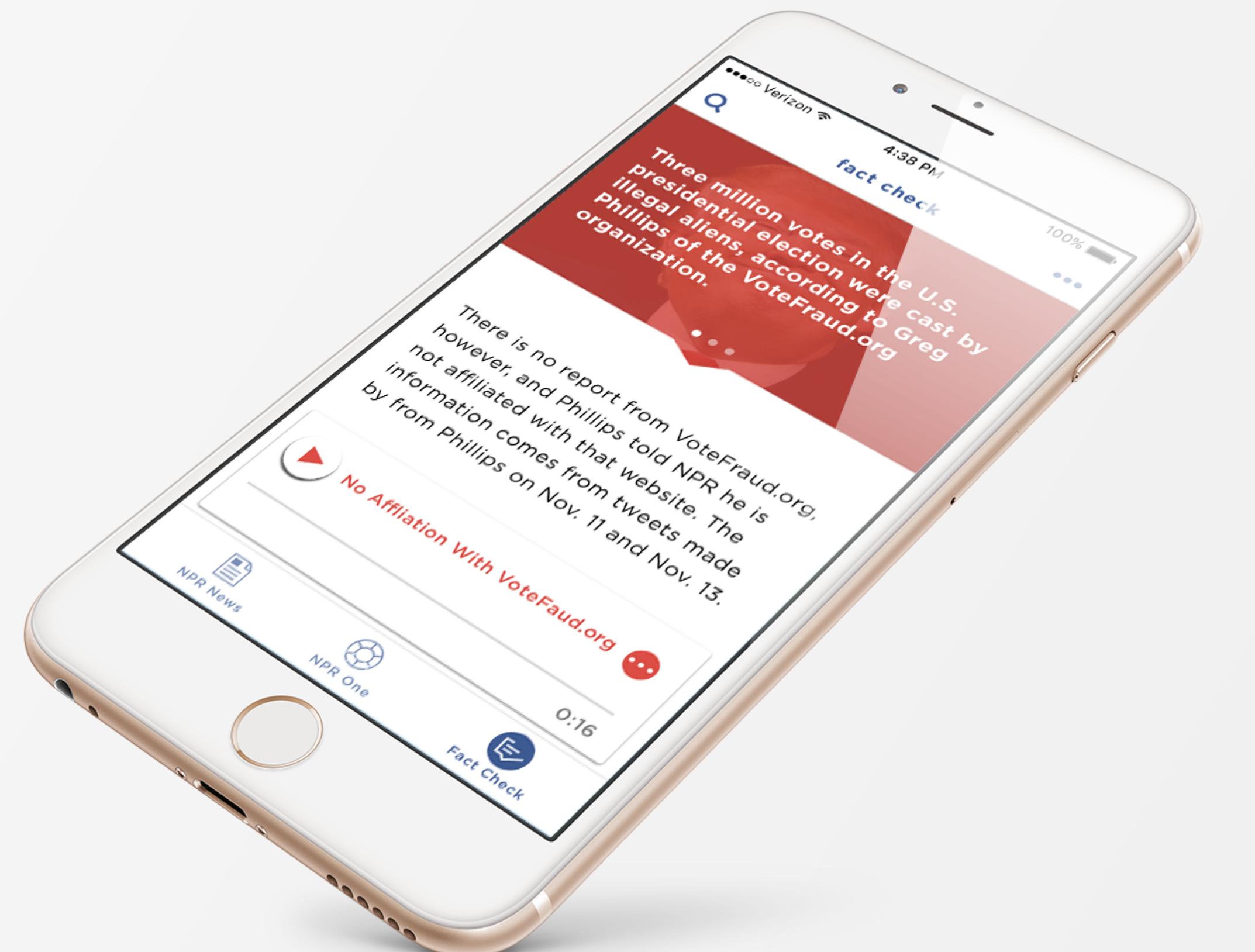




npr<sup>+</sup>  
PLUS

PART ONE

# NPR PLUS PROPOSAL



## INTERNAL BUSINESS PROBLEM

lack of commitment to properly developing their digital offerings has caused NPR to lag behind competitors in attracting new young listeners

*“The critics say **NPR has been standing with its toes in the ocean for too long, curbing its digital ambitions** in order to appease legacy radio stations.”*

Eric Nuzum | NPR’s Former Head of Programming | 2015

*“Lara” was a stand-in for an audience that NPR was failing to attract — according to one analysis, **the median age of NPR’s radio audience has steadily climbed from roughly 45 years old two decades ago to 54 last year**—and one it would need to reach in order to guarantee its survival.”*

Slate Magazine | 2015

## EXTERNAL SOCIAL PROBLEM

politicians and news sources sharing fake news is a direct threat to an informed society and to NPR's basic principles of journalism

*“Our first principle is that facts exist and that they matter. The central job of journalism is to establish the facts and share them as widely as we can.”*

Michael Oreskes | NPR’s Senior VP of News | 2016

## COMMON CHARACTERISTICS OF FAKE NEWS

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INTENTION TO DECEIVE

MIMICRY OF REAL NEWS

CLICK-BAIT LIKE TOPICS

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Oremus, W. (2016). Stop Calling Everything Fake News retrieved from Slate Magazine

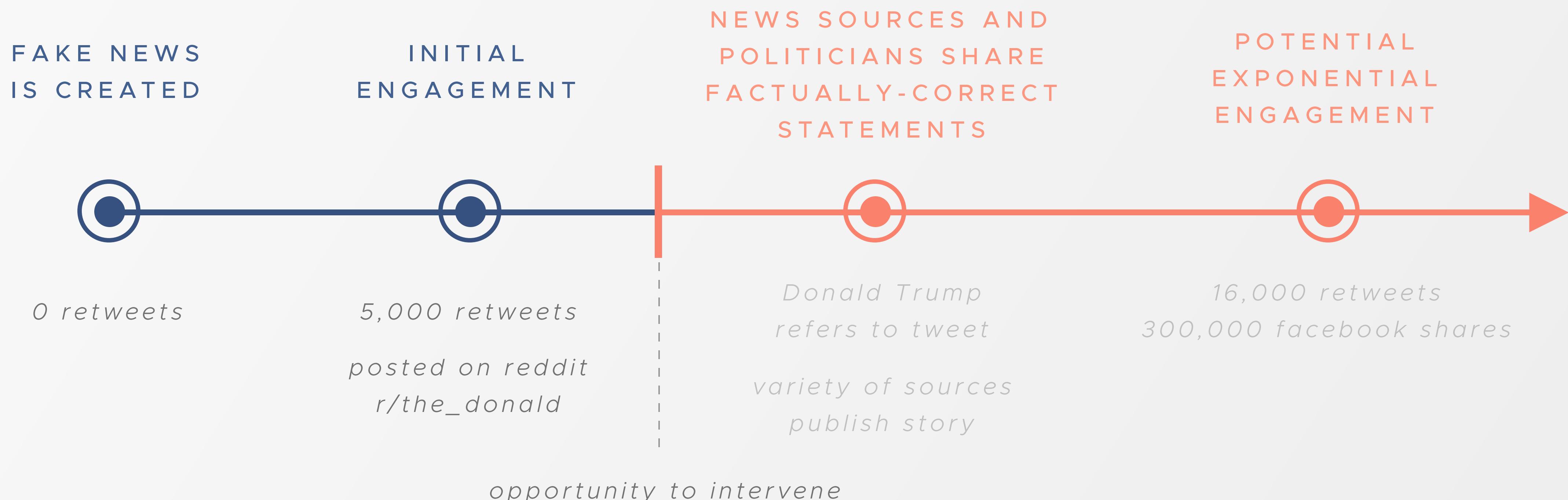
# The New York Times

HOW FAKE NEWS GOES VIRAL: A CASE STUDY



# The New York Times

HOW FAKE NEWS GOES VIRAL: A CASE STUDY



## OPENING

how can we help mitigate the spread of fake news through a digital experience that targets individuals across the age spectrum, including young adults, who struggle to differentiate between fake and credible news, in order to encourage them to become more critical members of society?

