

Nu.nl¹ is a Dutch news site, and has a section, Nuijij, that allows users to share existing web content on the platform for other users to read. Nuijij is a group-based aggregation platform that allows users to share content including news articles, citizen journalistic reports, and blog posts (OECD, 2007).

Content Analysis

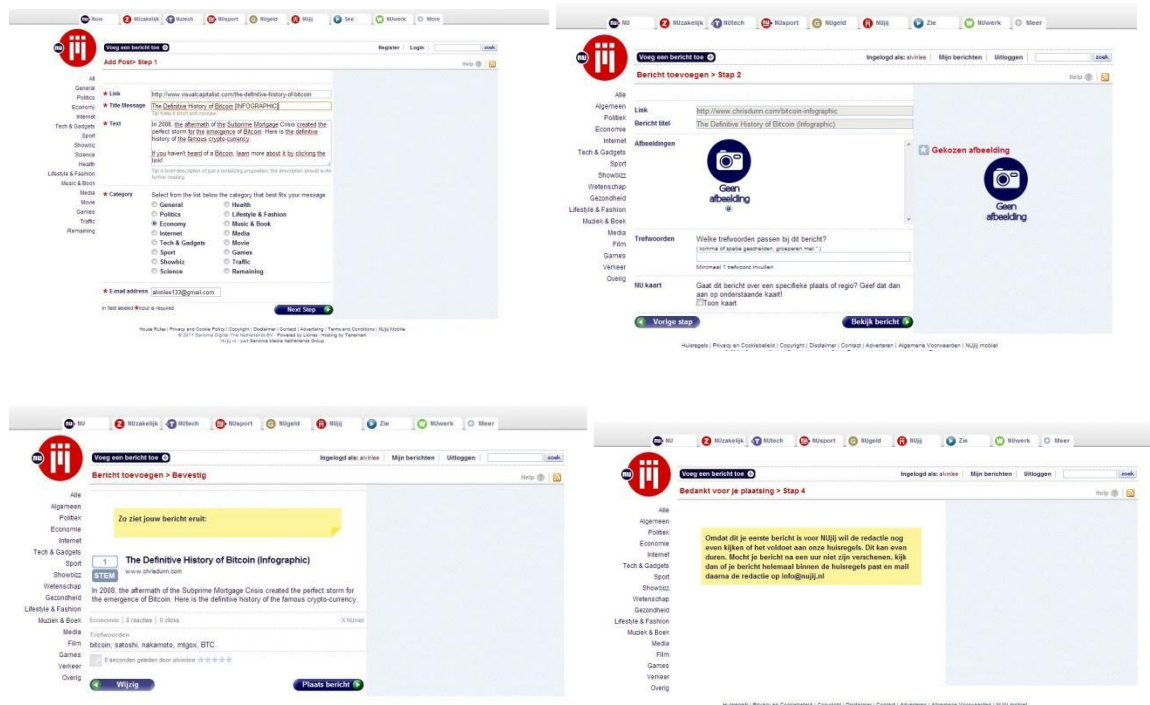
[illegible]

¹ <http://www.nu.nl/>

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Nuij also has a friends section, which allows users to add and maintain a list of friends from the “Mijn vrienden” section. This is an internal community, and users can only search for and add other users by their Nuij profiles. This section does not have Facebook or Twitter integration.



Recommendations

Lerman and Galstyan (2008) used Digg as a case study and pointed out that structural properties of a website can have a significant impact on various dynamical processes on networks. Therefore, it is important that the structure of the website makes it easy for users to create and share content, as well as to introduce uninformed existing users to the Nuij section. To make it easier to create content, I recommend reducing the number of steps required to two, or even one step. The easier it is for users, the more likely they are to complete the post. In addition, I also recommend removing any restriction on the content creation process, in terms of requiring manual verification by a Nu.nl staff, to further simplify the process. Although this will bring about potential issues of spam and irrelevant content, the problem can be managed by introducing a captcha to prevent bots from adding content, and also be regulated by the users themselves who collectively decide the popularity of the content and are allowed to down-vote or report a post.

