

u3a
in Kennet



MARLBOROUGH COLLEGE

MEDIA Day



Friday 28th April 2023

Welcome

MEDIA Day



Louise Moelwyn-Hughes
Master
Marlborough College

u3a
in Kennet



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Welcome

MEDIA Day



Jill Turner
Chair
u3a in Kennet

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MARLBOROUGH COLLEGE

Our experts

- **Naomi Kerbel**
 - *Communications expert and justice advocate through her “Show Me The Way” podcast*
- **Dominic Ponsford**
 - *Editor in chief – Press Gazette*
- **Tom Newton Dunn**
 - *Former political editor of the Sun and currently a presenter on TalkTV*
- **Karen Gardner**
 - *BBC local radio reporter who was first on the scene at the Salisbury novichok poisonings*
- **Nigel Farndale**
 - *Journalist and author*

Today's Programme

MEDIA Day



10.00	Welcome	Louise Moelwyn-Hughes and Jill Turner
10.10	Media Revolution – What do we think? <i>Followed by Students mini TED talks</i>	David Hammond
11.00	Break	
11.20	Not another b***** podcast <i>Followed by Students mini TED talks</i>	Naomi Kerbel
11.55	Is our media for for purpose?	Dominic Ponsford
12.25	Headlines from our survey	
12.30	Lunch	
13.40	The media and politics <i>Followed by Students mini TED talks</i>	Tom Newton Donn
14.30	Local Media as it happens	Karen Gardener
15.15	Is journalism at its end?	Nigel Farndale
15.45	Conclusion and close	

Media Revolution What do we think?

MEDIA Day



David Hammond
Chairman
u3a Bath & Wiltshire Network

What is today about?

- An opportunity to explore how our media affects our lives and our view of the world
- Topical, thought provoking, participative, multi-generational
- Supported by experts in various fields of the media

What is the Media?

The means of mass communication,
such as

- Television and radio
- Print media including newspapers and magazines
- Internet including social media

that reach or influence people widely

What is the Media and what is it for?

The means of mass communication,
such as

- Television and radio
- Print media including newspapers and magazines
- Internet including social media

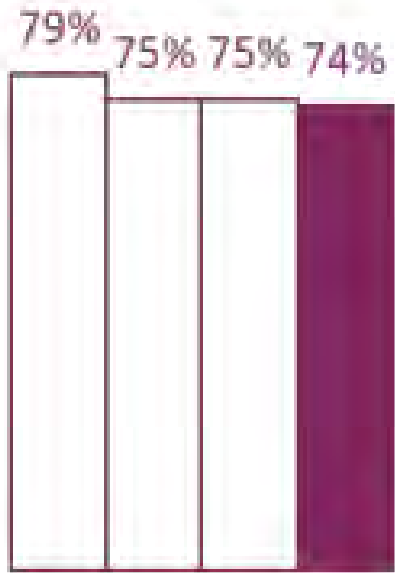
that reach or influence people widely and in a timely fashion

- > Inform
- > Educate
- > Entertain

Some questions

- Where do we get our news?
- How is the media changing?
- How is this affecting us?