INTERNAL

BUSINESS PROBLEM



OPENING

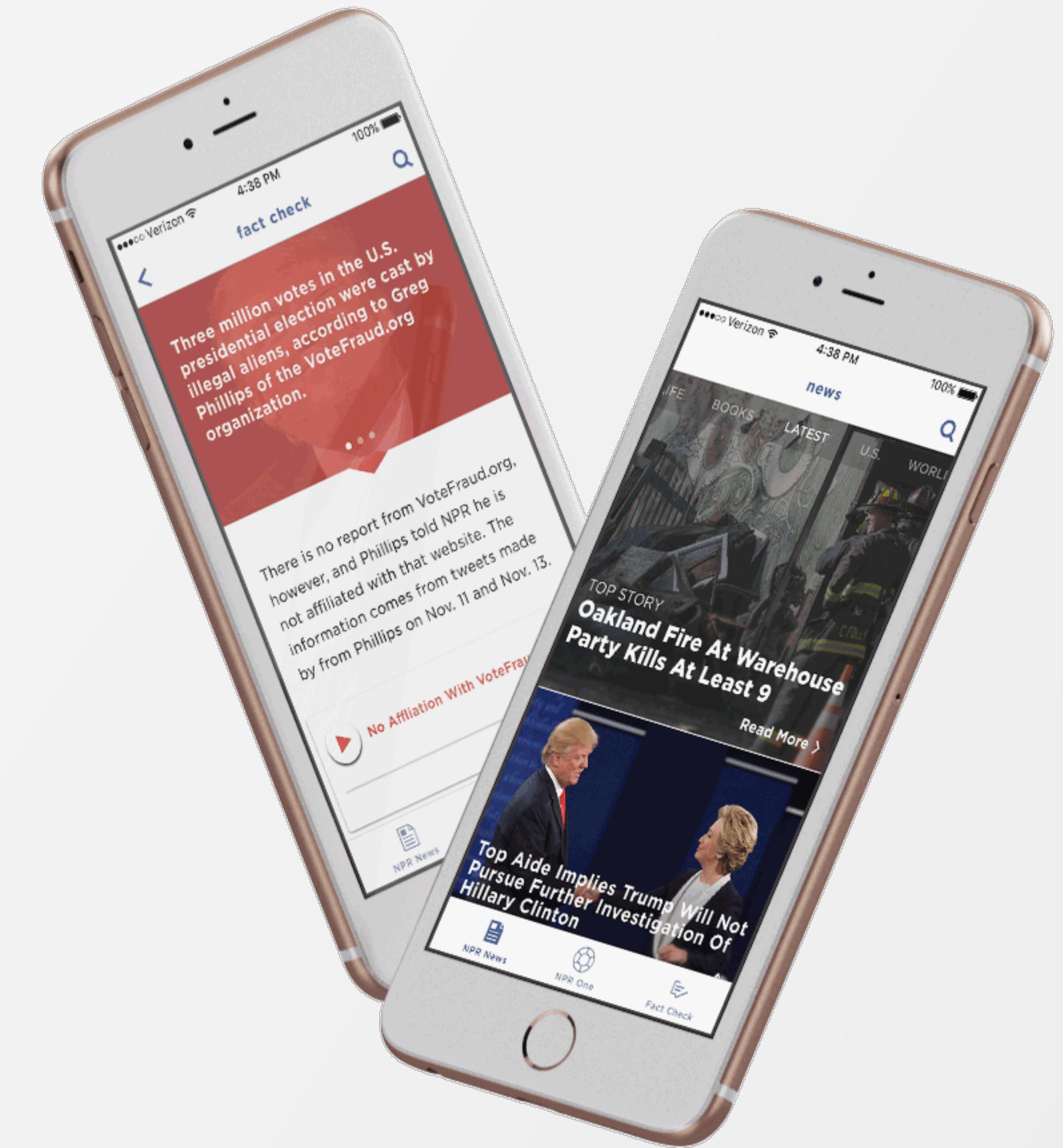


SOCIAL PROBLEM

EXTERNAL

## SOLUTION

a digital fact-checking solution that targets the source of fake news before it exponentially spreads to the general public, including young adults, on social media, in order to attract potential young listeners towards NPR's digital touchpoints



