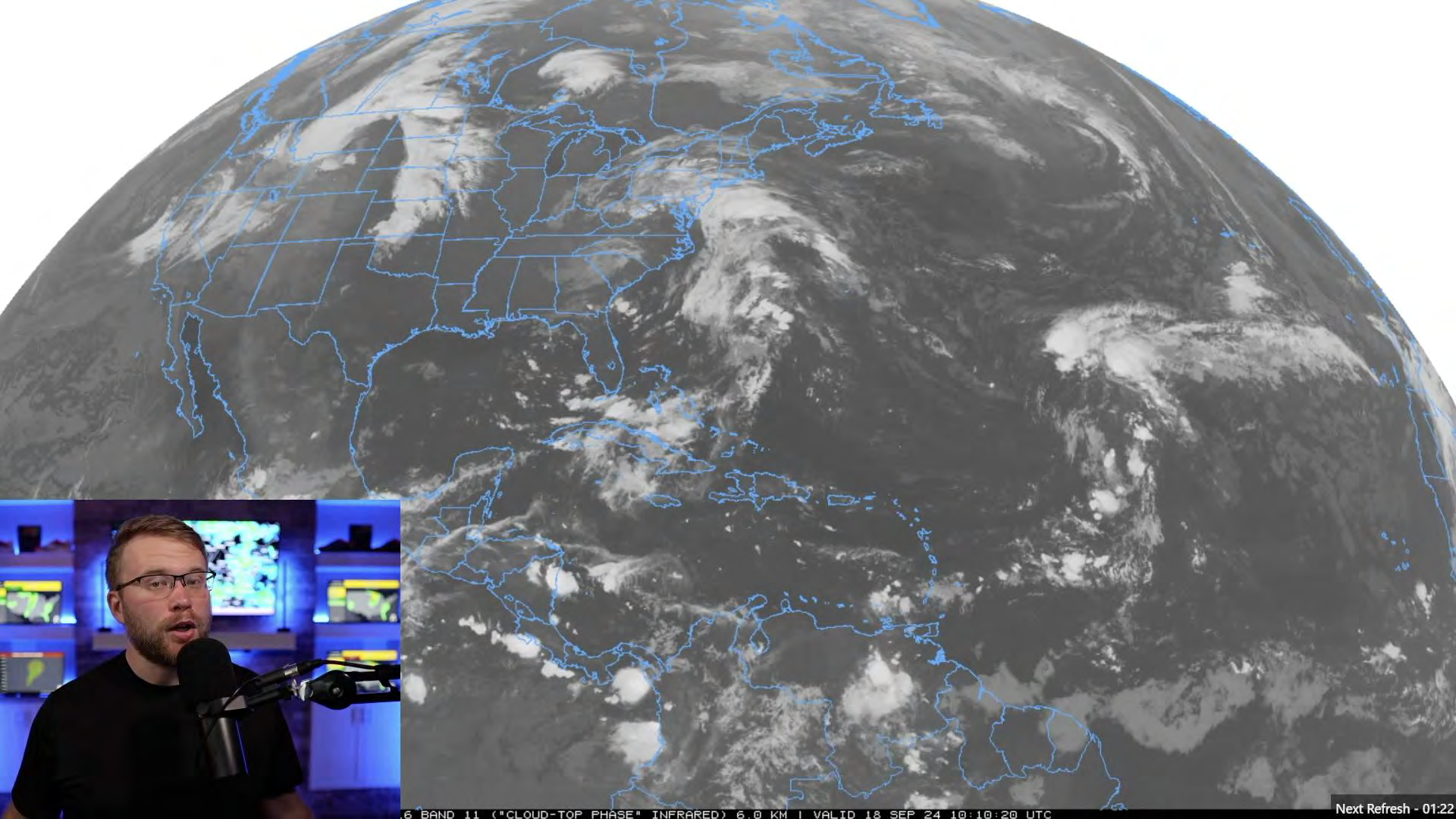
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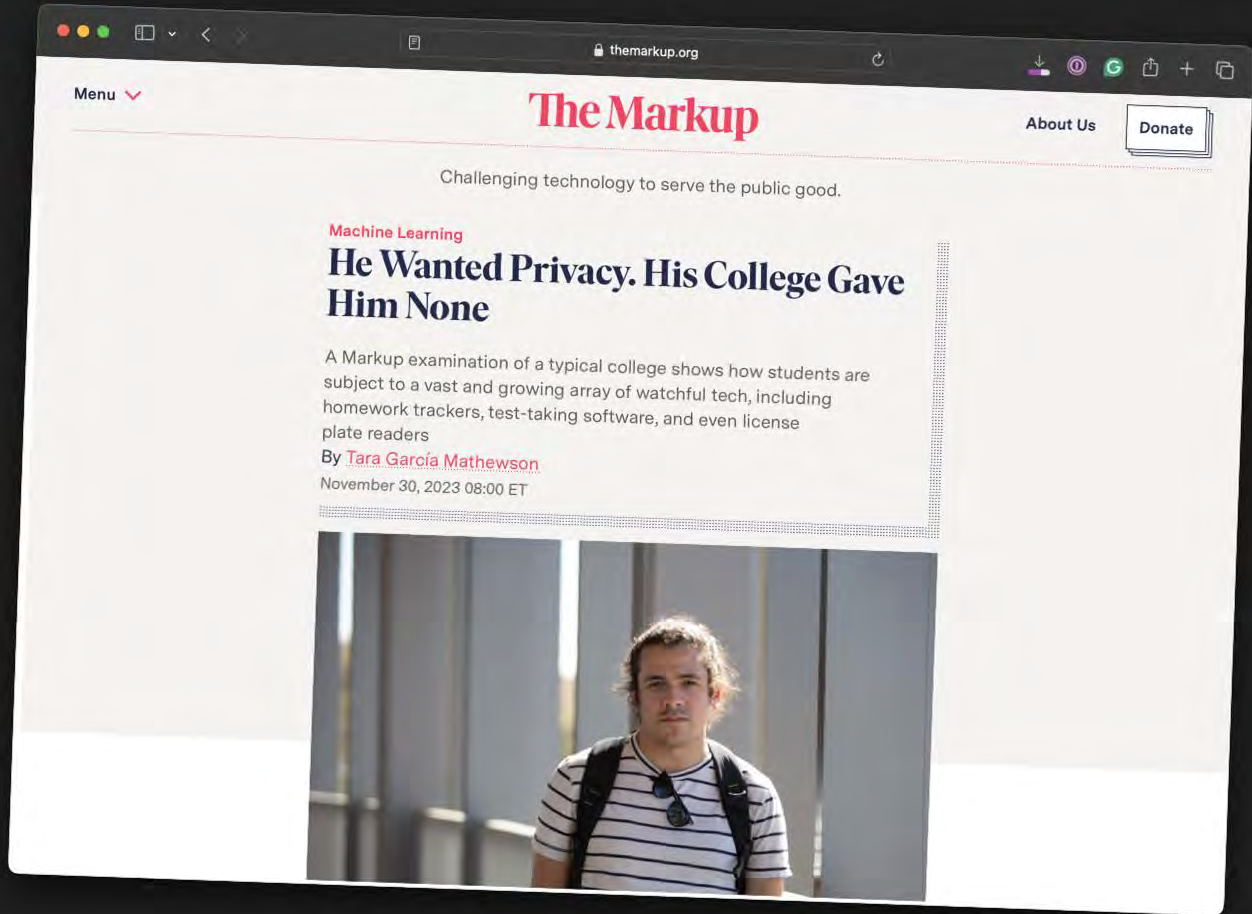
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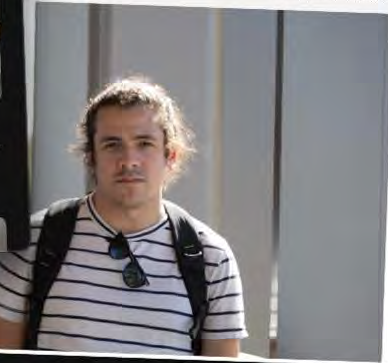
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technology to serve the public good.

