

A Little History

How the internet came to be, the media industry's transition to digital, and the evolution of digital storytelling

Internet & The Web



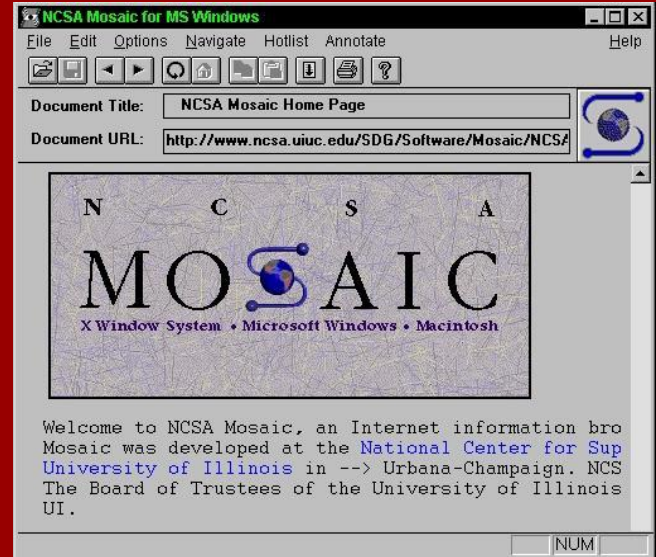
Internet & The Web

- The internet began in 1969 as [ARPANET](#), an academic research network that was funded by the military's Advanced Research Projects Agency (ARPA, now DARPA). The network was developed at the height of the Cold War to create a more secure communication system.
- The internet became a global commercial network in the 1990s. In 1991, [Timothy Berners-Lee](#), an English computer scientist, created the World Wide Web, which allows for publishing of information over the internet.
- The web has become so popular that many people now regard it as synonymous with the internet itself. But technically, the web is just one of many internet applications.
- Over time, the web became more sophisticated, supporting images, audio, video, and interactive content. In the mid-1990s, companies such as Amazon began building profitable businesses based on the web.

Sources: [The Internet, Explained](#) (Timothy B. Lee, Vox) & [A Short History of the Internet](#) (Science + Media Museum)

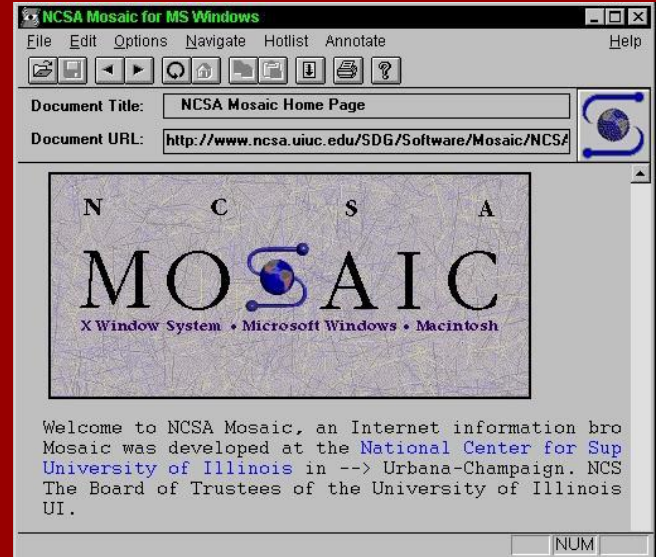
Web Browsers & Applications

- A web browser is an application used to access and view websites. The first widely used web browser, Mosaic, was released in 1993.
- Google Chrome, released in 2008, is now the most popular web browser across platforms. (And the one we will be using in class.)
- In the 2000s, full-featured web-based applications such as Yahoo Maps and Google Docs were created. In 2004, Mark Zuckerberg put the very first iteration of Facebook online. In 2005, YouTube was launched.
- The first iPhone was released in 2007, the App Store officially launched in 2008.



Web Browsers & Applications

- A web browser is an application used to access and view websites. The first widely used web browser, Mosaic, was released in 1993.
- Google Chrome, released in 2008, is now the most popular web browser across platforms. (And the one we will be using in class.)
- In the 2000s, full-featured web-based applications such as Yahoo Maps and Google Docs were created. In 2004, Mark Zuckerberg put the very first iteration of Facebook online. In 2005, YouTube was launched.
- The first iPhone was released in 2007, the App Store officially launched in 2008.



Quiz Time!



1. **The internet began in ____ as ARPANET.**
2. In 1991, Timothy Berners-Lee created the _____.
3. The first web browser, Mosaic, was released in 1993. The most popular web browser today is _____.
4. In 1994, _____ was the first thing ever purchased on the internet.

Quiz Time!



1. The internet began in **1969** as ARPANET.
2. **In 1991, Timothy Berners-Lee created the**
_____.
3. The first web browser, Mosaic, was released in 1993. The most popular web browser today is
_____.
4. In 1994, _____ was the first thing ever purchased on the internet.

Quiz Time!