## REALISTIC SOLUTION



*feasibility*



JOURNALISTIC  
CREDIBILITY

## BUSINESS SOLUTION



*viability*



ATTRACT A  
YOUNGER AUDIENCE

## SOCIAL SOLUTION



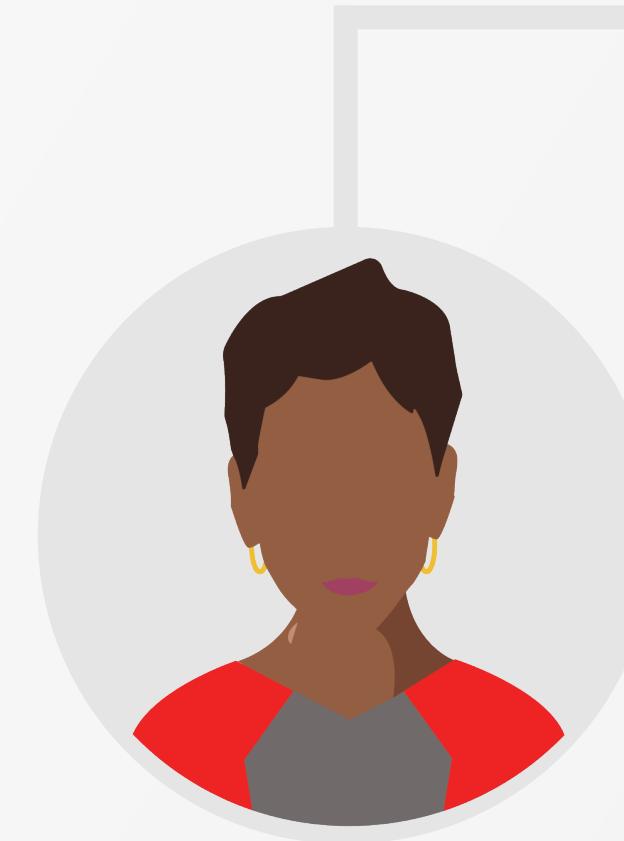
*desirability*



MITIGATION  
OF FAKE NEWS

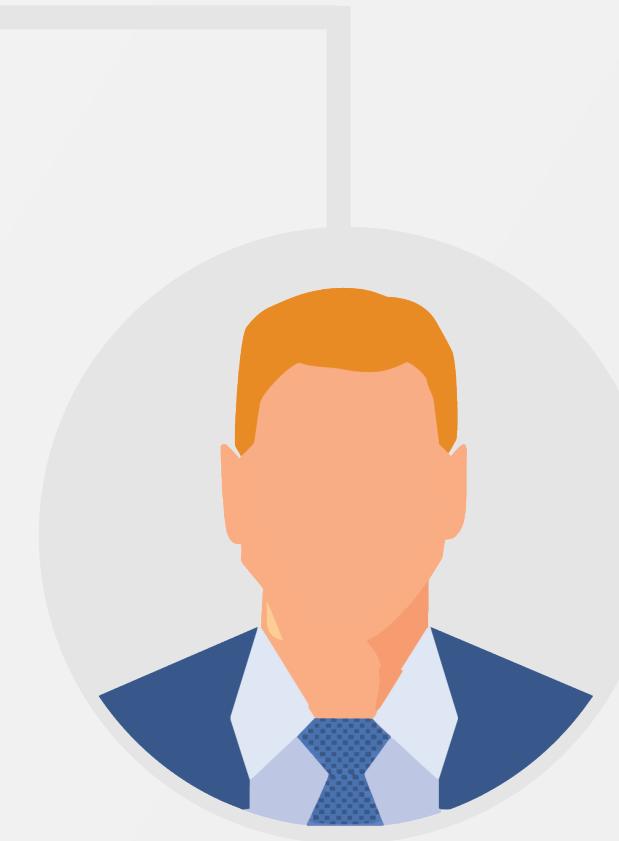
## TARGET AUDIENCE

demographics who struggle to differentiate between credible and fake news,  
with an emphasis on young adults ages 18 - 30



### WILLING TO BE INFORMED

Those willing to aspire to be better-informed or more involved in their role as a citizen in society



### DISENFRANCHISED

Those who feel disenfranchised from, and have lost hope in the entire political realm

## F R A M I N G



how might we transform overwhelming fact-checked content into valuable information for young adults, in order to increase perceived value and to create a more engaging experience?



how might we convince our most extreme user that NPR is a non partisan credible source, and ultimately persuade them to embrace fact-checking?



## PRE-EXPERIENCE



### DISCOVER

#### ACTION

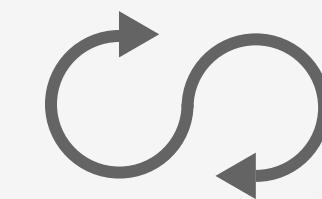
*discovers NPR plus*

#### USER POV

*is NPR plus worth  
downloading?*

#### REDUCE COGNITIVE OVERHEAD

*combine existing digital  
offerings into a  
comprehensive experience*



### EXPLORE

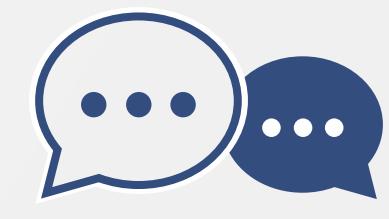
## EXPERIENCE



### ENGAGE



### SHARE



### ADVOCATE

*becomes an advocate  
for fact-checking*

*how do I convince  
others of the value of  
fact-checking?*

*how do we ensure people  
become long-term  
advocates of truth?*

*explores the app*

*how do I navigate  
through the sections of  
this application?*

*streamlining functions  
across existing digital  
offerings*

*engages with fact  
checking section*

*does this fact-checker  
actually provide me  
value?*

*reduce content heavy  
articles into annotations  
that lead to counter-  
arguments*

*shares content onto  
social media*

*is it easy to share  
the content I am  
engaging with?*

*emphasize the call to  
action and improve  
audio sharability*



## PRE-EXPERIENCE



### DISCOVER

ACTION

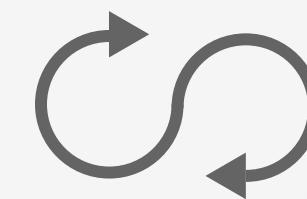
*discovers NPR plus*

USER  
POV

*is NPR plus worth  
downloading?*

REDUCE  
COGNITIVE  
OVERHEAD

*combine existing digital  
offerings into a  
comprehensive experience*



### EXPLORE

ACTION

*explores the app*

*how do I navigate  
through the sections of  
this application?*

*streamlining functions  
across existing digital  
offerings*



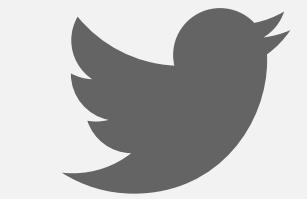
### ENGAGE

ACTION

*engages with fact  
checking section*

*does this fact-checker  
actually provide me  
value?*

*reduce content heavy  
articles into annotations  
that lead to counter-  
arguments*



