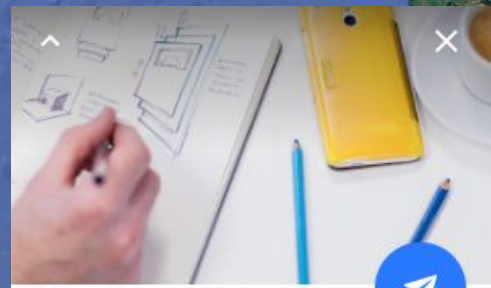
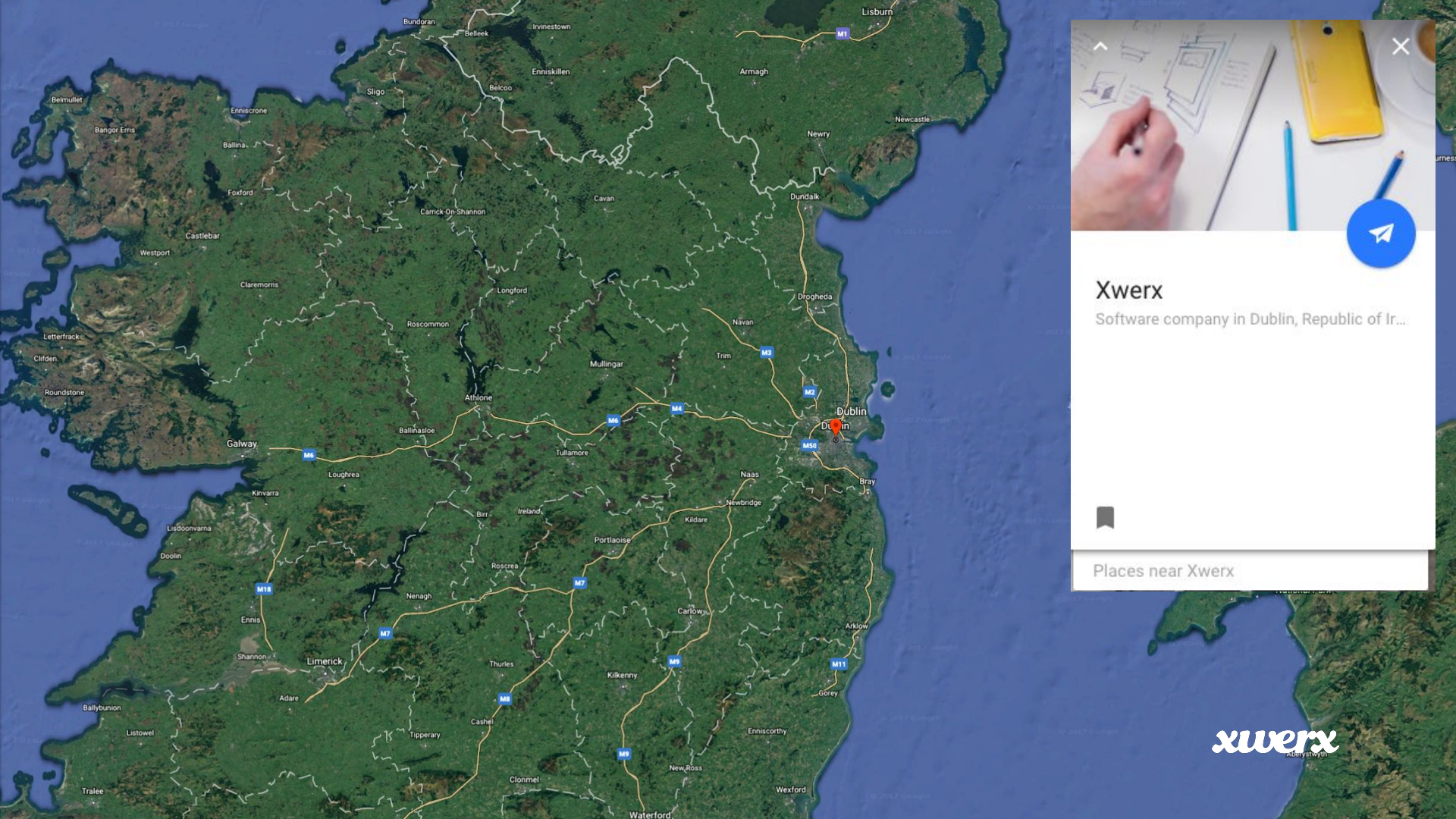


