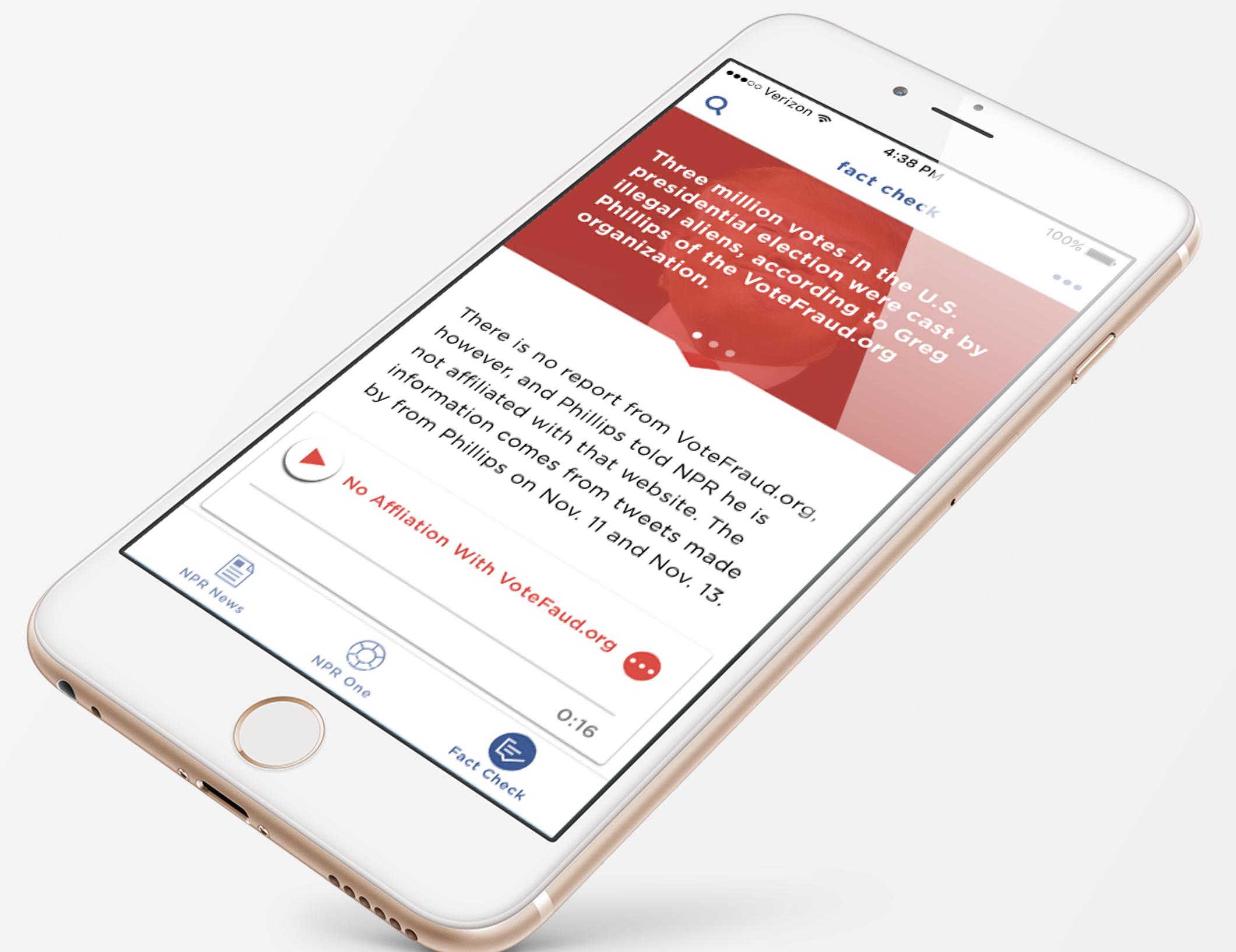




PART ONE

NPR PLUS PROPOSAL



EXTERNAL BUSINESS SOLUTION

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

EXTERNAL BUSINESS SOLUTION

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

INTENTION TO DECEIVE

MIMICRY OF REAL NEWS

CLICK-BAIT LIKE TOPICS