### SHARE

ACTION

*shares content onto  
social media*

*is it easy to share  
the content I am  
engaging with?*

*emphasize the call to  
action and improve  
audio sharability*



### ADVOCATE

ACTION

*becomes an advocate  
for fact-checking*

*how do I convince  
others of the value of  
fact-checking?*

*how do we ensure people  
become long-term  
advocates of truth?*

01

02

03

PRE-EXPERIENCE

EXPERIENCE

POST-EXPERIENCE



## 01 PRE-EXPERIENCE



### DISCOVER

#### ACTION

*discovers NPR plus*

#### USER POV

*is NPR plus worth  
downloading?*

#### REDUCE COGNITIVE OVERHEAD

*combine existing digital  
offerings into a  
comprehensive experience*



### EXPLORE

## 02 EXPERIENCE

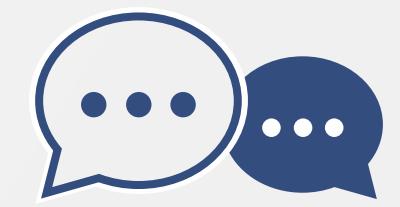


### ENGAGE



### SHARE

## 03 POST-EXPERIENCE



### ADVOCATE

*becomes an advocate  
for fact-checking*

*how do I convince  
others of the value of  
fact-checking?*

*how do we ensure people  
become long-term  
advocates of truth?*

*explores the app*

*how do I navigate  
through the sections of  
this application?*

*streamlining functions  
across existing digital  
offerings*

*engages with fact  
checking section*

*does this fact-checker  
actually provide me  
value?*

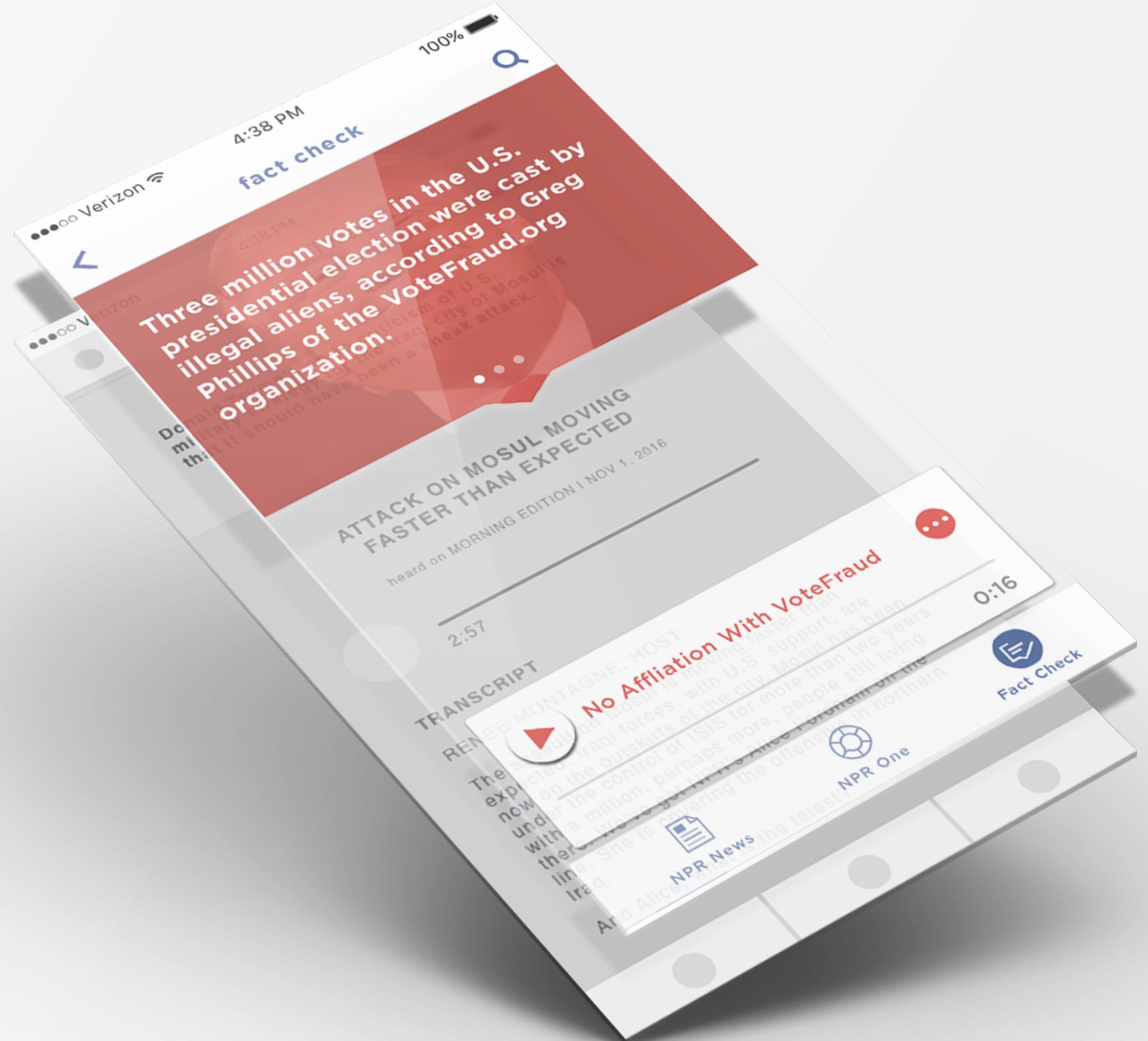
*reduce content heavy  
articles into annotations  
that lead to counter-  
arguments*

*shares content onto  
social media*

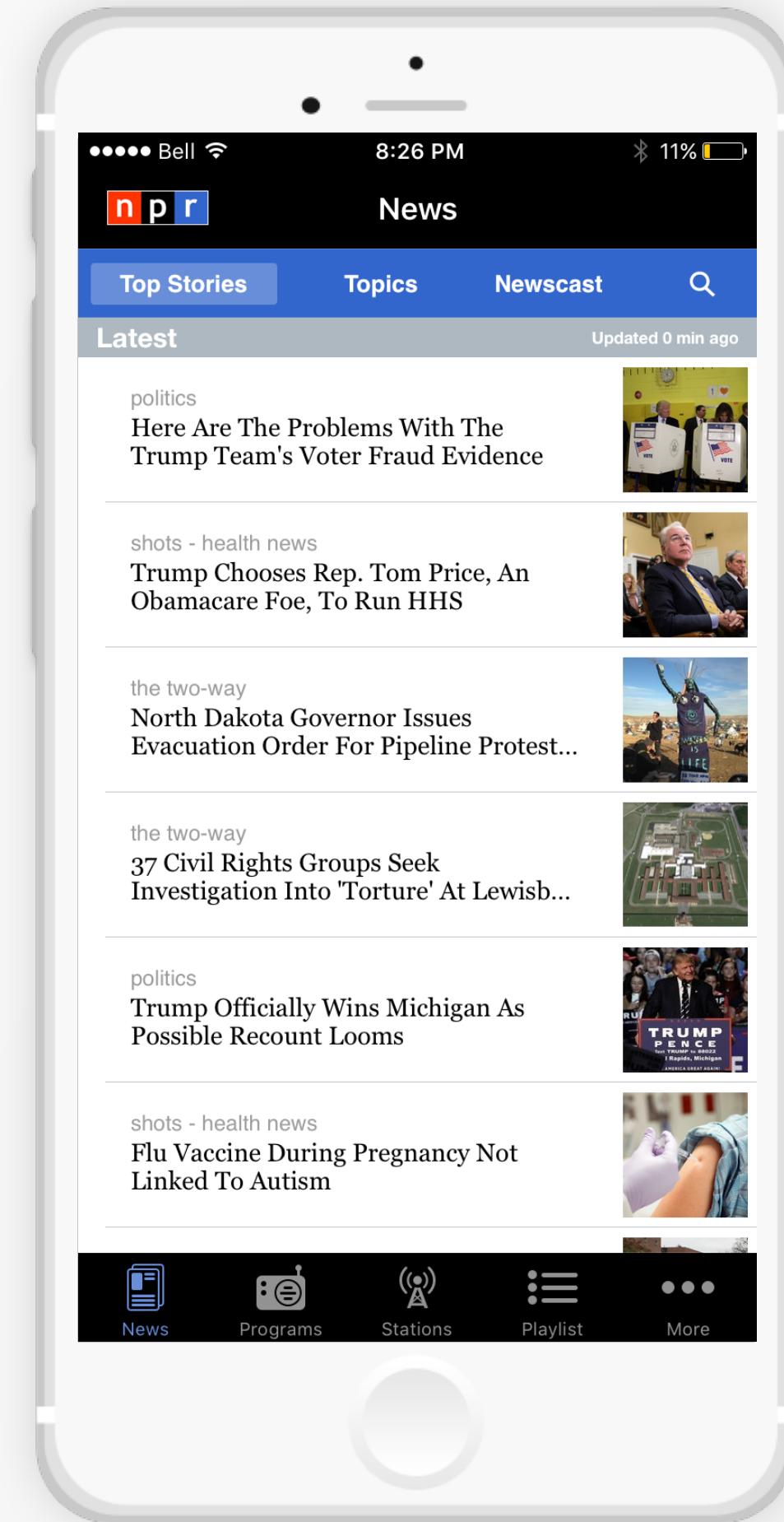
*is it easy to share  
the content I am  
engaging with?*

