

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. 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. The right-hand version includes a sidebar with various service advertisements.

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

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

7 車停擺 華人生活大亂

Cartier

Feb 3, 2015, Tuesday

台復興客機 撞橋墜河
13死30傷

CHANEL

南無阿彌陀佛

Feb 4, 2015, Wednesday

世界日報

W worldjournal.com

大雪又至 估降1呎

“羊羊”喜氣，喜氣洋洋

citi

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

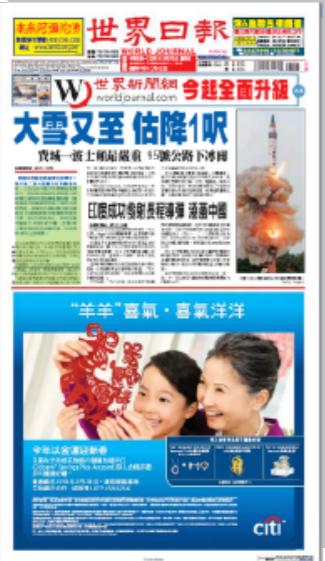
As the home to a mix of ethnic groups, New York City attracts the largest ethnic Chinese population of 550,000 outside Asia. World Journal, the City's most popular Chinese ethnic media, deliver news in a local language, and their own ways of story telling.



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.

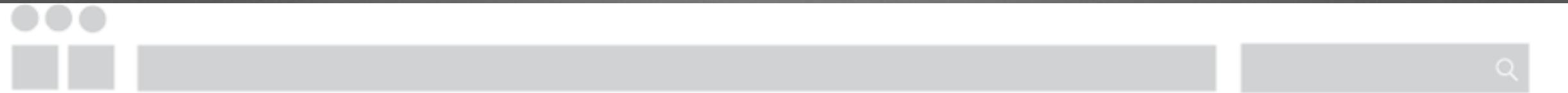
The main content area of the phone displays a news application. At the top, the title "Understanding World Journal: News through Chinese American Eyes" is centered in bold black text.

Below the title is a section titled "News Gallery" in blue text. Underneath this, there 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.

At the very bottom of the news gallery section, there is a small promotional banner for Citibank, featuring the text "羊年" (Year of the Goat) and "喜气洋洋" (Merrily), along with the Citibank logo.

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

The image shows a desktop wireframe interface for a news website. At the top left is a user icon with three circles. To its right is a search bar with a magnifying glass icon. The main content area features a large newspaper clipping for "World Journal" (世界日報) with the headline "加拿大車禍 中國留學生3死1傷" (Car accident in Canada kills three Chinese students). Below the newspaper clipping is a box titled "LOCAL NEWS:" containing the same headline and a small image of a scene. The sidebar on the left contains four smaller newspaper snippets, each with a different headline. At the bottom center is a horizontal banner for "China Eastern Airlines" (中国东方航空公司) with the slogan "畅游天下 航空无忧" (Travel the world, air travel is worry-free).

世界日報

加拿大車禍 中國留學生3死1傷

LOCAL NEWS:

加拿大車禍 中國留學生3死1傷

Three Chinese students died in a car crash in Canda

4. Final results

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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

世界日報
WORLD JOURNAL

中華民國一〇四年/2015年2月19日 星期四
THURSDAY, FEBRUARY 19, 2015

農曆乙未年一月一日

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Flushing, NY 11354

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」

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

歐巴馬總統18日晚在農曆新年除夕，透過白宮視頻向全球亞太裔拜年。歐巴馬特別在賀詞中，呼籲美國民眾共同努力通過全面移民改革，讓我們為更多人擴大上學、從軍和貢獻國家的機會。

這些都是幾世以來，吸引家庭來到美國的社會，這些錄音一直持續至今。所以不論是否在慶祝羊年，希望我們共同努力，以推動讓我們所愛國家更完善的工作。祝大家新年快樂。」

國務卿柯瑞(John Kerry)18日也發表聲明，

調查嚴重洗錢
瑞士搜匯豐

Github