1. The internet began in **1969** as ARPANET.
2. In 1991, Timothy Berners-Lee created the **World Wide Web**.
3. **The first web browser, Mosaic, was released in 1993. The most popular web browser today is _____.**
4. In 1994, _____ was the first thing ever purchased on the internet.

Quiz Time!



1. The internet began in **1969** as ARPANET.
2. In 1991, Timothy Berners-Lee created the **World Wide Web**.
3. The first web browser, Mosaic, was released in 1993. The most popular web browser today is **Google Chrome**.
4. In 1994, _____ was the first thing ever purchased on the internet.

Quiz Time!



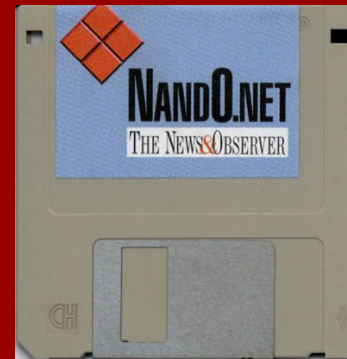
1. The internet began in **1969** as ARPANET.
2. In 1991, Timothy Berners-Lee created the **World Wide Web**.
3. The first web browser, Mosaic, was released in **1993**. The most popular web browser today is **Google Chrome**.
4. In 1994, a **Pizza Hut** 🍕 was the first thing ever purchased on the internet.

Media's Transition to Digital

News Websites

Newspapers began moving online in the early 1990s.

- In 1992, Chicago Online, the first newspaper service on America Online, was launched by the Chicago Tribune.
- In 1994, the Raleigh New & Observer launched Nando, an online newspaper, on the web.
- By 1996, many major news outlets also launched sites on the web (CNN, New York Times, USA Today, The Washington Post).



Print-First Persists

The move to online publishing has been painful for many newspapers due to inadequate tools, outdated staffing models, print-centric workflows, and struggles with strategies around digital revenue.

- For over a decade Washington Post had an online newsroom separate from its print newsroom. It was located in Arlington, Va. It wasn't until the end of the 2000s that they merged newsrooms.
- Around that time, digital start-ups without legacy print operations began to emerge as competitors. The Huffington Post was launched in 2005, Politico in 2007, BuzzFeed News in 2011, Vox in 2014.

Fun fact: When I graduated UMD in 2008, there was only 2 tracks, print or broadcast.

Wed., June 19
Last update:
12:50 a.m.

Welcome!
Click here if you're
new to our site.


front page:
the print edition


what's hot today


Build a personal
portfolio in Business


News and weather
from your home state
in National


Search the Movies
database in Style


Search seven days of
help wanted ads in
CareerPost

The Washington Post

washingtonpost.com

Kaczynski Indicted in Bombings



Theodore Kaczynski was indicted in Sacramento, Calif. this afternoon in a series of UNABOM attacks. Kaczynski was arrested in his Montana cabin on April 3 and has been jailed since while investigators built a case against him. Read The Post's exclusive interview with his mother and get background on the case.

Today's Top News: Reno Orders Probe of FBI Files ... Guilty Verdict in Klaas Murder Trial ... Netanyahu Cabinet Approved



Welcome to UFO Week!

Is there intelligent life on the Web? Decide for yourself by taking a "Web Safari" of UFO sites in the [Web Exploration Society](#), part of our Interact section focusing on technology and talk. Bring back your favorite UFO photo and win a prize!



Jump Directly to a Section of WashingtonPost.com.
Just type the name of the section or topic.
(Example: *Style* or *Baseball* or *Orioles*)

A Digital-First Reckoning

In 2014, the “Innovation Report,” an internal New York Times report was leaked. It was the result of a 6-month investigation into the paper’s digital strategy. The findings resonated with newsrooms nationwide and were very influential. A few highlights:

- Readers want to consume news in engaging and exciting formats (graphics, interactives), but that is not reflected internally (no clear workflows, not what’s valued)
- Call for increased collaboration between the newsroom and audience teams. (“Work doesn’t end when you hit publish.”)
- Technology is a barrier to adapting.
- Promotions were going to people with little digital experience.



The Rise of Social

Today, almost half of Americans get their news from social media.

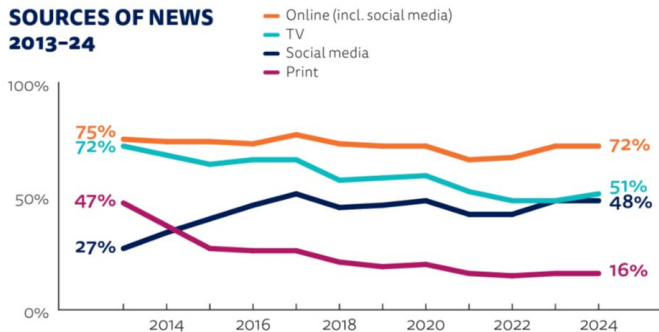
Social platforms present a some big challenges to traditional media, including:

- Lack of control
- Algorithm changes
- Uncertainty
- Staffing
- Billionaires in charge

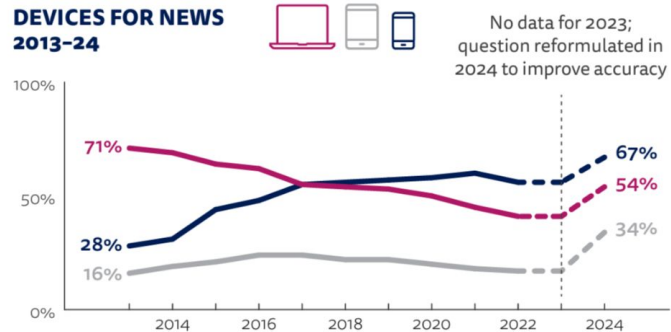
CHANGING MEDIA

Online news continues as the top source for Americans, with access via social media a big part of that. Television news has seen an uptick this year (+3pp) and will potentially increase further as presidential election coverage ramps up.

SOURCES OF NEWS 2013-24



DEVICES FOR NEWS 2013-24



Source: [2024 Digital News Report \(Page 114\)](#), June 2024

Where Are We Now?

- Small, local newspapers and legacy print publications and TV news programs have struggled to adapt to digital advances and generate enough digital revenue. That's a contributing factor to the decline of newspapers, the emergence of news deserts, and layoffs.
 - [CNN Job Cuts Are A Painful Reminder Of Where TV News Is Heading](#) (Forbes)
- But the landscape of news publications and offerings available digitally continues to evolve.
- The New York Times remains strong by being innovative and nimble.
- Nonprofit news organizations and news startups that serve local or specific audiences are emerging and thriving (19th News, Baltimore Banner, Block Club Chicago, Grist, San Francisco Standard).
 - [Baltimore Banner to Top \\$13 Million in Revenue](#) (AdWeek)

Where Are We Now?

Despite some struggles to adapt, most modern media outlets have done the following (or are working to) ...

- Adopt a digital-first approach to publishing
- View social platforms as important for reach and engagement
- Use metrics and analytics to make smart decisions
- Generate revenue from digital subscriptions and have diversified revenue streams (advertising, events, job boards, etc.)
- Have modern, sophisticated publishing tools that allow them to publish stories in various formats
- Have a staff and workflows that reflect a digital-first approach (*see next slide*)
- Anticipate, rather than scramble to react to, the influences of technology on news production and consumption (*see next next slide*)

Digital Roles in Newsrooms



Digital Producer

Punchbowl News

Washington DC-Baltimore Area (On-site)

\$70K/yr - \$90K/yr



Visual Strategist, Social Visuals

The New York Times

New York, NY (Hybrid)

\$135K/yr - \$155K/yr



Associate Producer, Social Video

Hearst Magazines

New York, NY (Hybrid)

\$64K/yr - \$68K/yr



Senior Social Media Specialist

ESPN

Bristol, CT (On-site)

\$78.1K/yr - \$109.9K/yr



43 school alumni work here

1 month ago



Social Video Producer, Opinions

The Washington Post

Washington, DC (On-site)

\$64.3K/yr - \$96.5K/yr · 401(k) benefit



119 school alumni work here



Social Media Editor, Page Six (M-F, 12pm-8pm)

New York Post

New York City Metropolitan Area (Hybrid)

\$60K/yr - \$70K/yr · 10 benefits



Digital Media Coordinator

Sinclair Inc.

Hunt Valley, MD (On-site)

\$21.66/hr - \$25.48/hr · 1 benefit



32 school alumni work here

Viewed · Promoted

Updated Dec. 2024

Exploring AI's Promise and Pitfalls

- Will AI replace human journalists as publishers look for more cost-effective and speedy ways to produce content?
- Will AI never be good enough (accurate, reliable, articulate) to replace humans?
- Or is it **something in between**? Can AI be used in a support role in newsrooms? (Ex. eliminating mundane tasks, translation, complex data analysis, generating graphics.)

"I think it is also a **vote of confidence for good journalism** ... high quality investigative journalism is going to become that much more worthwhile."

- Dalia Hashim, Partnership on AI

"AI aggregates knowledge, and it does that relatively well. But **we still have plenty of knowledge to generate about the human condition.**"

- Daniel Trielli

Source: [Nieman Lab](#)

What About Design and Coding?

What About Design and Coding?

- Part of better serving readers and staying relevant is producing rich, immersive and interactive stories that ...
 - Incorporate video, audio, data, and more to tell stories more deeply
 - Are informative and impactful but also compelling and engaging
- This is achieved by considering:
 - The digital components (how they will be produced)
 - The design of the story (how it will be presented)
 - The “why” (what is the purpose of the story, what impact do you want it to have)
- Goal of this class is to give you some foundational knowledge and skills to do that work or effectively participate in it
- Example: [A lonely struggle: Nine mothers share the mental health challenges they faced during 'the happiest time of their lives'](#) (CNN)

