

SURVEY FOR JOURNALISM STUDENTS

September 2017

Possible functional, perceptual and adaptive questions and answers - for assessment or learning activities

Section 1: functional questions

Q. Which is the most secure browser? 1) Safari, 2) Internet Explorer, 3) Chrome (please circle)

A. Chrome.

Q. What is the difference between a Facebook group and a Facebook page? Please write your best answer, using the space below:

.....
.....
.....
.....

A. A page is a dedicated profile for businesses, public figures, and organisations. It works much like a personal account. A group is a shared space for exchanges, messages and media. When you create a group, you can decide whether to make it publicly available for anyone to join, require administrator approval for members to join or keep it private and by invitation only. Like with Pages, new posts by a group are included in the news feeds of its members and members can interact and share with one another from the group.

Q. If you publish a story to Facebook, what factors influence who sees that story? Please write your best answer, using the space below:

.....
.....
.....
.....

A. A FB post is added to the news feeds of FB friends. If that post is shared to a page or to a group, that post can be seen by followers of those entities. The post can be shared by friends and followers to their

wider networks. Algorithms may pick up the post and share it more widely, based on interest and popularity metrics. furthermore, a user can pay to push a post into the news feeds of a target audience.

Q. If you tweet it will be seen by all of your followers. True or False? (please circle)

A. False.

Q. What sort of media can be embedded within a tweet? Please use the space below:

.....
.....
.....

A. Hyperlinks, images, recorded videos and live streaming videos, including vines, can be embedded within tweets.

Q. What is the difference between a retweet and a reply? Please use the space below:

.....
.....
.....

A. A retweet 'forwards' a tweet on to a user's own list of followers. A reply is a response to an original tweet. When two people are replying to one another, only relevant people, such as those who follow the person who replied and the person in the conversation, will see the reply in their timeline.

Q. Why might you want to 'quote' someone's tweet? Write your best answer, using the space below:

.....
.....
.....

A. By quoting a tweet, a user is able to add comments, context or information to the original tweet.

Q. Name a software application that you could use to edit video on each of the following: 1) a smartphone, 2) a laptop, 3) via a browser on any computer. Please use the space below:

- 1) smartphone:
- 2) laptop:.....
- 3) via browser on any computer:

A. for example... 1. Splice. 2. FinalCut. 3. YouTube

Q. You have published three stories to Facebook. What measures are available within Facebook to compare the performance of those three stories? Write your best answer, using the space below:

.....
.....
.....

A. Facebook Insights will review likes, reactions, comments, shares, reach and visits.

Q. How can you tell how many people have read a blog post that you shared via Twitter? Please write your best answer, using the space below:

.....
.....
.....

A. Twitter Analytics will estimate how many users have potentially viewed a tweet and how many have 'engaged' with a tweet (e.g. open media, clicked on a link). Click through rate must be measured at source.

Section 2: perceptual questions

Scenario 1

Planning a series of articles on the anniversary of World War I engages multiple collaborators, among them reporters (to create the content), line producers (to shape the content), product developers (to package the content), UX design experts (to understand how audience intersects with the product), graphic artists (to create or enhance visual content), photographic researchers (to find content) and editors (to approve the final product).

You want to direct researchers to search archives for suitable images.

Q1. What tool could you use to coordinate this task and to communicate with researchers as they source images? Why would you use that tool? Please write your best answer, using the space below:

.....
.....
.....
.....
.....

Having identified a set of images, you want feedback from the team on how these images might be used.

Q2. What tool(s) could you use to share these images and coordinate this feedback? Write your best answer, using the space below:

.....
.....
.....
.....

Finding images is just one of several tasks involved in producing a series of articles.

Q3. Select an appropriate tool to manage these different tasks and to ensure that each task is completed on time. Please note your decision and explain it, using the space below:

.....
.....
.....
.....
.....