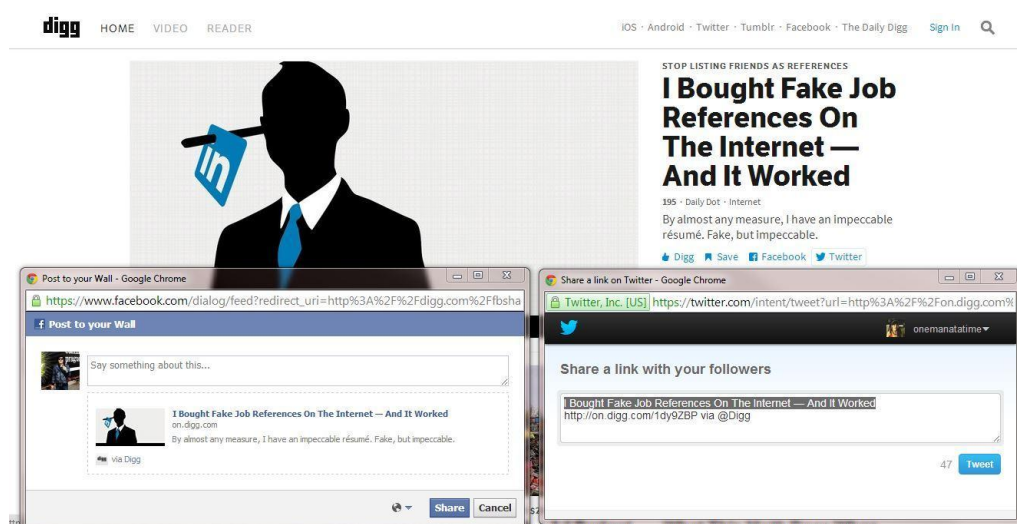
Moreover, another issue could be that users do not know about the Nuij section, which can be attributed to the need for a better website infrastructure or the need for better marketing. The structure of the website should also contribute to increasing traffic to the Nuij section, informing both existing and new consumers about the existence of the UGC platform, which will in turn increase

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the number of content creators. This can be done by placing a more prominent link from the Nu.nl homepage that leads to the Nujij section, such as a promotional banner, to increase click-through-rate to Nujij. Nu.nl should also inform existing users of the Nujij platform by sending them an email newsletter or reaching out via Facebook and Twitter, to convey the benefits and value propositions of using the platform, and encourage users to add new content.

Lastly, it is also vital for Nu.nl to improve its social networking connectivity, in order to promote more sharing of content on social networks, as well as to reach out to more consumers through the powerful medium of electronic word of mouth. This is also supported by Lerman and Galstyan (2008) who showed that social networks play a significant role in promoting stories, and discussed the importance of well-connected clusters of nodes in enhancing information propagation online (Lerman & Galstyan, 2008). For the “Mijn vrienden” section, Nu.nl should integrate Facebook and Twitter integration, to allow users to find and invite friends from these social networks, and allow Nu.nl to make better friend and content recommendations to users. For content sharing, Nujij uses the ‘recommend’ API for Facebook, and a ‘retweet’ API for twitter, for users to share content on their social networks. However, the use of these API do not allow for user interaction or customization of the posts. I will recommend using a different Facebook and Twitter sharing API, to allow users to customize their message, such as the one used on Digg, as can be seen below. Although these last recommendations are not directly related to encouraging users to add content, they help to improve the social infrastructure of the Nujij, which in turn helps develop the community and indirectly increases motivation for users to create content.



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Works Cited

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Lerman, K., & Galstyan, A. (2008, August). Analysis of social voting patterns on digg. In *Proceedings of the first workshop on Online social networks* (pp. 7-12). ACM.