

NEWS TIES: RELATION-BASED NEWS FEEDING AND EXPLORING

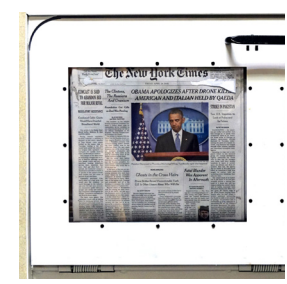
Yihe (Jason) Fu



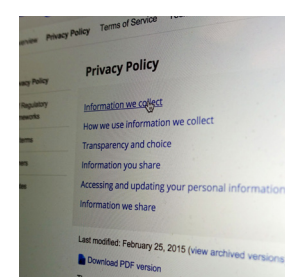
PREDISPOSITIONS



IT IS HUMAN NEED TO KNOW NEW INFORMATION.



TRADITIONAL NEWS INDUSTRY IS DECLINING DUE TO THE IMPACT OF INTERNET.



FILTER BUBBLE DOES EXIST.



FACTS ARE NOT BIASED, BUT THE PRESENTATION OF FACTS CAN BE BIASED.

RESEARCH

OBSERVATION

For primary research, I interviewed four young adults to get a better understanding of topics such as media usage, public opinion, news bias and other relevant information.

"I don't like news. News is grim. They are always about negative things like plane crash, murder and rape. I care about news that makes me feel happy."

"I think Google is doing that (collecting user information) for its own reason. But I would like to know what Google knows about me. Or I can introduce myself to Google."

"During the week of 9/11, media are full of rumors. I honestly don't know what TV channel I should trust. That's when I started my doubts about TV news."

"Daily Show (with Jon Stewart) is not about the news event. It's about topics. He can relate different topics in an entertaining way."

I also conducted a diary study with two news consumers to see how they relate news to themselves.

LITERATURE

For secondary research, I reviewed previous literature in HCI about information and news design to get some insights. Titles as follow:

Blockbuster Culture's Next Rise or Fall: The Impact of Recommender Systems on Sales Diversity

By: Fleder, Daniel, and Kartik Hosanagar

Beyond The Filter Bubble: Interactive Effects of Perceived Threat and Topic Involvement On Selective Exposure to Information

By: Liao, Q. Vera, and Wai-Tat Fu

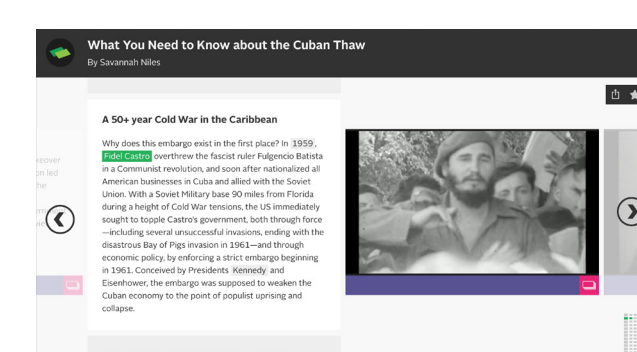
Presenting Diverse Political Opinions: How and How Much

By: Sean A. Munson and Paul Resnick

Bridges into the Unknown: Personalizing Connections to Little-known Countries

By: Yelena Mejova, Javier Borge-Holthoefer, and Ingmar Weber

COLLECTION



Screenshots from Design Collection

I collected a few news applications to get a better sense of the current news designs. Analyzed through the lens of content presentation and delivery methods, the design collection gave me many insights as well as design inspirations for my project.

INSIGHTS

People are mostly aware of bias in traditional news media, but not aware of filter bubble on internet.

