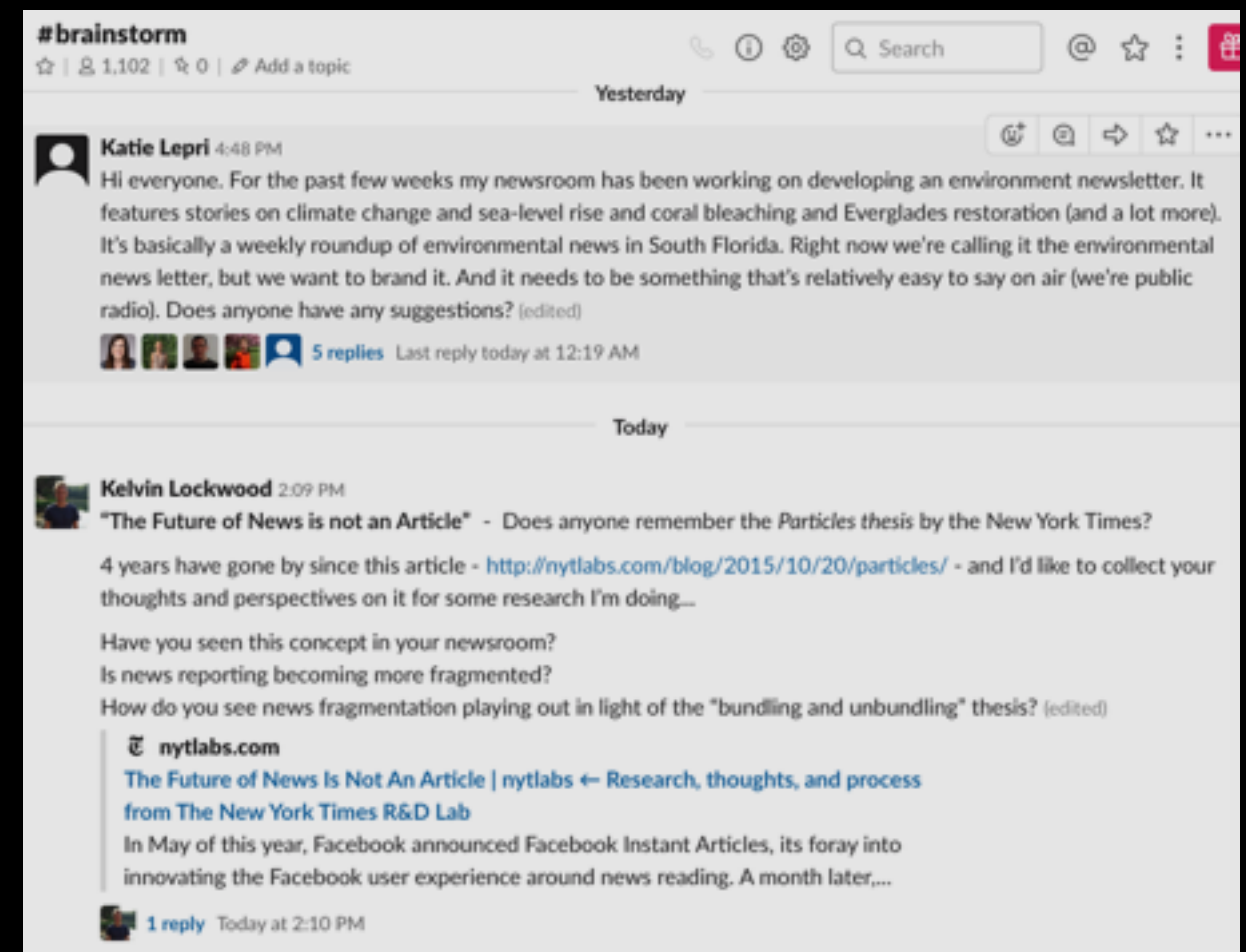
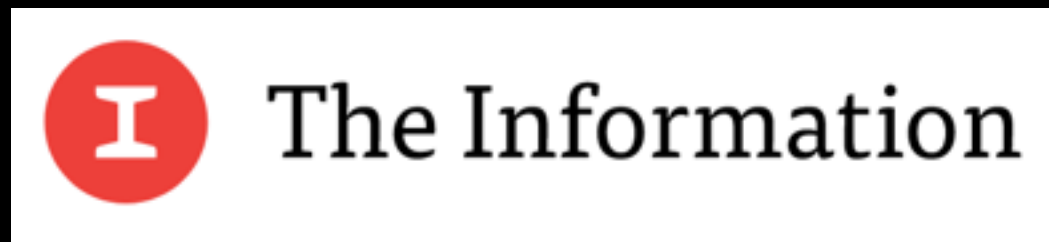


The story of how News Pie  
transitioned from **Particles** to  
**Mutualised Journalism**

# We began by exploring the Particles idea...




# We got the debate going on journalism-related slack communities...



Stephen  
Jefferson from  
Bloom came  
back with this...

