

# British politics: the changing role of the media

Gv 311: British Politics course,  
Lecture 16 Lent Term 2014

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# Today's lecture

- 1 How political journalism is becoming networked
- 2 Redefining political journalism & news
- 3 The filter bubble problem
- 4 The distraction problem
- 5 Making mediation more democratic?
- 6 Making politics more democratic?
- 7 Challenges to journalism & politics
- 8 Regaining engagement in networks

- “...the joining of these two forces - the information revolution and the human urge to cooperate for justice - makes possible for the first time in history something we have only dreamt about: the creation of a truly global society. A global society where people anywhere and everywhere can discover their shared values, communicate with each other and do not need to meet or live next door to each other to join together with people in other countries in a single moral universe to bring about change....”

# Remaking the world with the Web?



# Remaking the world with the Web?





- “It used to be thought – and I include myself in this – that help was on the horizon. New forms of communication would provide new outlets to by-pass the increasingly shrill tenor of traditional media. In fact, the new forms can be even more pernicious, less balanced, more intent on the latest conspiracy theory multiplied by five”
- Tony Blair Reuters ‘feral beasts’ speech 2007



"All the News  
That's Fit to Print"

# The New York Times

LATE CITY EDITION  
 10-1000 PERRY STREET, NEW YORK, N.Y. 10019  
 Telephone: (212) 512-2000  
 1 P.M. N.Y. TIME ON THIS DATE  
 SECTION ONE

VOL. CXXI, No. 11,811

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NEW YORK, SUNDAY, JUNE 11, 1972

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## Tricia Nixon Takes Vows In Garden at White House



## CITY TO DISCLOSE BUDGETARY TRIMMS FOR DEPARTMENTS

Mayor's aides have disclosed in final figures (continued) to be announced today

By ROBERT ROSENBERG  
 Mayor Lindsay has announced the final figures of the city's budgetary trimmings for the fiscal year 1972-73. The figures, which were disclosed today, show that the city will be required to make cuts in various departments to meet the state's requirements. The cuts are expected to be in the range of 10 to 15 percent in some areas.

## Vietnam Archive: Pentagon Study Traces 3 Decades of Growing U. S. Involvement

Three pages of documentation covering three and a half decades of U. S. involvement in Vietnam are being made available to the public, according to a study by the Pentagon. The study, which is being released today, traces the growth of U. S. involvement in Vietnam from the early 1950s to the present. It shows how the U. S. became increasingly involved in the conflict, from providing military aid to sending large numbers of troops to the country. The study also discusses the political and social factors that influenced U. S. policy in Vietnam.

## U.S. URGES INDIANS AND PAKISTANS TO USE RESTRAINT

U.S. officials have urged Indians and Pakistanis to use restraint in their actions. The U. S. State Department has expressed concern over the recent developments in the region, particularly the actions of the Indian and Pakistani governments. The U. S. has called for a peaceful resolution of the conflict and has urged both sides to exercise self-restraint.

Advertising and City Police... (Small text at the bottom of the page)





Girl in the Shadow: Damar's Homeless Life

**S**he is a young girl, barely 10 years old, and she is alone in a dark, narrow hallway. She is wearing a white winter coat and a red hat. She is looking at the camera with a sad expression. This is Damar, a homeless girl living in a shelter in New York City. Her life is a struggle for survival in a city where the cost of living is so high that many families are being driven out. Damar's story is just one of many that highlight the growing homelessness crisis in major cities across the United States.

EASTON JAMES PERS MOVES TO NEWARK, N.J.

**MOVING TO N.J.** The actor and singer Easton James has moved from New York City to Newark, N.J. James, who is best known for his role in the Broadway musical 'Rent', is looking for a more affordable place to live. Newark is a city with a rich cultural scene and a strong sense of community, which James is excited to be a part of. He plans to continue his music career and work on new projects while in Newark.

The Man Who... (Text is too small to read)



Three Students... (Text is too small to read)

Small text at the bottom of the newspaper page, likely a subscription or contact information section.

524,612





# non-political political fora



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## Mumsnet Talk

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Talk: Customise | Unanswered messages | Getting started | Acronyms | FAQs

Threads: Active | I'm on | I'm watching | I started | Last 15 minutes | Last hour | Last Day

Topics » Am I being unreasonable? pg 1 of 1898 | First | Previous | Next | Last

Note: Please bear in mind that whilst this topic does canvass opinions, it is not a fight club. You may disagree with other posters but we do ask you please to stick to our Talk Guidelines and to be civil. We don't allow personal attacks or troll-hunting. Do please report any. Thanks, MNHQ.

