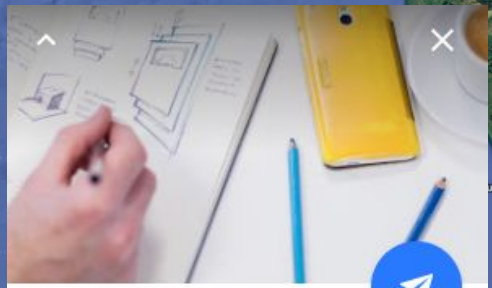
Best analytic practices in the news industry

Flavien Plouzennec - @flavienp

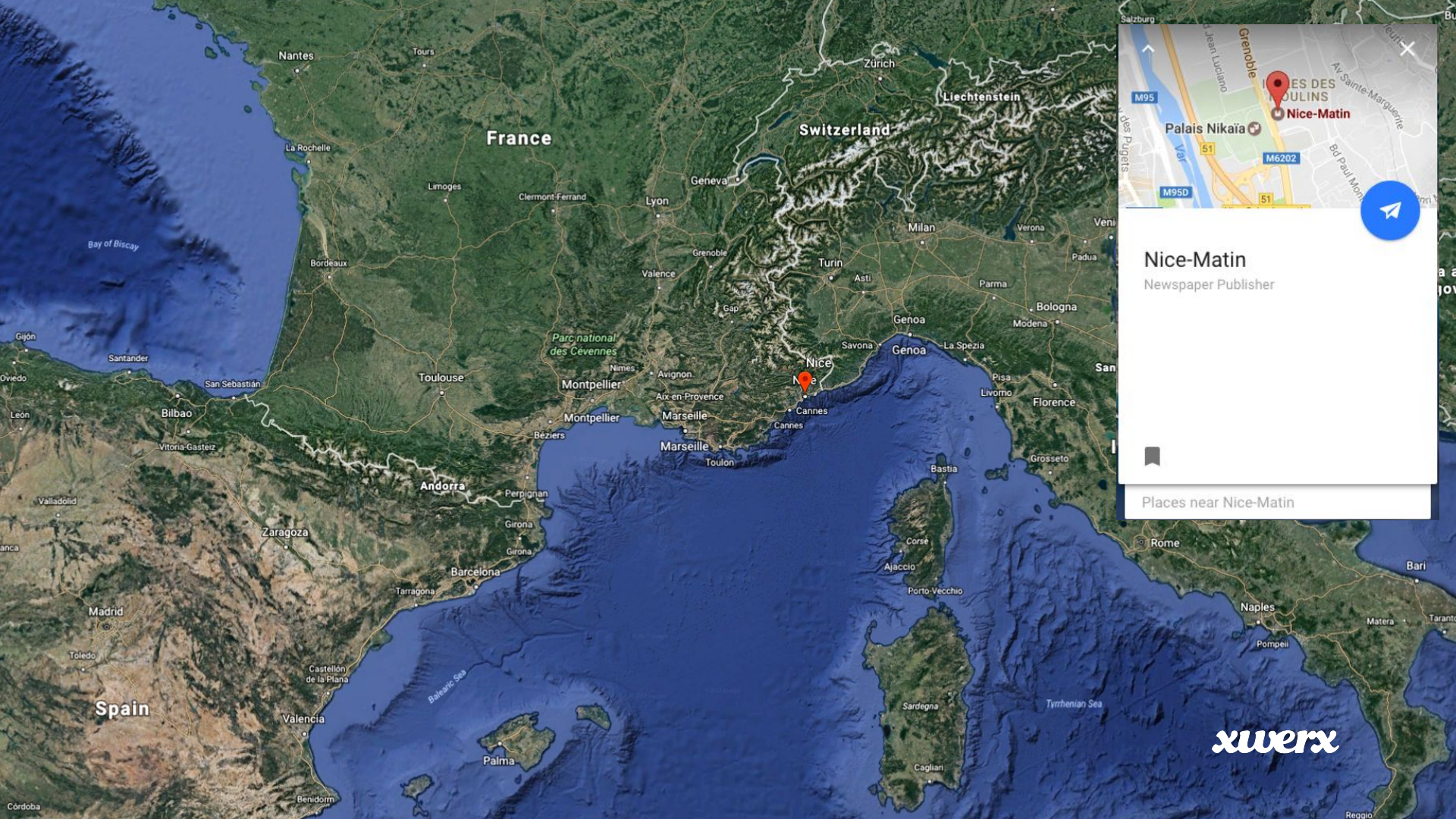


Xwerx

Software company in Dublin, Republic of Ir...

Places near Xwerx

xwerx


France
Switzerland
Liechtenstein
Spain
Andorra
Nantes
Tours
La Rochelle
Limoges
Clermont-Ferrand
Lyon
Geneva
Zürich
Bordeaux
Bay of Biscay
Grenoble
Valence
Gap
Turin
Asti
Milan
Verona
Padua
Parma
Bologna
Modena
Genoa
Savona
La Spezia
Nice
Cannes
Pisa
Livorno
Florence
Toulouse
Montpellier
Nimes
Avignon
Aix-en-Provence
Marseille
Toulon
Béziers
Parc national des Cévennes
Gijón
Santander
Oviedo
San Sebastián
Bilbao
León
Vitoria-Gasteiz
Valladolid
Zaragoza
Perpignan
Girona
Barcelona
Tarragona
Madrid
Toledo
Castellón de la Plana
Valencia
Palma
Balearic Sea
Córdoba
Benidorm
Bastia
Corse
Ajaccio
Porto-Vecchio
Sardegna
Cagliari
Tyrrhenian Sea
Grosseto
Rome
Naples
Pompeii
Bari
Matera
Salzburg
Nice-Matin
Palais Nikaïa
M95
M6202
M95D
51
Nice-Matin
Newspaper Publisher
Places near Nice-Matin
xwerx