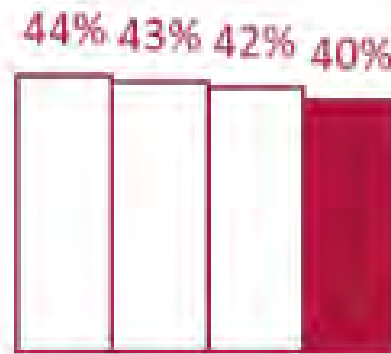
Television



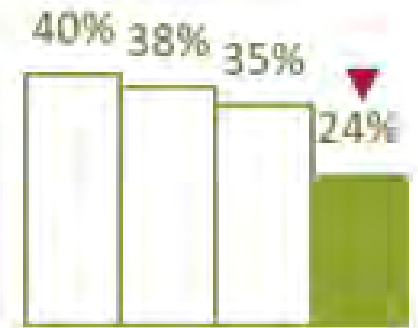
Internet**



Radio



Newspapers

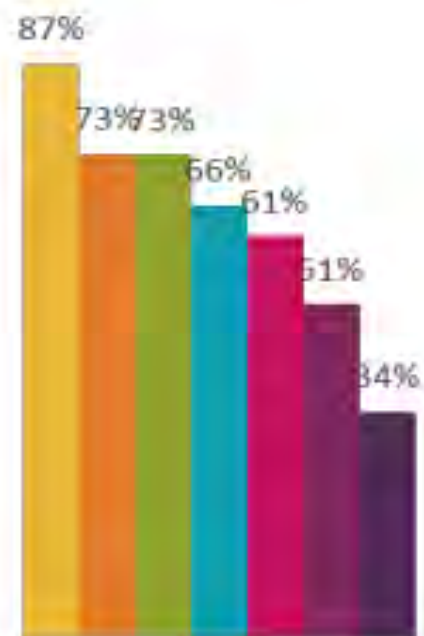


- 2022*
- 2020
- 2019
- 2018

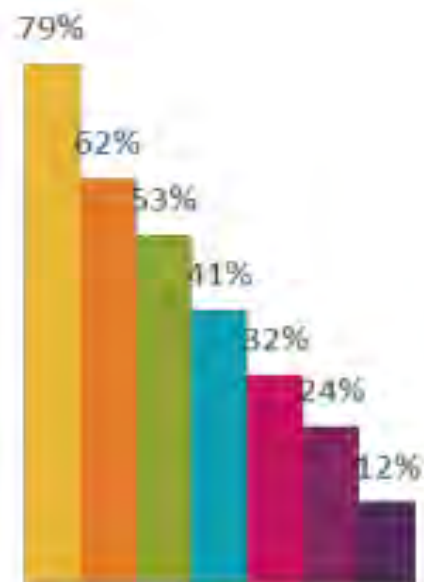
Use of main platforms for news nowadays 2022* – by age

All adults 16+

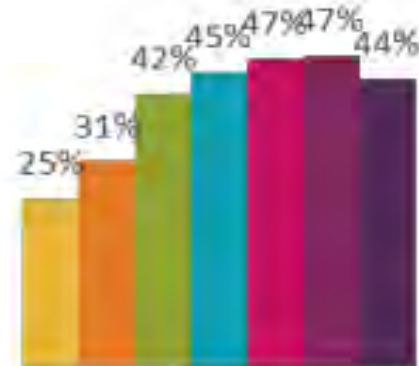
16-24 35-34 35-44 45-54 55-64 65-74 75+



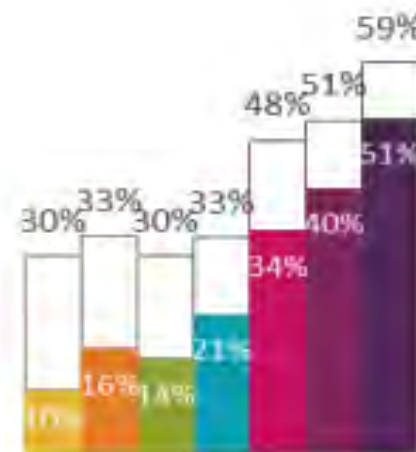
Any internet**



Social media

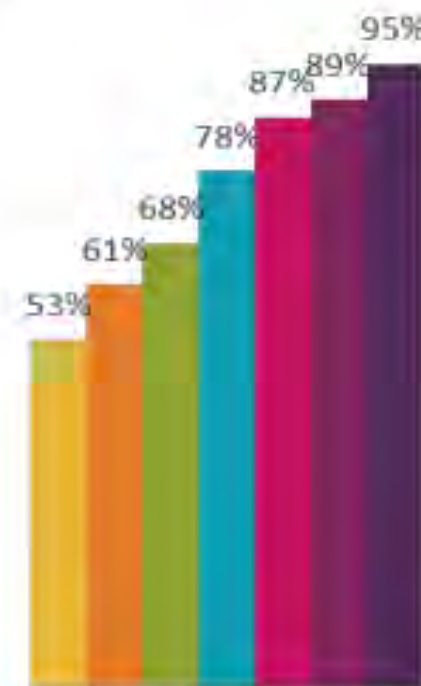


Radio



Newspapers (print + website/app)

□ Additional online reach
■ Print usage



Television

Where do people get their news?