Scenario 2

Building a database of potential statements to be fact-checked by journalists involves several key players including researchers (who will find the statements), audience members (who may suggest statements to be checked), reporters (to do the actual fact-checking), non-reporting outside sources (who may assist in proving or disproving the facts), production editors (who check the fact checks and question the reporter over any perceived inconsistencies), a graphics specialist (who may build related data visualisations), an editorial or reporting board (which may review the facts checks) and an editor (who will have the final say on whether the fact check is published).

You use a Slack team to discuss workflow with your colleagues and run a channel through which you share statements.

Q1. Would you use the same platform to collect statements from audience members? Please note your answer and explain it, using the space below:

.....
.....
.....
.....
.....

You need to make sure that statements are fact-checked efficiently and in a timely manner.

Q2. What tool would you use to share statements with journalists and why would you use that tool? Please write your best answer, using the space below:

.....
.....
.....
.....
.....

Each day the editor and production staff must meet to discuss the day's reporting agenda, but the editor and production staff are frequently in different locations.

Q3. What would be the best tool to run these meetings? Please explain your decision, using the space below:

.....
.....
.....
.....
.....

Scenario 3

A media company is looking to launch its titles on a new platform, a stand alone voice-activation device, that can be adapted for media usage and is ‘owned’ by a tech platform keen to work in journalism. There will be a series of work streams in this project organised by you, as project manager, among them a tech stream that will be largely staffed by developers but will require interaction with content generators to ensure the content meets user and publisher expectation — that it is fit for purpose.

The task requires: a) regular stand up meetings of the key players, b) capturing and sharing of the minutes of those meetings, c) the creation of a specialised technical team who will discuss the programming aspects of the project but also include other key parties, and d) a series of short, medium and long term tasks.

Q1. Please write a short statement explaining how you would make use of communication, collaboration, work planning and security tools to manage the successful implementation of these project tasks. Write your best answer, using the space below:

.....
.....
.....
.....
.....
.....
.....

Scenario 4

You want to build a website to tell stories from a series about household budgets and living standards across the city. You have conducted interviews and recorded audio and video.

Q1. What tools/technologies do you need to purchase before you can launch the site? Write your best answer, using the space below:

.....
.....
.....

Q2. What open source content management systems are available and suitable for this task? Write your best answer, using the space below:

.....
.....
.....

Q3. What features would your website need to tell the story of household income by suburb? Write your best answer, using the space below:

.....
.....
.....
.....

Section 3: adaptive questions

Scenario 1

You work for a local news organisation and you want to establish a secure and anonymous tip box for local citizens to support investigative reporting. There is a very limited budget for this project and you must use and adapt existing, freely-available tools to establish this functionality.

Q1. Please describe, step-by-step, what tools you would use and how you would adapt or combine them:

- * To allow citizens to upload information securely and anonymously in a variety of common formats (pdf, doc, excel etc).
- * To establish secure/anonymous channels for communication with sources if they consent.
- * To enable members of the reporting team to access uploaded information and to discuss this information securely.
- * To support decision making, tracking and workflow management, also securely.

Please write your best answer, using the space below:

.....
.....
.....
.....
.....

.....
.....
.....
.....

Scenario 2

Your editor has asked you to suggest new ways of telling data-journalism stories, using social tools to collaborate with a team of reporters and engage an external audience in the storytelling process. You have an idea that you'd like to use data from the Australian Bureau of Statistics to tell stories about crime in different suburbs across Sydney. You have several aims:

- * Working with a small team of reporters, you want to explore the data to try to identify 'stories about crime' in three different suburbs across Sydney.
- * You want to share those stories with residents of those suburbs.
- * You want those residents to be able to share with you their own perceptions/experience of crime.
- * You want to connect those residents with reporters.

Q1. Please explain how you would use and adapt digital technologies to assist in the internal and external communication tasks necessary to complete this project. Note any key challenges you think might need to be addressed in the process. Write your best answer, using the space below:

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....