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

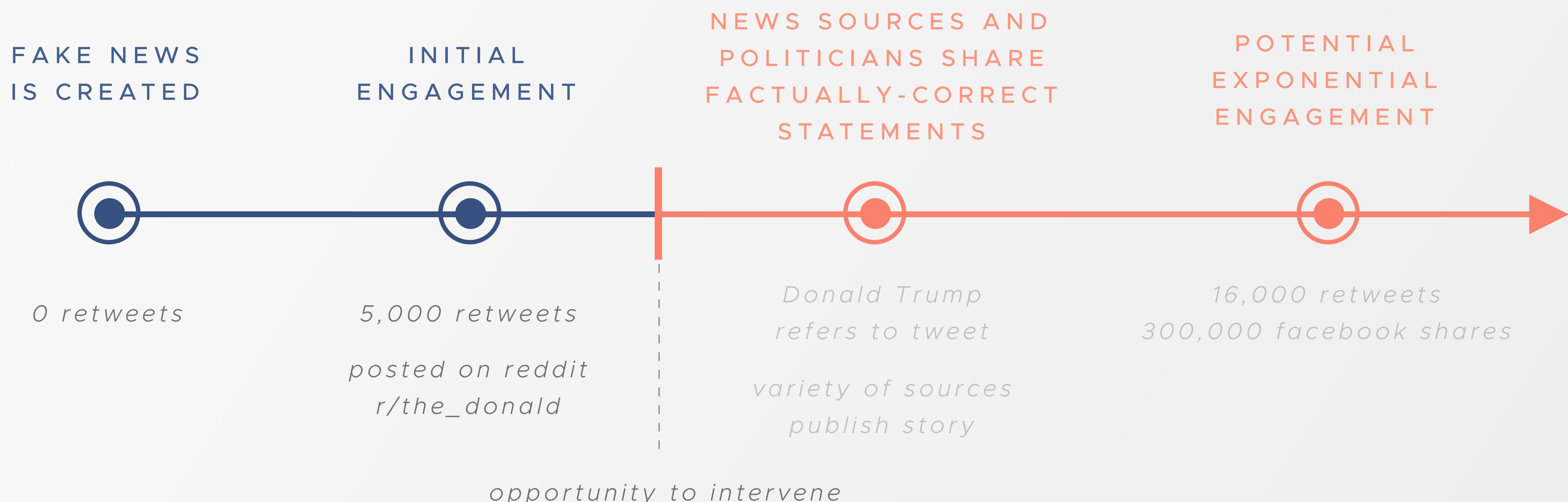
The New York Times

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

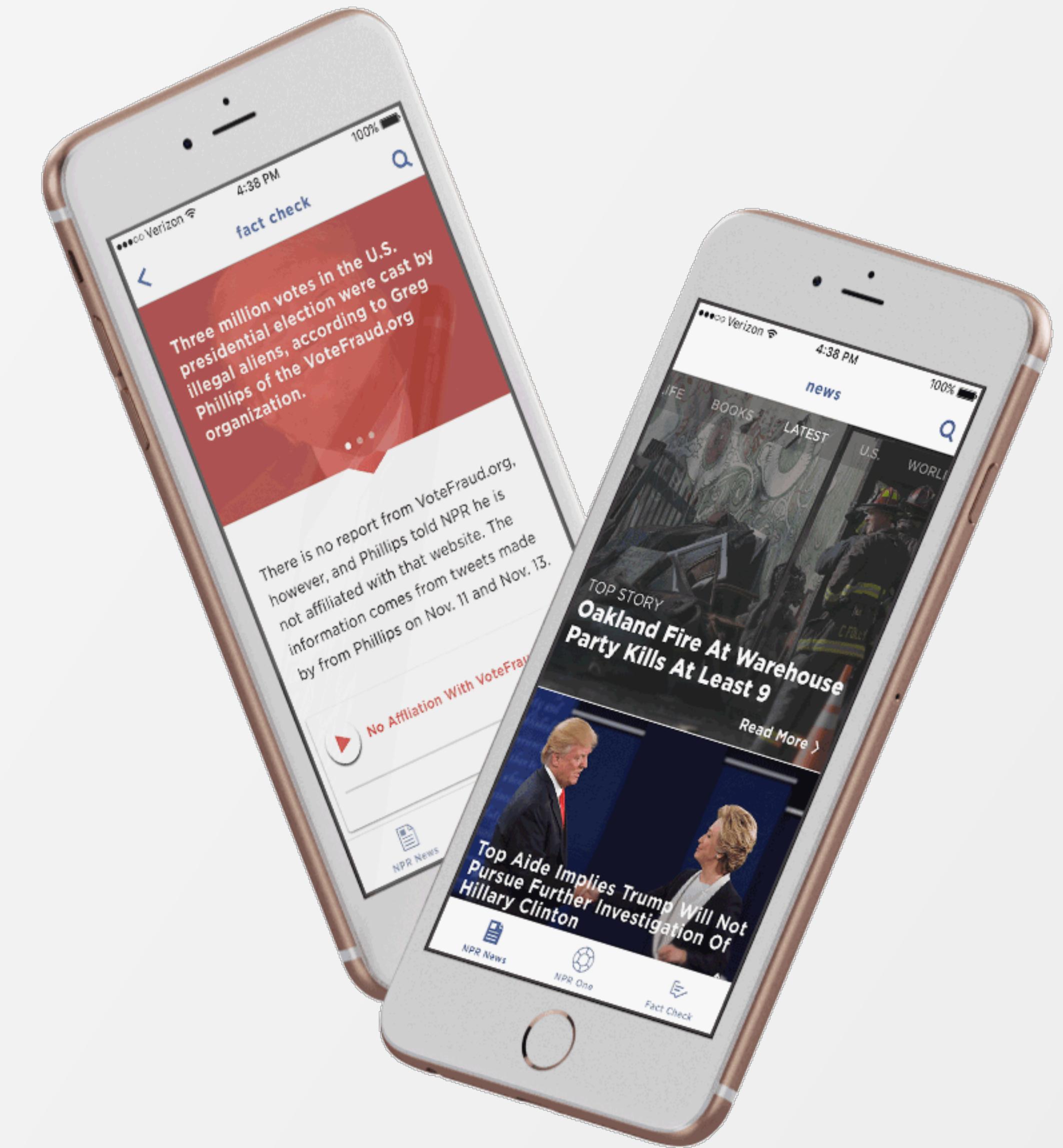


SOCIAL PROBLEM

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



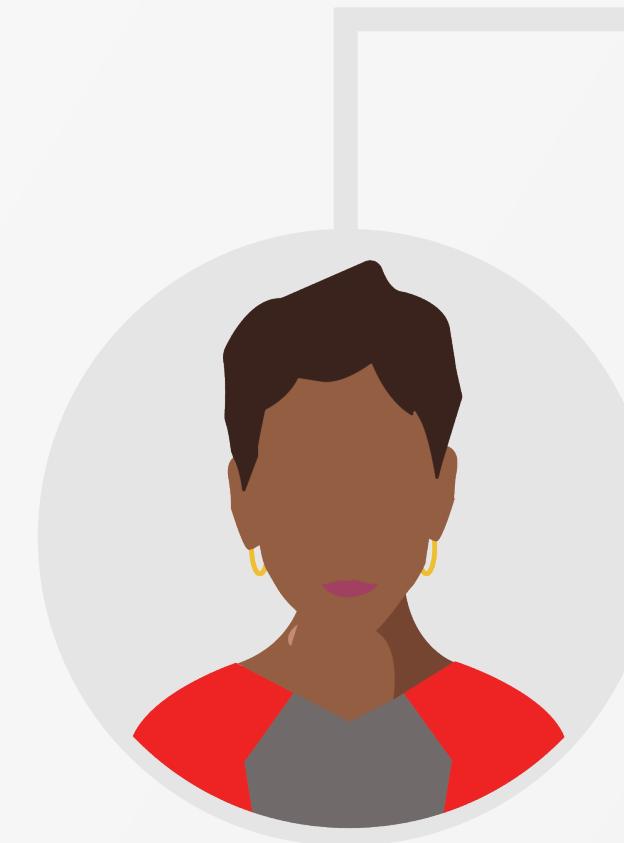