Subject	Replies	Latest
Start a new thread within this topic	-	-
to be annoyed that we are excluded	13	grovel 23/11/12 18:15
to think this 'concept' is bloody ridiculous not to mention dangerous and to ask if anyone else would like to give some feedback?!	33	NoraGainesborough 23/11/12 18:14
to ask my bank to accept that I use my middle name as my first name?	2	PumpkinPositive 23/11/12 18:14
the BBC isn't it time we just got shot of it?	271	NigellaTufnel 23/11/12 18:14
To expect the NHS to pay for me to breast feed	123	Stylelostinlabour 23/11/12 18:14
To think I can't do slings?	29	Sheepasaurus 23/11/12 18:14
AIBU to think that a Carer for a lady with Dementia	23	chocolatesol... 23/11/12 18:14
to use a disabled toilet if I've got the buggy?	255	Sirzy 23/11/12 18:14
To be incensed by Knorr Stock Pots?	132	JenalMathis 23/11/12 18:13
Who really gets £500+ weekly state benefits?	320	Darkesteyes 23/11/12 18:13
To hate 'the wife'?	86	blueshoes 23/11/12 18:12
or is this a strange thing to say to a child?	145	JamieandtheM... 23/11/12 18:12
It's de finite ly. Please try to learn it	6	lottiegarbanzo 23/11/12 18:11

### Mumsnet Talk

"The country's most popular meeting point for parents" *The Times*

Discussions of the day | Most active

- The BBC - time to get rid or not?
- Got the receipt? - rude gift responses?
- Ugg boots - still love or now ugh?
- Reflux - best coping tips?
- Women bishops - reaction to vote?

Topics | Active | Search



### NHS: Dementia Symptoms

Find out about the symptoms of dementia and how the NHS can help.

# Networked Journalism

• Mark Ferguson at LabourList is sceptical about Ashcroft's message.

First, lets do a spot of arithmetic. 25% solid support + 17% new support = 42%. That's the votes Labour have accrued so far, according to Ashcroft, without taking a much firmer line on the deficit. Now I don't know about you, but I'd take a Labour vote of 42% in the General Election. On the current boundaries that could give us a majority of around 80.

Yet the Ashcroft polling suggests Labour could secure the win – and gain an extra 10% of the electorate – by taking a firmer line on the cuts. That may well be true. And who wouldn't want to win 52% of the vote? Imagine the majority then? And Labour would be the first government in a generation to genuinely command the support of a majority of those who voted.

And yet...we all know that life is not that simple, nor should it be. By taking a harder line on cuts (by, for example, accepting Tory spending limits for the early years of a Labour government) we might win a chunk of that 10% of potential Labour voters who are up for grabs. But we'd certainly lose a significant and unknowable % of the 42% who are already supporting us – either long standing party supporters who would see us as too close to the Tories, or former Lib Dems, who might feel let down by a second party in as many years.

• George Eaton at the New Statesman says the research shows that 56% of people would like to see a Labour-led government after the next election.

From the Sun's Tom Newton Dunn.



**Tom Newton Dunn**  
@newtondunn [Follow](#)

A senior Lab figure's response to Ashcroft poll: "Always glad of advice from two time losing Tory election boss". A shame if they ignore it.

21 Nov 12 [Reply](#) [Retweet](#) [Favorite](#)

Updated at 11.51am GMT

am GMT

Here's **Rachel Reeves**, the shadow chief secretary to the Treasury, on the borrowing figures. (See 9.46am.)

George Osborne is borrowing billions more simply to pay

theguardian

News | Sport | Comment | Culture | Business | Money | Life & style | Travel | Environment

News > Politics > Politics live: readers' edition

## POLITICS LIVE WITH ANDREW SPARROW



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### Politics live: readers' edition - Friday 23 November

Share breaking news, leave links to interesting articles online and chat about the week's events in our weekly open thread

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Posted by Andrew Sparrow and Guardian readers  
Friday 23 November  
2012 08.53 GMT  
guardian.co.uk  
[Jump to comments \(357\)](#)

[Article history](#)

Politics

Series  
Politics live: readers' edition - Politics live with Andrew Sparrow

More from Politics blog on

Series

Share news links and your thoughts on the week in politics in our Friday open thread  
Photograph: FACUNDO ARRIZABALAGA/EPA

I'm not writing my usual Politics Live blog today, but, as an alternative, here's Politics Live: readers' edition. It's intended to be a place where you can catch up with the latest news and find links to good politics blogs and articles on the web.