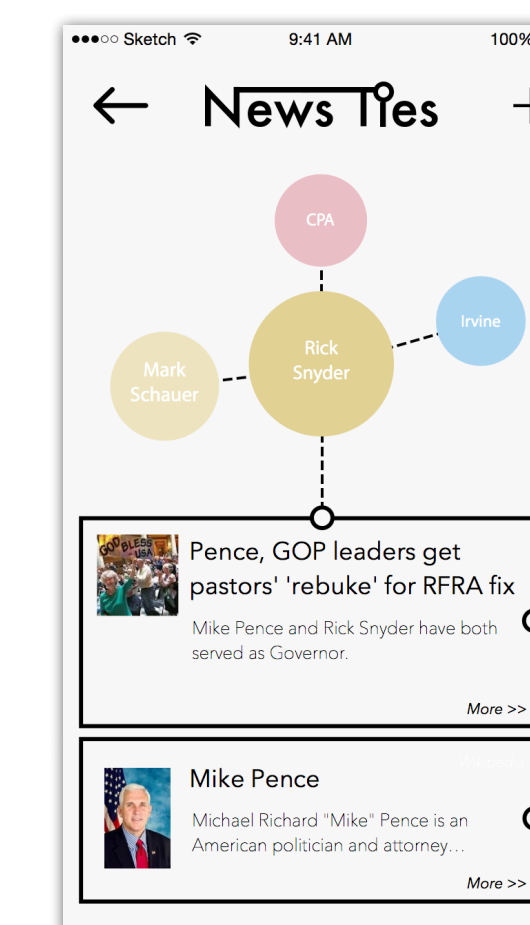
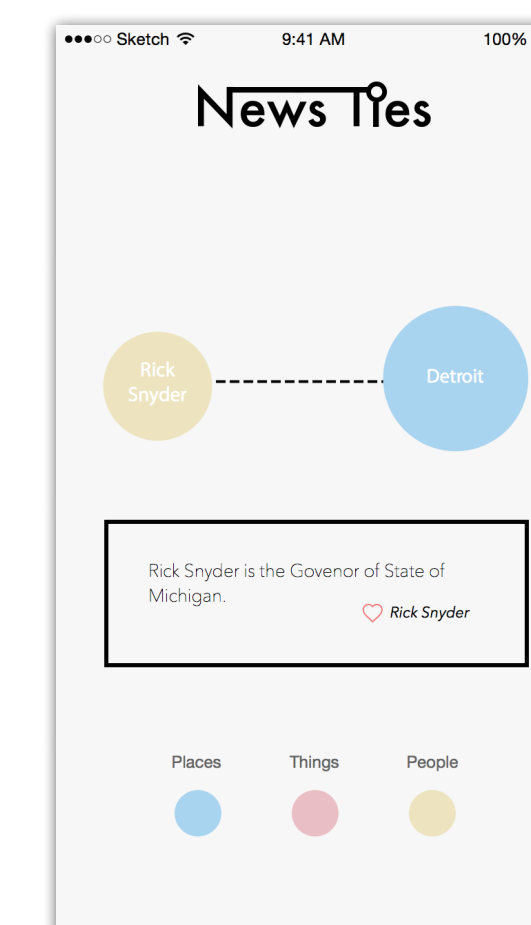
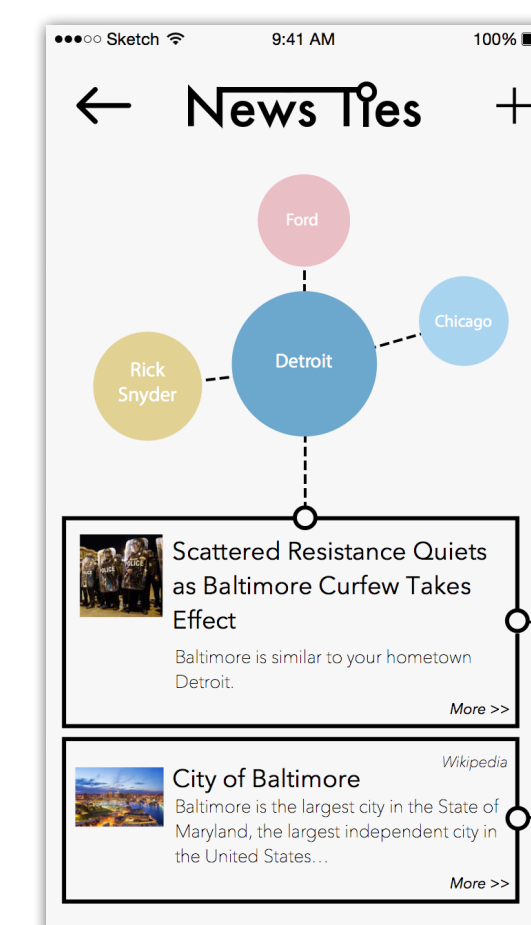
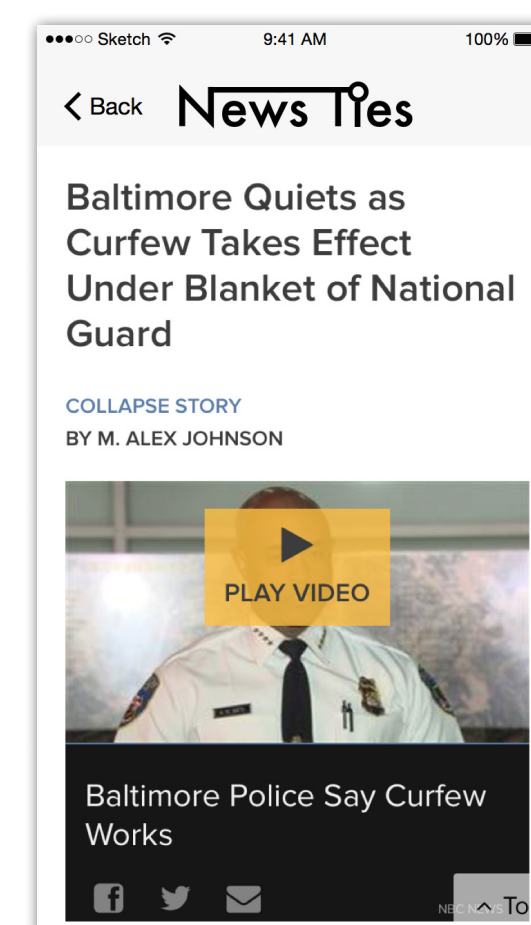
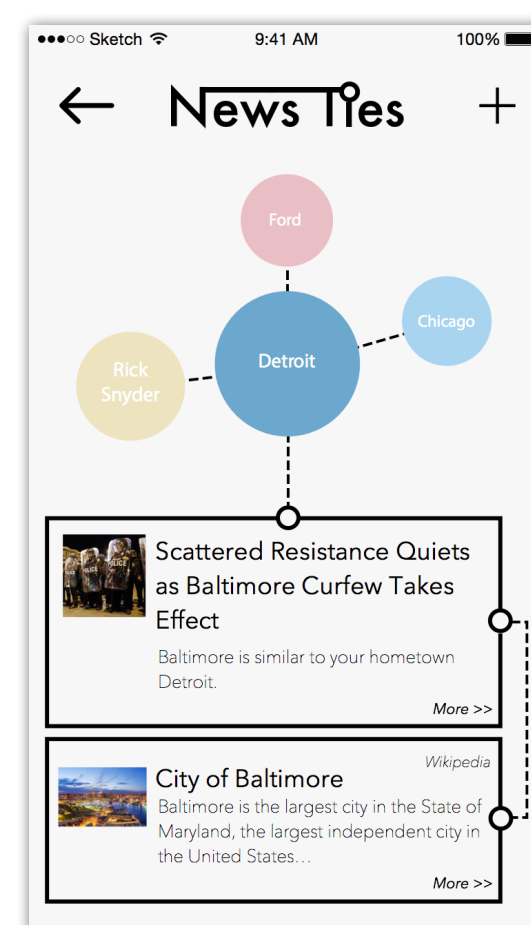