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)

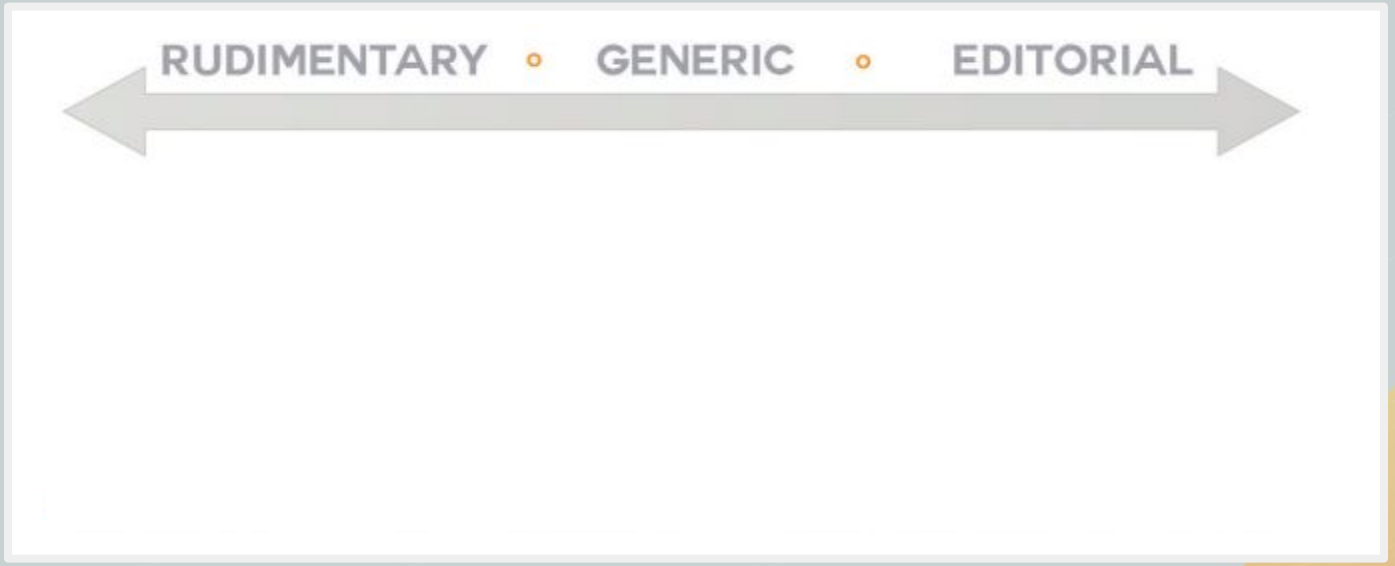
What makes news media interesting?