desirability



MITIGATION
OF FAKE NEWS

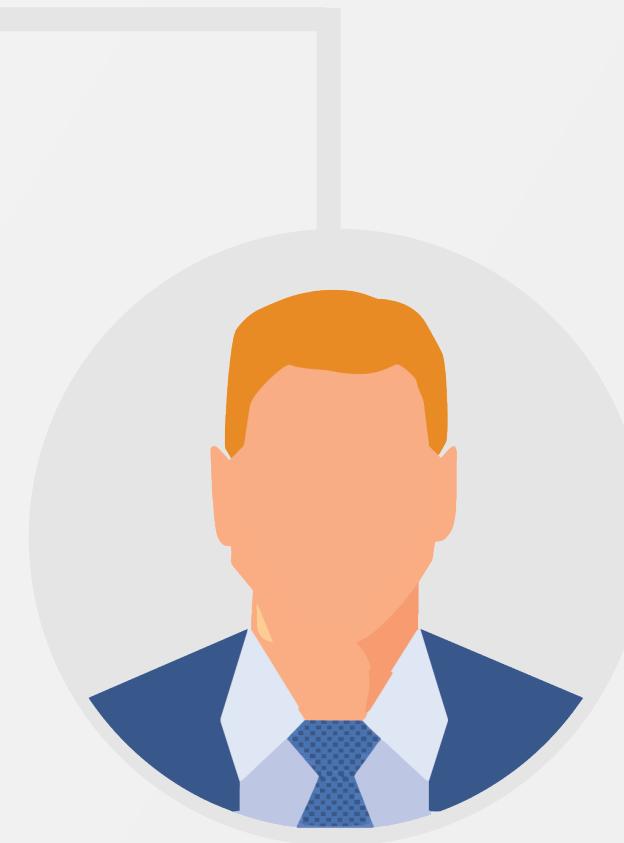
TARGET AUDIENCE

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

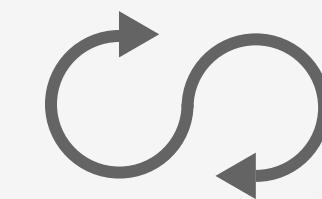
discovers NPR plus

USER POV

*is NPR plus worth
downloading?*

REDUCE COGNITIVE OVERHEAD

