

THE MODERN MEDIA LANDSCAPE

Today, the multiplicity of formats means that the media landscape is complex and confusing. Real, credible news may be packaged in formats you may not recognize. The following is a brief rundown of some of the new ways people receive news.

- ♦ **Traditional media reported in multimedia formats.** For example, you might find traditional weather reporting or a local investigative report on a TV channel's website.
- ♦ **News aggregators.** Sites that operate as news aggregators pull news from different sources. It's hard to know when the aggregator is curating content for you based on trends and what you have clicked on in the past.
- ♦ **Traditional media reporting using social media.** An example of this is CNN, a traditional broadcaster, sending out information as short posts on Twitter. Such methods get the stories out to where people are spending their time, but they also make the outlets seem to be on par with everything else on Twitter and Facebook.
- ♦ **Bot reporting.** Bots are a type of app (a software application) that tells computers to do very simple tasks automatically and repetitively (and much faster than a person could do). The drawback is that bot reporting only works for simple things. For instance, a bot cannot write a report that provides context or analysis.
- ♦ **Tweet storms.** A tweet storm uses a series of numbered tweets that are linked in some way to show a narrative.
- ♦ **Social media as sources.** Over time, more and more credible news sources, including traditional media, have begun sourcing stories from social media.
- ♦ **Participatory reporting.** Some outlets have called out directly to their audiences for input. For instance, in 2018, ProPublica and Univision's news arm did direct outreach to its readers in English and Spanish. They asked if people had seen Immigration and Customs Enforcement agents or the border patrol in their communities.