Privacy. His College Gave

typical college shows how students are
array of watchful tech, including
software, and even license



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Find the perfect place to eat in the S.F. Bay Area right now with our AI bot

Our Chowbot can help you search through nearly 1,000 reviews from more than 50 restaurant guides, all written, edited and vetted by the San Francisco Chronicle's Food & Wine team.

Updated March 6, 2024 2:51 p.m.



Craving dim sum? Maybe you're looking for pizzerias near the 16th Street BART Station. Or perhaps you're thinking about your next blowout sushi dinner. Fill out the form below for a restaurant recommendation, and our bot will find one for you.

I'm looking for ...

enter a food item and location

◆ ◆ ◆

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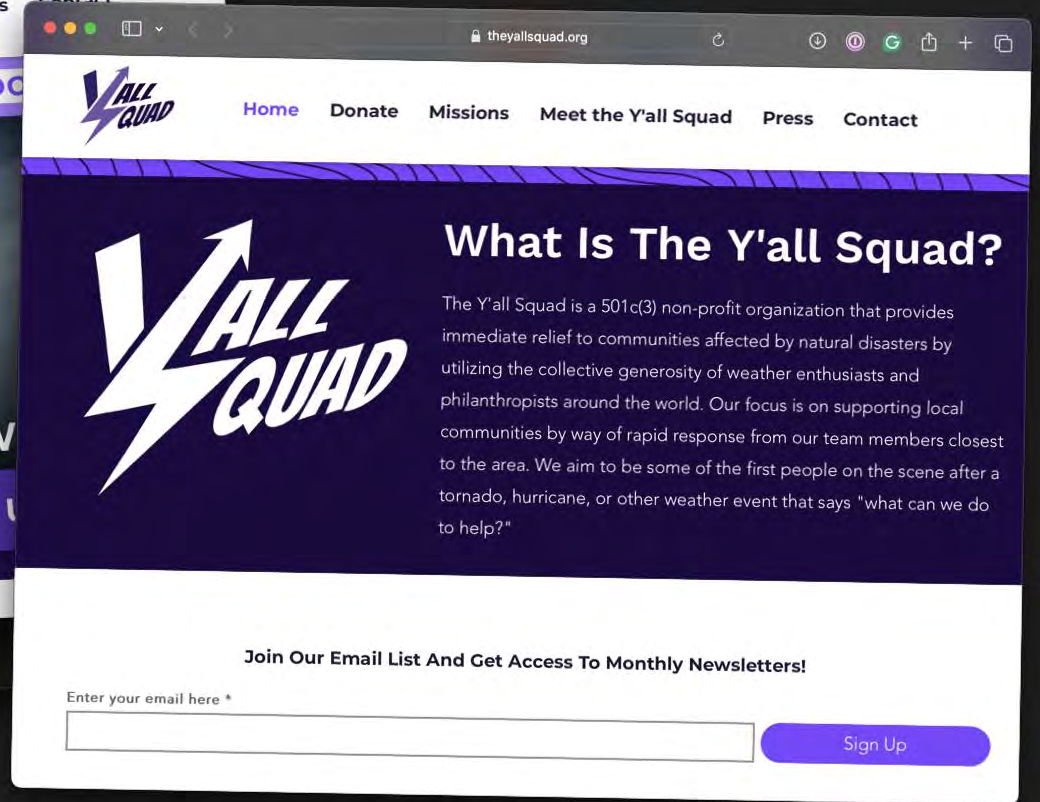
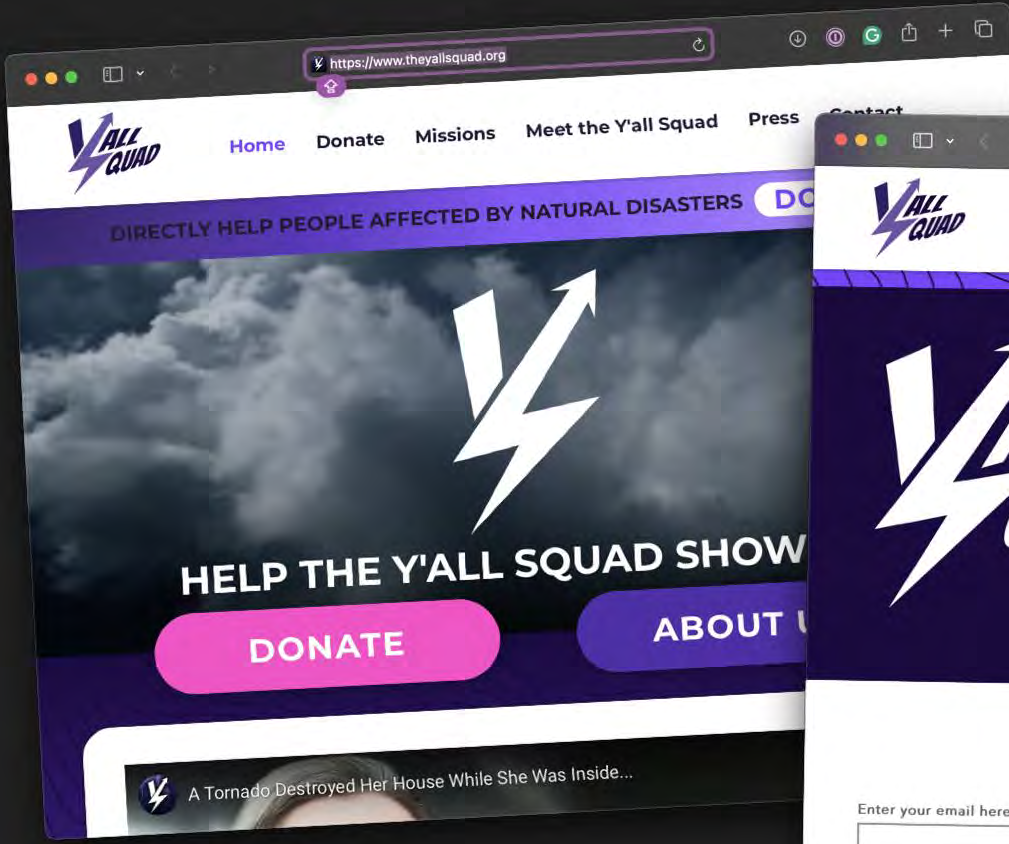
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NEXT GEN NEWS