Top 20 news sources – trend data

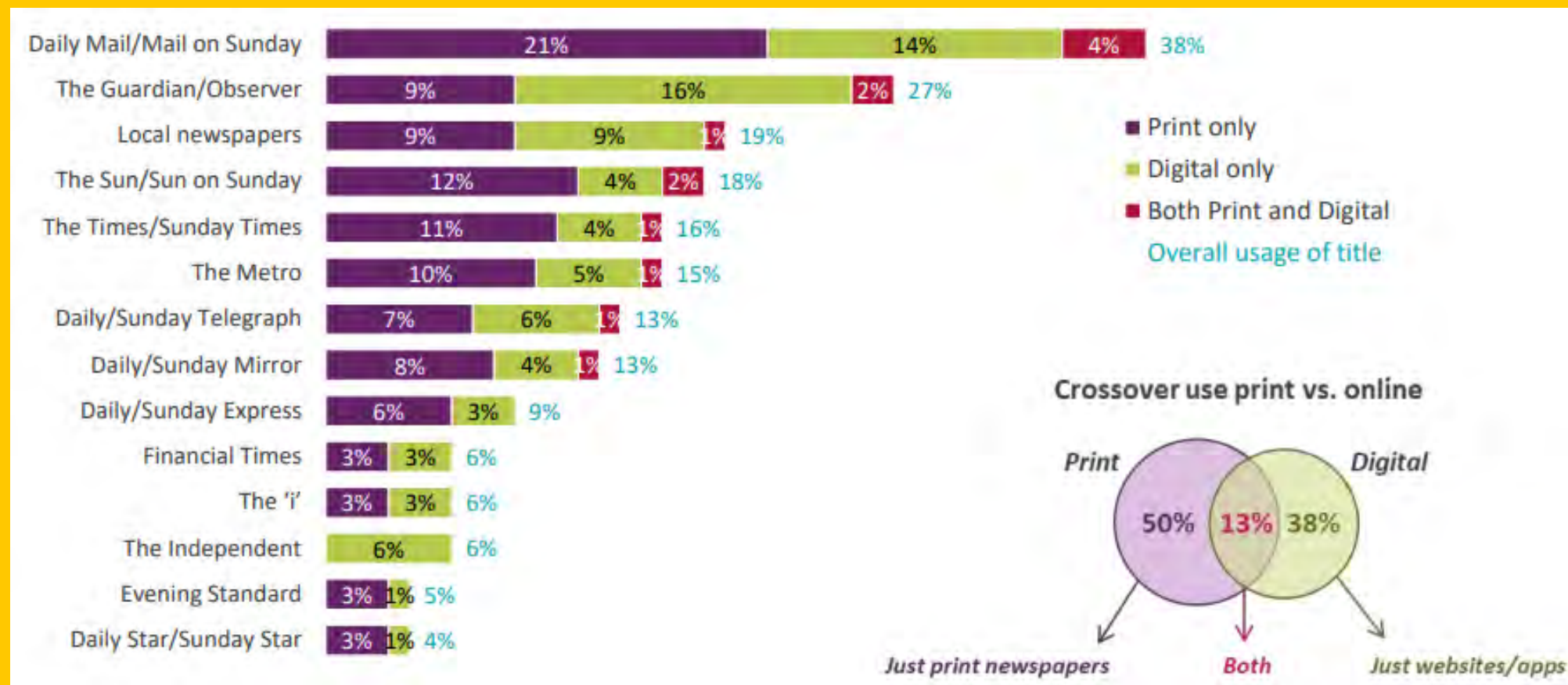
% of all adults 16+ using each source for news nowadays

	2018	2019	2020	2022*
TV channel				
BBC One	62%	58%	56%	53%
ITV/ITV WALES/UTV/STV	41%	40%	41%	35% ▼
Newspaper (print + website/app)				
Facebook	33%	35%	34%	32%
BBC News Channel	26%	23%	21%	24%
Sky News Channel	24%	23%	25%	23%
Radio station				
BBC website/app**	23%	25%	23%	23%
Social media				
Twitter	14%	16%	17%	17%
Channel 4	18%	17%	18%	17%
Instagram	9%	13%	14%	16%
Other website/app				
Daily Mail/Mail on Sunday	18%	18%	17%	15%
WhatsApp	10%	14%	13%	14%
Google (search engine)	17%	19%	15%	12% ▼
BBC Two	14%	11%	11%	11%
BBC Radio 2	12%	12%	12%	11%
The Guardian/Observer	11%	11%	10%	10%
BBC Radio 4	10%	9%	9%	9%
Channel 5	10%	10%	8%	8%
BBC Radio 1	9%	9%	9%	8%
YouTube website/app	5%	6%	6%	8% ▲
Sky News website/app	6%	7%	8%	7%

Young adults	16-24
Instagram	46%
Facebook	40%
BBC One	36%
Twitter	35%
BBC website/app**	29%
TikTok	27%
WhatsApp	23%
ITV/ITV WALES/UTV/STV	20%
Snapchat	19%
BBC News Channel	17%