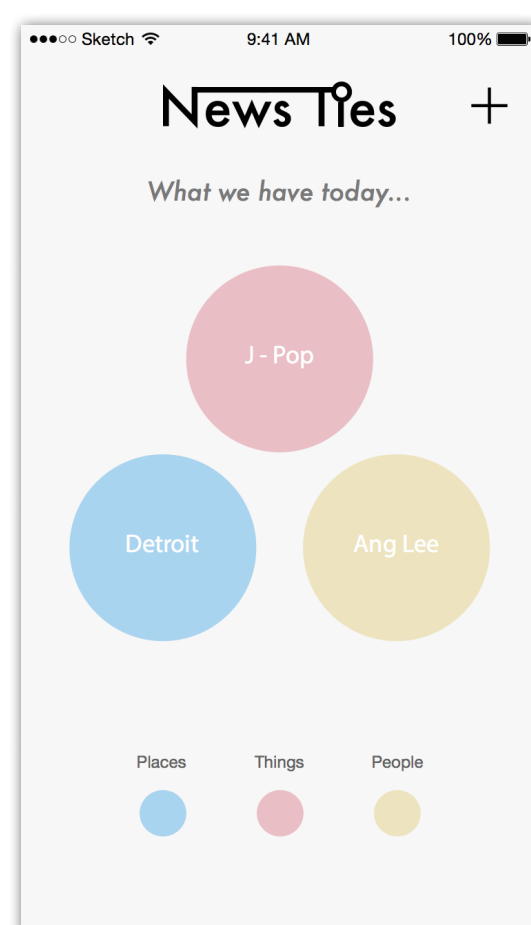
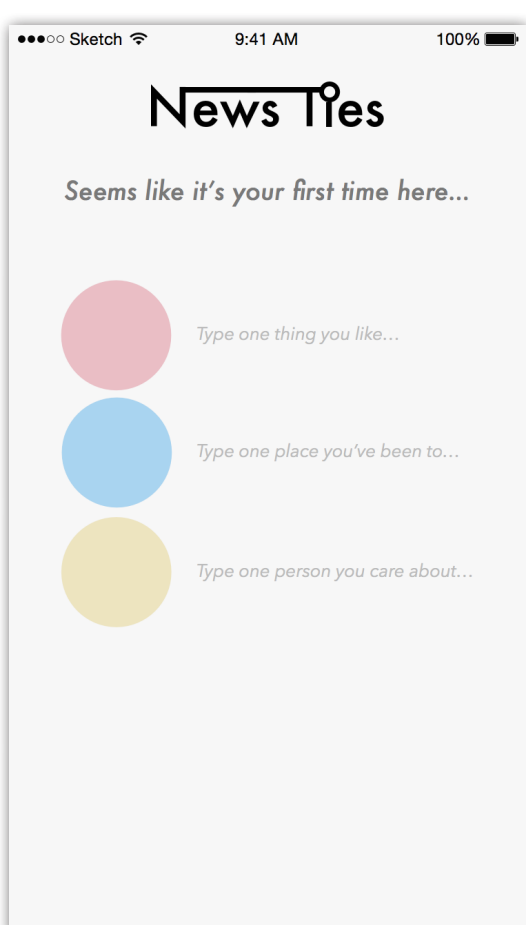
The more engaged people are in particular news event, the more exposure to different opinions there will be.