**Thread**  
# brainstorm

 **Stephen Jefferson** 1 hour ago

Hi Kelvin, I work with local newsrooms on data semantics like this every day at Bloom. We're focused on exploring how structured news data can be 'bundled' in new local formats and mediums: personalization, hyperlocal trends, and integration with resources like real estate interfaces, smart city kiosks, and rideshare experiences. I wrote about our process and work here:  
<https://medium.com/@sbjefferson/diversifying-news-distribution-with-meaningful-collaborations-3df8a1d27f4f>  
Happy to answer questions about it.

The reality is computers read data, not English, so there is a constant unbundling of news that needs to happen - from an article to statements to data. Re-bundling that data back into context is equally important - I recommend checking out warm data (<https://www.youtube.com/watch?v=f8tTax7ad9g>)

Over time, I have seen more newsrooms adopt [schema.org](https://schema.org) metadata. However, certain types of data continue to be ignored and there's a largely unexplored space for 'bundling' news data back into a context. I constantly hear from their newsroom decision-makers that structuring more data is not their job despite the 5-10 seconds required. Just this past Monday, a prominent media group told me "our journalists don't have that time." This gap in data literacy has always concerned me as it narrowly limits accessibility to digital opps. Lots of research, conversation, education, and work is needed so thank you for digging into it! (edited)

# and Mark Coatney, VP of Digital News at Forbes had this to say...



**Mark Coatney** 2:38 PM

replied to a thread: [“The Future of News is not an Article” - Does anyone remember the \*Particles\* thesis by the...](#)

I have been interested in this particle idea for forever but have yet to see it really executed; even the Times doesn't do this. Part of the problem is that too much information can be as bad as too little.

For me I think more thought should be given to separating the output of journalism into component parts. One is the linear narrative that grows over time—the Timeline, Twitter threads etc. and the particles idea is crucial to this.

But I also think people need a story, with a beginning middle and end. 'Once upon a time there was a president...' I think you can't get rid of stories, as inefficient as they can be, because they are how people understand the world

Unfortunately reality set in! As much as we wanted to explore Particles further we knew it wasn't something we could solve within the window of the hackathon.

So we asked ourselves:  
If Particles is one side of the  
coin, what is on the other?

Better coordination  
of news gathering  
=

Better journalism 🤔



# “We are reaching towards the idea of a mutualised news organisation”

We are edging away from the binary sterility of the debate between mainstream media and new forms which were supposed to replace us. We feel as if we are edging towards a new world in which we bring important things to the table - editing; reporting; areas of expertise; access; a title, or brand, that people trust; ethical professional standards and an extremely large community of readers. The members of that community could not hope to aspire to anything like that audience or reach on their own; they bring us a rich diversity, specialist expertise and on the ground reporting that we couldn't possibly hope to achieve without including them in what we do.

There is a **mutualised** interest here. We are reaching towards the idea of a **mutualised** news organisation.

# **“Mutualised Journalism”**

Alan Rusbridger's idea which  
gave us fresh impetus!

This idea seemed to fit nicely with  
some other themes that will  
impact journalism like  
***the future of work.***

We could see these things  
coming together to create  
new opportunities...

A good time to get some  
*new* ideas out there!

**M** Medium

### The Regeneration of Journalism

Since the dawn of the internet roughly half of all journalism jobs have disappeared 🤖.

Reading time

5 min read

Yesterday at 4:33 PM (145 kB) ▾



# More engagement from Stephen...



**Stephen Jefferson** 3:16 AM

Nice article, and sounds like an interesting project.

I can't spare too much time at the moment but happy to have a chat and advise when I can.

Would be great to share and exchange thoughts.

Feel free to email me a few potential days you're available next: [steve@bloom.li](mailto:steve@bloom.li)


# Fascinating discussion with the team from NEAR Protocol

# premium-content

Found something fascinating about crypto or tech on the internet? Drag y...