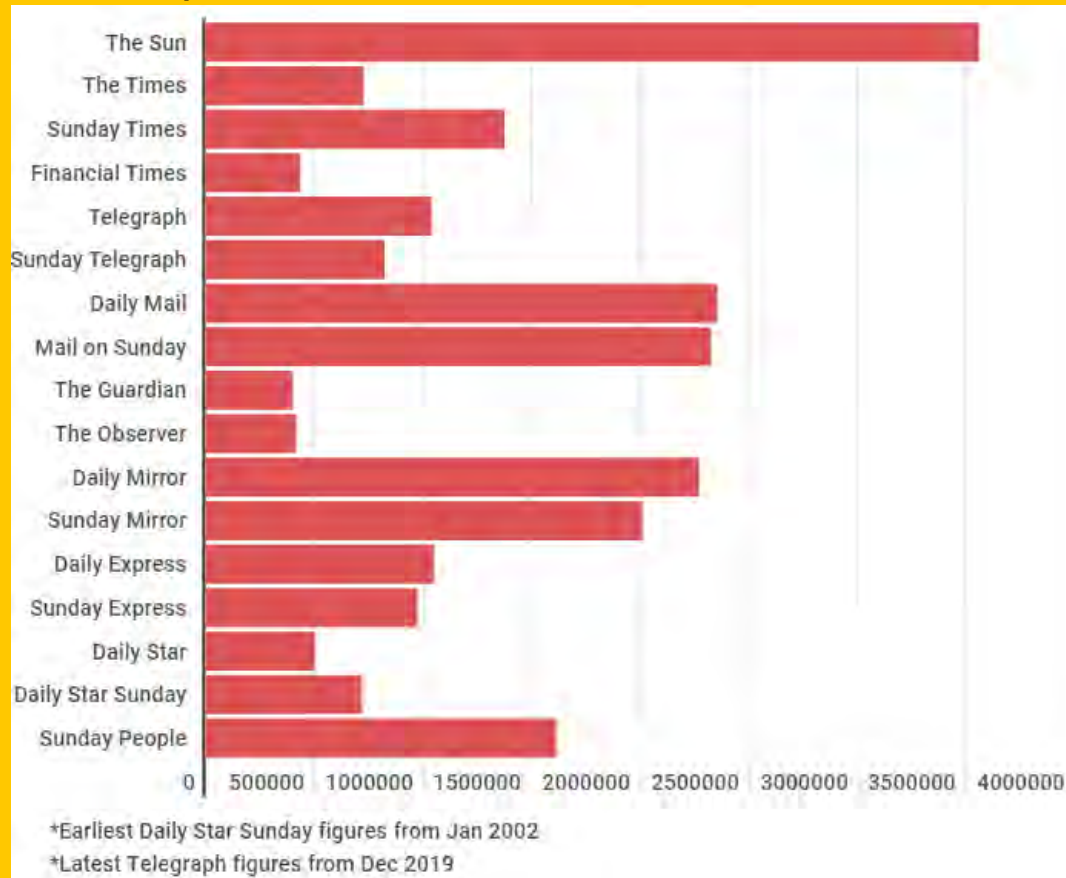
Older adults	65+
BBC One	72%
ITV/ITV WALES/UTV/STV	47%
BBC News Channel	29%
Daily Mail/Mail on Sunday	20%
Sky News Channel	19%
BBC website/app**	19%
Channel 4	19%
BBC Radio 4	19%
BBC Two	16%
Local newspapers	14%