# Structural change:

## Mixed media – but all networked

- Traditional  
‘legacy’ media



Le Monde



- Social news  
media

BuzzFeed



- Social networks

Pinterest



Politicians

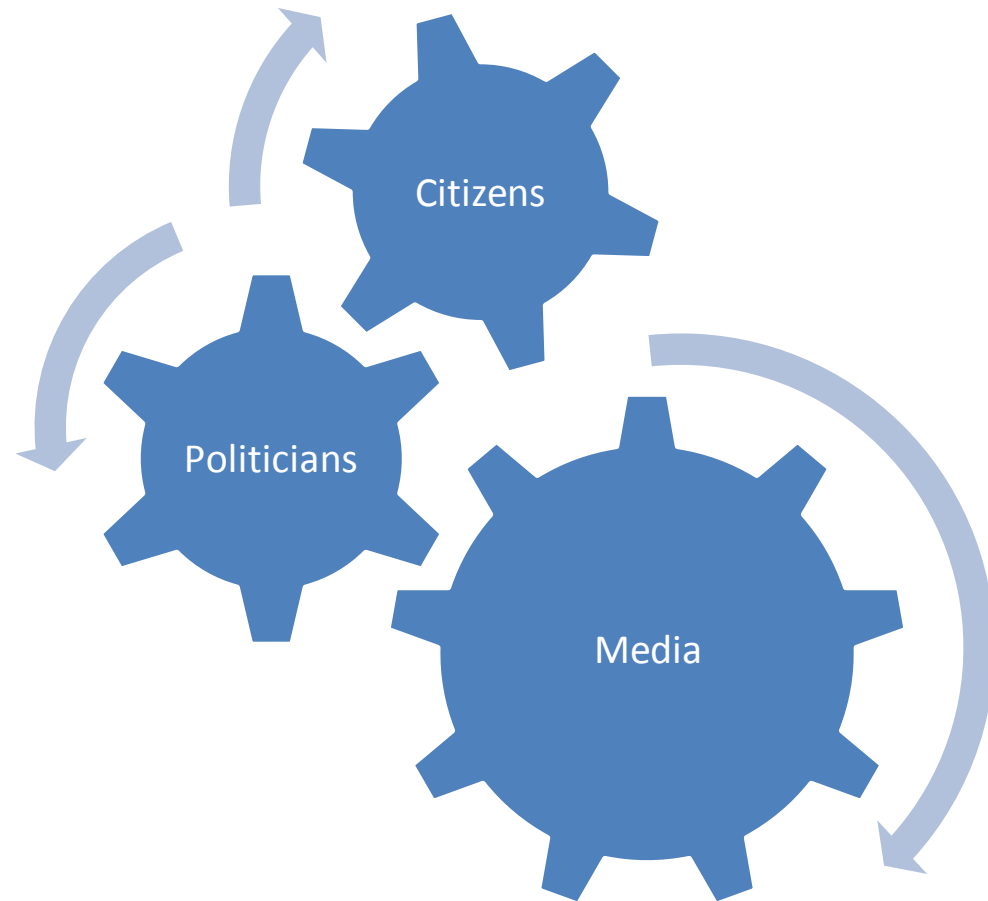


News  
Media



Public

# Political reporting is now networked



# Redefine 'Journalist'

- **Curator**
- **Partner**
- **Social networker**
- **Specialist**



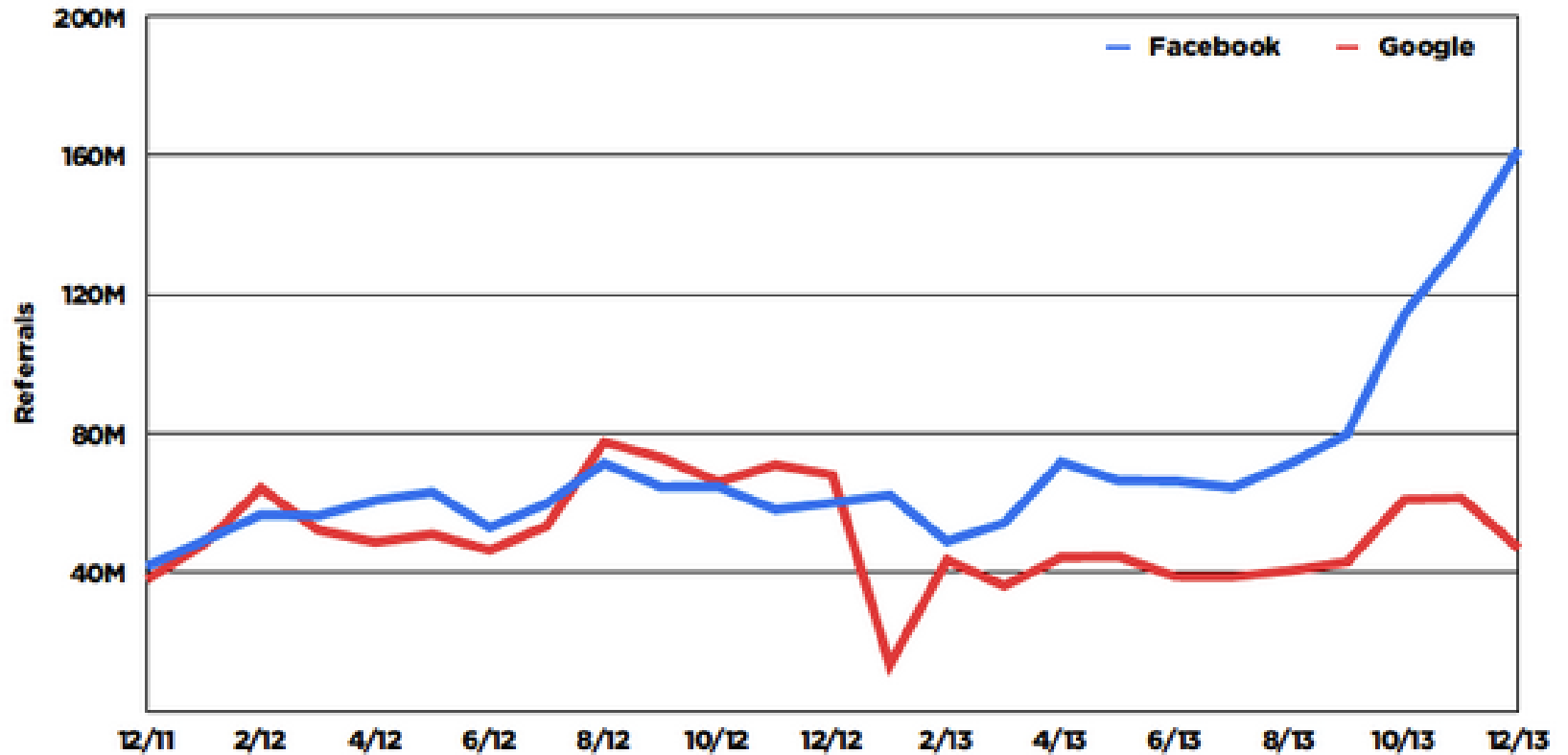
# Redefine 'News'

- **(Open) Data**
- **Transient 'liquid' reality**