*combine existing digital
offerings into a
comprehensive experience*



EXPLORE

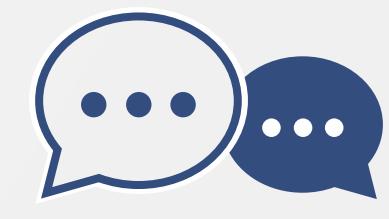
EXPERIENCE



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

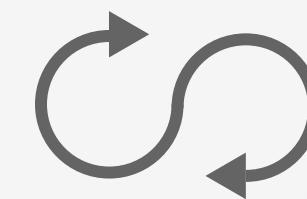
discovers NPR plus

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*



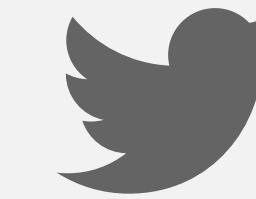
ENGAGE

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

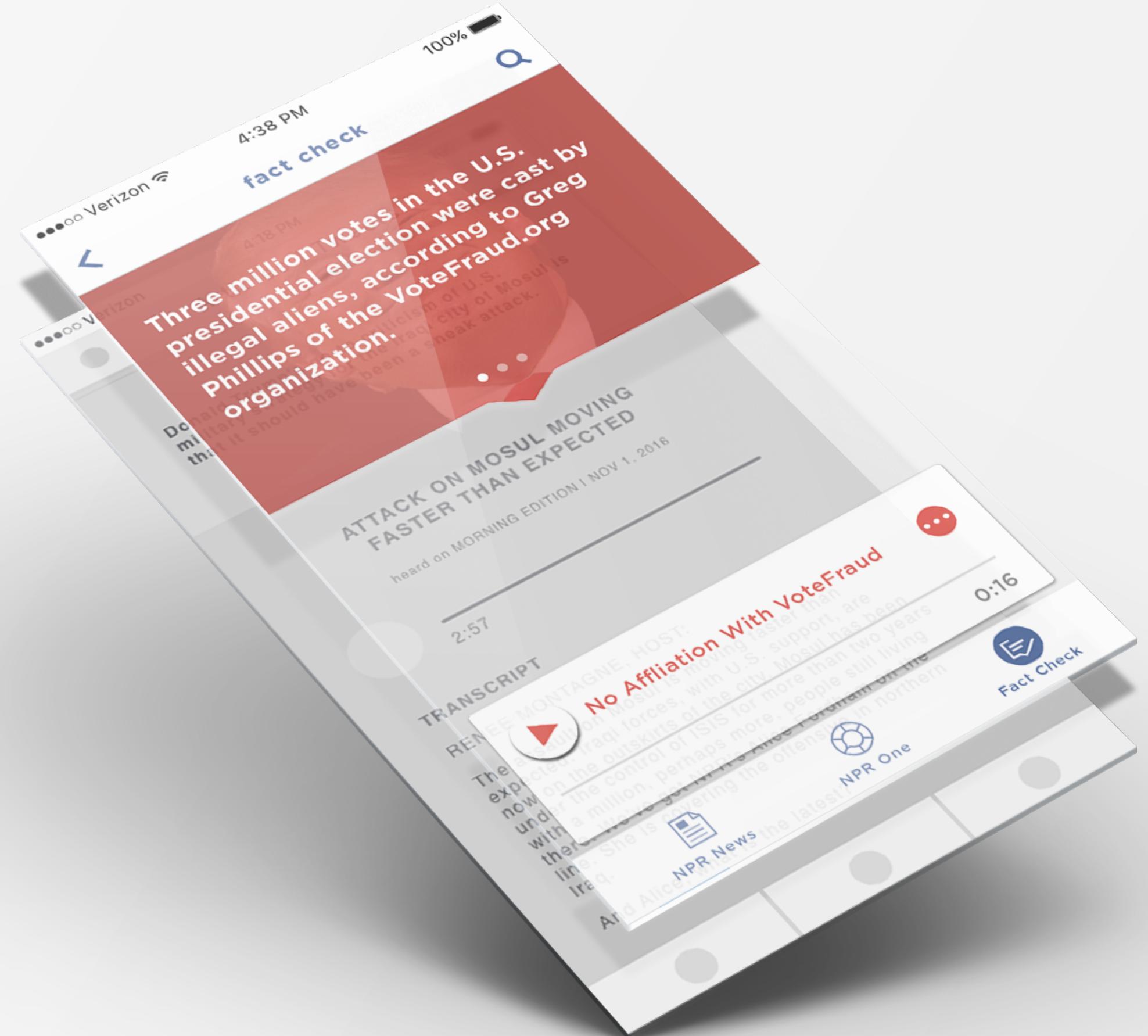


ENGAGE

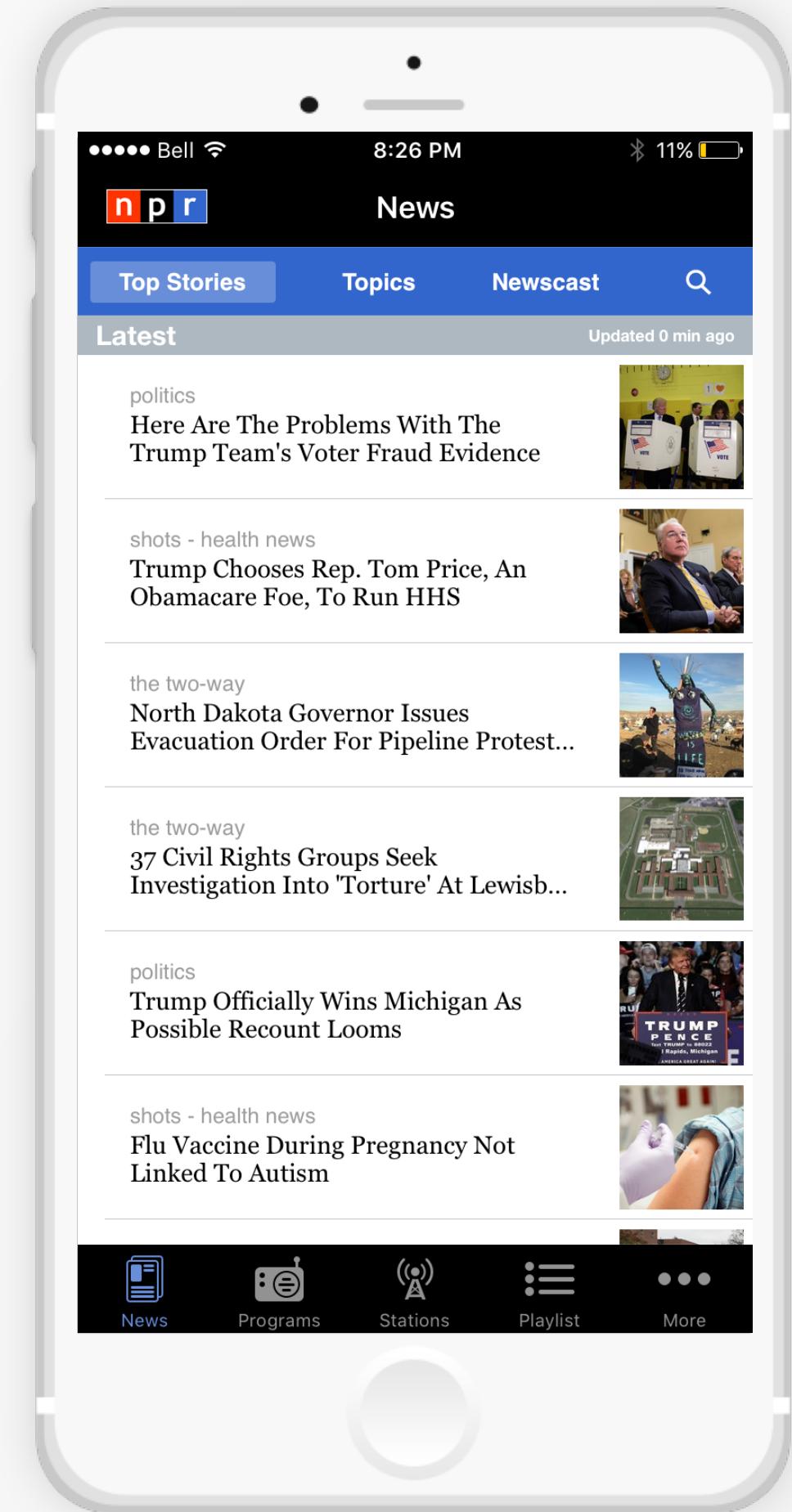


SHARE

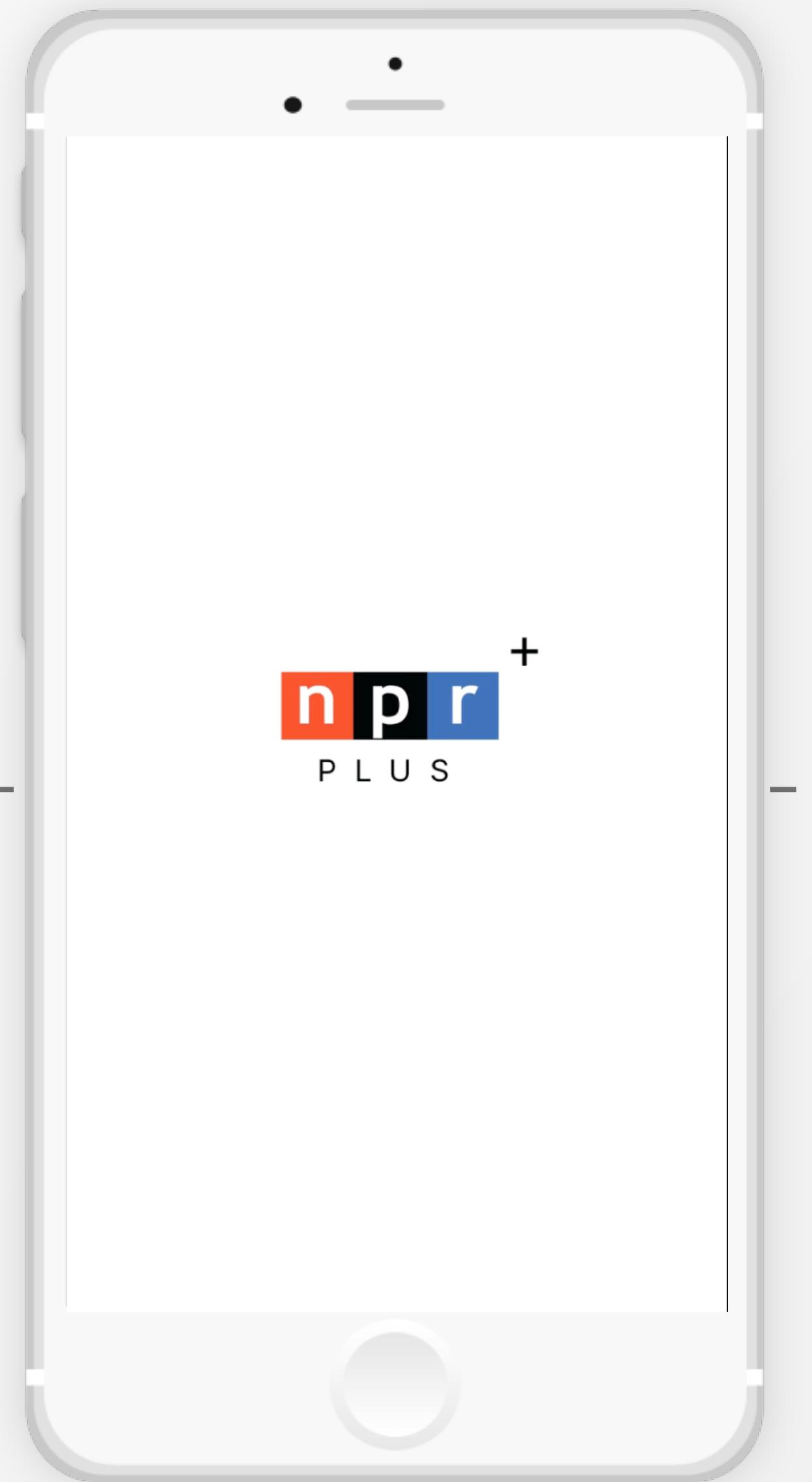
UX / UI DESIGN PROCESS



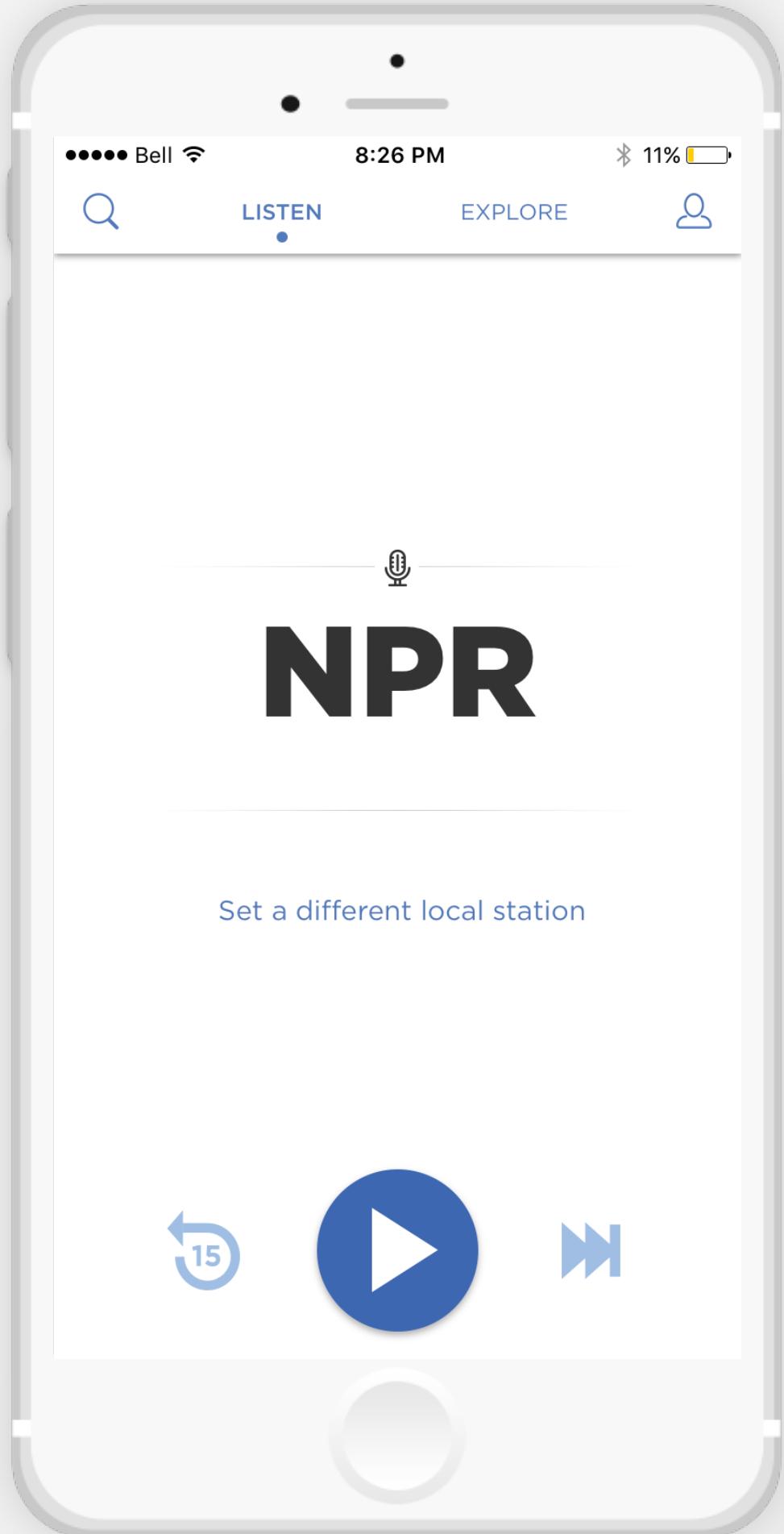