Newspaper: Print vs Digital readership 2022

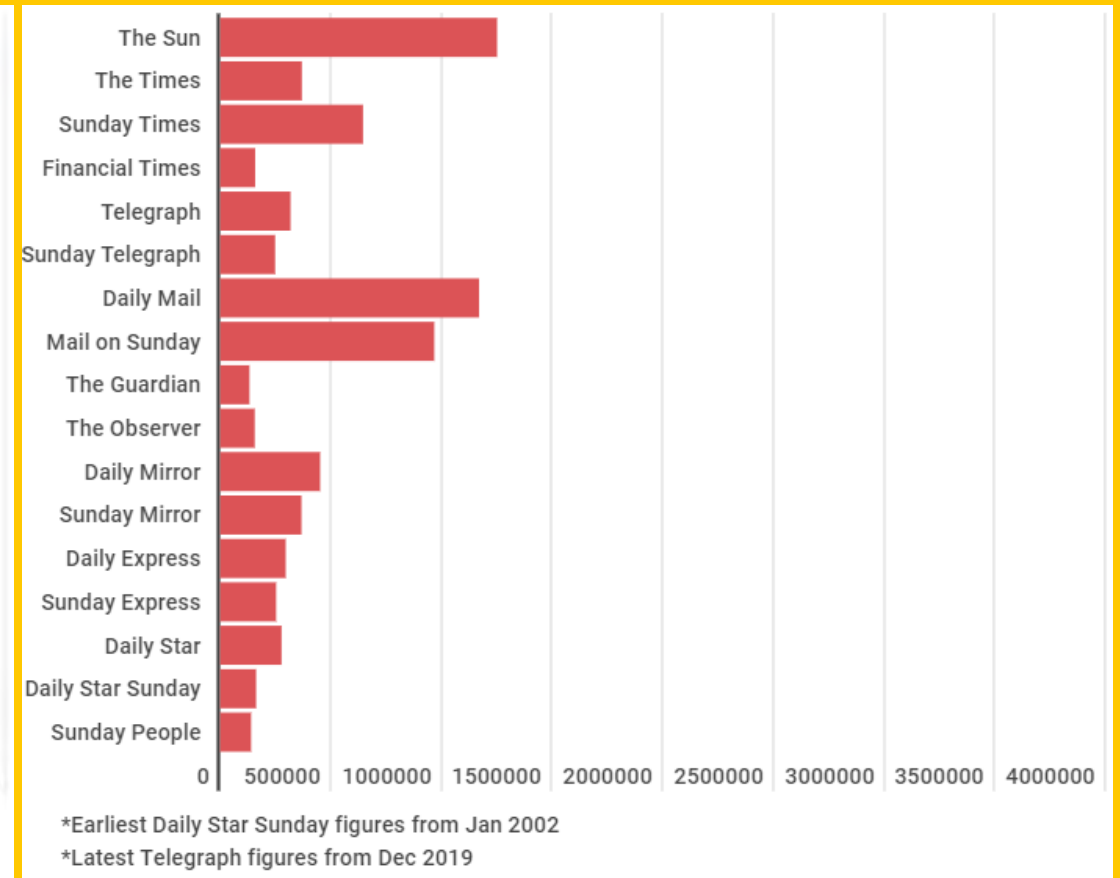


National newspaper circulation decline

January 2000



January 2020



Key media trends

- **Print media** in steady decline
- **Video streaming** services replacing traditional timetabled TV
- **Advertising** spend moving on-line
- **Social Media** platforms becoming a primary source of news and information for many people and an essential tool for marketers and journalists
- **Podcasts and Audio Content** expanding rapidly
- **Virtual and Augmented Reality** becoming more prevalent with new ways to engage audiences with immersive experiences.
- **Personalization** of content to individual users through analytics and algorithms.
- **Artificial Intelligence** growing in importance