- **Relationship not authority**
- **Contested not objective**

# What difference does it make?

- Influence – who has it?
- Proportionality – a fair voice?
- Verification – what's true?
- Acceleration – faster, instant, all the time
- Destabilisation – surprise, ambush, reveal
- Superficiality – attention & distraction
- Fragmentation or diversity?

# Filter bubbles?



# Filter bubbles?



# Fragmentation?



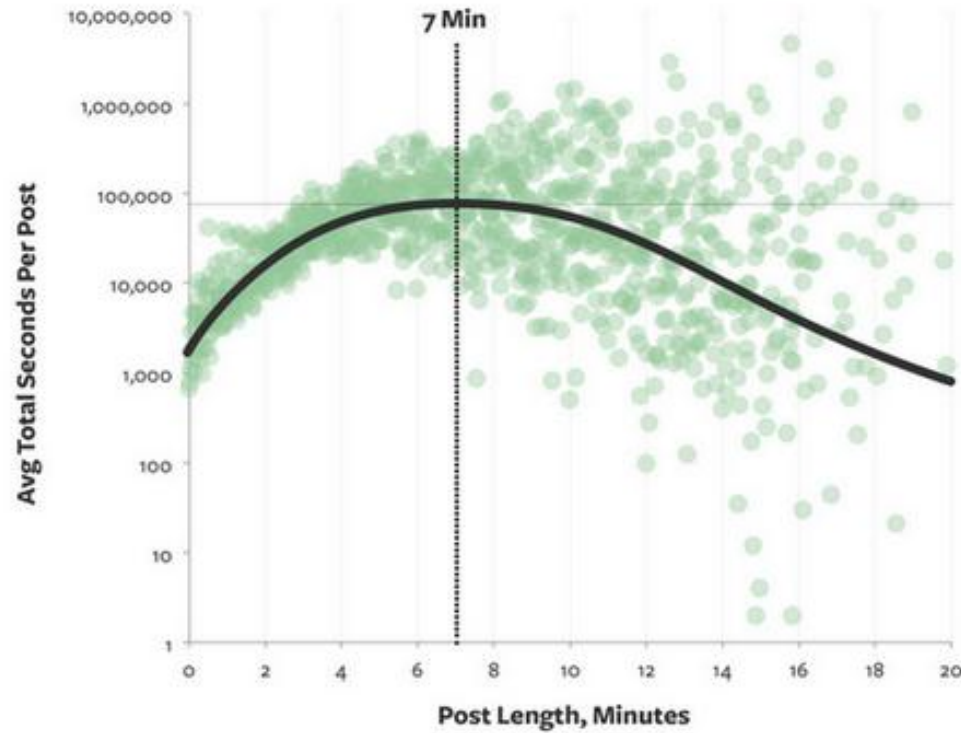
# Distraction?

