

## GENERAL OVERVIEW

**10M**  
Tweets

**1.9M**  
User Interactions

**4.7K**  
Journalists

**35**  
New Outlets

## Organisations

**37**  
Original Tweets

## DAILY OVERVIEW

**07**  
Retweets

**02**  
Retweets

## Journalists

**02**  
Originals Tweets

## RESEARCH QUESTIONS

Do journalists engage mostly with those who are within their industry?

How do news organisations behave differently to journalists?

## 1. AN INTRODUCTION

### Traditional media is dead.

Modern society no longer requests a daily debrief about what is going on within the world around them; it demands minute-by-minute coverage, live video streams and always-on social media coverage. So, how do traditional media organisations serve their current audience now?

In this research project we aim to report, on the reporters. We aim to uncover whether the industry has adapted to our socially networked society by not just broadcasting on modern social media platforms, but by actively engaging with those on the outside.

## 3. THE METHOD

### DISCOVER

The users of interest to the study were established from news outlets and their staff lists.

### DEVELOP

An application to extract targeted profile data was developed.

### STREAM

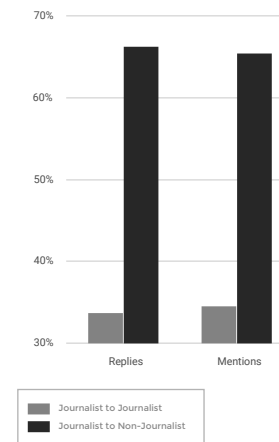
Twitter data was streamed about users of interest and stored across the study period.

### ANALYSE

Collected data was analysed to extract discussions, influencers, emotion and tweet distribution.

## 4. KEY FINDINGS

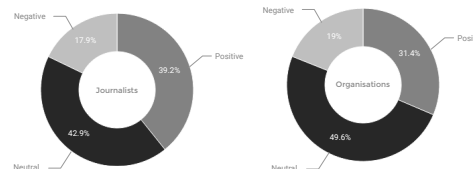
Percentage of Replies & Mentions Between Journalists & Non-Journalists



Journalists engage with mainly those outside of their community.

From the data it is clear that journalists directly mentioned and replied to a larger number of users who were classified as non-journalists.

Sentiment of Original Tweets



## 5. THE HEADLINES

- News organisations produced mostly original tweets—they are broadcasters.
- News organisations are more active on Twitter than their journalists (producing on average 32 more original tweets and 5 more retweets per day over the period of study).
- Journalists reshare as often as they create updates of their own.
- Journalists engage mostly with users from outside of their industry (accounts which did not self-describe as journalists).

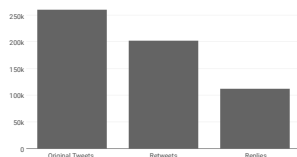
## 6. STOP PRESS

This research was carried out very shortly after the UK voted to leave the EU. This event caused a lot of discussion both on, and off, social media; leading to significant spikes in the discussion networks. These spikes may have had a significant impact on our findings.

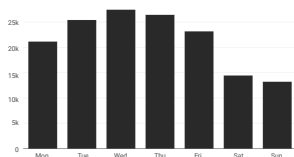
Naturally, future work is required on this topic. It would be interesting to identify if, and how, journalist—audience engagement is influenced by news events by repeating the study at a time where the news is dominated by smaller stories.

## 2. DATA OVERVIEW

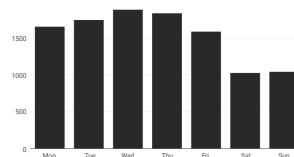
Distribution of Tweets Associated with Users of Interest



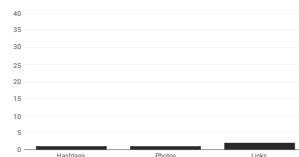
Journalist Tweet Activity



News Organisation Tweet Activity



Average Number of Hashtags, Photos & Links Contained Within Journalist Tweets per Day



Average Number of Hashtags, Photos & Links Contained Within News Organisation Tweets per Day

