

Inside Ethnic Media: Understanding Chinese immigrants through its local newspaper

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Roadmap

1. story pitch
2. Story map and user flow charts
3. Desktop and mobile wireframe iterations
4. The final result

1. Story pitch

When walking past a newsstand in an immigrant community like this...



1. Story pitch:

In the New York City, there is a huge world of ethnic media you might never be aware of: over **270 community and ethnic publications** are distributed citywide.

For ethnic groups, these media are one of the spaces where their **local and global identities are negotiated, affecting their understanding between ‘us’ and ‘others’**.

For the Chinese Immigrants...



1. Story pitch:

A focus on the *World Journal, the largest and most popular Chinese newspaper in New York*

- Contents
- Chinese culture (*Spring festival, etc.*)
- Immigration identity (*Ads on law firms and tax services showing that people need those help to get into the society*)

2. Story map & user flow

Story map 1.0

Story map
Yiqin Shen

The theme of the story:

Decoding New York's Ethnic Media

Facts to know:

1. How many ethnic media in NYC? In what languages?
2. Where is the audience? How many readers?

Into the weeds:

1. What is the news coverage of ethnic media?
- *news on local communities/ home countries/ general news*
2. What is the news practice?
- *original reporting/ translation/ news aggregation*
3. What is the business model?
- *circulation/ advertisement/ sponsorship/ others*

Engage the future:

1. How to survive in the digital world?
2. How to take advantage of social media?

User flow 1.0

Storymap & board

Yiqin Shen

The theme of the story:

Decoding New York's Ethnic Media

Facts to know:

1. How many ethnic media in NYC? In what languages?
2. Where is the audience? How many readers?

I. an interactive map showing data, by regions/languages/ ethnics, etc. **(visual+textual)**

II. a collection of personal stories with ethnic media **(audio/video)**

Into the weeds:

1. What is the news coverage of ethnic media?
2. What is the news practice?
3. What is the business model?

a. local communities news
b. news on home countries
c. general news

a. original reporting
b. translation
c. news aggregation

a. circulation
b. advertisement
c. sponsorship or other sources

I. A display of front pages of different ethnic media on the same day **(visual)**

II. The English translation of contents **(textual)**

III. A couple of newsroom stories **(video/audio)**

Engage the future:

1. How to survive in the digital world?
2. How to take advantage of social media?

I. a list of current social media accounts of ethnic media **(textual)**

II. a comment board where users can give advice or make contribution **(textual)**

Story map 2.0

Story map
Yiqin Shen

Reader Map

Decoding the World Journal

Intro:

1. An overview of the World Journal

Front pages:

1. What does the front page look like from Sun to Wed?
2. What are the types of news covered on the World Journal?
3. What is the percentage of each type?

Contents:

1. What is the news covered in each type? on different days?
2. What is the news value of the World Journal?

User flow 2.0

Story map
Yiqin Shen

Reader Map

Decoding the World Journal

First frame:

1. 0 An overview of the World Journal

Second frame:

2. 0 front pages of 4 different days

2. 1-2. 4: Different types of news in different color blocks

Third frame:

3.1 Contents of each color block, on a particular day
3.2 If any interest in other days, go back to 2.0

3. Wireframes

Desktop wireframe 1.0

3/11/2015

hw2 Preview Mode - InVision

The wireframe displays two versions of a newspaper layout side-by-side. Both versions feature a large red banner at the top with the text 'IS 燒死約旦飛行員' (IS burns down Jordanian pilot) and '一個月前即殘殺 安曼立即報復 被殺女炸彈客' (Killed female terrorist). Below this, a prominent red headline asks 'What's on the World Journal?'. The main content area contains several columns of text and images, including a photo of a woman. At the bottom of each page, there is a horizontal advertisement for '匯基廚具·招牌' (Huiji Kitchenware·Signage) with a 20% discount offer.

世界日報
WORLD JOURNAL

IS 燒死約旦飛行員
一個月前即殘殺 安曼立即報復 被殺女炸彈客

What's on the World Journal?

Decoding the Most Influential Chinese Newspaper in U.S.

九西牙國 特惠利來
九西牙國 特惠利來

Q美豐銀行

金星鞋外燵場

交通事務

Desktop wireframe 1.0

Feb 1, 2015, Sunday

NEWS TYPES

Local Community News

China News

U.S. News

Other News

Feb 2, 2015, Monday

Feb 3, 2015, Tuesday

Feb 4, 2015, Wednesday

Desktop wireframe 1.0

BACK

Feb 1, 2015, Sunday

NEWS TYPES

Local Community News

China News

U.S. News

Other News



Desktop wireframe 1.0

<http://invis.io/5X26PJHWC>

Desktop wireframes 2.0

Understanding World Journal: News through Chinese American Eyes

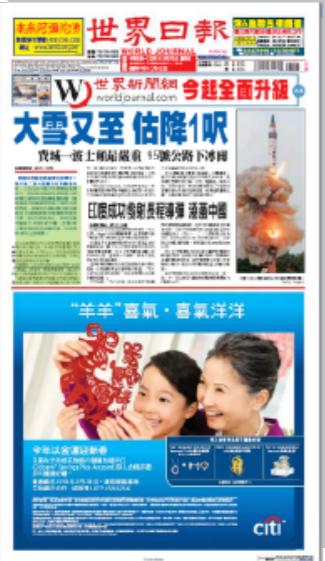
As the home to a mix of ethnic groups, New York City attracts the largest ethnic Chinese population of 550,000 outside Asia. World Journal, the City's most popular Chinese ethnic media, deliver news in a local language, and their own ways of story telling.