*emphasize the call to  
action and improve  
audio sharability*

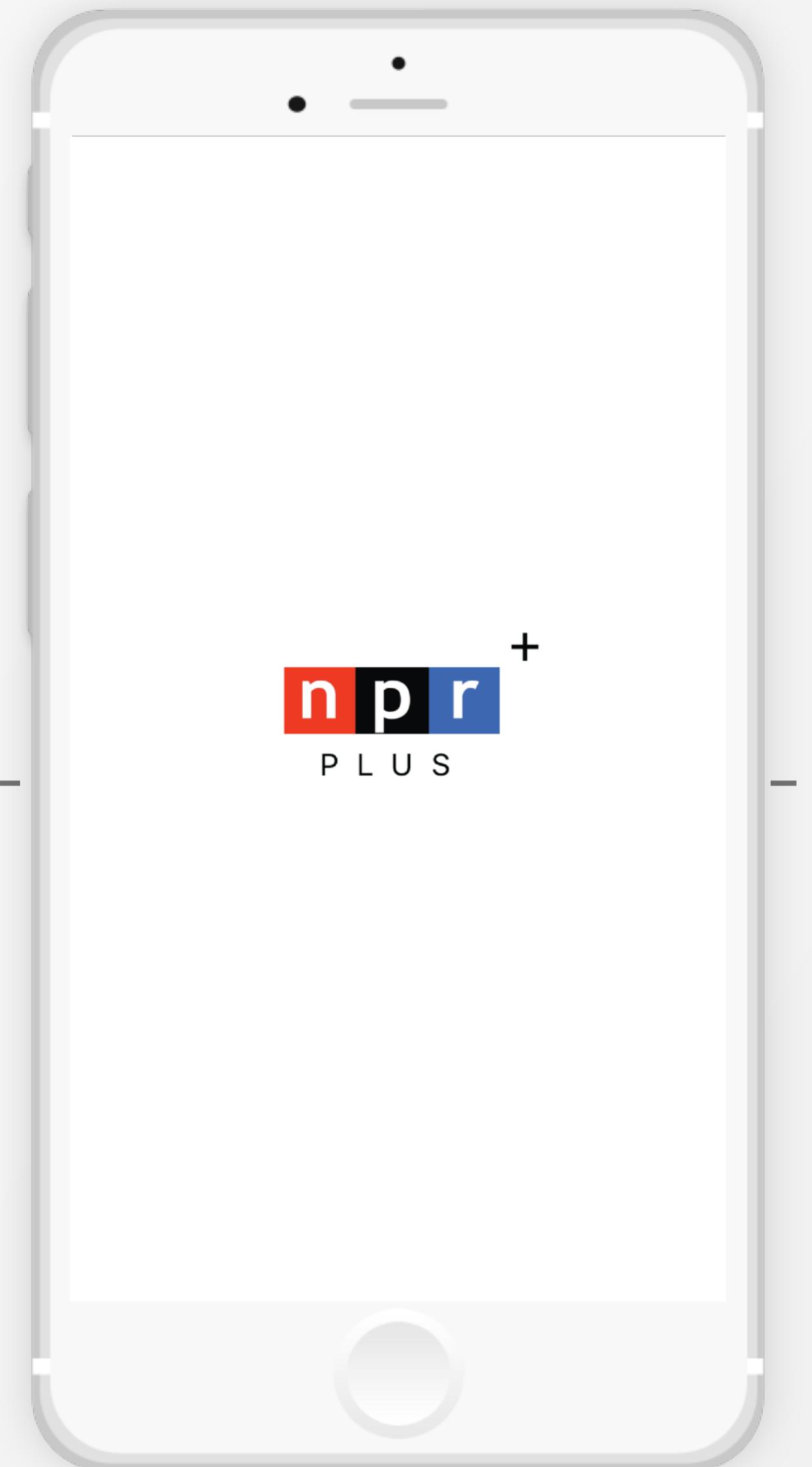
# UX / UI DESIGN PROCESS



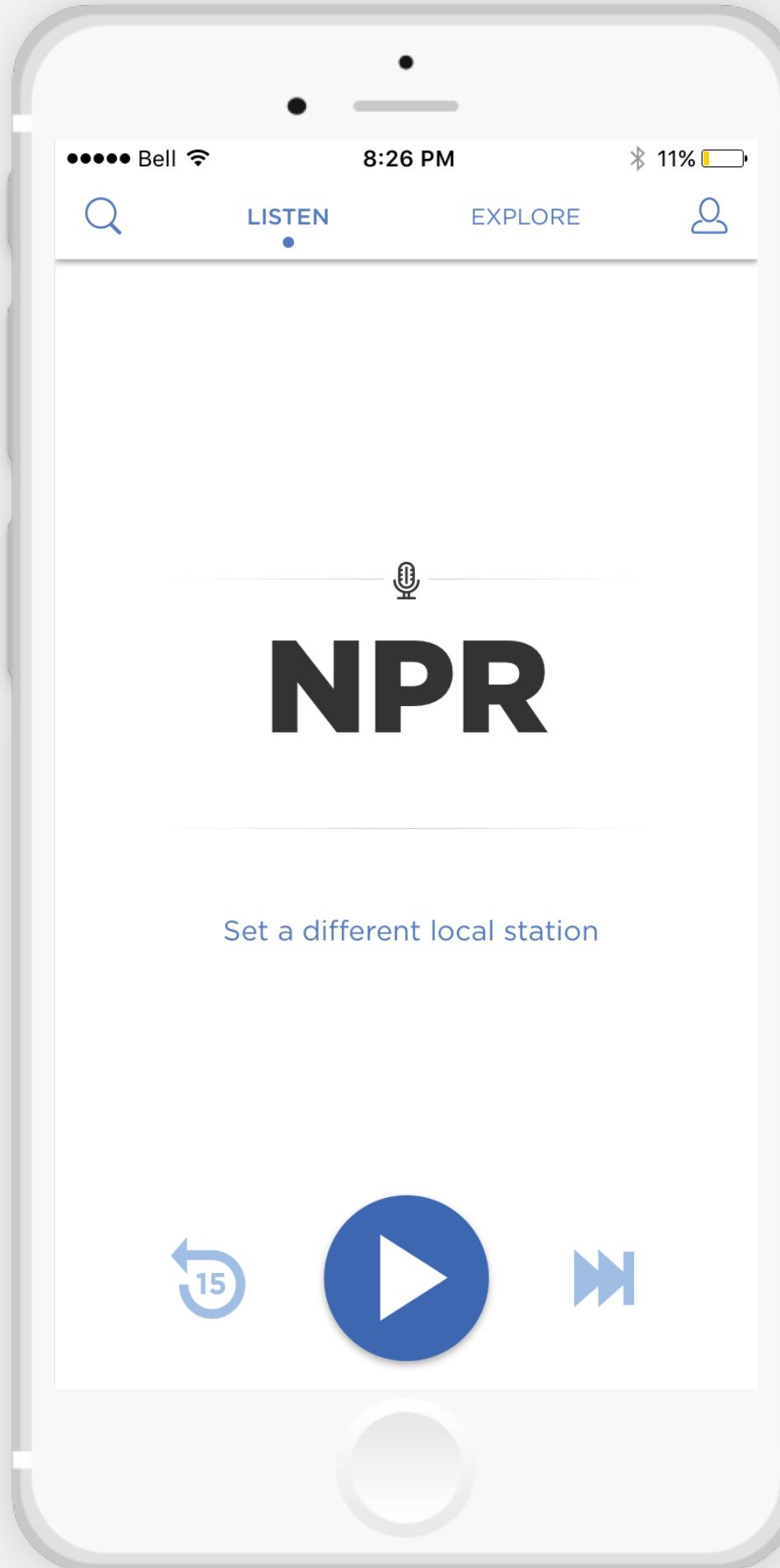
# UNIFYING TOUCHPOINTS



npr news  
news & radio



npr plus