Best analytic practices in the news industry

Flavien Plouzenec - @flaviemp

xwerx



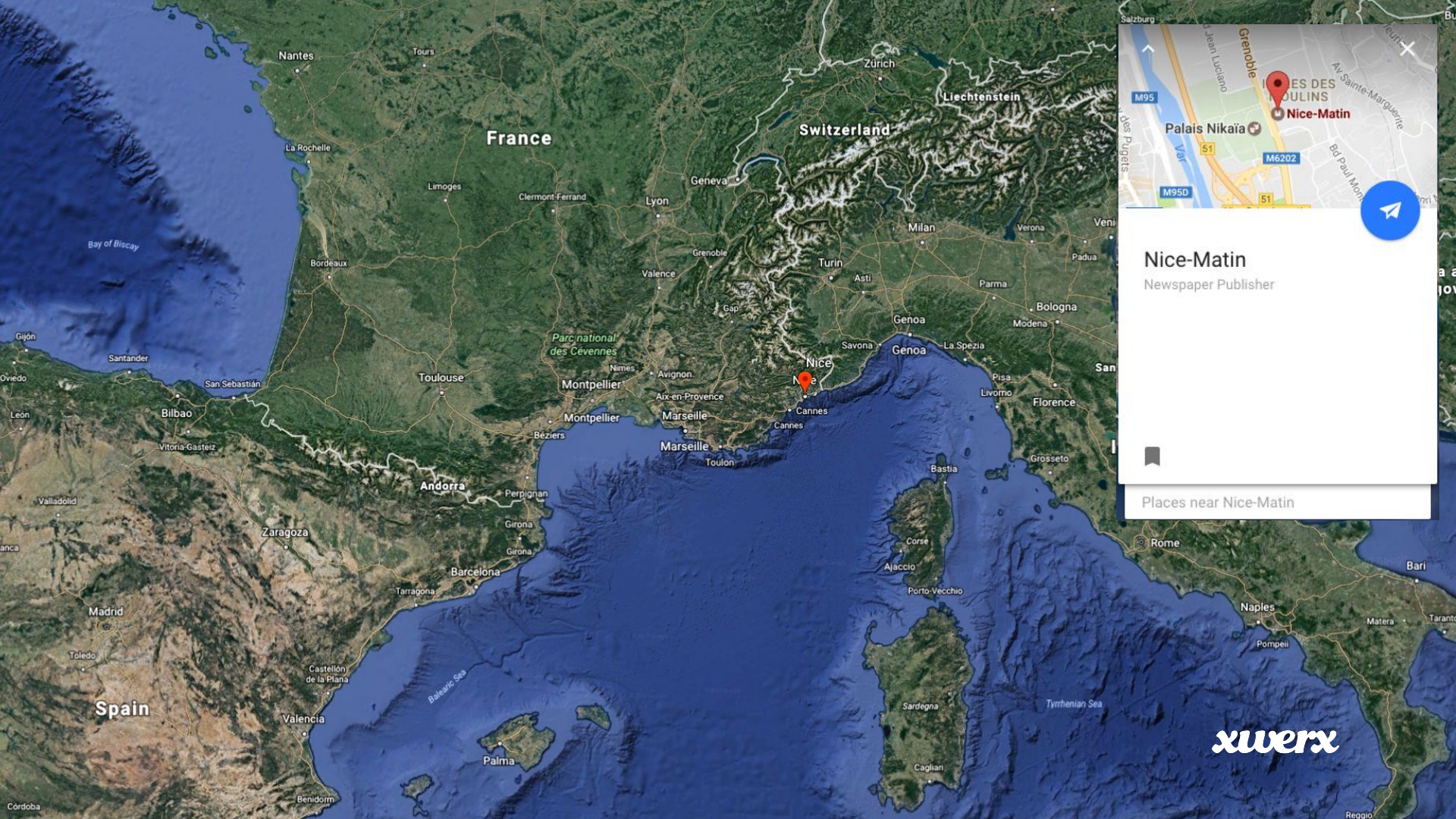
Xwerx

Software company in Dublin, Republic of Ir...



Places near Xwerx





Nice-Matin

Newspaper Publisher

Places near Nice-Matin



Measuring success



xwerx

“We throw our content online
and just hope it works well.
That’s not a strategy, that’s a prayer.”

Aron Pilhofer (lecturer and former Chief Digital of the Guardian)

What makes news media interesting?

