**Coder Academy Session 1**

Comments> online accessible> submission deadline

Build a minimal viable product

Mobile phones lock screen is the new front page

Social media: 1 billion users, biggest disruption

Content

Automation

Click bait

Twitter should be paying us

Get on the Apple news app

Colombia: research into future of media

Content that’s personally tailored

Hosting RS on The Conversation, NYT

Using minimal resources: create a product, tell as story

Pair up an artist wih an essay

Signal/Facebook to find a story before it was a story: can we do this with science e.g. climate change

Finding other sources: journos

Roll out of app features, don’t put all in one go.

Consider 3rd party tools for quiz tools

3 million, 30,000 expert base

costs will be a problem

expert database and new talent: larger organisations might prefer

scientists outside university systems