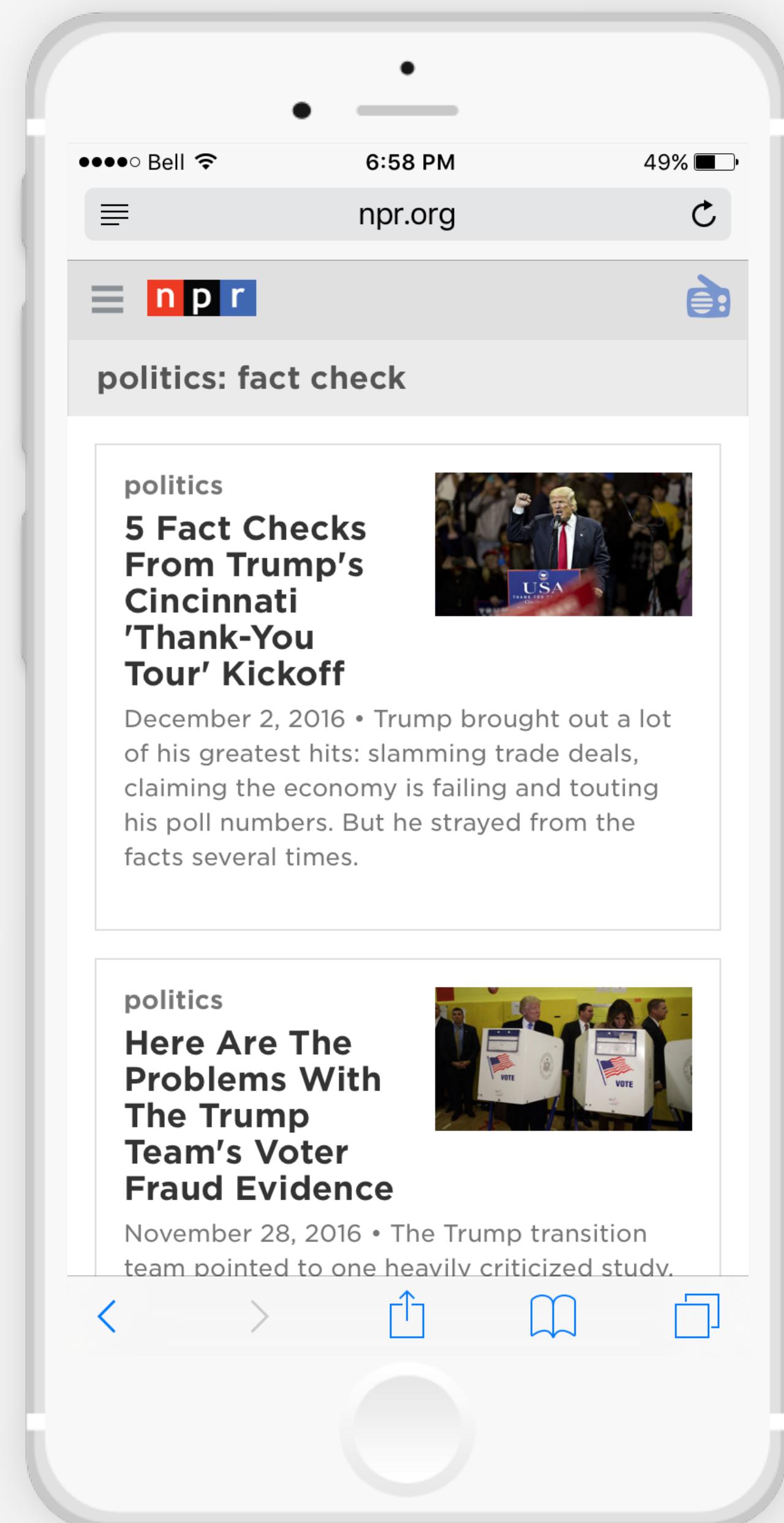
npr one  
curated podcasts

# REDEFINING FACT CHECKING

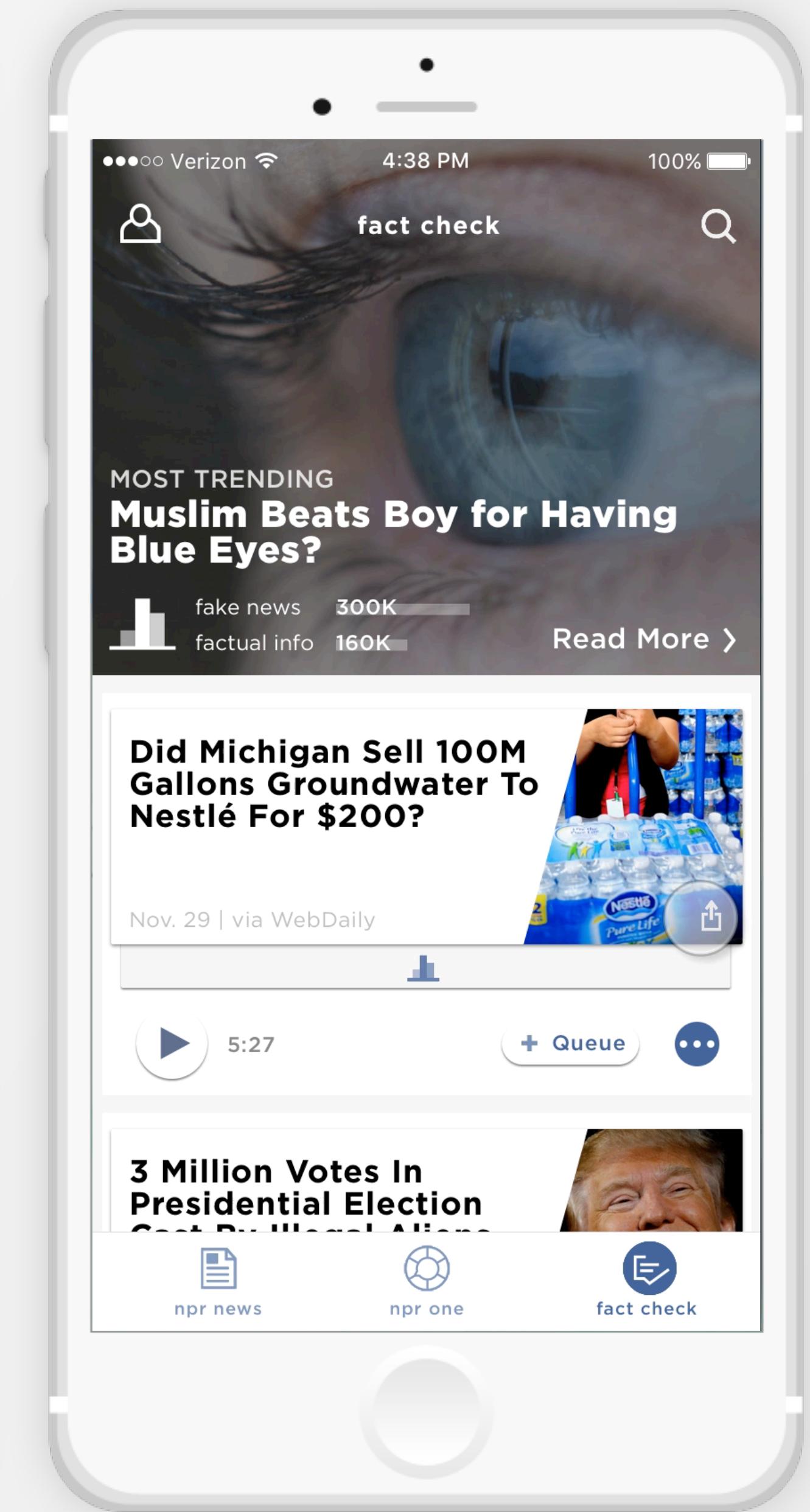
redefine the traditional concept of digital fact checking into a more engaging experience in order to increase perceived value