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

Disrupted

xwerx

Data
what?
xwerx

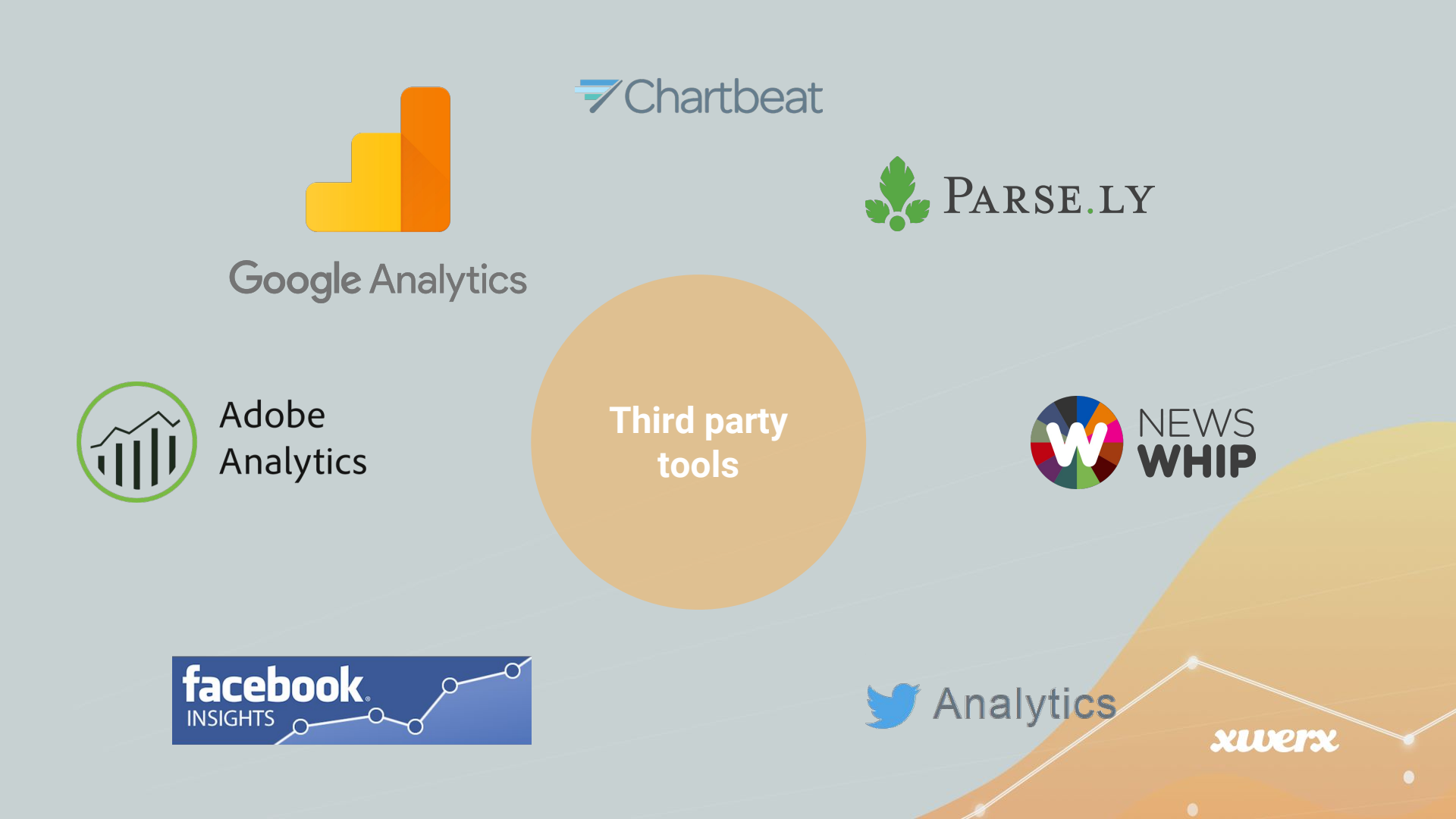

RUDIMENTARY
GENERIC
EDITORIAL

RUDIMENTARY
GENERIC
EDITORIAL
TOOLS
ORGANISATION
CULTURE
TOOLS
ORGANISATION
CULTURE
TOOLS
ORGANISATION
CULTURE

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

Federica Cherubini (Reuters Institute)

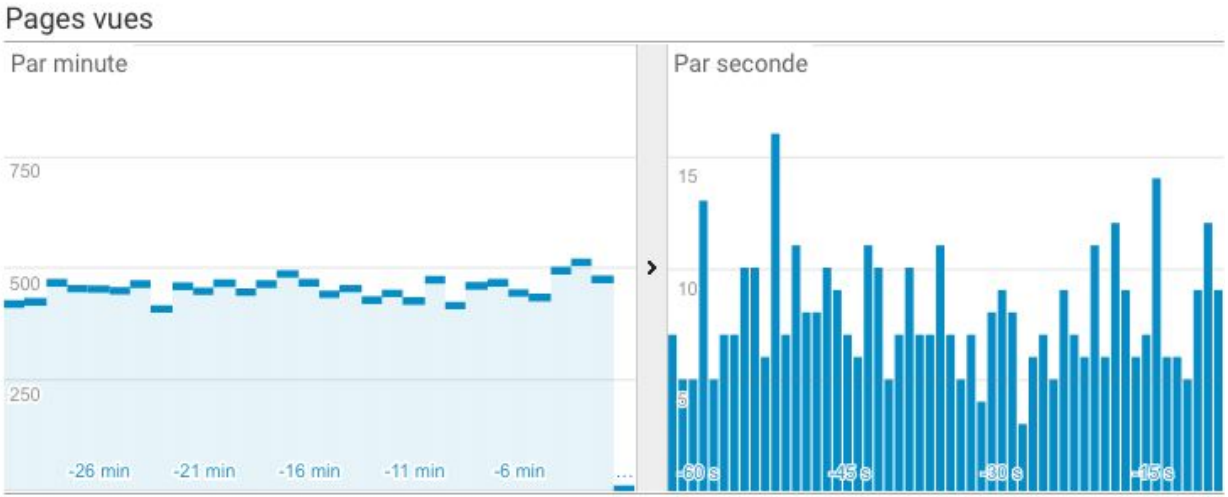
Tools


Chartbeat
Google Analytics
Parse.ly
Adobe Analytics
Third party tools
NEWS WHIP
facebook INSIGHTS
Analytics
xwerx

Temps réel

1572

utilisateurs actifs sur le site



Principaux sites référents :

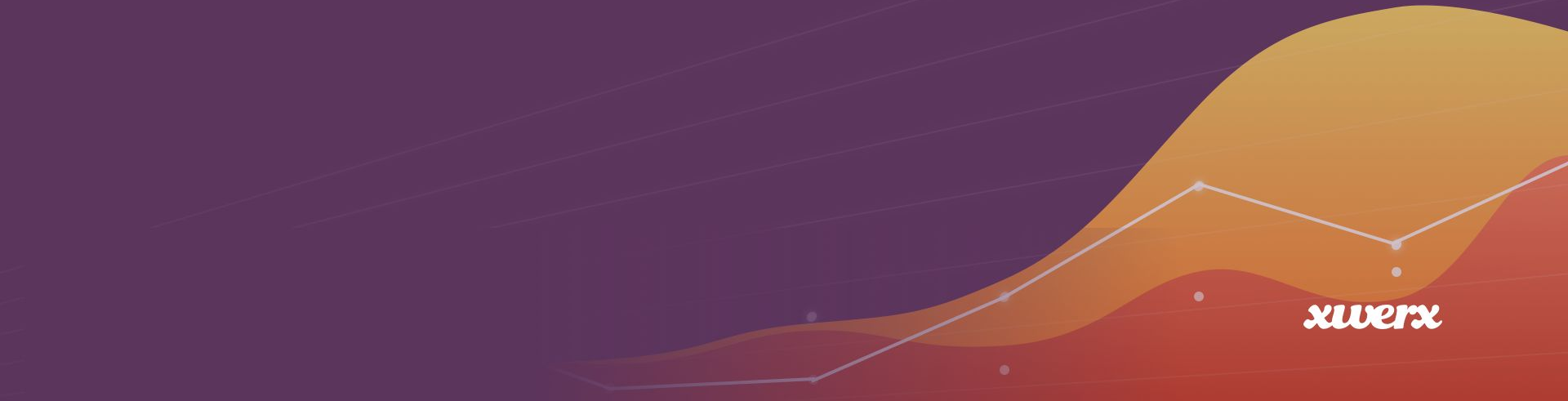
	Source	Utilisateurs actifs ↓
1.	traffic.outbrain.com	18
2.	news.google.fr	17
3.	news.google.com	5
4.	archives.monacomatin.mc	3
5.	googleapis.com	2

Metrics, metrics on the wall...

xwerx

A rudimentary use of analytics tools...

