

“Cross-Platform Journalism: News use, content, and effects”

Information about instructor:

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Division for Computational Communication Research

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Information about seminar:

Part of the undergraduate program “Communication studies”

takes place via in-person weekly meetings (Tuesdays, 08:00-12:00, Fall semester 2022/23)

in room B109, Edmund-Rumpler-Strasse 13

[Link to course in LSF course catalogue](#)

[Link to course in Moodle](#)

[Link to R tutorial in bookdown](#)

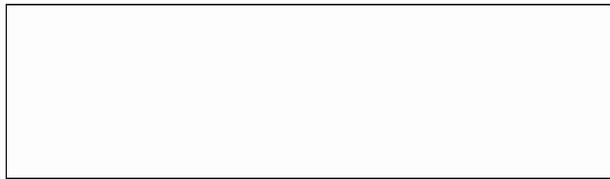
Summary of seminar

Facebook, Instagram, Twitter or WhatsApp - people increasingly use a variety of distribution channels to get informed about current issues. In this seminar, we discuss this development under the heading of cross-platform journalism, that is, the production and consumption of news across a variety of offline and online distribution channels.

On a theoretical level, we will deal with theories about social media logic and a platformization of news, that is, outlets selecting, adapting, and producing news in line with platform logics. On a methodological and empirical level, we will learn how to access platform data via (partly) automated approaches, for instance social media APIs, and use quantitative content analysis to analyze how news select and adapt news for different platforms.

The seminar is held in English (planned as an in-person meeting, but we may switch to virtual if needed). Students will have to give a presentation and write a paper for final assessment.

Important: Please don't feel anxious about visiting a seminar in English. I am not a native speaker and I assume most students won't be either. See this seminar as a chance to test and improve your English in a friendly, constructive environment - something that will prove useful for your future studies and/or the job market.



Learning goals

- Students will learn basic knowledge of theories and empirical studies cross-platform news distribution, consumption, and effects.
- Students will learn basic knowledge of the programming language R and will be able to conduct their own analyses, in particular collecting social media data from APIs, by writing corresponding functions. They will also be able to manually collect and analyze news media data via manual content analysis.
- Students will be able to apply this knowledge to independently conduct a manual content analysis on cross-platform journalism. This means that they formulate research questions/hypotheses, develop a suitable operationalization, conduct descriptive analyses/statistical tests to answer these questions/test hypotheses, and critically interpret results.
- Students will be able to critically discuss current research on the topic of cross-platform journalism, summarize its strengths and weaknesses, and evaluate it.
- Students will be able to engage in factual and competent discussions. They are able to communicate their acquired knowledge alone and in groups in a comprehensible and structured manner, both orally and in writing. They are also able to work in groups, resolve potential conflicts, and organize themselves.

Workload & Assessment

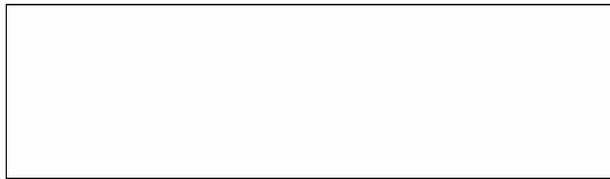
This is a 6 ECTS seminar which equals 180 hours of work (different regulations may apply for incoming students).

Please know that the time spent in in-person meetings in class is only a fraction of the actual workload needed to pass the class. The bulk of the required work needs to be done between sessions. The workload includes attendance in seminar sessions, preparing for these via readings and working through R tutorials, collecting and analyzing data for the research presentation, a presentation and the final seminar paper.

The presentations (around 20 minutes) include an oral presentation with slides and a 2-page handout. Presentations are delivered in groups of 3-4 students and are due in Fall 2022. They make up **40%** of the final mark. Please talk to the instructor at least one week before your presentation. Your presentation should be centered around the key questions proposed for each presentation. It may rely on key references proposed for each presentation but can and should include additional literature. Please send your slides and handout to the instructor before your presentation.

The term paper can be delivered individually (30.000 characters) or in groups (35.000 characters for groups of two, 40.000 characters for groups of three, 45.000 characters for groups of four). It makes up **60%** of the final mark and is due on February 19th, 2023 (via Moodle). The paper should be formatted according to the following guidelines:

- Times New Roman, 12 pt., double spacing; please use template for the title page (Moodle)
- Please cite according to [APA7](#)



Presentation 1: Understanding Digital Platforms

Session 3, November 8th

Key questions:

- (1) What are social media platforms?
- (2) What role do social media platform play for journalism studies?
- (3) Which gaps exist in current research?

