Future of journalism

- Can professional journalism survive on today’s scale?
- If so, what will journalism look like in the future?
- And how will it affect reporting of news issues such as public health?
Journalism in decline?

Fairfax Media to cut 550 jobs

Daily Cuts Weekly Print Edition

Columnist Quits, Says Paper is 'Dying'

Newspapers face sharp drop in advertising

With Newspaper Industry in Crisis, 'Everything's on the Table'

Americans slam news media believability

Falling Demand for Homes, newspapers Drag Down Wood, Paper Makers
Online journalism stutters in US

News consumption is beginning to fragment as users expand their range of news sources to non-traditional news websites.

The number of people who go online for news – or anything else – has stopped growing...

Search engines are now more likely to be the first step for Internet users in their search for information about breaking events.

The average time spent [at a newspaper site] would be about 1.4 mins per day compared to 30 mins with the daily newspaper.
Good news: Aussies love news news

Circulation “steady as you go” in 2006-07, comparing favourably to steeper circulation losses in the UK and US.

*Australian Press Council*

75 per cent of Aussies visited news sites during Olympics; 1.7 million daily visitors

*Nielsen Netratings*


Are we in a bubble? Two years behind?
The changing media landscape
Online news growth
## Mobile news growth

<table>
<thead>
<tr>
<th></th>
<th>July</th>
<th>August</th>
</tr>
</thead>
<tbody>
<tr>
<td>m.NEWS.com.au</td>
<td>96,759</td>
<td>101,451</td>
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<tr>
<td>iPhone.news.com.au</td>
<td>23,640</td>
<td>52,641</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>120,399</strong></td>
<td><strong>154,092</strong></td>
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What makes the news

- US Foreign Affairs
- Elections/Politics (Non-U.S.)
- Foreign Affairs
- Crime
- Govt
- Disasters/ Accidents
- Health/ Medicine
- Economics
- Lifestyle
- Business

Legend: Percent of News

- US Foreign Affairs: 18%
- Elections/Politics (Non-U.S.): 15%
- Foreign Affairs: 12%
- Crime: 8%
- Govt: 6%
- Disasters/ Accidents: 4%
- Health/ Medicine: 3%
- Economics: 3%
- Lifestyle: 2%
- Business: 2%
What’s making news


1. Moonwalker claims alien contact cover-up
2. Paris Hilton loses inheritance
3. 15-year-old girl jailed with 20 men
4. Croc chomps on shark
5. Doctors give Tree Man hope for future
6. Man levitates outside the White House
7. China down to 12 days worth of coal report
8. Are we ready to see Hillary age?
9. Pregnant man Thomas Beatie feels incredible
11. Treeman has experts baffled
12. Cowhuman cross embryo lives three days
13. Helen Mirren 62 turns heads in red bikini
14. Czech crash victim wakes up speaking English
15. Mate your girlfriend was a bloke
16. Incest couple John and Jenny Deaves’s first child died
17. Baby tax needed to save planet claims expert
18. Cutprice 3G iPhone in Australia by July 11
19. Girl to have arm taken off back
20. Hunter takes Bigfoot photo
What we actually read

SMH.com.au 2006

1. Steve Irwin killed by stingray
2. I was Russell Crowe's stooge
3. Satellite snaps topless sunbathers
4. Woman in indecent act with horse, say police
5. Unbelievable win for Socceroos
6. YouTube's Lonelygirl15 outed as a phoney
7. Britney depicted in controversial nude sculpture
8. Born again: miners free at last
9. Naked man deepens mystery of jungle girl
10. Geek goddesses or calendar girls?
11. Nicole Kidman marries
12. Chinese X-file excites spotters
13. Tabloid has another field day with Warnie
14. Mother's blue tattoo leaves airline cabin crew red-faced
15. 'Horny' Hawkins ad ban
16. The riddle of China's Area 51
17. Beazley loses leadership and brother
18. She was a dog and she ruined my holiday, inquest told
19. Stone Age tribe kills fishermen
20. New mum Anna Nicole's son dies
What we actually read

Top business stories of 2008, news.com.au

1. China down to 12 days worth of coal - report
2. Australia's worst places to buy
3. Starbucks to close 61 Australian stores, shed jobs
4. Babies a drag on the economy, report says
5. Ten things your boss hates about you
6. Most petrol-hungry cars named and shamed
7. Horror day for Australian stock market
8. House prices fall in most capital cities
9. Struggling with the mortgage? Get out now
10. The best paid job? It's not what you think
Is online journalism sensationalist?

Party princess out of pocket
(352,908), Hilton is $60 million out of pocket after her billionaire grandfather - appalled by her jail term for drink-driving offences - axed her inheritance.

Lightning exits woman's bottom,
A woman has suffered severe burning after being struck by lightning which passed right through her body.

Roswell theory revived by deathbed confession
Six decades ago, a light aircraft was flying over Washington when pilot Kenneth Arnold saw nine shiny metallic flying objects.
Top Google AdWords

$69.10  mesothelioma treatment options
$66.46  mesothelioma risk
$65.85  personal injury lawyer
$62.59  student loans consolidation
$61.44  car accident attorney la
$61.26  mesothelioma survival rate
$60.96  treatment of mesothelioma
$59.44  online car insurance
$59.39  arizona dui lawyer
$59.04  mesothelioma article
$58.44  new york mesothelioma
$57.93  epithelioid mesothelioma