

# **Om mulighetene – hvorfor så vanskelige å ta i bruk?**

**Arne H. Krumsvik**

Postdoktor, UiO/IMK

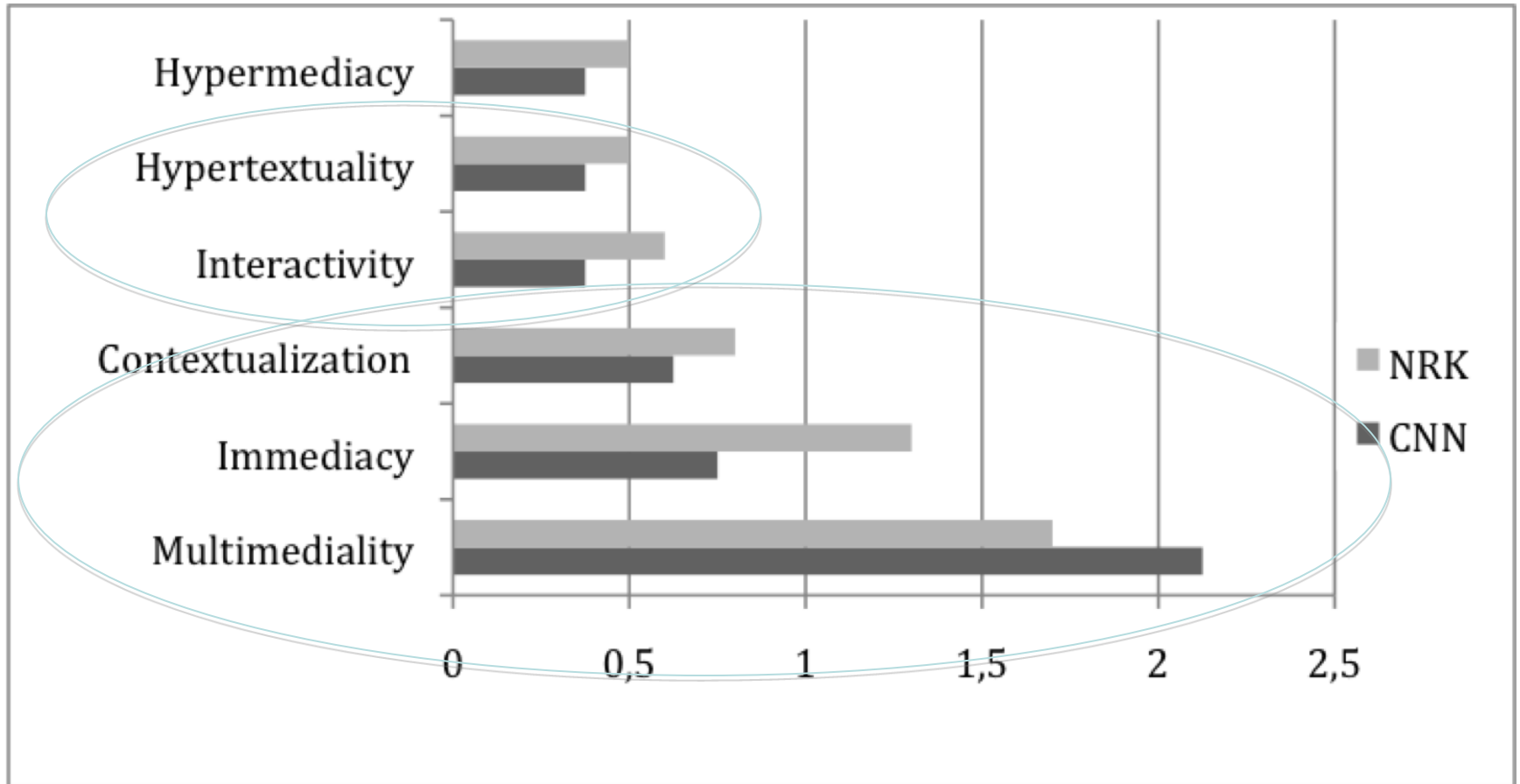
Førsteamanuensis II, BI

Aggregators Wikis Folksonomy User Centered Joy of Use  
Blogs Participation Six Degrees Usability Widgets  
Pagerank XFN Social Software FOAF Browser  
Recommendation Sharing Collaboration Perpetual Beta Simplicity AJAX  
Broadcasting Podcasting Video Design  
Audio IM Video Web 2.0 CSS Pay Per Click  
Convergence MTS Mobility Atom XHTML SVG Ruby on Rails VC Trust Affiliation  
OpenAPIs RSS Semantic Web Standards SEO Economy  
OpenID Remixability REST Standardization The Long Tail  
DataDriven Accessibility XML  
Modularity SOAP Microformats Syndication

# Online potentialities

- Interactivity
  - E-mail address or contact form
  - E-mail address of authors and sources in the articles
  - discussion forums or chat rooms with or without journalists' participation
  - quick poll/user surveys
  - user comments on articles, other user content displayed online
  - interactive multimedia
- Hypertextuality
- Multimediality
- Immediacy
- Ubiquity
- Memory
- Personalization
- Contextualization
  - enriched by hypertextuality
- Hypermediality
  - cumulative presence of hypertextuality and multimediality.
- Creativity
  - other kind of utilization of Internet potentialities.