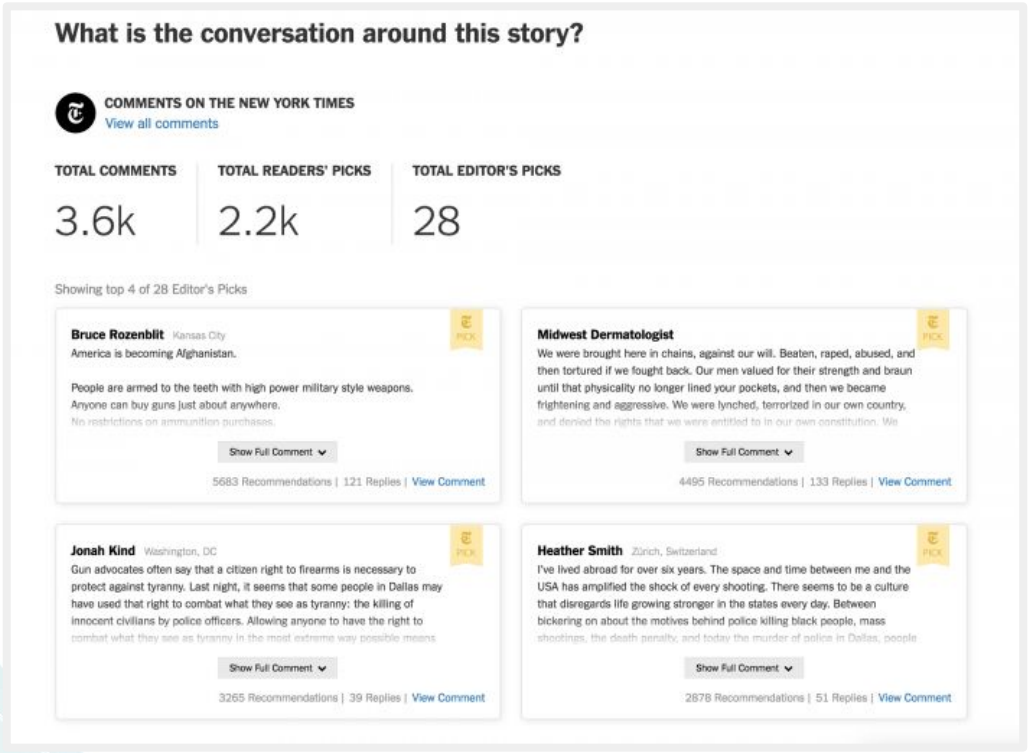
- Won’t tell you what users do
- Won’t tell you what to do
- Will make you do what you shouldn’t do



BROADWAY

The New York Times

xwerx



The New York Times

xwerx

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	Briten 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

Die Welt

xwerx

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

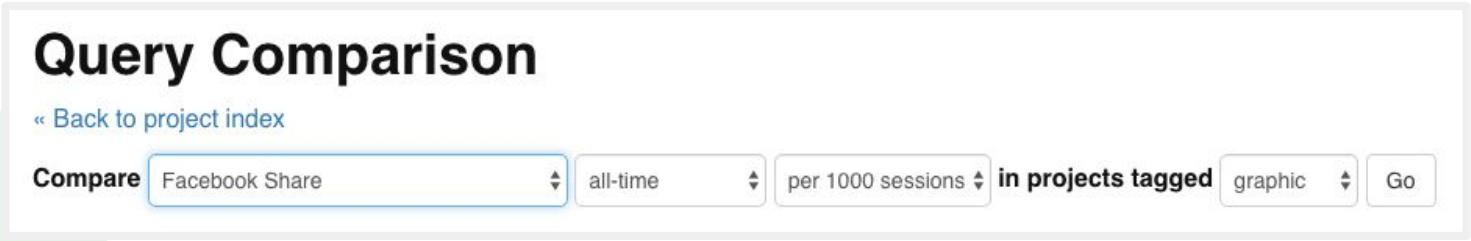
Story reach = Unique visitors

where Users = Regular Users

Carebot

Meaningful analytics for journalism

xwerx


Query Comparison
« Back to project index
Compare
Facebook Share
all-time
per 1000 sessions
in projects tagged
graphic
Go

