

BBC Feed

A Novel Interface for News Consumption Inspired
by Social Media

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A thesis submitted in partial fulfilment of the requirements of Birmingham City
University for the degree of Master of Science



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Environment
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May 2021

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1 Research Question

How could social media delivery techniques be used in a digital news consumption platform to increase user engagement?

2 Aims and Objectives

2.1 Project Overview

This project aims to improve upon the flexibility and user engagement of traditional online news platforms, specifically those used by BBC News. The digital news landscape is changing rapidly, a 2019 report from Ofcom found that people in the UK are increasingly using

Modern news consumption started with the newspaper. Despite moving to online platforms these roots can still be seen in the user interfaces of digital news platforms such as the BBC News website and mobile app. These interfaces broadly function by providing categories of content to browse, this makes these interfaces good for researching topics and for getting an overview of recent news within a topic [?]. Social media instead often delivers content to users through an infinitely scrolling feed. This style of interface fits well with short bursts of interaction, such as while waiting for a kettle to boil or waiting for a bus. In these scenarios users often want to consume content without having to choose a category or risk running out of content.

This style of interface removes the need for the end user to decide what content they consume at the point of consumption, instead they control what content is presented to them by following, liking, subscribing to or otherwise choosing to receive content from a number of sources. From this user input a social media platform will choose exactly which content to provide to a user, and in which order. The specifics of how these decisions are made are closely guarded secrets, and as such will not be investigated here.

Moving to a social media style of interface would also allow

2.2 Deliverables and Goals

3 Background and Rationale

3.1 Previous Work in the Field

3.2 Motivation for the Project

4 Literature Review

4.1 Interfaces for Online News Consumption

4.2 Infinite Scrolling User Interfaces

4.3 Social Media Design for Increasing User Engagement

5 Methodology

5.1 Development Methodology

5.2 Project Managment

6 Project Timeline

References

[1] dummy. dummy, dummy.