High exposure to different opinions will help people to be more open-minded.

People reduced reading mainstream news because it is mistrustful, irrelevant and boring.

Reading mainstream news is helpful to encourage civic participation and cultivate global mindset.

Empower audience to explore news more proactively could help decrease filter bubble effect.



CONCEPTS

DESIGN DIRECTIONS

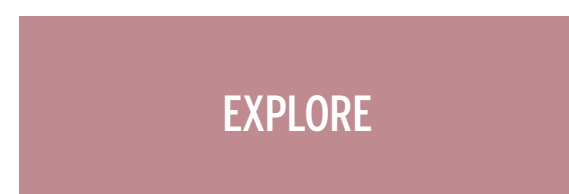
Based on insights, I developed eight potential design concepts envisioning innovative ways of news feeding and browsing.



It's not only news that could be informed to readers. Relevant knowledge and contextual information should also be provided to enrich the content.

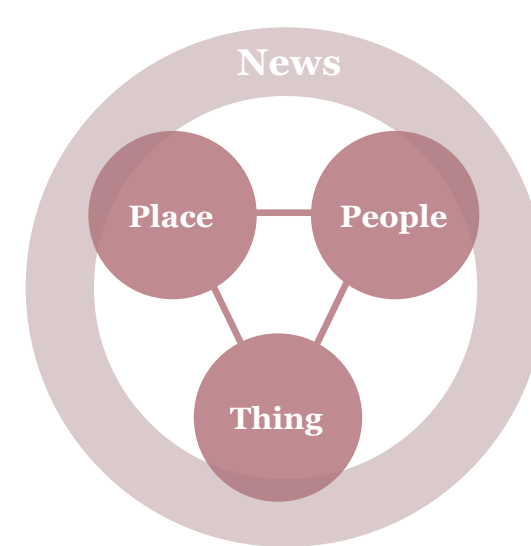


News can be constructed in a way that it relates to people, hence creating a more engaging experience to users.



Another possible approach is to limit the information presented, while providing access for readers to discover themselves.

KEY INTERACTIONS



User starts to explore everyday news by choosing one of his/her favorite topics. Each topic is weakly tied with a piece of news and strongly tied with other three topics. User can add more topics to favorite. The news exploration always starts with something familiar to something new.

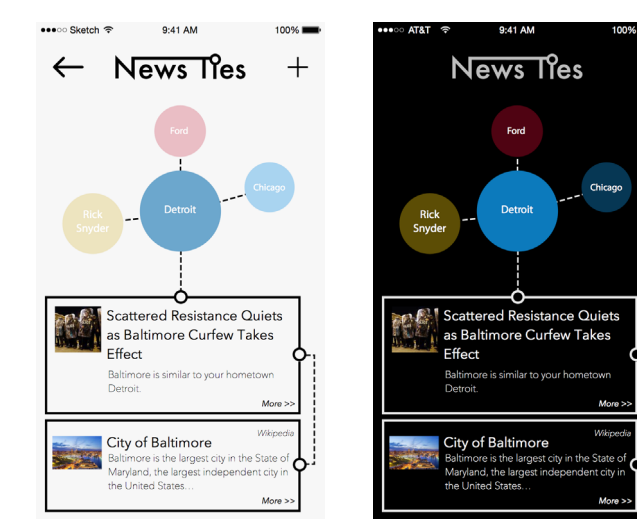
PROTOTYPE

BEHAVIORAL



Before delving into making actual design, I used cards to represent the idea of "topics" in my concepts. I asked the participant to come up with 9 topics that closely reflect himself. Then I matched some top stories with the keywords he gave me and used search engine to build relation between them.

APPEARANCE



Dark Version vs. Light Version

Different appearances of the design prototype are made to see how colors, orientations and other visual aspects will affect the design. I chose the light version based on user's feedback.

STRATEGIES

COOPERATE WITH NEWS MEDIA TO BETTER TAILOR THE CONTENT.

COMBINING MORE RESOURCES TOGETHER INTO NEWS EXPLORATION.

IMPROVE ALGORITHM TO ELIMINATE CONNECTIONS THAT DON'T MAKE SENSE.