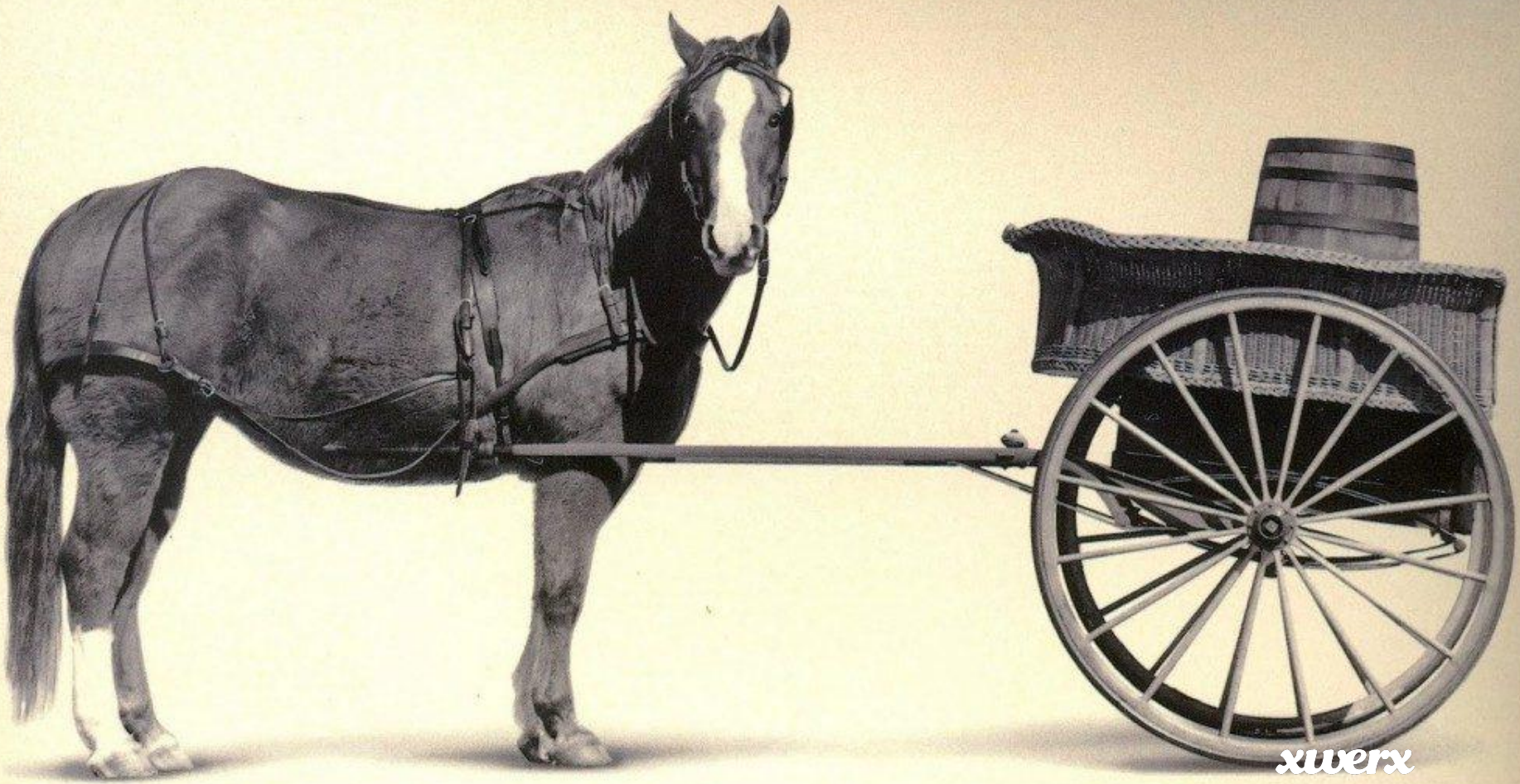
xwerx

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?

Google HEART Framework

xwerx

xwerx

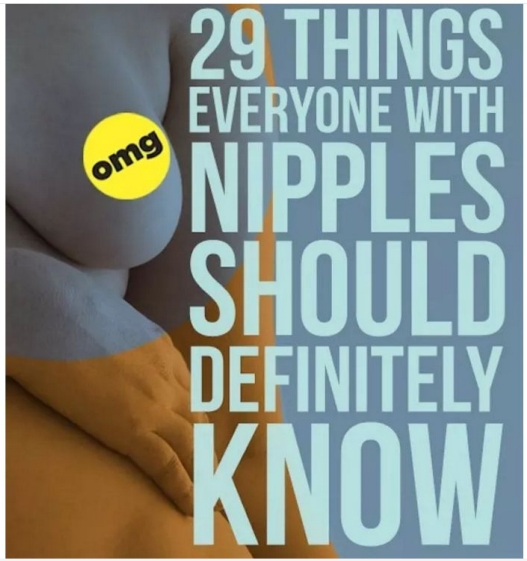
“We aren't building BuzzFeed to get as many impressions or clicks or shares or time spent as we can. We are building BuzzFeed to have a positive impact on people's actual lives.”

Jonah Peretti (Buzzfeed founder and CEO)

xwerx

A positive
what?
xwerx

BuzzFeed NEWS / REPORTING TO YOU Videos Quizzes Tasty More Search



This Is Why Young People Are Less Likely To Vote

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

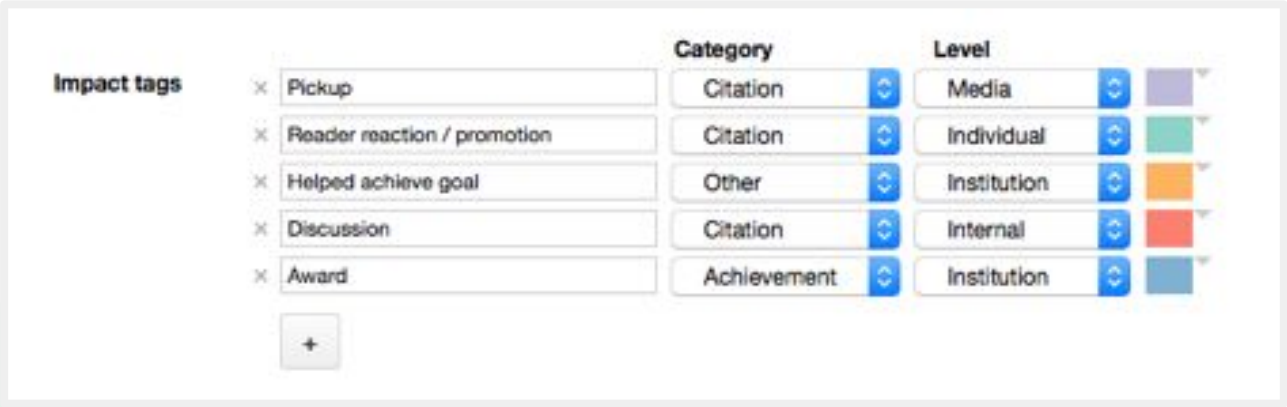
This Indian Guy Had No Idea That He Was In A K-Pop Reality TV Show