Search

@ ?




Kelvin Yesterday at 10:02 PM

Would love to get feedback on some ideas which have been brewing... <https://medium.com/@kelvinlockwood/the-regeneration-of-journalism-e44528335d42>

Medium

**The Regeneration of Journalism**

Since the dawn of the internet roughly half of all journalism jobs have disappeared 🤖 .





vgrichina Yesterday at 10:30 PM

@Kelvin I think being professional journalist as it was in 20th century won't ever be possible again. Same as it isn't possible to capitalize on being literate anymore (as everyone is literate) vs monks in 16th century were like the only literate people. Invention of printing press made it possible for masses to become literate. Religious elites lost monopoly on knowledge and a lot of their privilege as result.

20th century is interesting because it was period of large scale centralization

Mass production leading to giant corporation

TV and radio leading to largely state-controlled media run by elite of professional journalists.

Internet, and especially Twitter has changed that

Everybody can essentially be "journalist" on Twitter, which made being journalist a commodity

it doesn't help that "professional" journalists are delivering progressively more and more terrible experience: paywalls, shitty copy-pasta passed as news, pieces that are clearly paid for by certain political groups

so while system where quality journalism is incentivized better than now is possible, I doubt that it'll help traditional "pro" journalists they are part of dying system unfortunately



**Evgeny | NEAR** Yesterday at 10:37 PM

Reddit has an interesting concept with "Gold" rewards. Essentially users are paid for providing something meaningful. There is still "pro" journalism exist, but it's usually rewarded through books deals, see: Bad Blood, Billion Dollar Whale

But to create this piece, there should be a large organization that protects and guards journalists, like WSJ

There are also other investigative journalism like wikileaks or project veritas, but it's border line illegal, cause it relied on leaked info or hidden cameras.



**Kelvin** Yesterday at 10:57 PM

[@vgrichina](#) yeah I guess any "uberification" would flatten out earnings... so whilst creating new opportunities the commodification will likely cause downward pressure on earnings 🙄



**vgrichina** Yesterday at 10:58 PM

There are also other investigative journalism like wikileaks or project veritas, but it's border line illegal, cause it relied on leaked info or hidden cameras.



this is pretty good match for decentralized tech though



October 4, 2019



**Aliaksandr Hudzilin** Today at 1:29 AM

@Kelvin do you have any ideas around how to "productize" this idea of journalism coming back?

the way i personally think about it is: a) these days, we have people around us with bunch of "specialized knowledge" accumulated over various experiences (because experiences of last 20-30 years tend to be a lot more diverse vs. when everyone worked in factories etc.) b) there is no good way to incentivize people to get "specialized knowledge" out of their heads and for everyone else to learn from c) can we do something about it? what's the "productized" version of solution for this?



**vgrichina** Today at 1:50 AM

journalists and people with specialized knowledge are like completely disjoint sets though  
like journalist is typically someone writing about the field they don't even have very basic expertise in  
and best of them would be able to improvise effectively, learn on the spot and consult / fact check with experts  
that also might be the reason of journalism becoming obsolete  
e.g. with YouTube expert can just publish their videos themselves instead of talking to some TV journalist like back in old days  
why get content from journalist when you can get it directly from source?