UNIFYING TOUCHPOINTS



npr news
news & radio



npr plus



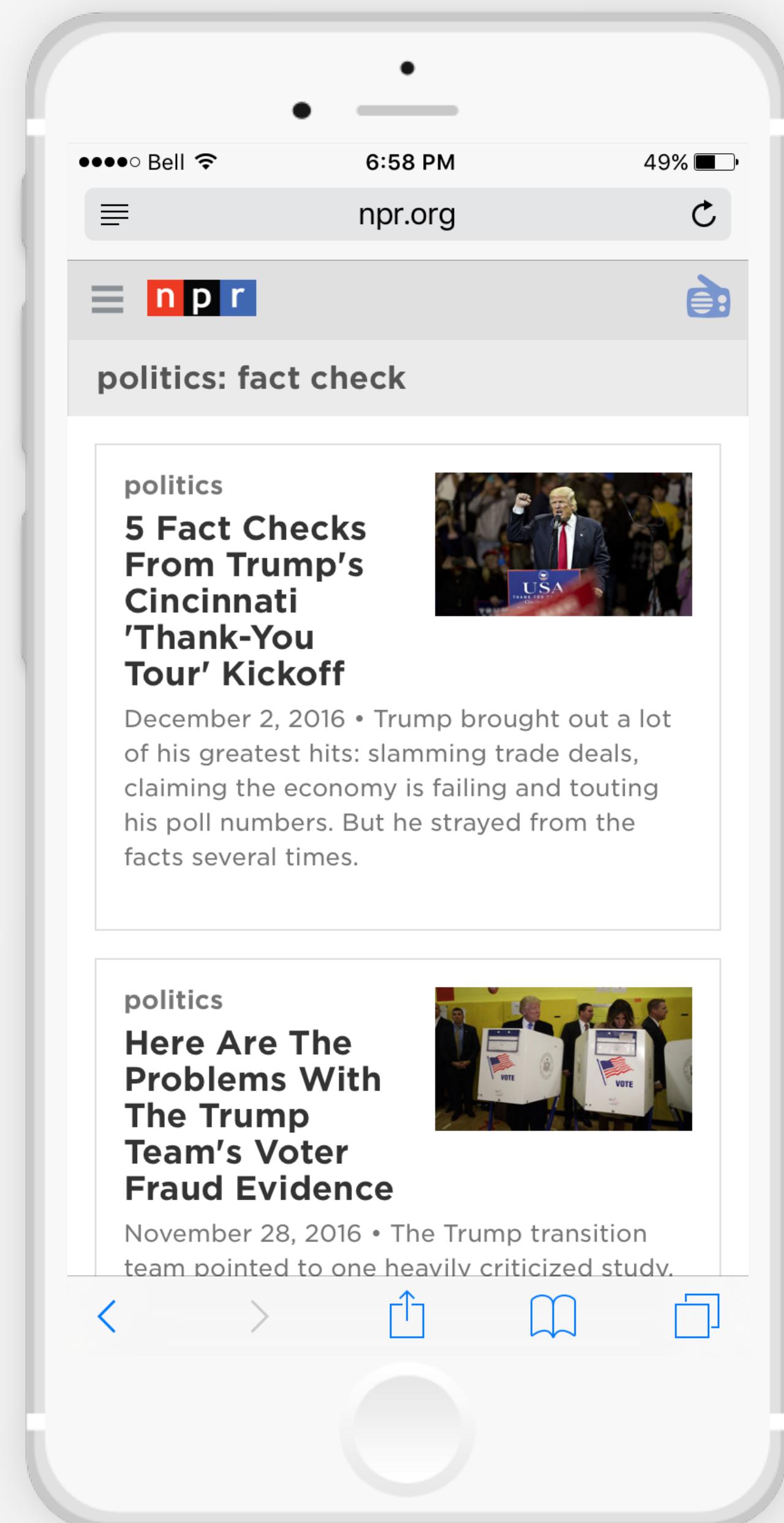
npr one
curated podcasts

REDEFINING FACT CHECKING

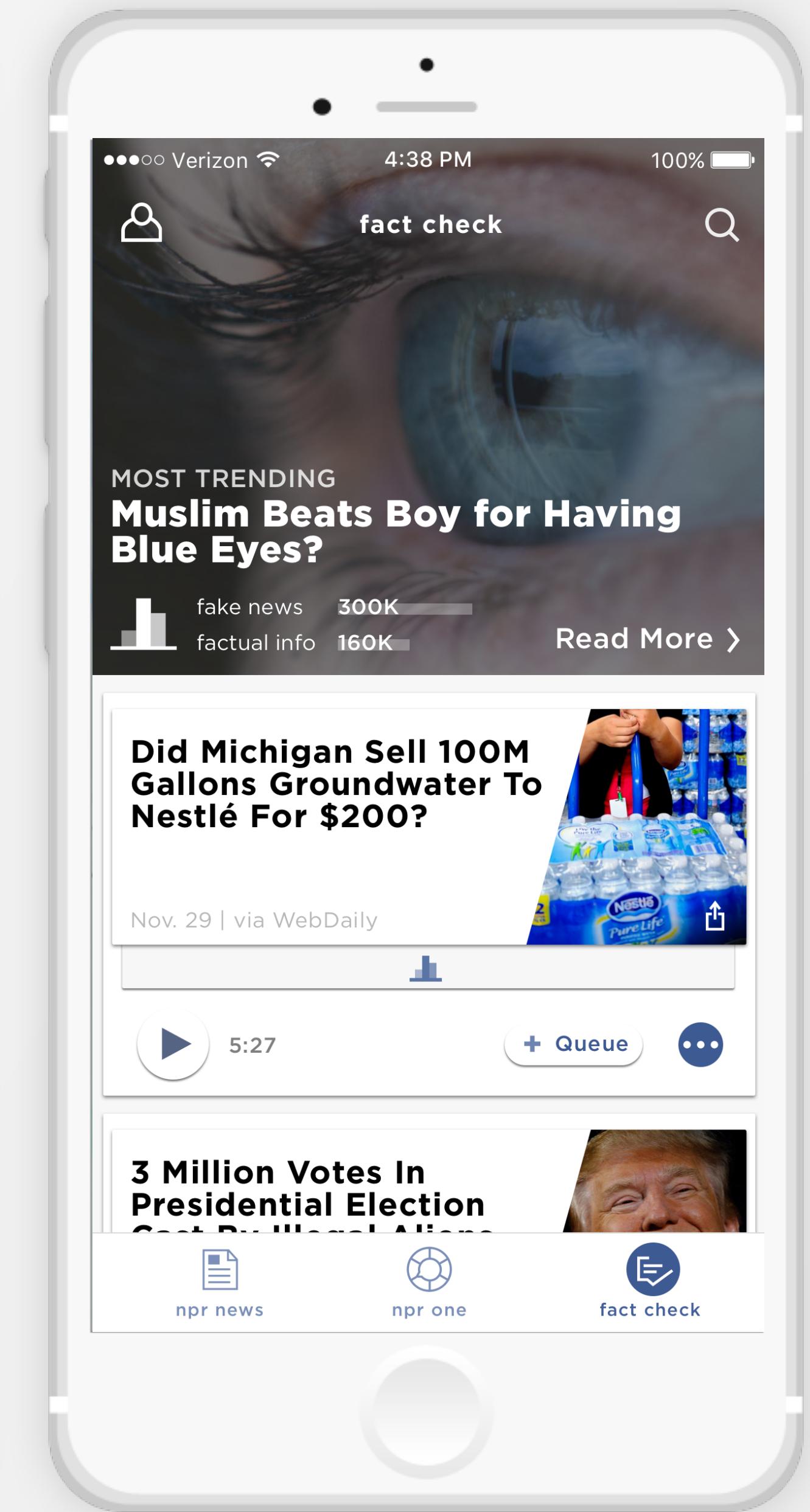
redefine the traditional concept of digital fact checking into a more engaging experience in order to increase perceived value