OCT
2020

DIGITAL AROUND THE WORLD IN OCTOBER 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL
POPULATION



7.81
BILLION

URBANISATION:
56%

UNIQUE MOBILE
PHONE USERS



5.20
BILLION

PENETRATION:
67%

INTERNET
USERS



4.66
BILLION

PENETRATION:
60%

ACTIVE SOCIAL
MEDIA USERS



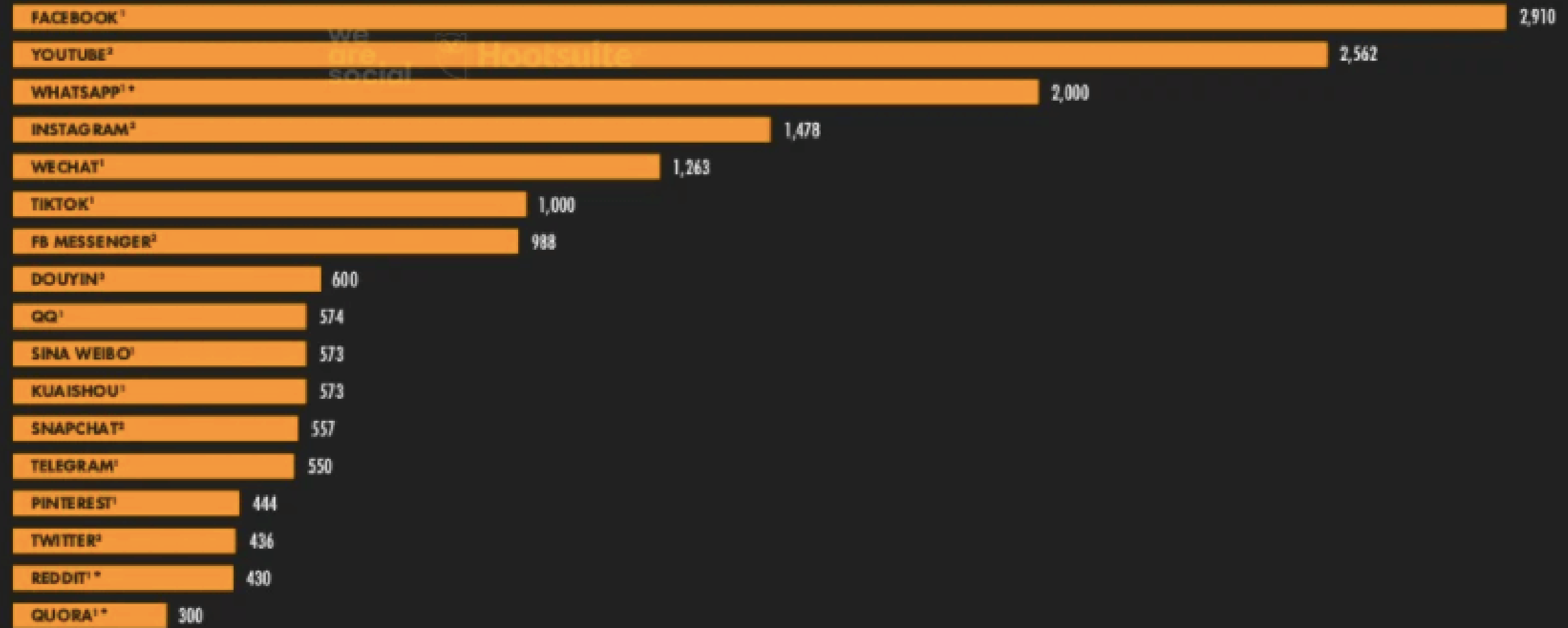
4.14
BILLION

PENETRATION:
53%

JAN
2022

THE WORLD'S MOST-USED SOCIAL PLATFORMS

RANKING OF SOCIAL MEDIA PLATFORMS BY GLOBAL ACTIVE USER FIGURES (IN MILLIONS)



Advertising

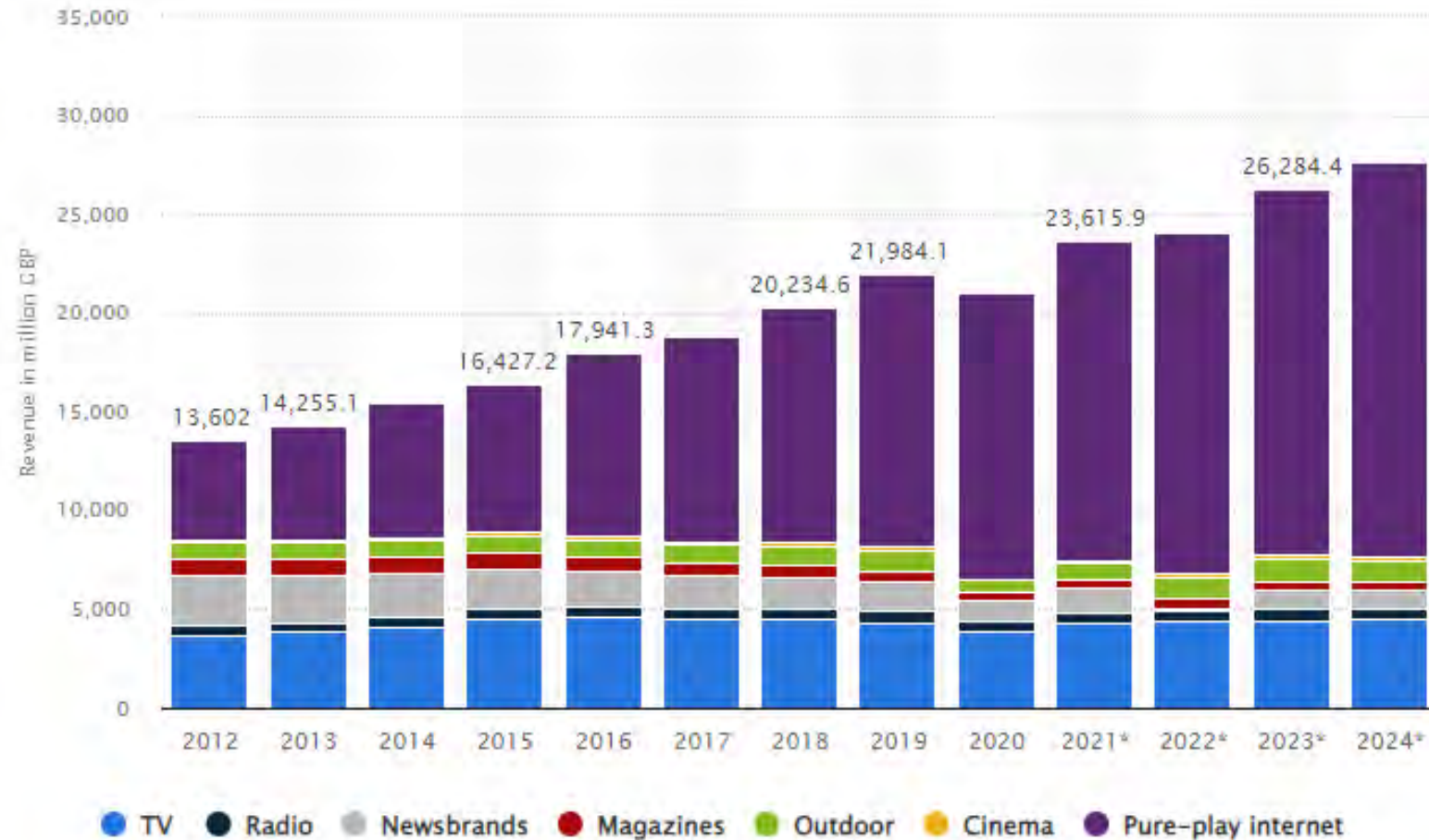
- Helps buyers
- Helps sellers
- Establishes brand
- **Pays for content**