- Carr, C. T., & Hayes, R. A. (2015). Social Media: Defining, Developing, and Divining. *Atlantic Journal of Communication*, 23(1), 46–65. <https://doi.org/10.1080/15456870.2015.972282>
- Nielsen, R. K., & Ganter, S. A. (2018). Dealing with digital intermediaries: A case study of the relations between publishers and platforms. *New Media & Society*, 20(4), 1600–1617. <https://doi.org/10.1177/1461444817701318>
- Gillespie, T. (2010). The politics of ‘platforms’. *New Media & Society*, 12(3), 347–364. <https://doi.org/10.1177/1461444809342738>
- Lewis, S. C., & Molyneux, L. (2018). A Decade of Research on Social Media and Journalism: Assumptions, Blind Spots, and a Way Forward. *Media and Communication*, 6(4), 11–23. <https://doi.org/10.17645/mac.v6i4.1562>

Presentation 2: Social Media for News: Audience Perspectives

Session 3, November 8th

Key questions:

- (1) Which digital platforms do people use for getting their news?
- (2) With which methods do researchers usually address these questions?
- (3) Which gaps exist in current research?

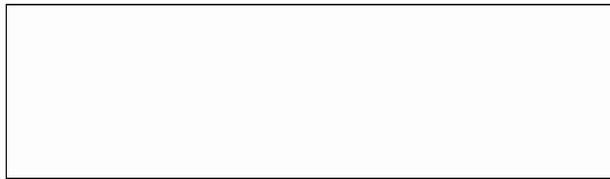
- Andi, S. (2021). *How and Why do Consumers Access News on Social Media?* https://reutersinstitute.politics.ox.ac.uk/sites/default/files/2021-06/Digital_News_Report_2021_FINAL.pdf
- Newman, N., Fletcher, R., Robertson, Robertson, C. T., Eddy, K. & Nielsen, R. K. (2021). *Digital News Report 2022*. Reuters Institute for the Study of Journalism. <https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2022>
- Walker, M., & Matsa, K. E. (2021, September 20). *News Consumption Across Social Media in 2021*. <https://www.pewresearch.org/journalism/2021/09/20/news-consumption-across-social-media-in-2021/>

Presentation 3: Social Media Logic & Platformization

Session 3, November 8th

Key questions:

- (1) What is meant by a “social media logic”?
- (2) What is meant by a “platformization” of news?
- (3) Which gaps exist in current research?



- Ekström, M., & Westlund, O. (2019). The Dislocation of News Journalism: A Conceptual Framework for the Study of Epistemologies of Digital Journalism. *Media and Communication*, 7(1), 259–270. <https://doi.org/10.17645/mac.v7i1.1763>
- Poell, T., Nieborg, D. B., & Duffy, B. E. (2022). Spaces of Negotiation: Analyzing Platform Power in the News Industry. *Digital Journalism*. Online first publication. <https://doi.org/10.1080/21670811.2022.2103011>
- van Dijck, J., & Poell, T. (2013). Understanding Social Media Logic. *Media and Communication*, 1(1), 2–14. <https://doi.org/10.17645/mac.v1i1.70>

Presentation 4: Social Media for News: Journalistic Perspectives

Session 3, November 8th

Key questions:

- (1) How does the “platformization” of news impact journalistic structures and content?
 - (2) With which methods do researchers usually address these questions?
 - (3) Which gaps exist in current research?
- Dvir-Gvirsman, S., & Tsurieil, K. (2022). In an Open Relationship: Platformization of Relations Between News Practitioners and Their Audiences. *Journalism Studies*. Online first publication. <https://doi.org/10.1080/1461670X.2022.2084144>
 - Lischka, J. A. (2021). Logics in social media news making: How social media editors marry the Facebook logic with journalistic standards. *Journalism*, 22(2), 430–447. <https://doi.org/10.1177/1464884918788472>
 - Sixto-García, J., Silva-Rodríguez, A., Rodríguez-Vázquez, A. I., & López-García, X. (2022). Redefining journalism narratives, distribution strategies, and user involvement based on innovation in digital native media. *Journalism*. Online first publication. <https://doi.org/10.1177/14648849211062766>
 - Walters, P. (2021). Reclaiming Control: How Journalists Embrace Social Media Logics While Defending Journalistic Values. *Digital Journalism*. Online first publication. <https://doi.org/10.1080/21670811.2021.1942113>

Presentation 5: Journalistic News on Twitter

Session 4, November 15th

Key questions:

- (1) How do news outlets select, adapt, or produce news for Twitter?
 - (2) With which methods do researchers usually address these questions?
 - (3) Which gaps exist in current research?
- Hase, V., Boczek, K., & Scharkow, M. (2022). *Adapting to Affordances & Audiences? A Cross-Platform, Mixed-Methods Analysis of the Platformization of News*. Forthcoming in *Digital Journalism*.