- On a mission
- Super siloed
- Distrustful of data
- Juggling with business models
- Fragmented
- Disrupted



No smoking

Disrupted

xwerx

**Data
what?**

xwerx





“Each newsroom needs a set of tools, organisational structure and a culture that embraces data-driven decision-making.”

Federica Cherubini (Reuters Institute)

Tools

The background features a dark blue gradient with a faint line graph showing an upward trend. The graph has several data points connected by thin lines. In the bottom right corner, there are overlapping abstract shapes in shades of teal and purple.

xwerx



Google Analytics

 Chartbeat



PARSE.LY

Third party
tools



Adobe
Analytics



NEWS
WHIP



Analytics

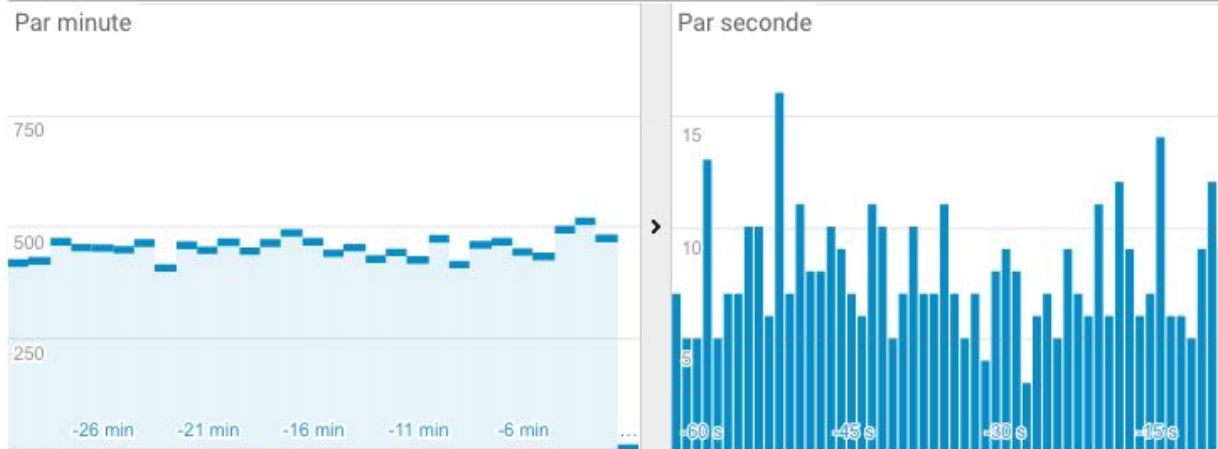
xwerx

Temps réel
1572

utilisateurs actifs sur le site



Pages vues



Principaux sites référents :

	Source	Utilisateurs actifs ↓
1.	traffic.outbrain.com	18
2.	news.google.fr	17
3.	news.google.com	5
4.	archives.monacomatin.mc	3
5.	googleapis.com	2

Metrics, metrics on the wall...

xwerx

A rudimentary use of analytics tools...

- Won't tell you what users do
- Won't tell you what to do
- Will make you do what you shouldn't do





The New York Times

xwerx

What is the conversation around this story?



COMMENTS ON THE NEW YORK TIMES

[View all comments](#)

TOTAL COMMENTS

3.6k

TOTAL READERS' PICKS

2.2k

TOTAL EDITOR'S PICKS

28

Showing top 4 of 28 Editor's Picks

Bruce Rozenblit Kansas City
America is becoming Afghanistan.



People are armed to the teeth with high power military style weapons. Anyone can buy guns just about anywhere. No restrictions on ammunition purchases.

[Show Full Comment](#)

5683 Recommendations | 121 Replies | [View Comment](#)

Midwest Dermatologist



We were brought here in chains, against our will. Beaten, raped, abused, and then tortured if we fought back. Our men valued for their strength and braun until that physicality no longer lined your pockets, and then we became frightening and aggressive. We were lynched, terrorized in our own country, and denied the rights that we were entitled to in our own constitution. We

[Show Full Comment](#)

4495 Recommendations | 133 Replies | [View Comment](#)

Jonah Kind Washington, DC



Gun advocates often say that a citizen right to firearms is necessary to protect against tyranny. Last night, it seems that some people in Dallas may have used that right to combat what they see as tyranny: the killing of innocent civilians by police officers. Allowing anyone to have the right to combat what they see as tyranny in the most extreme way possible means

