Journalism & Impact

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Lindsay Green-Barber, PhD

@whimsicalinds

What is the **role** of journalism in society?

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Journalism's role in society

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- Uncover truths
  - *To what end?*
- Inform people
  - *So they do what?*
- Tell a good story
  - *Why?*
- Hold the powerful accountable
  - *How?*

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Shared (often silent) assumptions

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- Assume that power will respond to light
- Assume people who need and want information will (and should) trust us
- Assume people want a good story, and that our angle is THE angle

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Structures support assumptions

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- Industry prizes reward short term, institutional impact
- Source credibility and expertise
- Newsworthiness
- Professional norms and identity
- Economic incentive structure

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The problem

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- Lack of trust

- Information overload

- Public is disaffected and disconnected

- Business model failing

- Vicious circle

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Proposal

1. **Truth** tell, including root causes and potential solutions.

2. Design **strategies to maximize the potential impact**, while recognizing that change is messy, complicated, long-term, and not unidirectional.

3. Recognize ethical responsibility to **supply information and knowledge to affected communities**.

4. Be **accountable** to social change (not advertisers) and embrace **opportunities to learn**.

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Impact?

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Impact Architects
Media Impact Model

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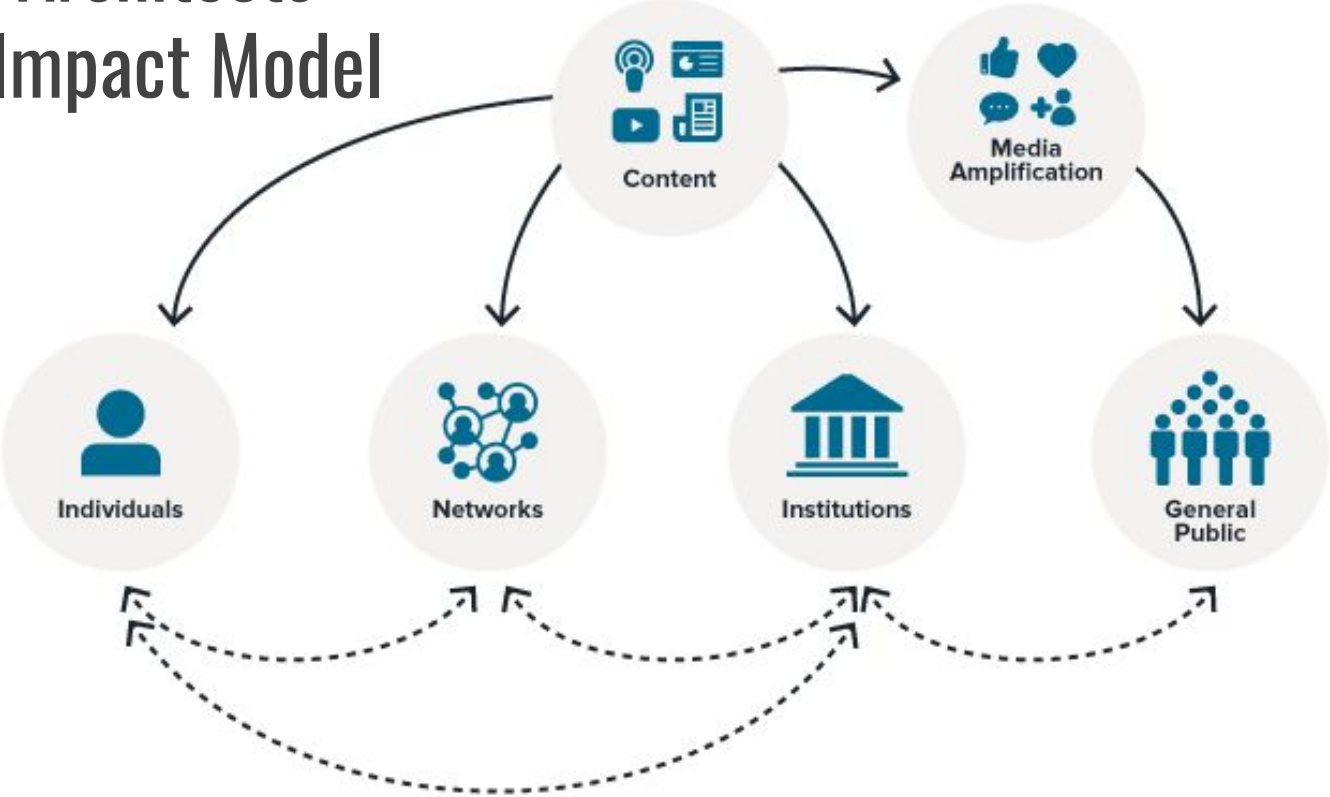
A focus on **impact** can:

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- Help organizations articulate **mission** and achieve **goals.**
- Inform organizational decisions to effectively **allocate resources**.
- Demonstrate the **positive role of journalism**, increasing audience trust and creating a virtuous circle.
- Contribute to **sustainability ($$$)**.

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How to measure **impact**

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Methods for measuring impact

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- Case study
- Network analysis
- Content analysis
- Experimental design
- Surveys
- Quantitative, statistical analysis
  - Google Analytics

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Media Impact Indicators

Category	Indicator	Google Analytics (Partner &/or FP)			Facebook Insights				Twitter		YouTube Analytics			Qualitative Data		Public Records			Partners	News clipping service		
		Unique page views	Time on page	Avg. session duration	Facebook fans	Facebook comments	Facebook shares	Facebook video views	Twitter followers	Twitter engagement rate	Subscribers	Views	Watch time	Survey results	Audience feedback	Citations/mentions by orgs.	Public records	Public statements	Print circulation	Media mentions	Localization in media	Content diffusion in media
Individual	Awareness	X	X	X	X				X		X			X					X			
Individual	Knowledge					X	X	X		X		X	X	X								
Individual	Action													X	X							
Network	New/strengthened network													X	X	X						
Network	Contribute to org. work													X	X	X						
Institutional/Structural	Policy change																X	X				
Institutional/Structural	Institutional change																X	X				
Media	Amplification of message																		X	X		

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Why bother?

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IMPACT → STRATEGY

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- Production strategy

- Distribution strategy

- Engagement strategy

- Ongoing reporting strategy

- Sustainability ($)

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From Impact to Strategy:
Impact Architects Media Impact Process Model
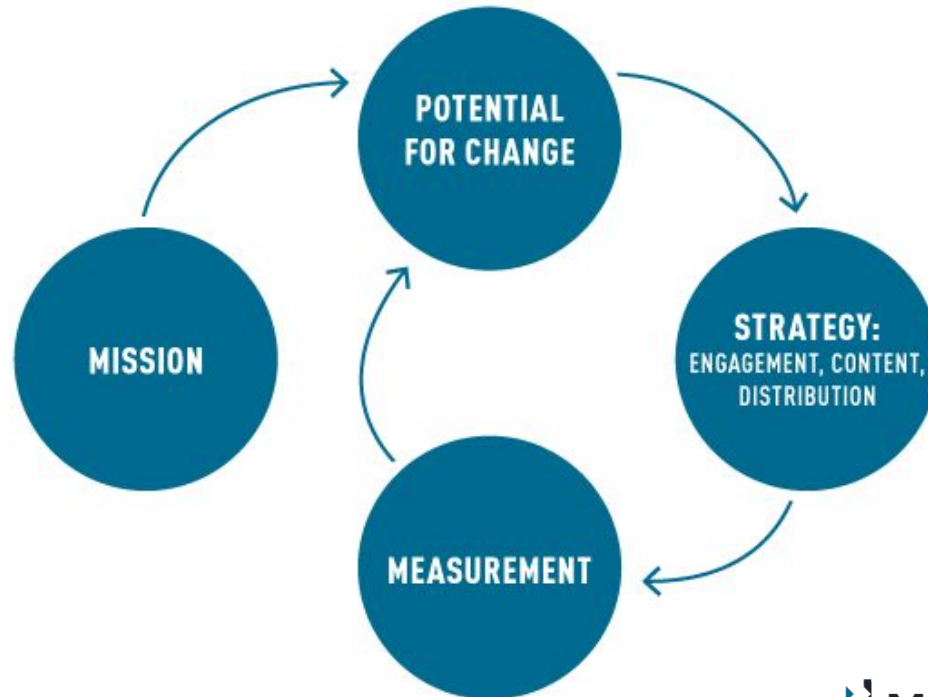
# Case study: Dark Side of the Strawberry