# Online potentialities

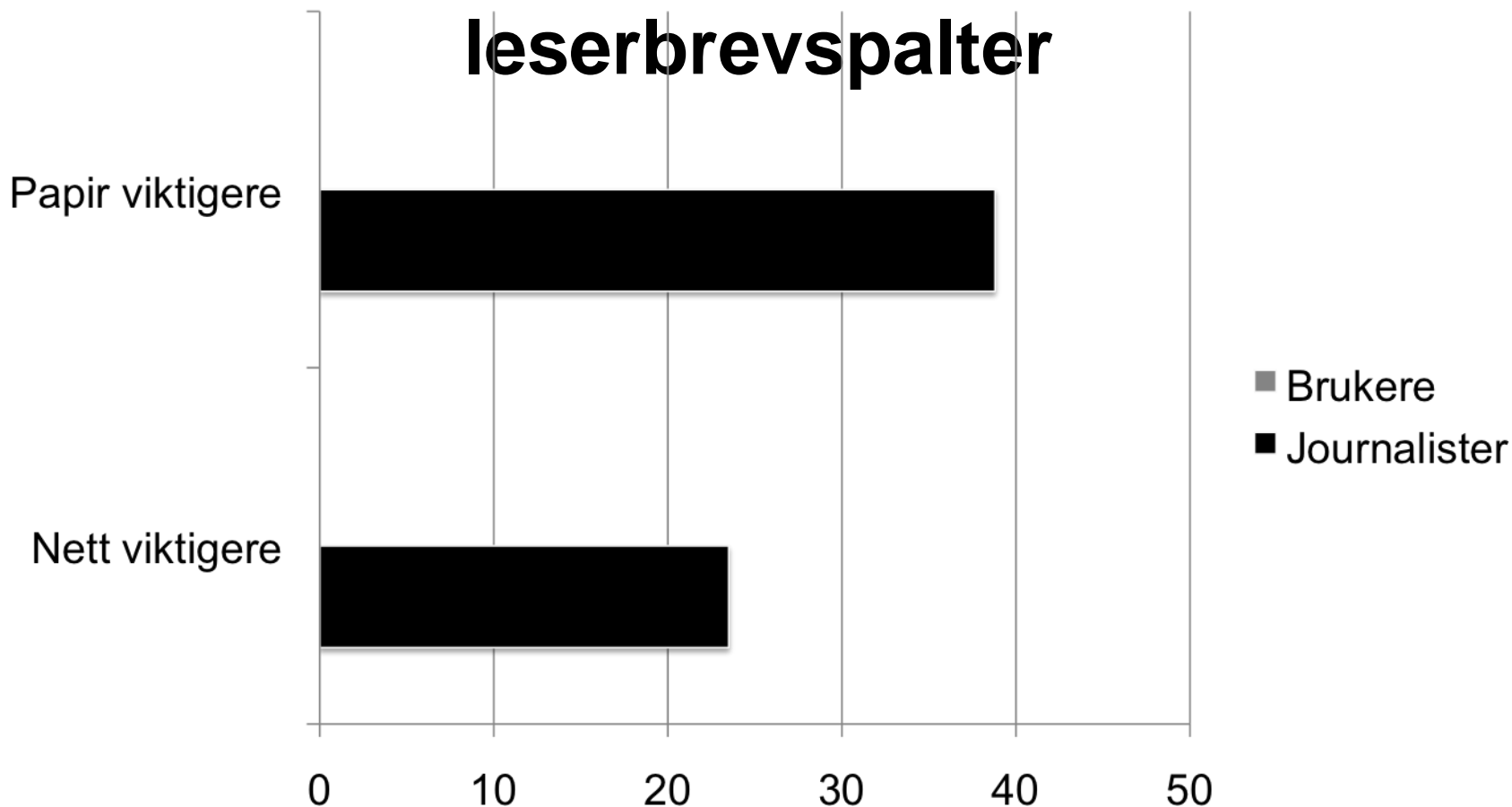


*Mean values of the mentioned online potentialities*

# The role of journalists on four levels

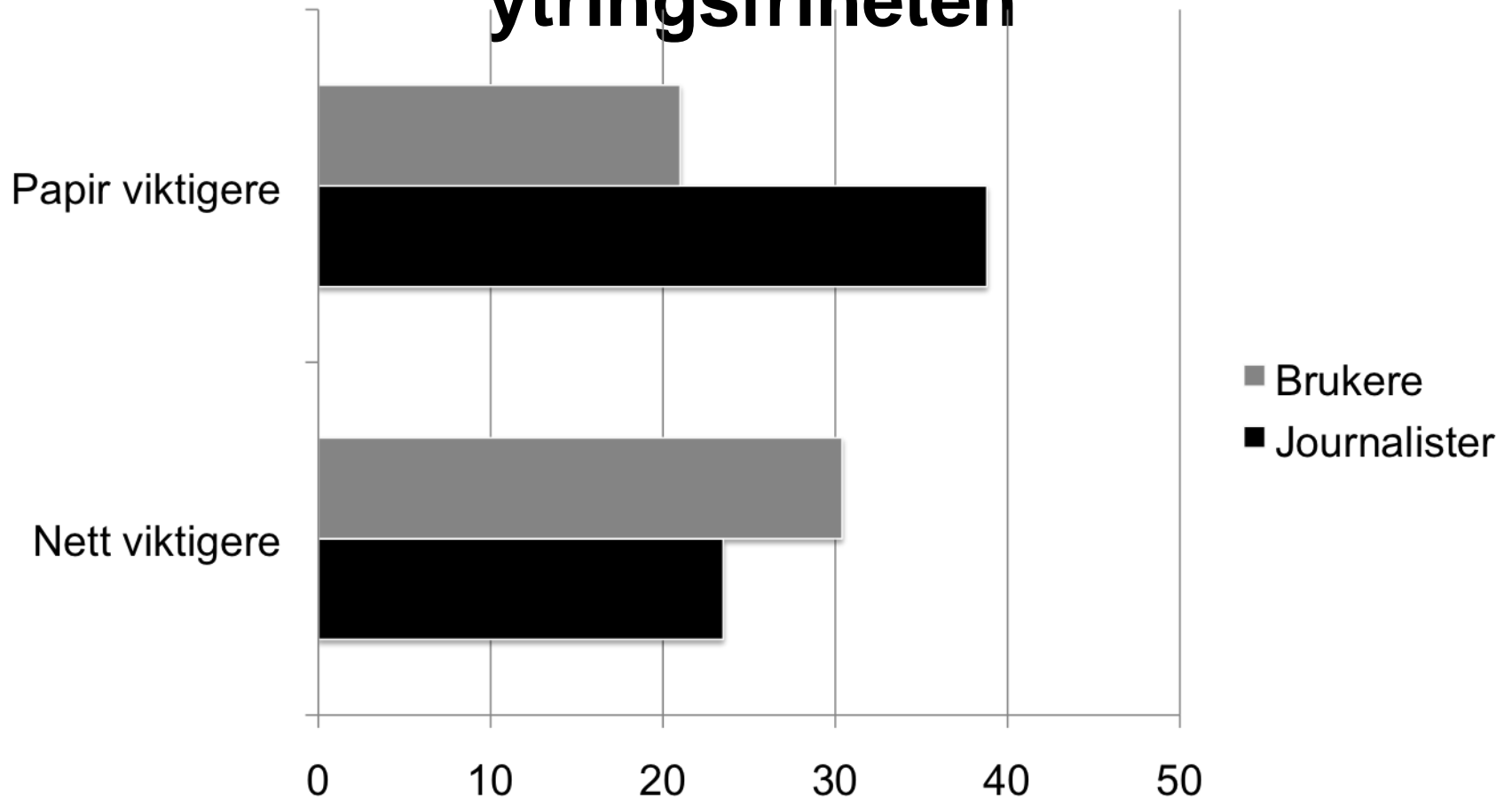
1. Journalists' role in the news production, what they do in their daily work and their relations to other groups in the media organization.
2. The norms and routines developing in the daily work, both conscious norms built into the workflow and unconscious norms in the silent knowledge of the profession.
3. Conscious ideals and values of the journalist, giving meaning to their work and direction for their decisions taken in the work process.
4. The role of the journalist in society outside the daily operations in the newsroom. Journalism has created a role in society both as an actor and arena in the democratic processes, and as a narrator of contemporary history. Each journalist is a carrier of this role, and it is an important part of the values influencing professional decisions.