[Show Full Comment](#)

3265 Recommendations | 39 Replies | [View Comment](#)

Heather Smith Zürich, Switzerland



I've lived abroad for over six years. The space and time between me and the USA has amplified the shock of every shooting. There seems to be a culture that disregards life growing stronger in the states every day. Between bickering on about the motives behind police killing black people, mass shootings, the death penalty, and today the murder of police in Dallas, people

[Show Full Comment](#)

2878 Recommendations | 51 Replies | [View Comment](#)



DIE  WELT

xwerx

Nr.	Ressort	Artikel	Score	PI	PD	SM	VV	EX
1	Wirtschaft	Wie der Staat gelungene Integration zerstört	25	10	4	5	3	3
2	Politik	Die Angst des Westens vor dem Tag danach	24	10	5	0	5	4
2	Wirtschaft	TÜV erhebt schwere Vorwürfe gegen Bundesregierung	24	9	4	3	5	3
2	Politik	NPD sieht AfD jetzt als unmittelbare Konkurrenz	24	9	4	3	5	3
5	Sport	Brutaler Fan-Überfall war detailliert geplant	23	10	2	5	5	1
5	Wissenschaft	In diesem Teich ist ein Millionenschatz verborgen	23	8	2	5	5	3
7	Wirtschaft	Anschlag verhindert – Hacker melden Erfolg gegen IS	22	10	2	5	2	3
7	Panorama	Der Mann, der 24 Flüchtlinge bei sich aufnahm	22	8	3	5	5	1
7	Politik	Politische Planlosigkeit im Umgang mit Islamismus	22	9	3	1	5	4
10	Politik	Britten brauchen Hilfe bei Jagd nach russischem U-Boot	21	10	3	0	4	4
10	Sport	Brüskiert Real Madrid heute Cristiano Ronaldo?	21	10	1	5	5	0
10	Politik	Die Soko, die nicht Asyl heißen durfte	21	7	5	0	5	4

Actionable metric tips

- Show relationships, use ratios
- Narrow down, use segments
- Reveal user journeys

Show relationships, use ratios

$$\text{User "satisfaction"} = \frac{\text{Page reads}}{\text{Page views}}$$

Narrow down, use segments

Story reach = Unique visitors

where Users = Regular Users



Carebot

Meaningful analytics for journalism

xwerx

Query Comparison

[« Back to project index](#)