Advertising

- Helps buyers
- Helps sellers
- Establishes brand
- **Pays for content**

Spend has moved on-line over last 10 years

(in million GBP)

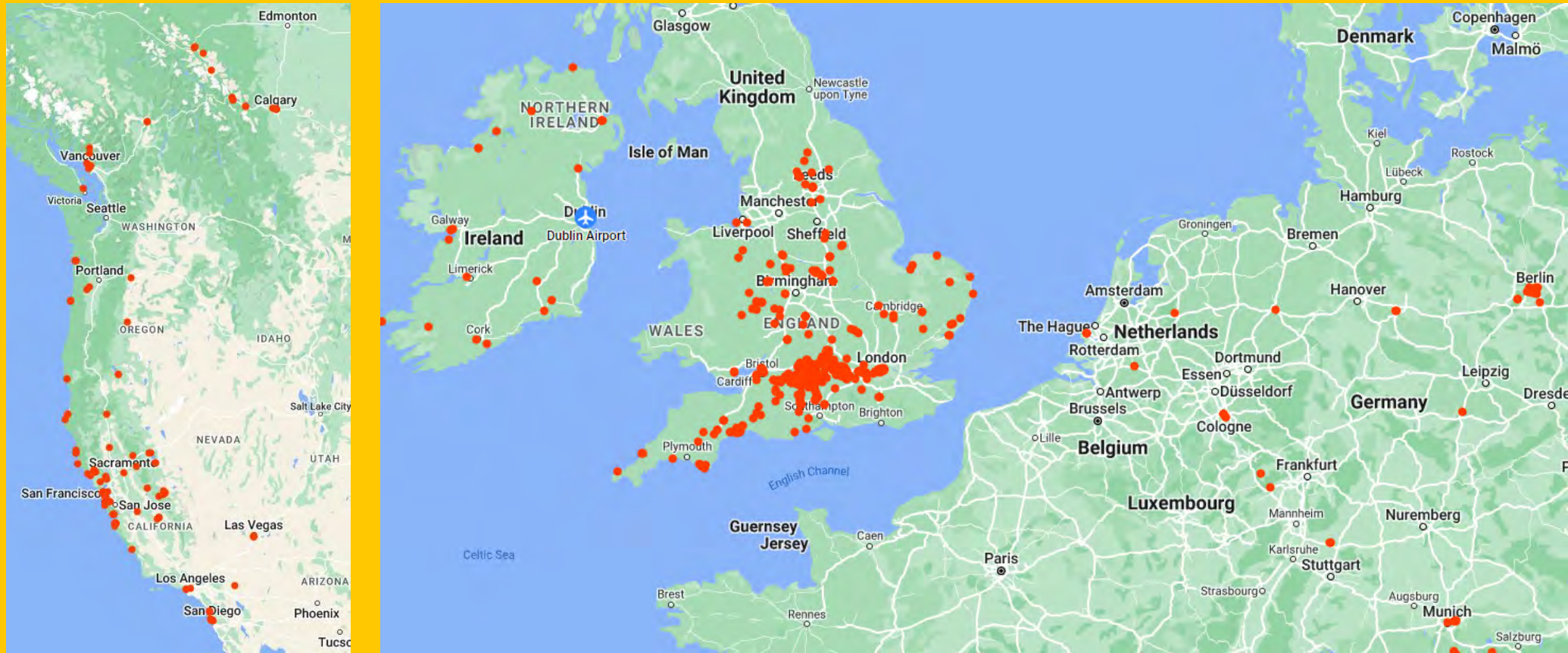


© Statista

How does digital advertising work?