- Hermida, A., & Mellado, C. (2020). Dimensions of Social Media Logics: Mapping Forms of Journalistic Norms and Practices on Twitter and Instagram. *Digital Journalism*, 8(7), 864–884. <https://doi.org/10.1080/21670811.2020.1805779>
- Pak, C. (2019). News Organizations' Selective Link Sharing as Gatekeeping: A Structural Topic Model Approach. *Computational Communication Research*, 1(1), 45–78. <https://doi.org/10.5117/CCR2019.1.003.PAK>

Presentation 6: Journalistic News on Facebook

Session 4, November 15th

Key questions:

- (1) How do news outlets select, adapt, or produce news for Facebook?
- (2) With which methods do researchers usually address these questions?
- (3) Which gaps exist in current research?

- Hågvar, Y. B. (2019). News Media's Rhetoric on Facebook. *Journalism Practice*, 13(7), 853–872. <https://doi.org/10.1080/17512786.2019.1577163>
- Haim, M., Karlsson, M., Ferrer-Conill, R., Kammer, A., Elgesem, D., & Sjøvaag, H. (2021). You Should Read This Study! It Investigates Scandinavian Social Media Logics 📰. *Digital Journalism*. Online first publication. <https://doi.org/10.1080/21670811.2021.1886861>
- Lamot, K. (2021). What the Metrics Say. The Softening of News on the Facebook Pages of Mainstream Media Outlets. *Digital Journalism*, 10(22), 517–536. <https://doi.org/10.1080/21670811.2021.1974917>
- Lamot, K., Kreutz, T., & Opgenhaffen, M. (2022). “We Rewrote This Title”: How News Headlines Are Remediated on Facebook and How This Affects Engagement. *Social Media + Society*, 8(3), 205630512211148. <https://doi.org/10.1177/20563051221114827>

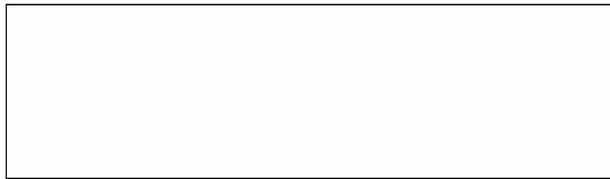
Presentation 7: Journalistic News on Instagram

Session 4, November 15th

Key questions:

- (1) How do news outlets select, adapt, or produce news for Instagram?
- (2) With which methods do researchers usually address these questions?
- (3) Which gaps exist in current research?

- Hermida, A., & Mellado, C. (2020). Dimensions of Social Media Logics: Mapping Forms of Journalistic Norms and Practices on Twitter and Instagram. *Digital Journalism*, 8(7), 864–884. <https://doi.org/10.1080/21670811.2020.1805779>
- Larsson, A. O. (2018). The News User on Social Media: A comparative study of interacting with media organizations on Facebook and Instagram. *Journalism Studies*, 19(15), 2225–2242. <https://doi.org/10.1080/1461670X.2017.1332957>



- Vázquez-Herrero, J., Direito-Rebollal, S., & López-García, X. (2019). Ephemeral Journalism: News Distribution Through Instagram Stories. *Social Media + Society*, 5(4), 2056305119888657. <https://doi.org/10.1177/2056305119888657>

Presentation 8: Journalistic News on TikTok

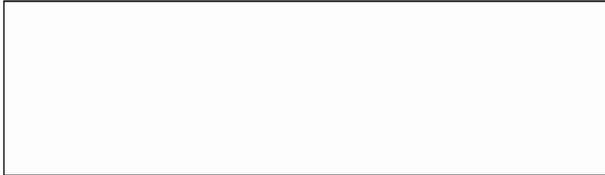
Session 4, November 15th

Key questions:

- (1) How do news outlets select, adapt, or produce news for TikTok?
 - (2) With which methods do researchers usually address these questions?
 - (3) Which gaps exist in current research?
- Negreira-Rey, M., Vázquez-Herrero, J., & López-García, X. (2022). Blurring Boundaries between Journalists and Tiktokers: Journalistic Role Performance on TikTok. *Media and Communication*, 10(1), 146–156.
 - Vázquez-Herrero, J., Negreira-Rey, M.-C., & López-García, X. (2020). Let's dance the news! How the news media are adapting to the logic of TikTok. *Journalism*. Online first publication. <https://doi.org/10.1177/1464884920969092>
 - Vázquez-Herrero, J., Negreira-Rey, M.-C., & Rodríguez-Vázquez, A.-I. (2021). Intersections between TikTok and TV: Channels and Programmes Thinking Outside the Box. *Journalism and Media*, 2(1), 1–13. <https://doi.org/10.3390/journalmedia2010001>



