



# Interaction of News Media Production and Consumption through Social Space

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# Workshop in Manchester

- Colleagues from Management Information Systems, Marketing and Engineering
- Research in our fields which have relevance for this project
- Planning for practitioner workshop

# Workshop in London

- ITN News; BBC Radio 4; Manchester Evening News; Citizen Bloggers from Ireland and France, representative from School of Journalism.
- Level of disruption evident in media sector as a result of the development of social media/ user generated content (changing business models, media operations and the manner of interaction)
- Where is there potential for wealth/ value creation being generated in these networks?
- How are interactions between media organisations and the public and within public networks begin organised, controlled and managed?

# Evaluation

- Interest from industry collaborators
- Possibility of providing multifaceted insight into key stakeholder's involvement
- Added value of academic/ industry collaboration

# Moving forward

- Application for funding
- 2 papers: Changing business models in news media
- What do we know about consumer engagement with social media?

# Research Questions

- What is the nature of news in the digital economy?
- How can we improve the utility of consumer profiling?
- What are the appropriate revenue streams for news organisations in the digital economy?

# Methods of enquiry

- Intuitive enquiry macro and micro level analysis
- Stochastic modelling of news media social networks
- In depth ethnographic study of consumer interactions
- Inform development of new value chains