- 1968 average TV soundbite 43"
- 1988 average TV soundbite 9"
- 1892 average newspaper quote 1.7 column inches
- 1916 average newspaper quote 1.0 column inch



# Distraction?

Medium's seven minutes



# Democratisation?

**No easy way to say this...**

LibDem   376 videos ▾



0:04 / 2:36

128,902

Published on Sep 19, 2012 by LibDem

The image shows a man with short brown hair, wearing a light blue button-down shirt, standing in a doorway. He has a serious expression. The doorway is white and leads to a bright outdoor area with greenery. The video player interface includes a progress bar at 0:04 / 2:36, a volume icon, and various control icons. Below the video are buttons for Like, Dislike, Add to, Share, Flag, and Print, along with a view count of 128,902 and a 'More' button. At the bottom, it says 'Published on Sep 19, 2012 by LibDem'.



# Nick Clegg translated to HONEST

Rahul Mansigani



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The Poke



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0:25 / 6:25



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53,560



# Agency?

## UK Uncut



### BIG SOCIETY BAIL-IN


[What is a Bail-In? »](#)


[The government's line »](#)

[Take action »](#)

Don't wait for the next callout! [Visit the action centre to find or organise an action near you.](#)

Blog

 [Action map for Saturday 5th March](#)

 [Social media](#)

### 26th March - Invite Your Friends

Tue 1st Mar 2011, 10:50am

[Guest post: A History Lesson](#)

Sat 26th Feb 2011, 5:58pm

[Press release: Protests against banks across UK and America](#)

Sat 26th Feb 2011, 3:58pm

[Guest post: The Breakfast Club Bail-In](#)

Thu 24th Feb 2011, 12:25pm

[Guest post: The Broken of Britain – Fighting a Good and Just Fight](#)

Wed 23rd Feb 2011, 1:29pm

### Latest reports

[Colchester, Sat 5th Mar 2011](#)

Mon 7th Mar 2011, 12:24am

[Perth, Sat 5th Mar 2011](#)

Sun 6th Mar 2011, 12:06pm

[Aberdeen, Sat 5th Mar 2011](#)


Sat 5th Mar 2011, 3:11pm


[Nottingham, Sat 26th Feb 2011](#)

Mon 28th Feb 2011, 12:37pm

[Exeter, Sat 26th Feb 2011](#)

Mon 28th Feb 2011, 11:52am




 UK Uncut  
**UKuncut**

We know what to march against on 26 March, but what are we for? Here's a first draft of a statement of aims - <http://bit.ly/fRvrmW>  
13 hours ago · reply

Amazing occupation of the top floor of an RBS in Manchester. <http://t.co/UQC8xad>  
52 minutes ago · reply

20 days until the massive TUC mobilisation. Will you be there? #ukuncut will be there! Invite everyone here: <http://ow.ly/48Uuo>  
14 hours ago · reply

 Join the conversation



Find us on Facebook

 UK Uncut

 Like

19,230 people like UK Uncut.

  
Lauren Alex Tim Margaret Yvonne





# Meet the new political journalists



# A challenge to politicians





# A challenge to journalism?

- “It....forces journalists and news organisations to demonstrate to what extent they are now part of an establishment it is their duty to report.”
- [Emily Bell](#)

# The real crisis is not authority but attention

- Trust – transparency - accountability
- Value – verification – utility
- Relevance – proximity – diversity
- Empowerment – investigative, disruptive, critical, reflexive, open

# How to get people's attention

21. But ultimately Ed Miliband is the British political champion when it comes to staring at floods.



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