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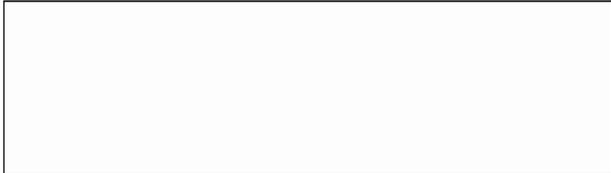


Overview Seminar “Cross-Platform Journalism” (Fall 2022/2023)

Date	Phase	Session	Tasks & Deadlines	
18.10.2022	Social Science Research Designs	Session 1: <i>Introduction</i>	Information on the seminar: expectations, structure, and assessment	
25.10.2022		Session 2: <i>Introduction to Social Science Research Designs</i>	<u>Before session:</u> Work through R tutorials 1–3 & bring questions	<u>In session:</u> Discuss steps of research designs & RQs/hypotheses Tasks for R Tutorials 1–3
01.11.2022	Official holiday in Bavaria: no session			
08.11.2022	Cross-Platform Journalism	Session 3: <i>The Platformization of News</i>	<u>Before session:</u> Work through R tutorials 4–5 & bring questions	<u>In session:</u> Presentation 1: Understanding Digital Platforms Presentation 2: Social Media for News: Audience Perspectives Presentation 3: Social Media Logic & Platformization Presentation 4: Social Media for News: Journalistic Perspectives
15.11.2022		Session 4: <i>News on Different Social Media Platforms</i>	<u>Before session:</u> Work through R tutorial 6 & bring questions	<u>In session:</u> Presentation 5: Journalistic News on Twitter Presentation 6: Journalistic News on Facebook Presentation 7: Journalistic News on Instagram Presentation 8: Journalistic News on TikTok Tasks for R Tutorial 6



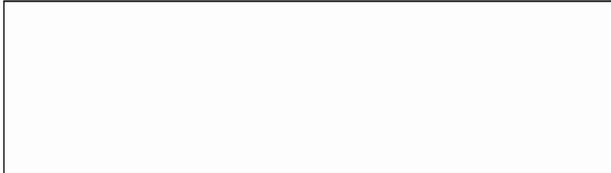
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22.11.2022	Data Collection & Operationalization	Session 5: <i>Data Collection</i>	<u>Before session:</u> Work through R tutorial 7–8 & bring questions	<u>In session:</u> Developing research teams Creating data collection guidelines Tasks for R Tutorials 7–8
29.11.2022		Session 6: <i>Creating the Codebook</i>	<u>Before/after session:</u> Data collection (week I) Coding first sample for intercoder-test	<u>In session:</u> Deciding on RQs/hypotheses Creating codebook
06.12.2022		Session 7: <i>Testing for Intercoder Reliability</i>	<u>Before session</u> Work through R tutorial 9 & bring questions <u>Before/after session:</u> Data collection (week II) Coding second sample for intercoder-test	<u>In session:</u> Editing codebook Tasks for R Tutorials 9
13.12.2022		Session 8: <i>Finalizing the Codebook</i>	<u>In session:</u> Finalizing the codebook	
20.12.2022	Manual Coding	No in-person meeting: Manual coding (week 1)		



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10.01.2023	Manual Coding	Session 9: <i>Coding</i>	<u>Before/after session:</u> Manual coding (week 2) <u>In session:</u> Finish manual coding	
17.01.2023	Data Analysis	Session 10: <i>Analysis I</i>	<u>Before session</u> Work through R tutorial 10–11 & bring questions	<u>In session:</u> Tasks for R Tutorials 10–11 Start Data Analysis
24.01.2023		Session 11: <i>Analysis II</i>	<u>In session:</u> Finalize Data Analysis	
31.01.2023	Final	Session 12: <i>Discussing Results</i>	<u>In session:</u> Presenting & discussing results	
07.02.2023	Wrap-Up	Session 13: <i>Outro & Open Questions</i>	<u>In session:</u> Q&A concerning term paper	

Further methodological readings

- Krippendorff, K. (2013). Content analysis: *An introduction to its methodology* (3rd ed). SAGE.
- Lacy, S., Watson, B. R., Riffe, D., & Lovejoy, J. (2015). Issues and Best Practices in Content Analysis. *Journalism & Mass Communication Quarterly*, 92(4), 791–811. <https://doi.org/10.1177/1077699015607338>
- Matthes, J., Davis, C. S., & Potter, R. F. (Ed.). (2017). *The International Encyclopedia of Communication Research Methods* (1. ed) Wiley. <https://doi.org/10.1002/9781118901731>
- Riffe, D., Lacy, S., & Fico, F. (2014). *Analyzing media messages: Using quantitative content analysis in research* (3rd ed). Routledge/Taylor & Francis Group.