

2015-ben ami lesz és ami nem

Hammer Ferenc

ELTE Média és Kommunikáció Tanszék

2015

#curatecontent

Algorithms can be used to collect news content
based on users' interests and behaviours @webbmedia

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#securesources

Technology can help journalists keep their sources confidential #securedrop @guardian @webbmedia

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#consumeroverdevice

News organisations need to think about the digital version of a story @webbmedia

TELL A DIFFERENT TYPE OF NEWS STORY @webbmedia

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2015 - Webbmedia Group

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2014 - PBS.ORG

- 1 THE NEED TO SHIELD JOURNALISM IN THE POST-SNOWDEN ERA
- 2 THE REBOOTING OF MOBILE STRATEGY AS “WEARABLES” HIT THE MARKET
- 3 THE APPLICATION OF SOCIAL MEDIA VERIFICATION TO SUPPORT TRUST AND CREDIBILITY
- 4 THE INCREASINGLY IMPORTANT ROLE OF NEWSROOM DATA AND ANALYTICS
- 5 THE EMERGENCE OF ONLINE VIDEO STORYTELLING AS A POTENTIAL CHALLENGER TO BROADCASTERS AT THEIR OWN GAME
- 6 THE RISE (AND FALL) OF WOMEN EDITORS
- 7 THE GLOBAL COLLABORATIVE JOURNALISM BREAKING NEW BARRIERS
- 8 THE REALIZATION THAT DIGITAL MEGA-STORIES MAKE AN IMPACT
- 9 ATTEMPTS TO NAVIGATE THE ETHICAL CHALLENGES OF NATIVE ADVERTISING
- 10 THE EVOLVING ROLE OF THE EDITOR TO MEET NEW BUSINESS AND TECHNOLOGY CHALLENGES

Mashable: 4 Predictions for the Future of Politics and Social Media, 2012

- “Despite the enthusiasm of the tech crowd and blogosphere, Twitter is exceedingly far from the mainstream, with only 6% of Americans using the service.”
- “As many have already foreseen, social media will not require experts for much longer.”
- “TV will no longer be as valuable as interactive media.”
- “Governments and politicians will feel the impact of leaks sooner, but it's unlikely the methods of protecting sensitive information will be much changed.”

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magyarul



Az Orion 313 néprádió plakátja

Nemzeti Kommunikációs
Hivatal

Nemzeti Infokommunikációs
Szolgáltató Zrt.

Reklámadó

MTV bulvár, 80 mrd

Ingyenes média

Kábel ügyek

Drogteszt újságíróknak

*Chilling effect, soft
censorship, audience capture*

Internetadó

- Mondjam még?

kérdések

- Ki fizet és miért?
- Ki szabályoz és hogyan?
- Hova megy a közönség/felhasználó?

Köszönöm

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