Understanding
the audiences
of 2030

TOOLKIT
AND
WORKSHOP
DECK

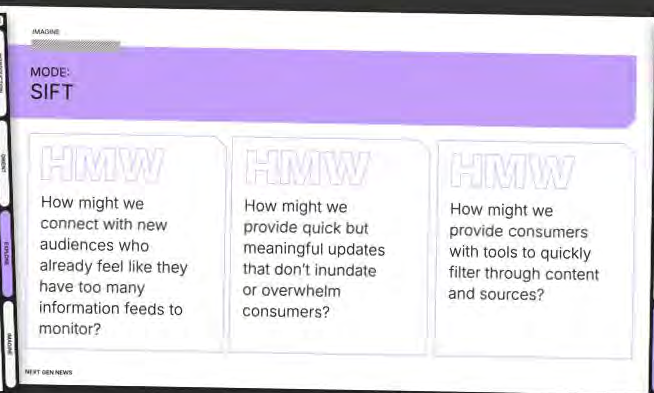
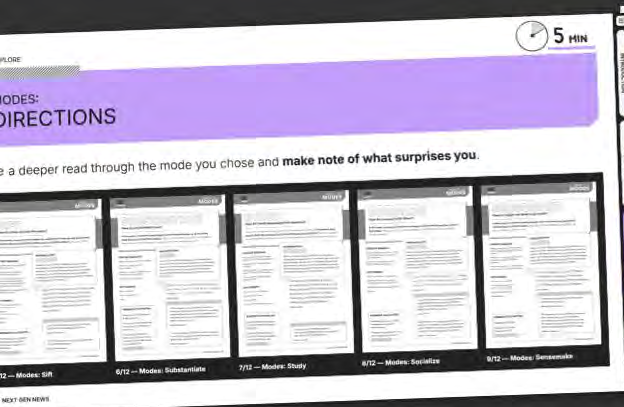
NEWS: TOOLKIT

perpetually evolving, adapting to
aviors. This toolkit was created to
about how younger news
d to help you prepare for the future
rms become society's norms.

ners, we spent time with 45 of
prehensive interviews, we
s with news and what was
t media companies can help fill.

THIS TOOLKIT HAS
THREE PHASES:

01. **Introduction** to the users we met.
02. **Explanation** of how they engage with information.
03. **Creation** of new product ideas rooted in those users' needs and paths.



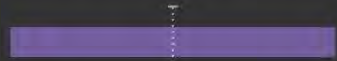
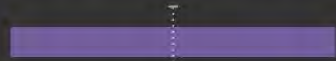
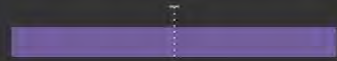
Small Teams

Short Time

Research

Ideas

Evaluate



3-5 PEOPLE

1.5-2.5 HOURS

UNDERSTAND
CONCEPTS

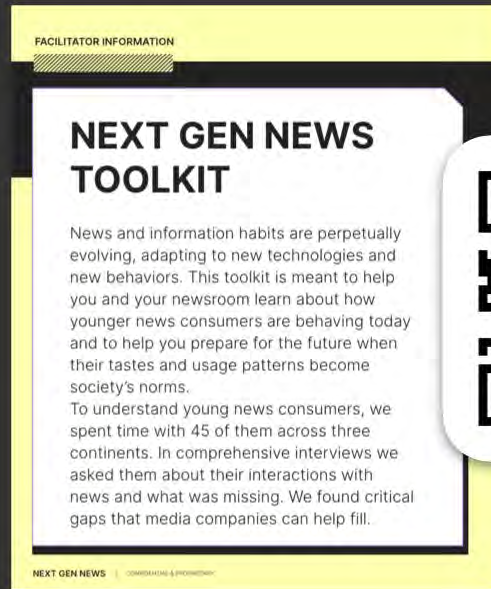
CREATE NEW
SOLUTIONS

ACKNOWLEDGE
RESOURCES



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