



The Mojo Revolution

AJE Summer Conference 2018

Presentation

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MY DOCTORATE



- 60 minute documentary
- Shot entirely on iPhone
- Focusing on 5 newsrooms in 5 Countries
- STV Ayr partnership, CBS12 WDEF USA, Euronews France, NottsTV England, RTE/TG4 Ireland.
- Examining if iPhone technology impacts on how these journalists **find**, **create** and **share** video news content.

MY DOCTORATE

- 30-40,000 word written thesis

Exploring the following

Asking whether mobile video technology is driving TV news or is TV news driving technology.

An analysis and review of my own practice as a mobile journalist while creating the documentary looking at the dilemma of researcher verses practitioner.

An examination of how my own practice and best practice from each of the newsrooms can be incorporated effectively into journalism teaching.



STV Ayr Partnership

- Emerging Themes From Data Gathering + Analysis

App Usage

Infrastructure Restrictions

Content Gatherer Vs Reporter

Altered Personal Practice

Sharing / Ownership

<https://www.youtube.com/watch?v=LHpQp4D7GjQ&feature=youtu.be>

CBS12 WDEF Partnership

- Emerging Themes From Data Gathering + Analysis

Adaptability

Assignment Manager Vs Reporter

Researchers + Practitioner Dilemma

Sharing / Ownership

<https://www.youtube.com/watch?v=mVSxMpT4Nss&feature=youtu.be>

Why Mobile Journalism Matters



It's what employers expect: Gannet, BBC, TRT, Bauer, Newspapers
<https://twitter.com/ClydeSSB/status/1011632282472509440>

In 2017, Millennial internet users spent an average of **3 hours and 53 minutes** per day online,
<https://www.statista.com/statistics/283138/millennials-daily-mobile-usage/>

(63% for 16-34s vs. 18% for 65+) Get news from the internet.
https://www.ofcom.org.uk/__data/assets/pdf_file/0016/103570/news-consumption-uk-2016.pdf

How to bring MOJO into Education



Think bitesize news, updates, geotagging, SEO, continual news flow, always video, Thumbnails matter

Have the right equipment, ipod/iphone, 5 devices per student BJTC recommend

Think audio as well as well as video.

Bring in experts for seminars and workshops

Encourage partial package making using mobile devices, all b-roll/GV shots and leave interviews for broadcast camera, mix it up, shoot fully on MOJO, edit on laptop.

Don't underestimate skillset of your students, Snapchat, Instagram Live, Facebook Live,

Bring Live element into news days

Years 2 + 3 Doctoral Studies

- Attend BJTC Summer Conference 2018
 - Present at MojoCON 2019
- Visit final 3 Data Gathering Sites and finish 60 minute piece of practice.
- Engage with mobile journalism literature further and hope I have a job next spring **#Brexit? #Restructuring?**