# Journalistene: nettavisenes diskusjonsforum er mindre viktige for ytringsfriheten enn papiravisenes leserbrevspalter



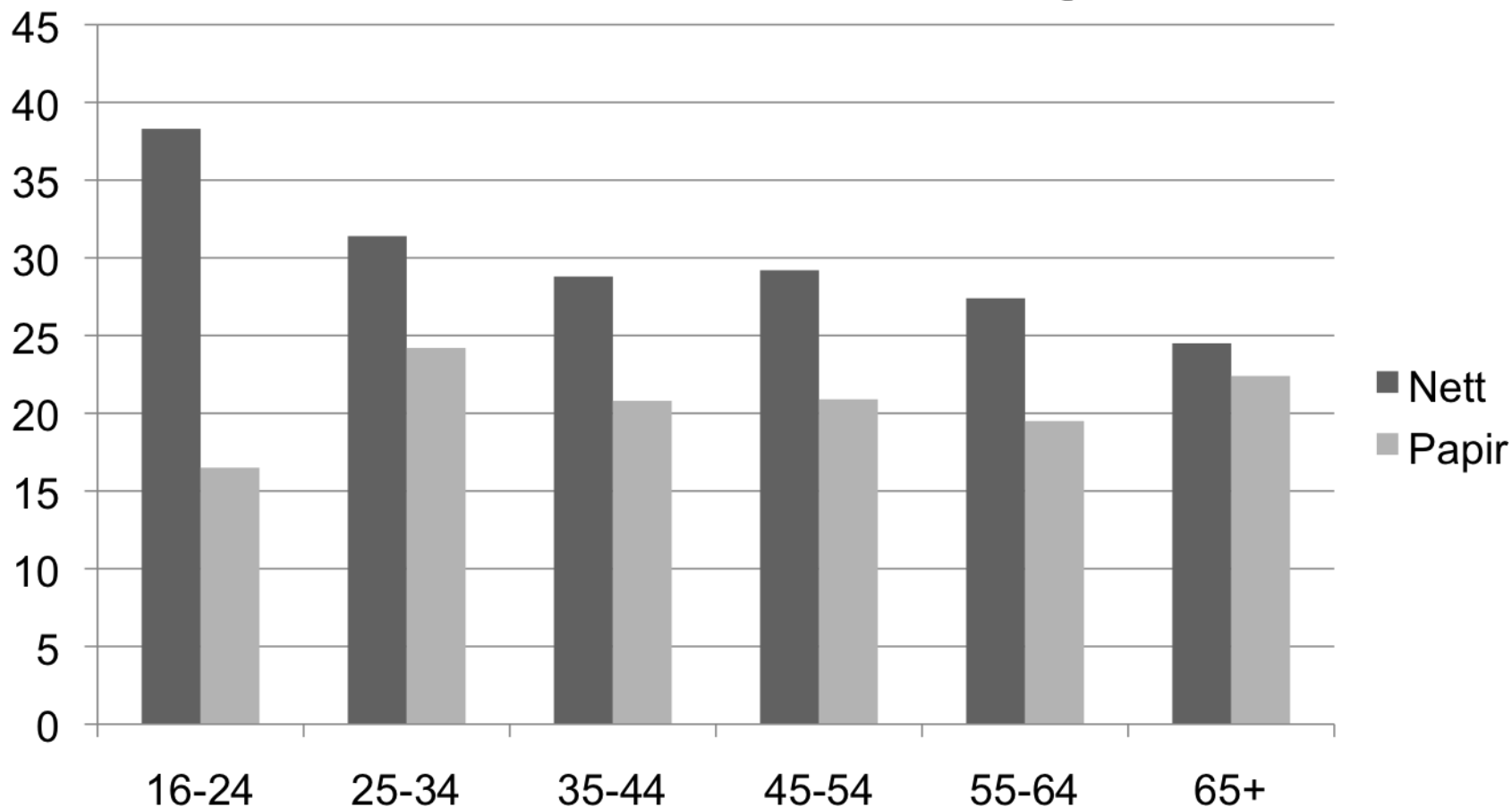
Spørsmål: Hvor viktig mener du nettavisenes diskusjonsgrupper er for ytringsfriheten (sammenlignet med papiravisens leserbrevspalter)?

# Brukerne mener nettavisenes diskusjonsforum er viktigst for ytringsfriheten



Spørsmål: Hvor viktig mener du nettavisenes diskusjonsgrupper er for ytringsfriheten (sammenlignet med papiravisens leserbrevspalter)?

# Nett er rangert som viktigste debattkanal i alle aldersgrupper



Spørsmål: Hvor viktig mener du nettavisenes diskusjonsgrupper er for ytringsfriheten (sammenlignet med papiravisens leserbrevspalter)?



# Part of the Internet vs. on the Internet

- ✓ “I’m actually pretty critical of CNN in their competition, in that typically what they do is too much like traditional newspaper journalism. The structure of the storytelling is pretty typical. I don’t think they push the envelope very much on storytelling, I don’t think – and this is true of much of mainstream media – I don’t think that they are part of the Internet as much as they’re on the Internet.”
  - Steve Yelvington, VP Strategy and Content, Morris Newspapers, interviewed in Augusta, GA, 2005

# Part of the Internet vs. on the Internet



a.h.krumsvik@media.uio.no

arne.h.krumsvik@bi.no

**KRUMSVIK.COM**