Compare **in projects tagged**

NPR - Carebot Project

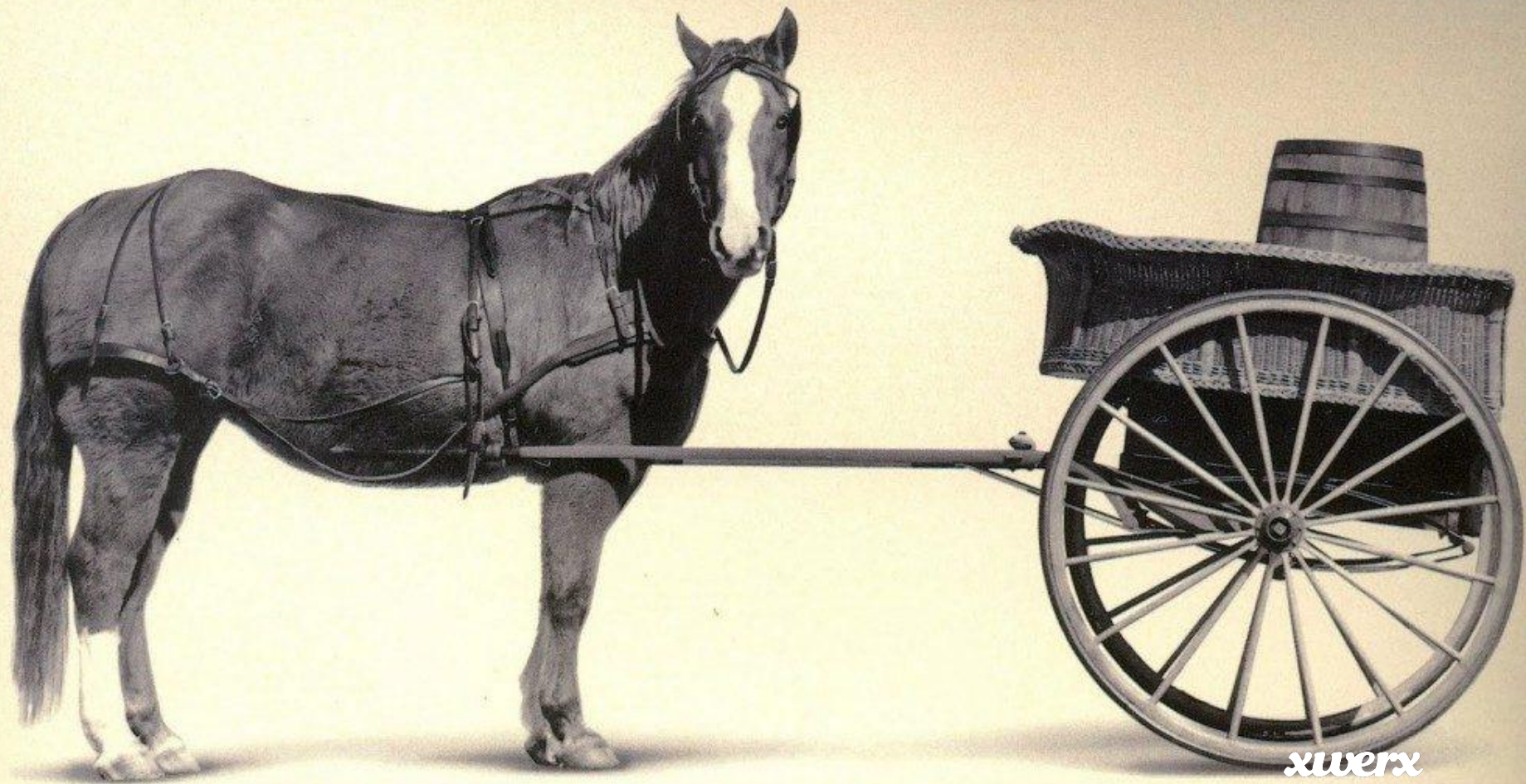
xwerx

REACH	ENGAGEMENT	LOYALTY	IMPACT
Number of people exposed to content	Time someone spends with content	Frequency with which someone seeks out a given brand's site, app or social media content	Whether the content made a difference in people's life (individual or societal)
Unique users (website), User sessions (apps), Impressions (social media)	Session time (website), Time in app, Engaged time (time spent interacting with content), Page/visits...	Return visits (website), User sessions (apps)	No agreed upon metrics

“Only after an organisation has understood what it wants to achieve can quantitative and qualitative tools assess how close the organisation is to that goal.”

NewsLynx Project

xwerx



xwerx

Define goals first then metrics

1. **GOAL.** What are you trying to help users do? What problem are you trying to solve?
2. **SIGNAL(S).** What change in user behavior or opinion would indicate you've been successful?
3. **METRICS.** How to measure the size of change?



BuzzFeed

xwerx

“We aren't building BuzzFeed to get as many impressions or clicks or shares or time spent as we can. We are building BuzzFeed to have a positive impact on people's actual lives.”

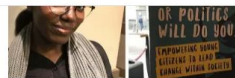
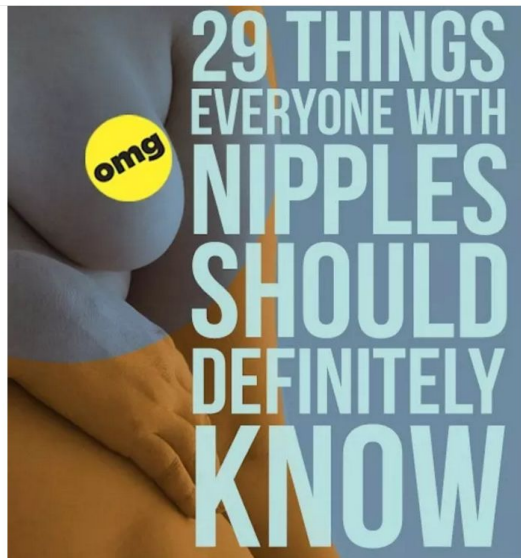
Jonah Peretti (Buzzfeed founder and CEO)