Now Buzzing

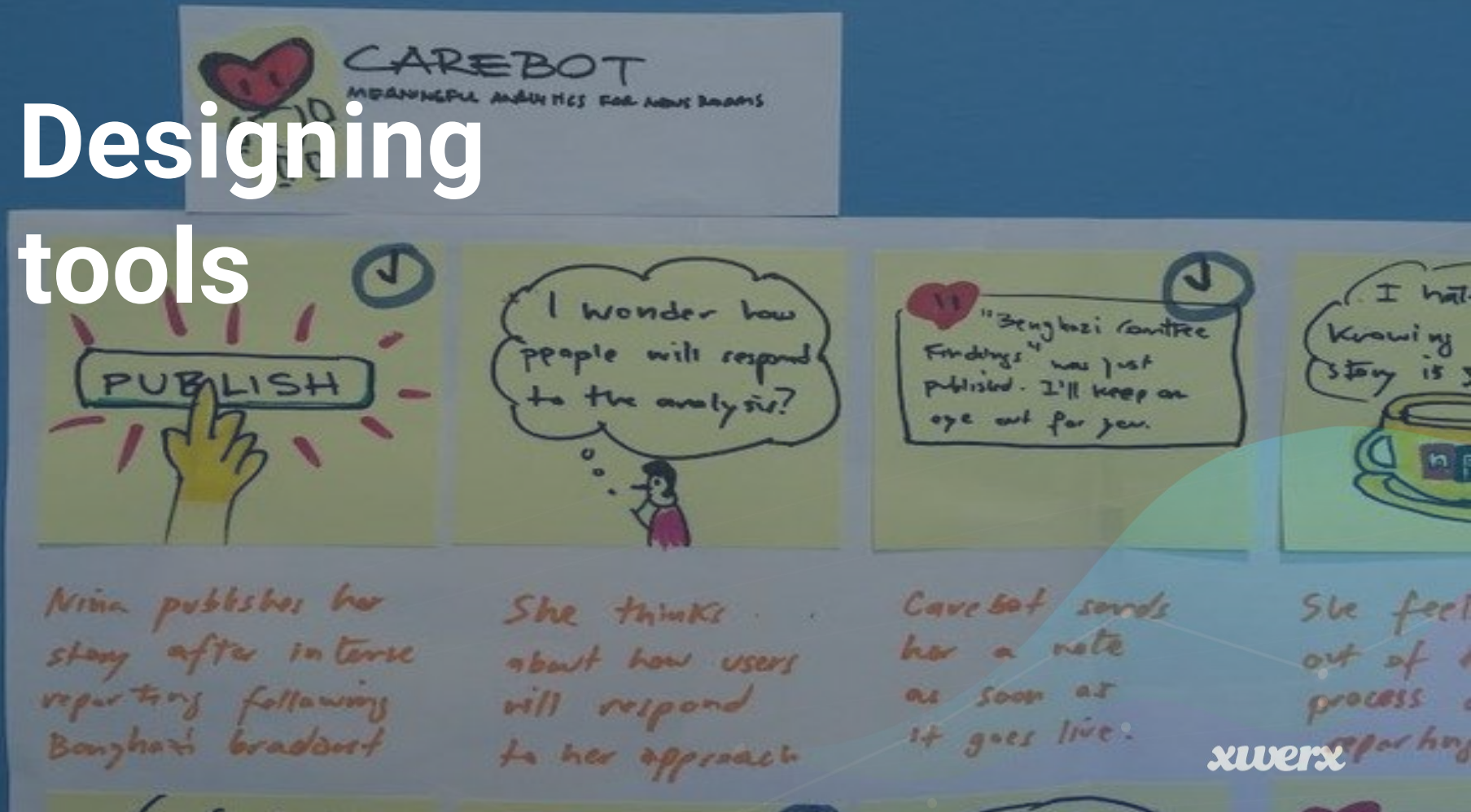
Pretend You're At A Breakfast Buffet

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
+

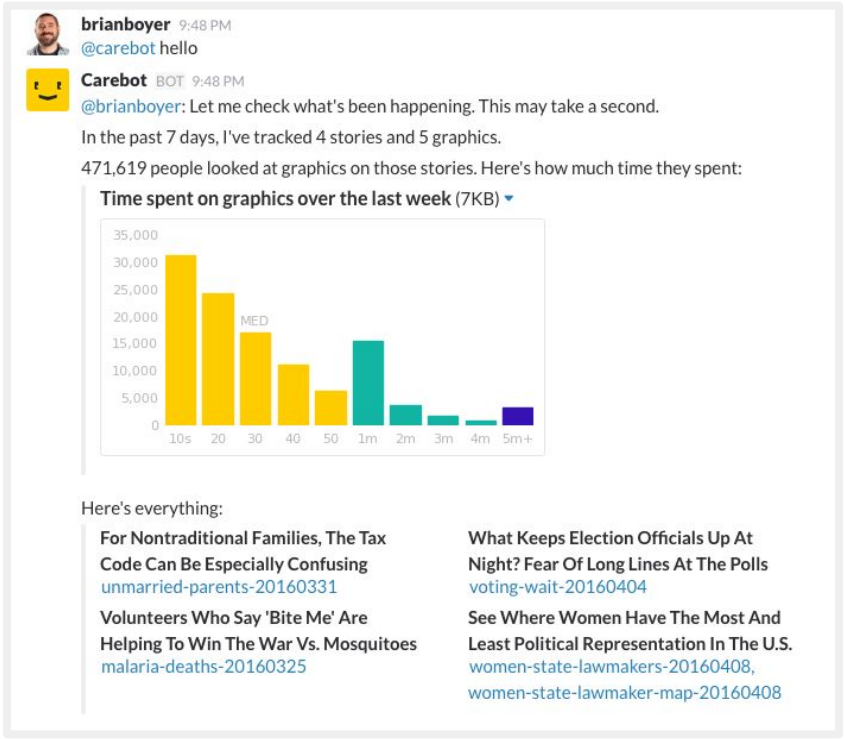
Designing tools



Carebot

Meaningful analytics for journalism