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



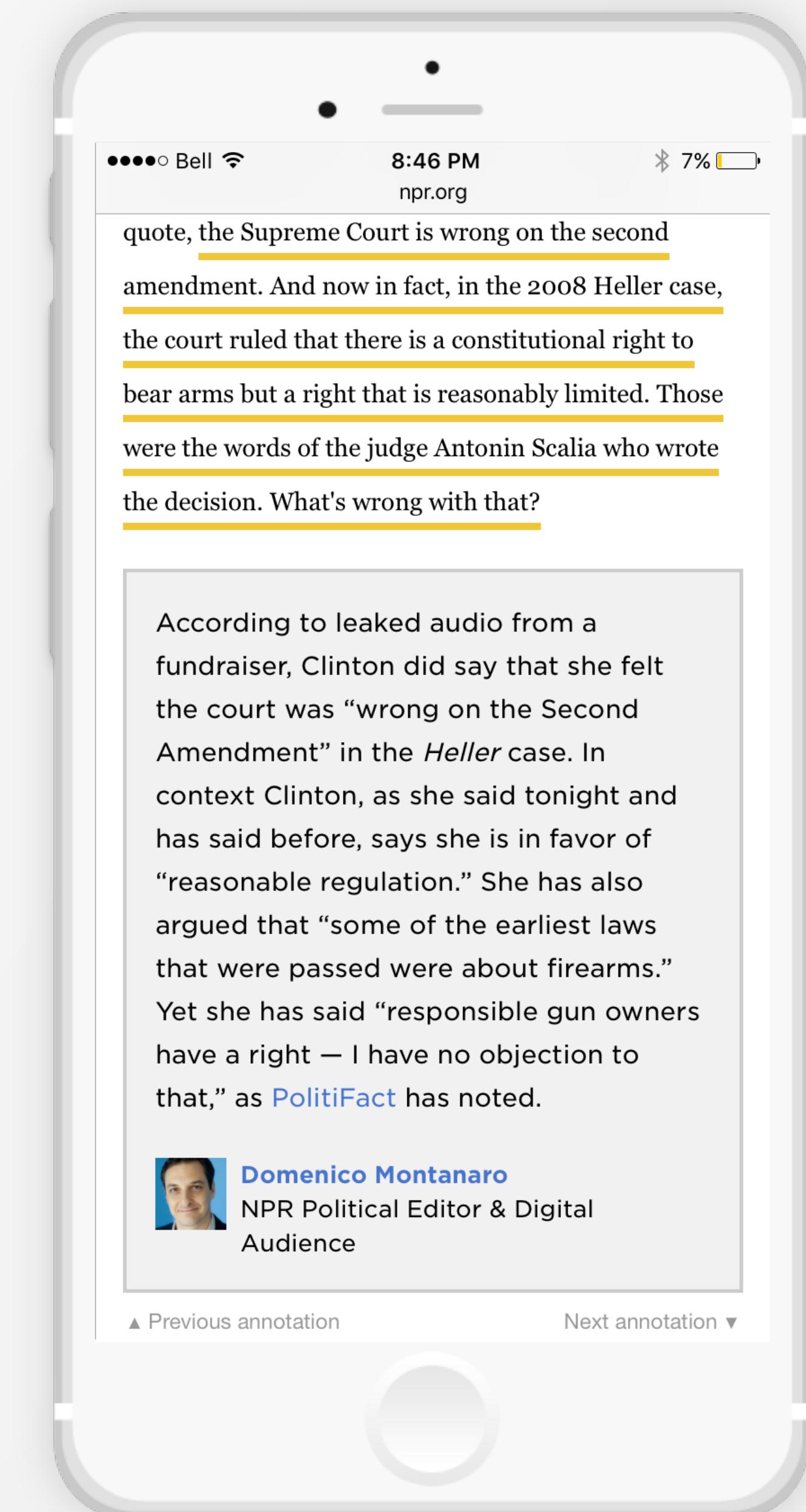
npr plus

NAVIGATING WITH ANNOTATIONS

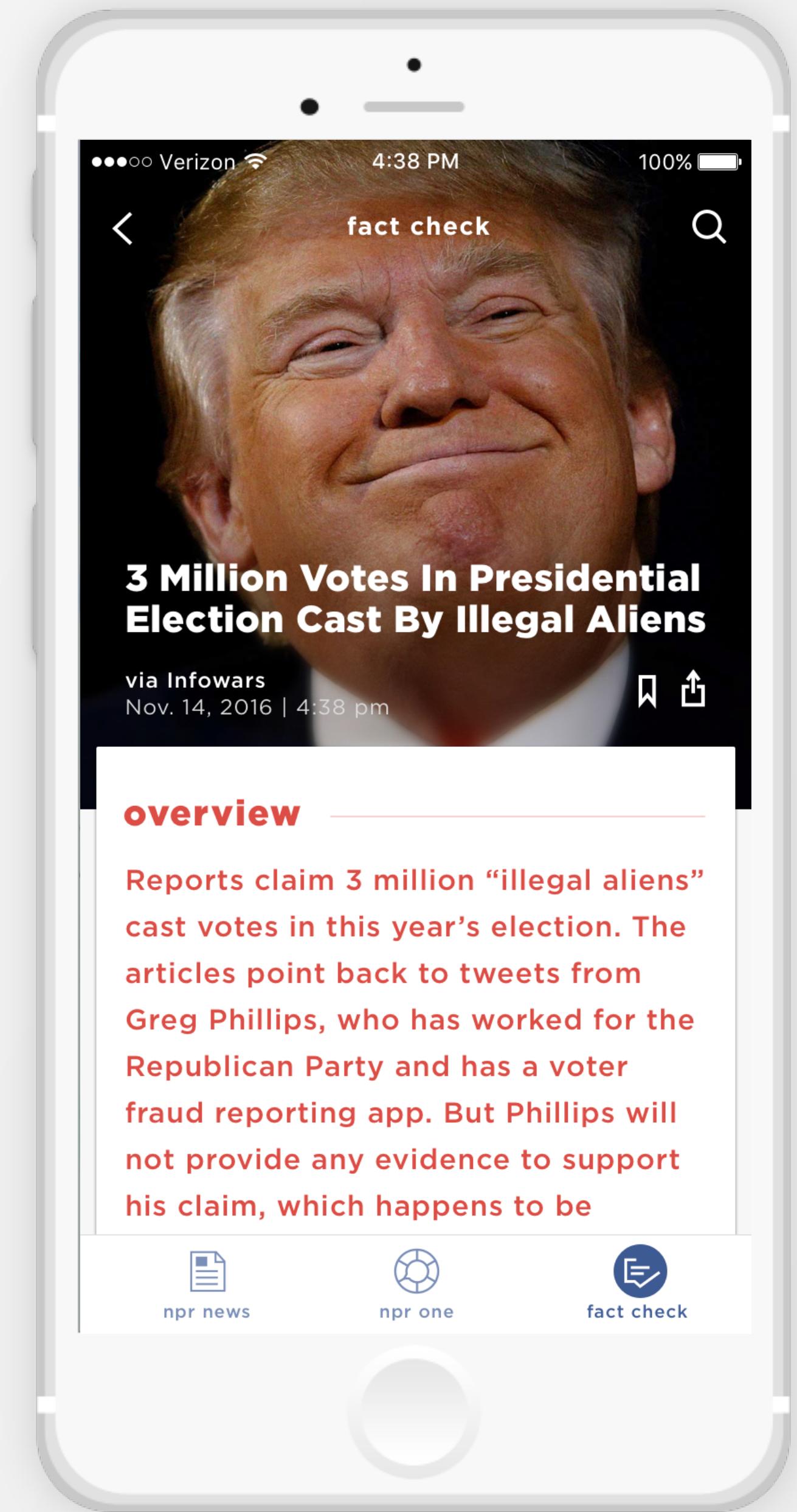
adapting NPR's use of annotations, in order to reduce the cognitive overhead of having to read a lengthly article