xwerx

**A positive
what?**



xwerx



This Is Why Young People Are Less Likely To Vote



Revealed: This Tory Candidate Had Links To A "Gay Cure" Church



This Indian Guy Had No Idea That He Was In A K-Pop Reality TV Show

Now Buzzing



Pretend You're At A Breakfast Buffet



Newslynx

xwerx

Impact tags

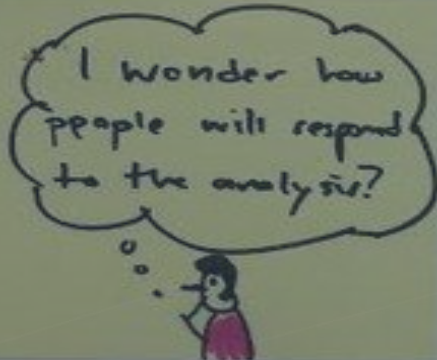
	Category	Level
× Pickup	Citation	Media
× Reader reaction / promotion	Citation	Individual
× Helped achieve goal	Other	Institution
× Discussion	Citation	Internal
× Award	Achievement	Institution
+		

Designing tools

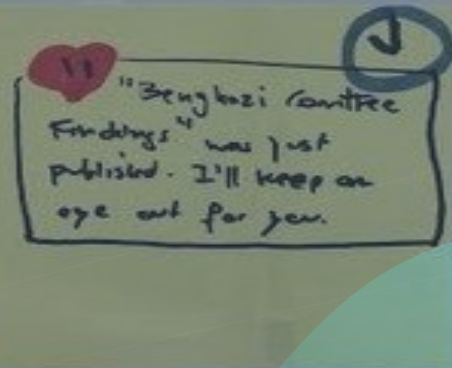
CAREBOT
MEANINGFUL ANALYSES FOR NEWS ROOMS



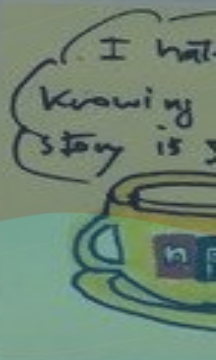
Nina publishes her story after intense reporting following Benghazi broadcast



She thinks about how users will respond to her approach



Carebot sends her a note as soon as it goes live.



She feels out of process reporting



Carebot

Meaningful analytics for journalism

NPR - Carebot Project

xwerx



brianboyer 9:48 PM

@carebot hello



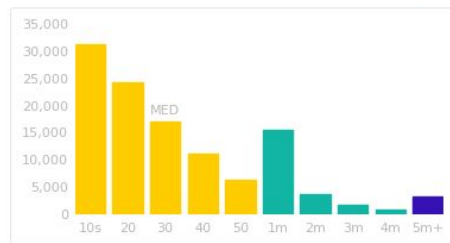
Carebot BOT 9:48 PM

@brianboyer: Let me check what's been happening. This may take a second.

In the past 7 days, I've tracked 4 stories and 5 graphics.

471,619 people looked at graphics on those stories. Here's how much time they spent:

Time spent on graphics over the last week (7KB)



Here's everything:

For Nontraditional Families, The Tax Code Can Be Especially Confusing
[unmarried-parents-20160331](#)

Volunteers Who Say 'Bite Me' Are Helping To Win The War Vs. Mosquitoes
[malaria-deaths-20160325](#)

What Keeps Election Officials Up At Night? Fear Of Long Lines At The Polls
[voting-wait-20160404](#)

See Where Women Have The Most And Least Political Representation In The U.S.
[women-state-lawmakers-20160408](#),
[women-state-lawmaker-map-20160408](#)

Carebot's Design Principles

Carebot will be successful if it satisfies its users in the following ways:

Measure what matters, not what's easy

- Identify measures and indicators that more meaningfully answer journalists' questions.
- Only compare things that are like each other.
- Don't obscure meaningful detail in favor of simplicity. Distinguish raw measures from indicators combining measures.

Make me smarter

- Help me celebrate my and the team's contributions and learn what works.
- Help me learn about new measures and indicators, and how they help me understand my stories' impact.

Speak my language

Organisation

xwerx

Bring the audience team



xwerx



THE WALL STREET JOURNAL.

xwerx

```
graph LR; A[Audience team] --- B[Audience engagement]; A --- C[Audience development]; A --- D[Emerging platforms]; A --- E[Newsroom analytics];
```

Audience team

Audience engagement

Audience development

Emerging platforms

Newsroom analytics



The Whole World Might Soon Be Speaking This Language in 2050

Do yourself a favor and learn it.