xwerx



NPR - Carebot Project

xwerx

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.

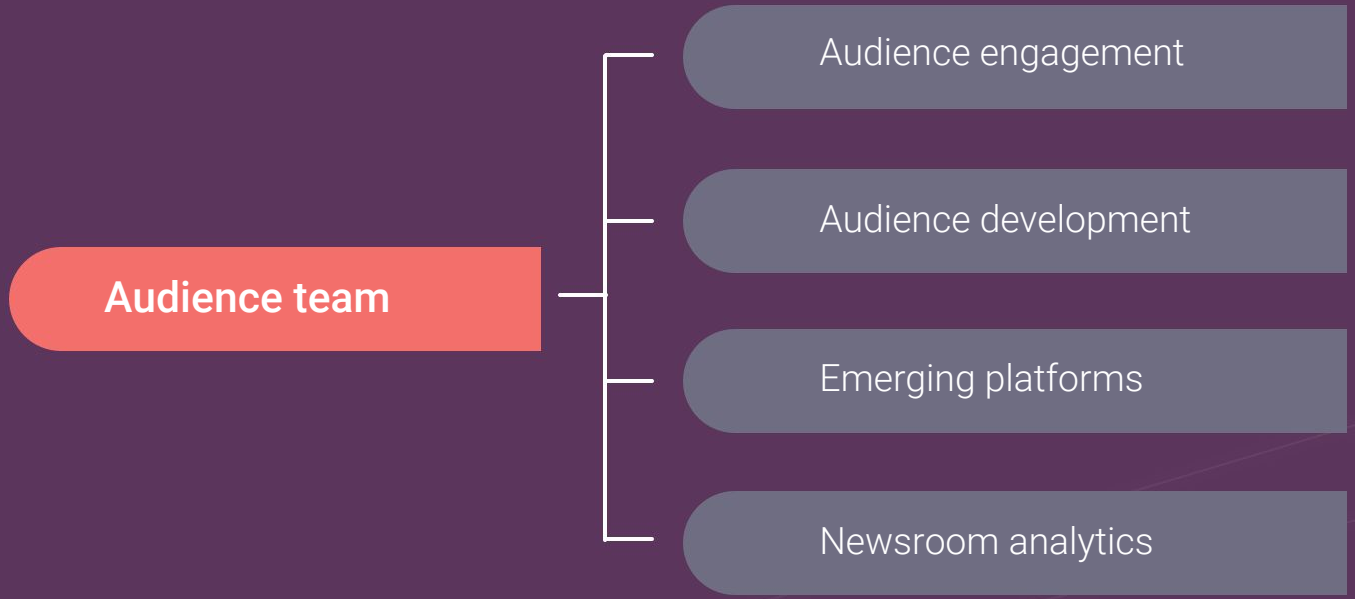
Speak my language

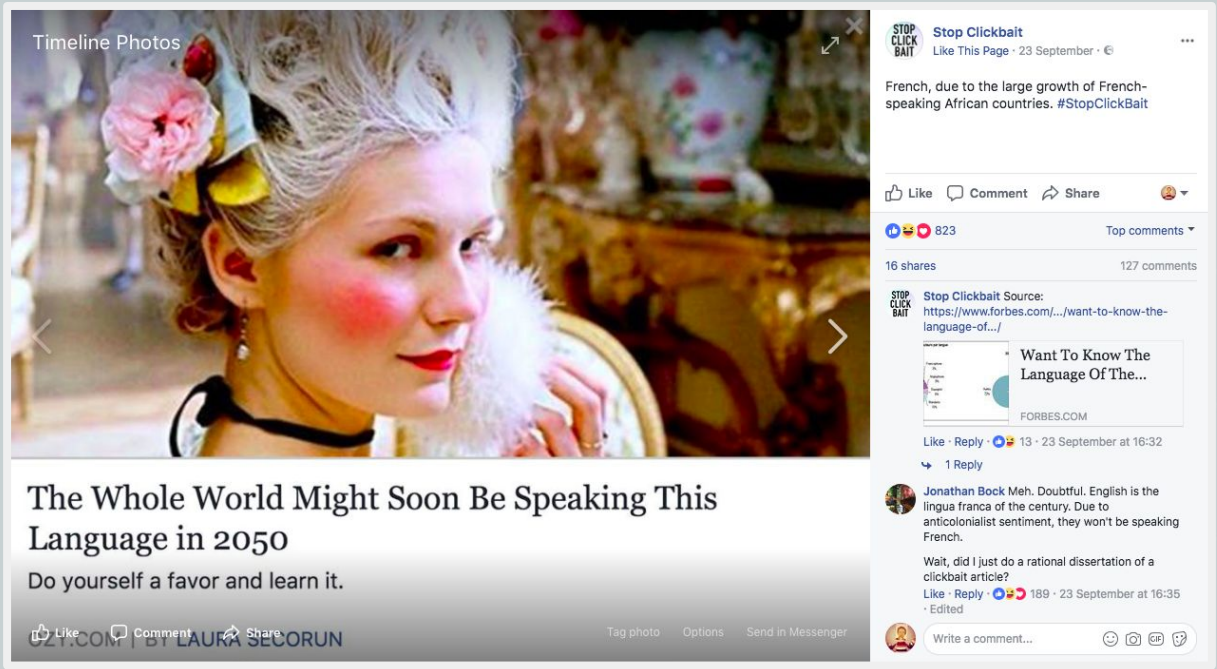
Organisation

Bring the audience team

THE WALL STREET JOURNAL.