*One of the primary reasons for fact-checking is to satisfy the curiosity of people who hear a political claim and wonder if it's true. The claims will continue long after today's election. The fact-checking should, too.*

Michael Oreskes | 2016



npr.org



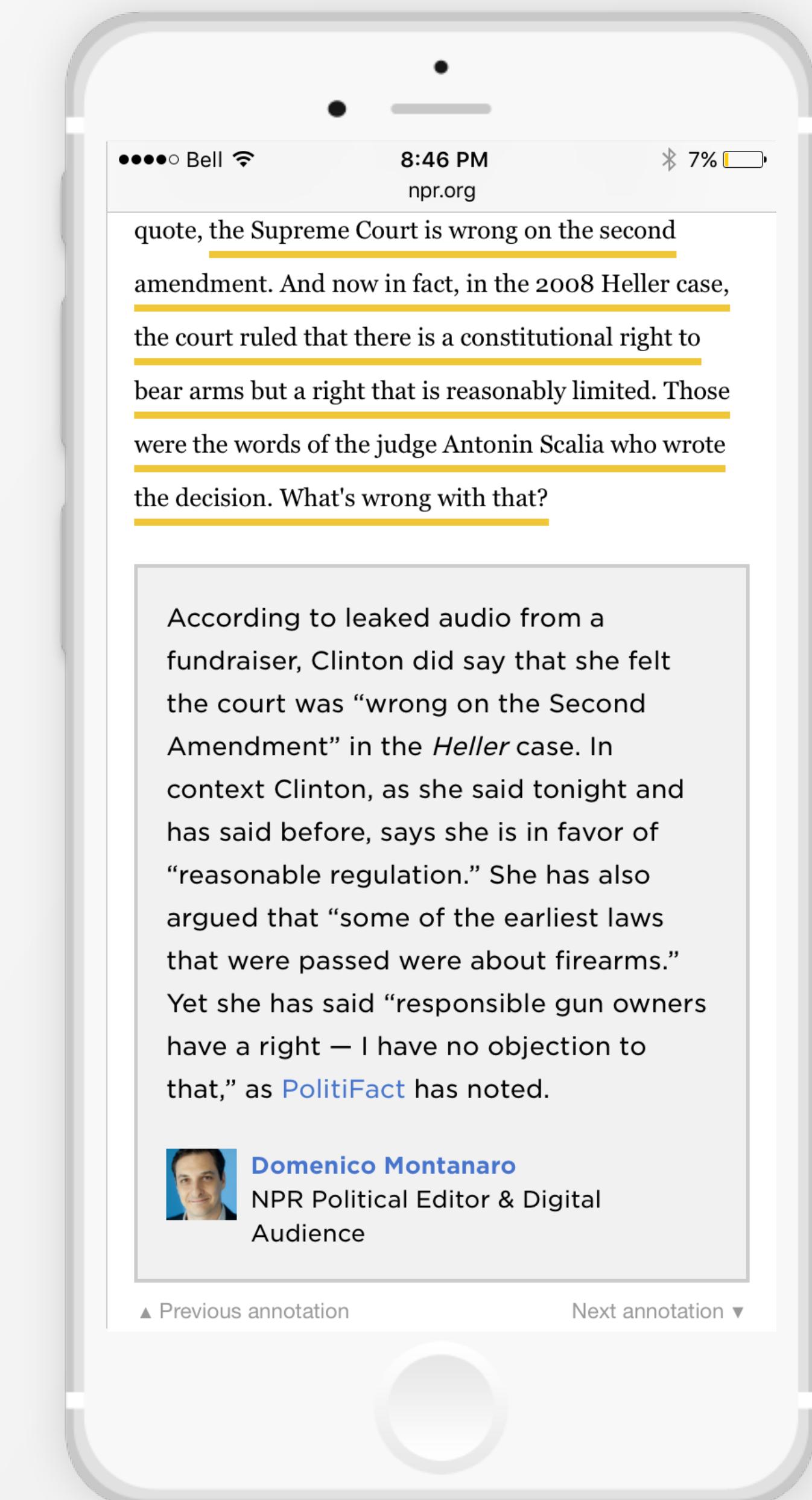
npr plus

## NAVIGATING WITH ANNOTATIONS

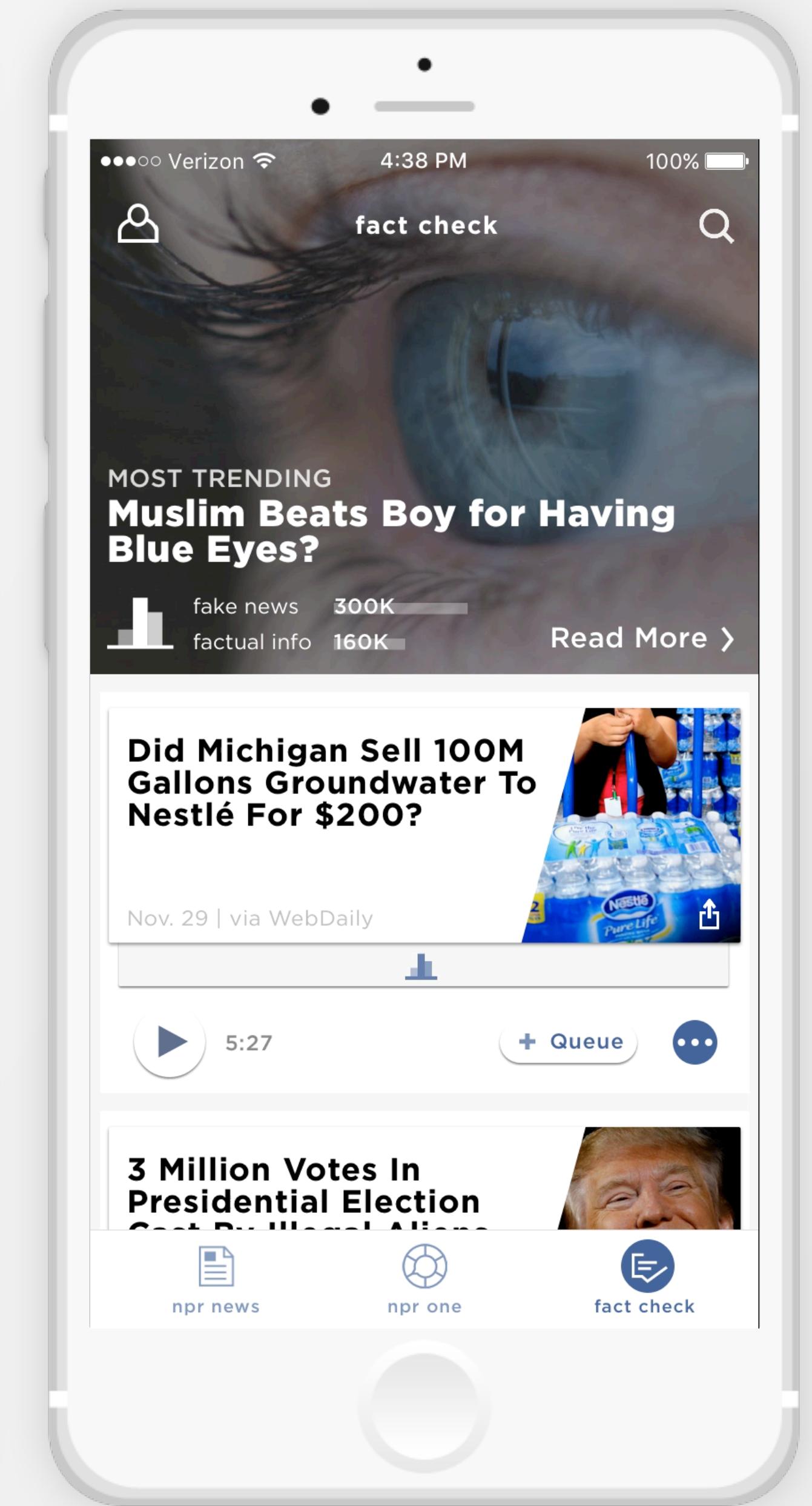
adapting NPR's use of annotations, in order to reduce the cognitive overhead of having to read a lengthly article