**Aliaksandr Hudzilin** Today at 5:45 AM

yep agree

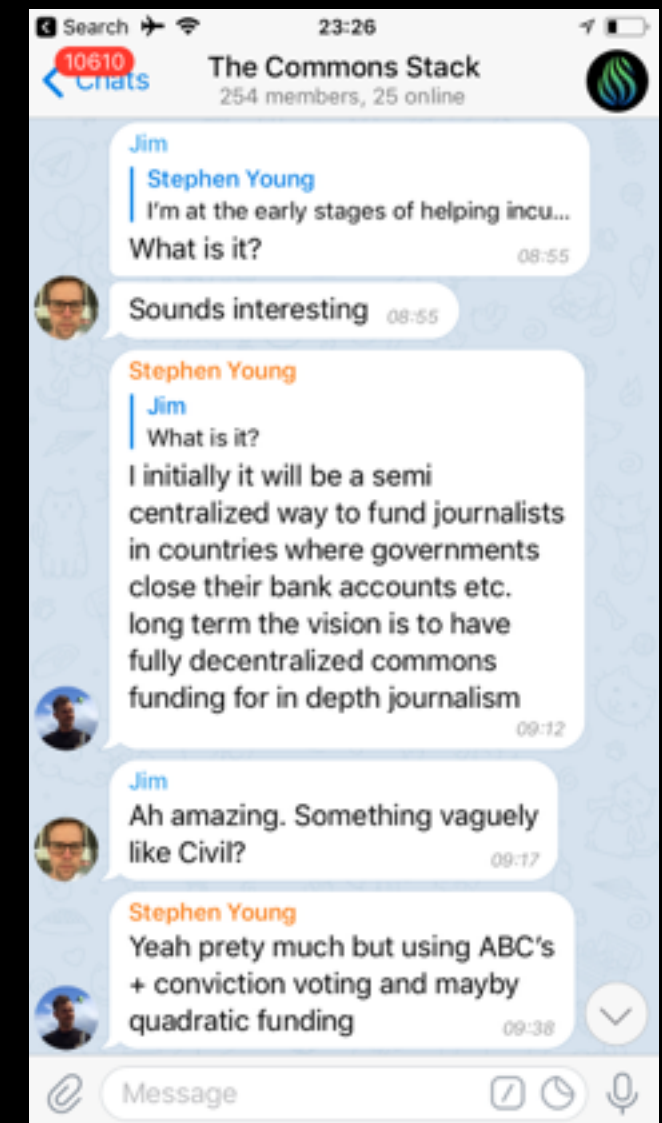
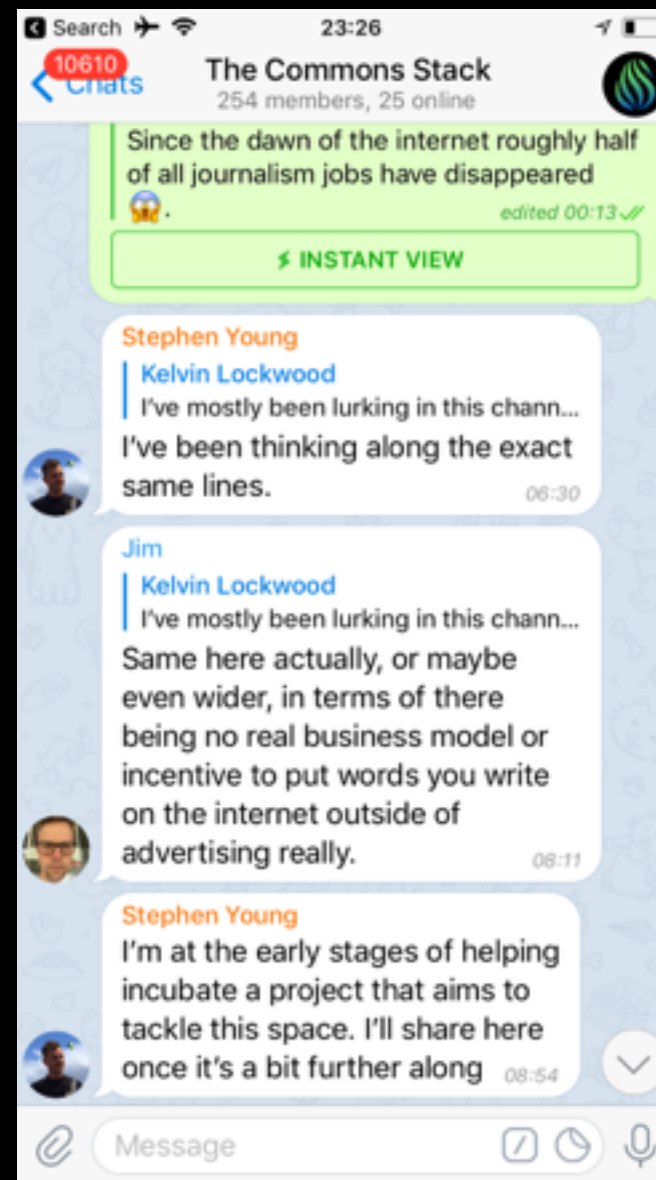
but i also think there is value in unlocking specialized knowledge somehow (different market, different idea)



**vgrichina** Today at 5:54 AM

yeah, I'm not arguing there is no value, just different markets

And finally some  
discussion on  
**The Commons  
Stack** Telegram  
group...



Thank you for exploring  
our research :)