NewsLynx

Researching and prototyping a platform for metrics.

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What is NewsLynx?

1) A suite of open source tools for online analytics.

- data collection / archiving.
- analysis / exploration.
- visualization / report generation.

2) A research project.

- what's actually useful.
- what data leads to decisions.
- what saves time.

What's already out there?

Chartbeat
SocialFlow
CrimsonHexagon
Twitter-Analytics
Arbitron-NielsenAudio   Mention.net
Google-Analytics   SparkWise
Mixpanel Google-Alerts Facebook-Insights
KISSmetrics Parse.ly   Klout
WebTrends   Topsy
Bit.ly Omniture Nielsen
Vocus

How is NewsLynx different?

1. Combines data from many sources. (Google Analytics, Twitter, Facebook, Press Clippings, etc.)

2. Incorporates a framework for logging qualitative 'impact events'

3. Designed primarily with the needs of nonprofit, investigative-oriented newsrooms in mind.

Research questions

1. How do organizations currently measure impact?
   a. What metrics / platforms are most important?
   b. What stories / outcomes are most impactful?

2. What suite of tools will help newsrooms fulfill their institutional goals?

3. What factors are most associated with journalistic impact?

Software Features

- Tracking of social media "mentions" and "likes" over time.

- Integration with Google Analytics.

- A Google Alert-like "river" of mentions that can be approved and associated with a given article.

- A Customizable qualitative taxonomy and tagging system.

- An interface for recording "impact" events not tied to automatic processes.

- A report generator for distributing impact assessments to staff, board members, and financial backers.

Progress to date

- ~~Survey responses~~
- ~~Data ingestion~~
- ~~Wireframes~~
- Data API
- First functional draft
- Feedback
- More iteration until beta launch mid-Summer

Want it for your newsroom?

Take our survey: newslynx.org/impact-survey/

Send us an email: contact@newslynx.org

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