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



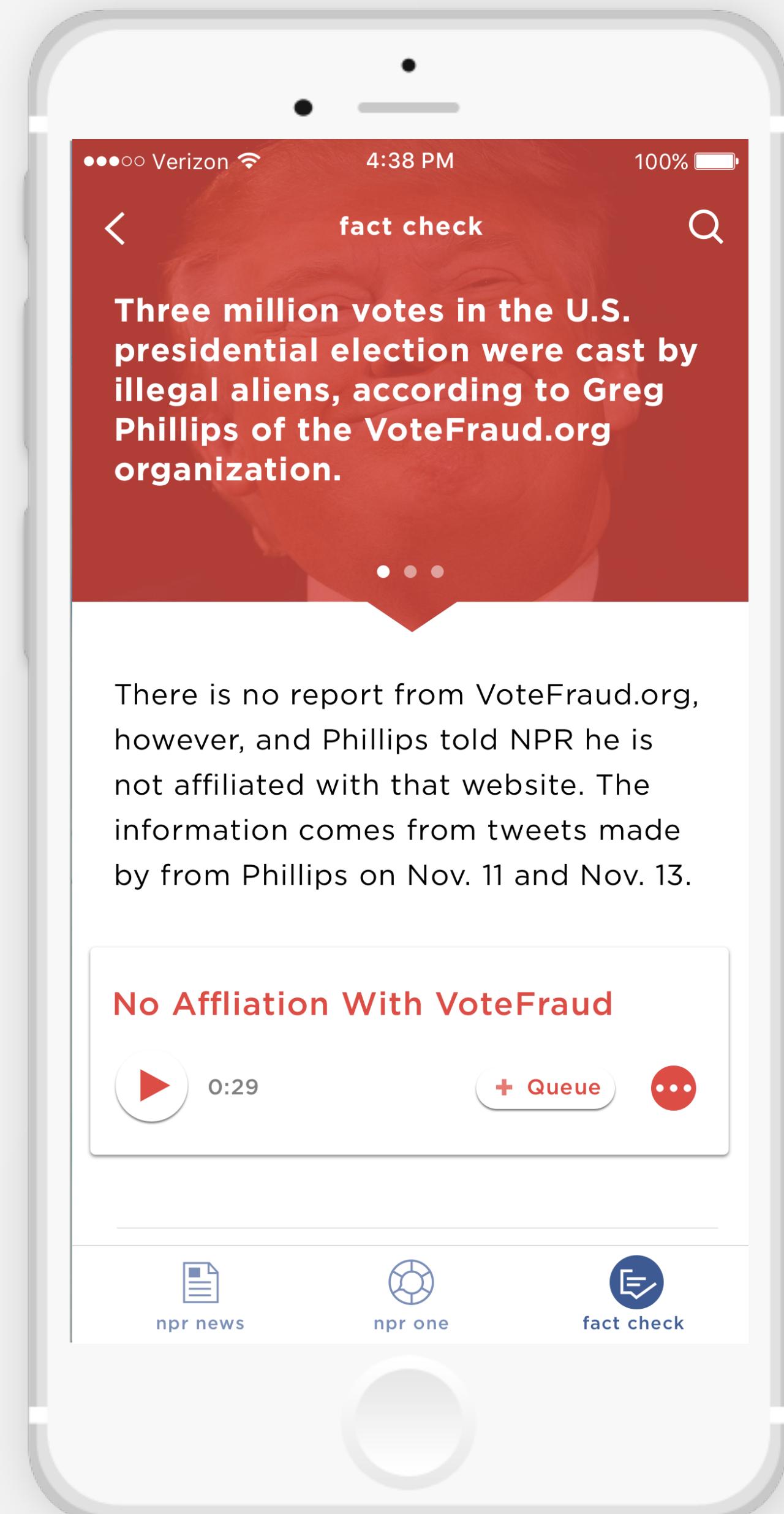
npr plus

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.

“ ”

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

- Farhi, P. (2016). *NPR is graying, and public radio is worried about it*. *Washington Post*.
- Neyfakh, L. (2016). *An Antiquated Business Model. A Horde of Upstart Competitors. Does NPR Have a Future?*. *Slate Magazine*.
- Oreskes, M. (2016). *NPR News Chief On The Role Of Journalism: Facts Exist And They Matter*. *NPR.org*.
- Maheshwari, S. (2016). *How Fake News Goes Viral: A Case Study*, from *The New York Times*
- Analyzing The Podcast Renaissance – The Mission. (2016). Medium.
- 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.