- Collects information about you
- Profiles individuals by correlating information
- Targets individuals based on profile
- Enables “micro-targeted” messages and massive trials of messages

Example: Google data collection on location



Google "Timeline" showing location for an individual

Facebook voting experiment in 2010

- Message sent to US Facebook users to encourage them to vote
- Most received a “social message” showing them which of their friends had voted
- Others formed a “control group” – either no message or simple message to vote
- Research measured the increased vote (around 60,000)

Source: Nature: www.nature.com/articles/nature.2012.11401

Social media since 2010

- Concern over election interference:
 - User profiling now much more sophisticated
 - Cambridge Analytica harvested Facebook data to use in elections
 - Facebook was fined £500,000 by the UK Information Commissioners for its role in October 2019



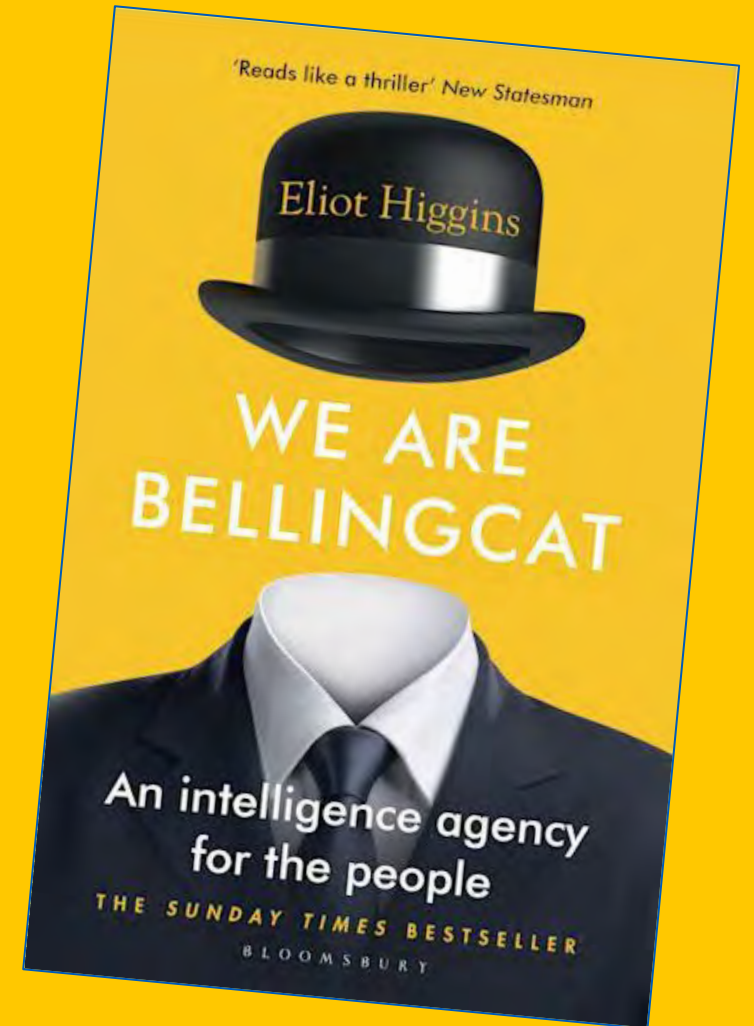
The growth of political (and other) podcasts



Bellingcat

– a new form of journalism

- Open source investigation platform founded in 2014
- Uses social media, satellite imagery and other public information
- Identified details of:
 - Malaysian Airways MH17 shooting down in 2014
 - Skripal poisoning in 2018
 - Christchurch Shooting in 2019
 - Syrian chemical attacks
 - Alexei Navalny poisoning in 2020
- Winner of the International News Media Organisation of the Year 2022



How is all this affecting us?

- Media is becoming more personalised
- Everyone can chose their own view of the world (or have it chosen for them)
- “Reality” increasingly depends on your point of view
 - See Fox News reaction to Dominion Voting Machines settlement
- There is increasing choice of information about the world

Key issues

- **Bias:** Many people believe that the media is not impartial and that news outlets are influenced by their owners, advertisers, or political affiliations. This leads to accusations of fake news, slanted reporting, and propaganda.
- **Media Power:** The media plays a big role in shaping public opinion and influencing political decision-making. This has led to concerns about the media's power and responsibility, and debates over whether they should be held accountable for their reporting.
- **Social Media:** The growth of Social Media has led to unmoderated output which often prioritises “clicks” and “views” over accuracy, impartiality and avoidance of harm.
- **State involvement:** From impartiality rules to state-sponsored misinformation, what role should the state play in media regulation and control?

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