Reporting: Dark Side of the Strawberry:

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- Fumigant use in the strawberry industry causing harm

- Vulnerable community

- Huge data set

- Close government and corporate ties

- *What else could happen?*

  - ***Increased awareness about associated risks in affected communities.***

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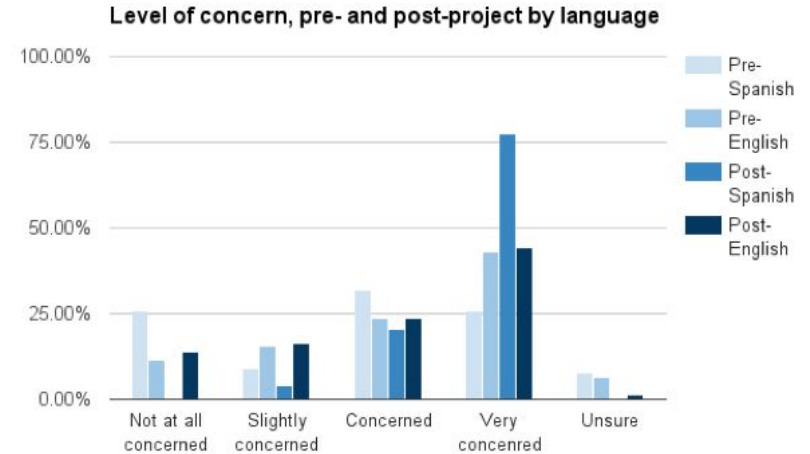
Strategy: Baseline survey

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- Random sample of Oxnard, CA residences

- Survey in Spanish and English

- Distributed to more than 900 residences

- Close government and corporate ties

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Strategy: Distribution and Engagement

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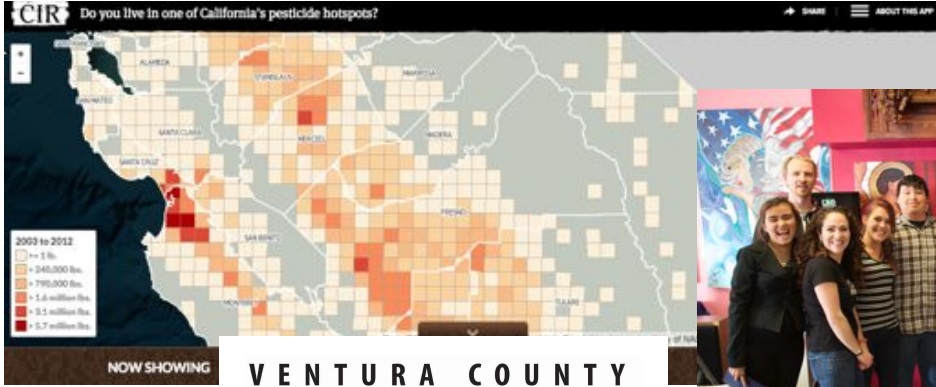
Impact analysis

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- Follow up surveys

- Survey with StoryWorks audience

- Policy and other structural changes

- NGOs using investigation

Level of concern, pre- and post-project by language

Pre-Spanish
Pre-English
Post-Spanish
Post-English

Not at all concerned | Slightly concerned | Concerned | Very concenred | Unsure

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How to bring **impact** into your work: Start small, start tomorrow

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Workflow map

Ask yourself the following **key questions**:

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- What's the potential for impact?

- Who has the power to effect change?

- Who has the incentive to effect change?

- Who *should have access* to the information?

- How can you engage with these groups?

- How will you know if your strategy worked?

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