

Long-form Multimedia Journalism: What the Audience Wants

**Meet at IdeaBase, 138 E. Main Street in Kent, for class at 11 a.m. on 2/2.
Group written assignment due 2/9.**

You will observe participants interacting with one example of long-form multimedia journalism while wearing Tobii 2 eyetracking glasses. Afterwards, each group will interview one participant about the experience, watch a recording of their eye movements and write a brief analysis of what attracted and retained their interest and why.

Groups will be assigned the week before the eyetracking session. The process is as follows:

1. All students should read the paper “The Digital Animation of Literary Journalism.” <http://www.robertgutschejr.com/wp-content/uploads/2011/01/Gutsche-digital-literary-Journalism.pdf>
2. Before the session, all students should develop research questions about audience reception to long-form multimedia journalism that eyetracking and subsequent interviewing may help answer. We will collectively decide on a list of no more than 10 questions you will ask the participants.
3. Each group should find one participant who can attend the eyetracking session at IdeaBase in downtown Kent from 11:20-12:15 on 2/2.
4. Observe the session and take notes. Your instructor will run each 5-minute session.
5. Take turns interviewing the participant and taking notes.
6. As soon as the videos are available and uploaded to Dropbox, two or three members of the group will review the replay of the eyetracking video in slow motion, noting where the participant spent the most time and logging the information on a spreadsheet.
7. Discuss your findings with your group and develop a one-page observational note that addresses your research questions.
8. Extra graduate student assignment: Include with your paper an annotated bibliography for a literature review that you’d need if you were to produce a research paper on eyetracking long-form multimedia journalism. Include between six and eight sources.

Advanced Magazine Writing Marino

Results of Class Eyetracking Data Analysis

Top four elements on which participants spent the most time.

	Text	Video	Photo	Infogr	Subhed	Ads	PullQu	Heds
P1	1	2		3	4			
P2	1	2	4	3				
P3	1			3		2	4	
P4	2	1	3					4

Each participant spent five minutes on this long-form multimedia story in The New York

Times: <http://www.nytimes.com/2015/07/19/world/stowaway-crime-scofflaw-ship.html>

Some findings:

- Although three participants had the most fixations on text, only two said they enjoyed reading it. They liked the story and interacted with the other elements to a minimal degree. Both of these participants said they were interested in the subject matter.
- Two participants skimmed the text and wanted more interactive elements.
- Two participants felt there was too much text and that it sometimes confused or bored them.
- One participant was distracted by the ads. The other three didn't notice them.

-Two readers (P3&4) are no strangers to long-form journalism online. They talked about how they have viewed those types of stories in the past.

-Only one talked about the “emotional” nature of the visuals.