xwerx


Audience team
Audience engagement
Audience development
Emerging platforms
Newsroom analytics



Stop Clickbait

The Washington Post

xwerx

Culture

Educate

xuverx

Empathise

xwerx

"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

The Guardian

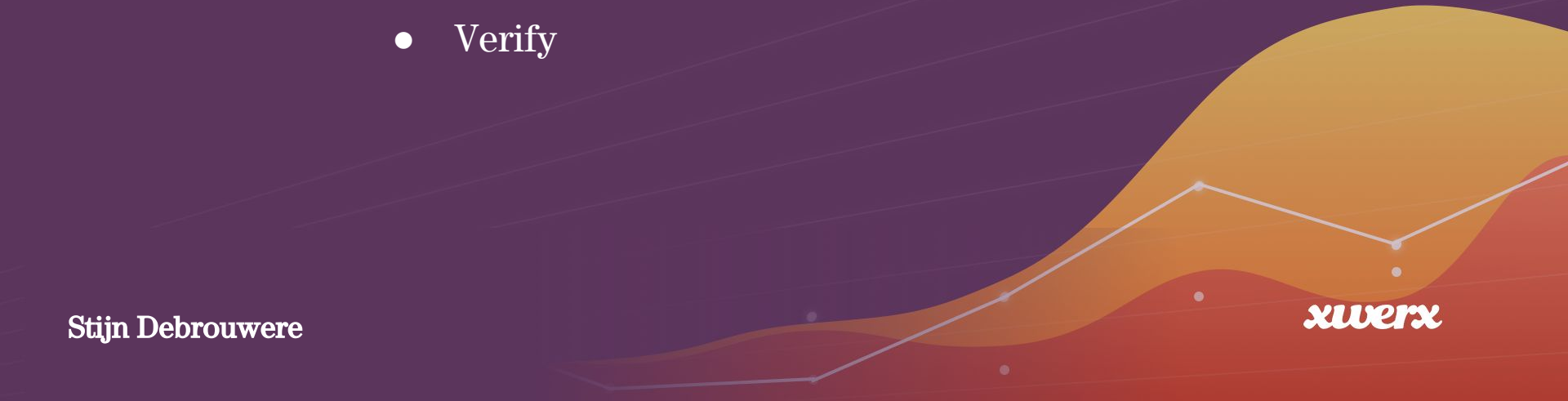
xwerx

Experiment

xuverx

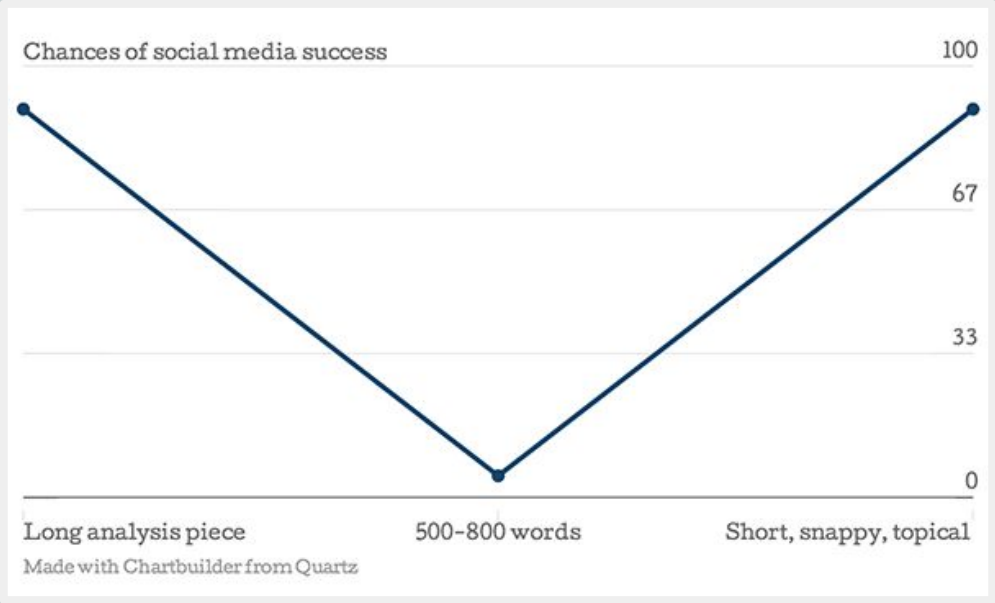
Experiment

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



QUARTZ

xwerx


Chances of social media success
100
67
33
0
Long analysis piece
500-800 words
Short, snappy, topical
Made with Chartbuilder from Quartz

Innovate

LE TEMPS

xwerx

Accueil | Recherche | Planning | Statistiques

usertest
Le Temps

ARTICLES

- Article
- Dates
- Semantique
- Trend
- Audience chartbeat
- Audience donreach
- Audience googleanal...
- 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 dei...	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 à 50 / **25293**

Le Temps

xwerx

Thank you!

@flavienp