Feb 4, 2015, Wednesday



Feb 3, 2015, Tuesday



Mobile wireframes 2.0

The wireframe shows a mobile device with a white header bar at the top. In the top right corner of the header is a user icon consisting of a small circle above a horizontal oval. At the bottom of the screen is a large circular navigation button.

The main content area of the phone displays a news application. At the top, the title "Understanding World Journal: News through Chinese American Eyes" is centered in bold black text.

Below the title is a section titled "News Gallery" in blue text. Underneath this are four blue rectangular buttons with white text: "COMMUNITY NEWS", "CHINA NEWS", "U.S. NEWS", and "ADVERTISEMENT".

Two newspaper front pages are shown side-by-side. The left one is dated "Feb 4, 2015, Wednesday" and the right one is dated "Feb 3, 2015, Tuesday". Both front pages feature the "World Journal" logo at the top. The news columns are written in Chinese characters. The right-hand front page includes a small advertisement for Cartier watches at the bottom.

The overall design is minimalist, using a white background for the phone's body and a dark gray gradient for the header and footer areas.

Desktop wireframes 3.0

Understanding ethnic media: the news through Chinese American Eyes

As the home to a mix of ethnic groups, New York City attracts the largest ethnic Chinese population of 550,000 outside Asia.

World Journal, the City's most popular Chinese ethnic media, delivering news in a local language, and their own ways of story telling., becomes the best demonstration of the Chinese community and its culture.

START DECODING



春節煙火迎羊年全美首例

「和美中華」喜氣洋洋 哈德遜河夜空燐爛 中美亂世驚呼



Desktop wireframes 3.0

LOCAL NEWS:

加拿大車禍 中國留學生3死1傷

加拿大車禍 中國留學生3死1傷

Three Chinese students died in a car crash in Canada

4. Final results

Inside Ethnic Media: Understanding Chinese immigrants through its local newspaper

On the World Journal, the most popular Chinese-language newspaper, the frontpages are telling the story about the overseas Chinese communities, their culture and immigration identities. Here is the collection of the World Journal's five front pages since the first day of Chinese lunar year 2015. Scroll down, and read the stories.

Friday, Sep 19

Saturday, Sep 20

Sunday, Sep 21

Monday, Sep 22

Tuesday, Sep 23

The collage consists of five horizontal panels, each representing a different day from Friday, September 19, to Tuesday, September 23. Each panel contains a portion of a newspaper page from the World Journal, featuring large Chinese characters, English subtitles, and small images. The central focus of the collage is a large, prominent headline in bold Chinese characters across the middle of the pages.

World Journal Front Pages:

- Friday, Sep 19:** Includes a small image of a hotel lobby and text for Sheraton LaGuardia East Hotel Flushing Center, NY.
- Saturday, Sep 20:** Includes a small image of a restaurant interior.
- Sunday, Sep 21:** Features the main title "世界日報" (World Journal) and "WORLD JOURNAL".
- Monday, Sep 22:** Includes a small image of a traditional Chinese lantern.
- Tuesday, Sep 23:** Includes a small image of a traditional Chinese lantern.

Central Headline (Visible Across Multiple Days):

歐巴馬拜年為移民改革打氣 移民制度執行不彰 簿全民團結修正「肯試就可達成」

Below the Headline (Left Column):

歐巴馬總統18日晚透過視頻向歡慶羊年的民眾拜年。（取自白宮網站）

編譯張大順／綜合18日電

Below the Headline (Right Column):

調查嚴重洗錢
瑞士搜匯豐

Other Text Elements:

- Top right of the Sunday page: 韓植源醫生向大家拜年 祝大家新春如意 開家平安 718-888-9989/212-796-7088
- Top right of the Tuesday page: WEEKDAY 50¢ www.worldjournal.com epaper.worldjournal.com
- Bottom left of the Sunday page: 諸君注意版面第11541期 Printed & Distributed by World Journal INC., ISSN 0897-0308, USPS 553-523. World Journal East Published daily. Subscription Rate: \$2.00 per year. Periodicals postage paid at Flushing, NY, and at additional Post Offices. Postmaster: Send address change to World Journal, 148-05 Northern Blvd., Suite 1G, 128 Main St., Box 600, Flushing, NY 11354.
- Bottom right of the Sunday page: 分類廣告: 6311 採訪: 6230
商業廣告: 6345 報紙: 6338
零售: 6333
- Barcode: 1 3 2 3 2 3 1 3 3 5

Github