Like Comment Share

Tag photo Options Send in Messenger

627.COM | BY LAURA SECURUN

STOP CLICK BAIT Stop Clickbait

Like This Page · 23 September · €

French, due to the large growth of French-speaking African countries. #StopClickBait

Like Comment Share

823 Top comments

16 shares 127 comments

STOP CLICK BAIT Stop Clickbait Source:
<https://www.forbes.com/.../want-to-know-the-language-of-.../>



Like · Reply · 13 · 23 September at 16:32

1 Reply

Jonathan Bock Meh. Doubtful. English is the lingua franca of the century. Due to anticolonialist sentiment, they won't be speaking French.

Wait, did I just do a rational dissertation of a clickbait article?

Like · Reply · 189 · 23 September at 16:35 · Edited

Write a comment... 📷 📹 🗨️



The Washington Post

xwerx

Culture



xwerx

Educate

Empathise

"We've found that the best way to truly gauge success has been to put the user back at the center of it."

Sarah Schmalbach (Guardian Mobile Innovation Lab)

xwerx



Need something explained?

Let us know which of these questions we can answer for you.

Who is Emmanuel Macron?

Ask this

What happens next after Macron's victory?

Ask this

What is in Macron's in-tray as president?

Ask this

Experiment

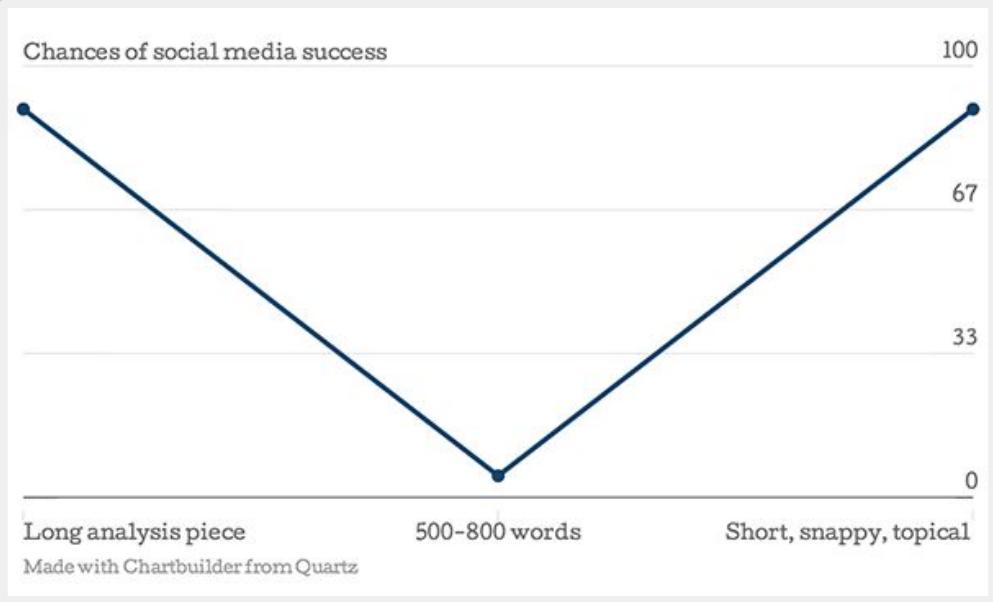
Experiment

- Ask questions
- Draw up hypothesis
- Collect data
- Verify



QUARTZ

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Innovate

xwerx



LE TEMPS



Le Temps

Accueil Recherche Planning Statistiques usertest Le Temps

ARTICLES

Article
Dates
Semantique
Trend
Audience chartbeat
Audience donreach
Audience googleana...
Audience crossindica...
RECHERCHER

Configurer Exporter

Titre	chartbeat/Attention Indicator	chartbeat/Evergreen Indicator	chartbeat/Gini Indicator	googleanalytics/Abonne like indicator	googleanalytics/at indicator
Les riches, boucs émissaires du...	62	63.19	27	74	69
Archamps, sa galerie en ruines et son...	66	0	41	26	30
Crash en mer Noire: la piste de l'incident...	61	6.53	38	51.5	67
Colonies: Israël pourrait annoncer de...	59	14.83	52	55	68
Décès de Carrie Fisher, inoubliable princesse...	64	8.9	37	72	64
Un groupe suisse aide Gazprom à consolide...	62	53.4	52	62	70
La situation de la banque Monte del...	61	26.7	50	59	69
La baisse du chômage n'est pas française...	61	40.35	44	71	73
Le succès posthume des tubes de George...	61	45.69	34	56.5	45

50 par page page 1 1 / 25293

Thank you!

@flaviemp

xwerx