Many of the **people who responded suggested that they trusted individual writers** — or the judgment of individual people passing along stories — more than the trusted specific institutions

Washington Post | 2016



npr.org



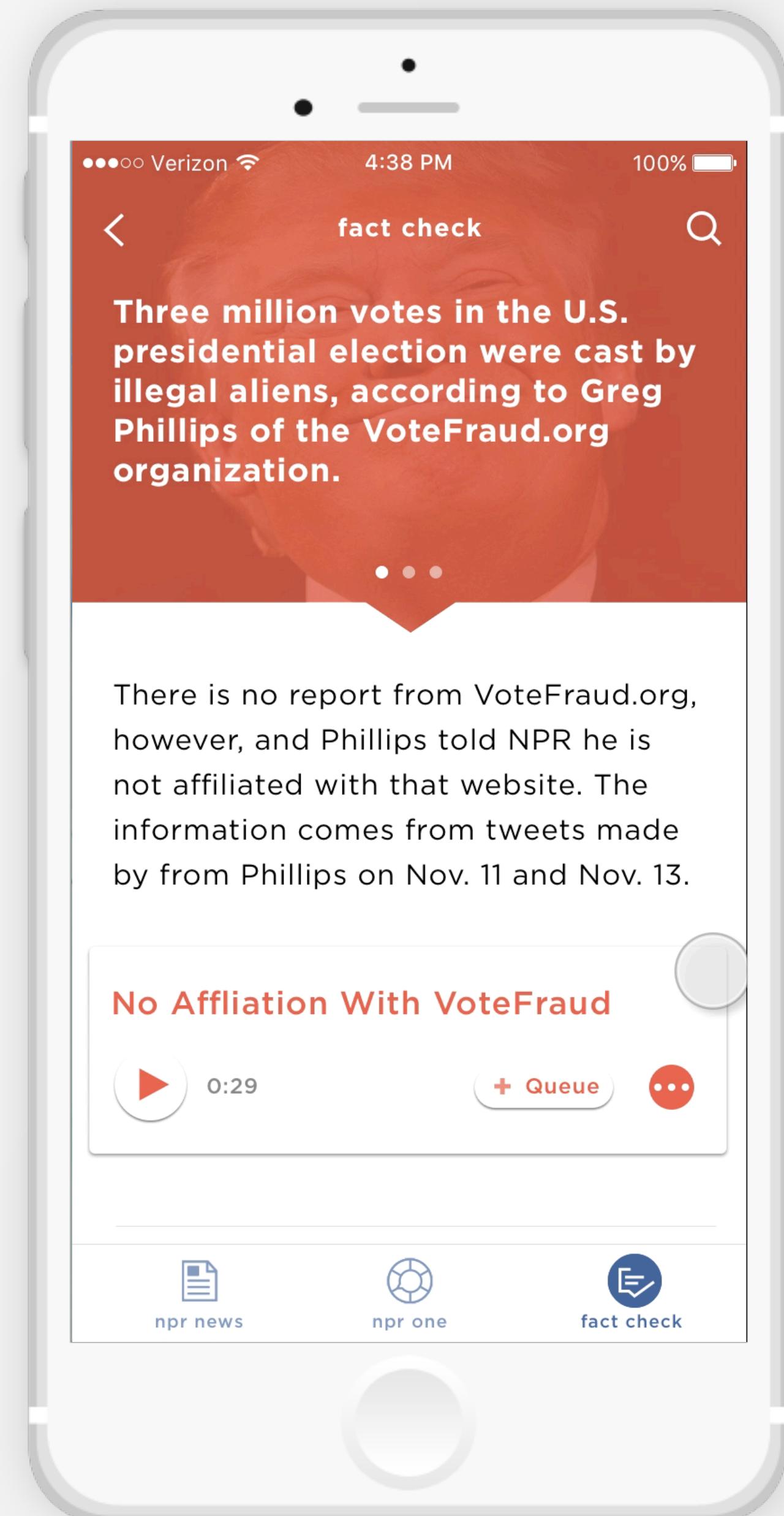
npr plus

## CONNECTING TOUCHPOINTS WITH DISCOVERY & CURATION

through recommending podcasts we can give users the opportunity to explore relevant content, and gain a more in-depth understanding of related topics

*"There's no question that there's a lot of new money sloshing around in the infant podcast economy. According to Bridge Ratings, which sizes the podcast ad market, sales, should reach 167 million this year, a 48 percent year over year increase.*

Politico | 2016



OPPOSING THE POST-TRUTH ERA THROUGH  
**RESTORING THE VALUE OF FACTS**

There are principles that make journalism something worth value. Our first principle is that **facts exist and that they matter**. The central job of journalism is to establish the facts and share them as widely as we can.

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“ ”

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Michael Oreskes | NPR's Senior VP of News | 2016

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- How These Netflix And NPR Vets Plan To Reinvent Podcasts. (2016). Fast Company.
- Lacey, S. (2016). *We're Not in the Podcasting Renaissance. We're in the Age of Discovery*. The Timbre Blog. The Timbre.
- Major Brands Are Betting Big on Podcasts, & It Seems to Be Paying Off. (2016). AdWeek.
- Oremus, W. (2016). Stop Calling Everything Fake News, from *Slate Magazine*
- Nelson, L. (n.d.). *The New York Times gets serious about podcasting*. retrieved from Politico
- Rosenberg A. (2016). Should you trust that news story you're reading? Here's how to check. from *The Washington Post*
- (n.d.). Donald Trump Archives | Snopes.com. retrieved, from <http://www.snopes.com/tag/donald-trump/>

A large, illuminated "ON AIR" sign is positioned on the right side of the image. The letters are white with black outlines, set against a dark background. The "O" and "N" are on top, and the "A" and "R" are on the bottom. The sign is brightly lit, creating a strong contrast with the dark surroundings.