Learning Tiktok journalism together

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MED5209 – Disruptive Publishing

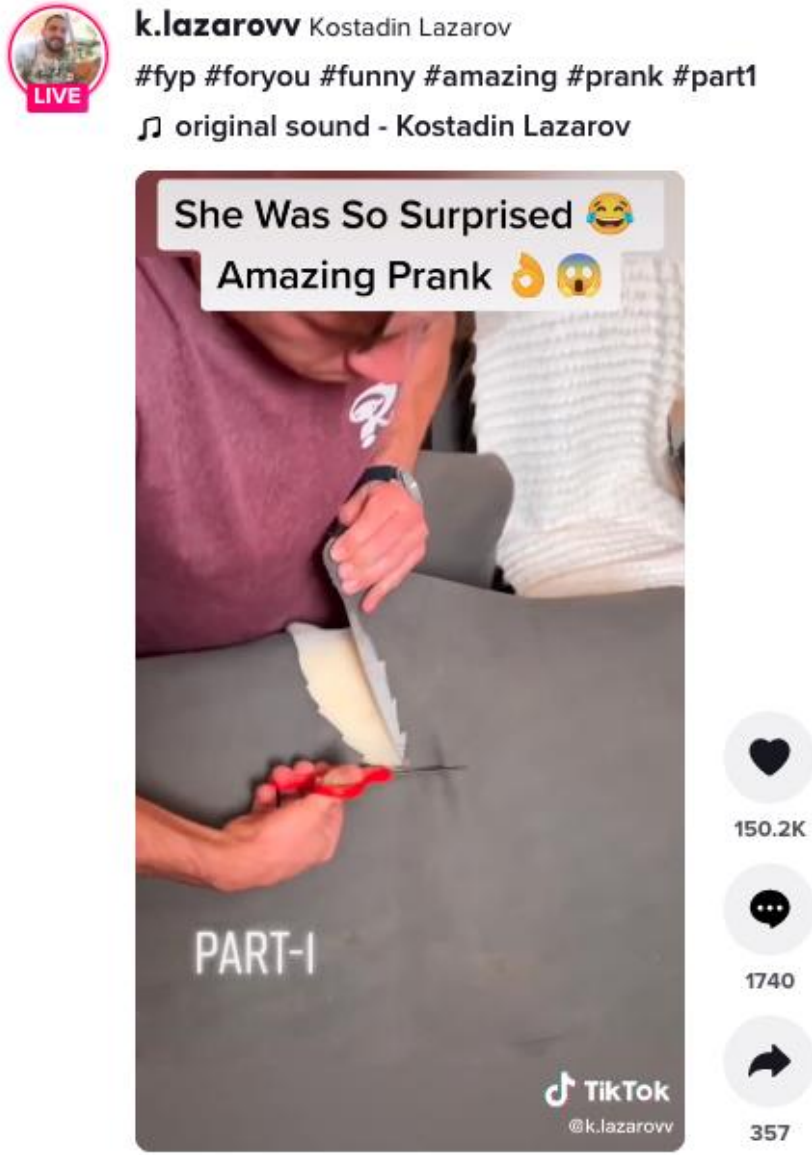
- 2nd year module on Journalism BA
- Practice and research based
- 4 portfolio elements: listicles; newsletters; writing for the web; sequential storytelling

2020: Instagram and Snapchat Stories
2021: IG, Snapchat, Tiktok
2022: ???

My entry point to teaching the sessions

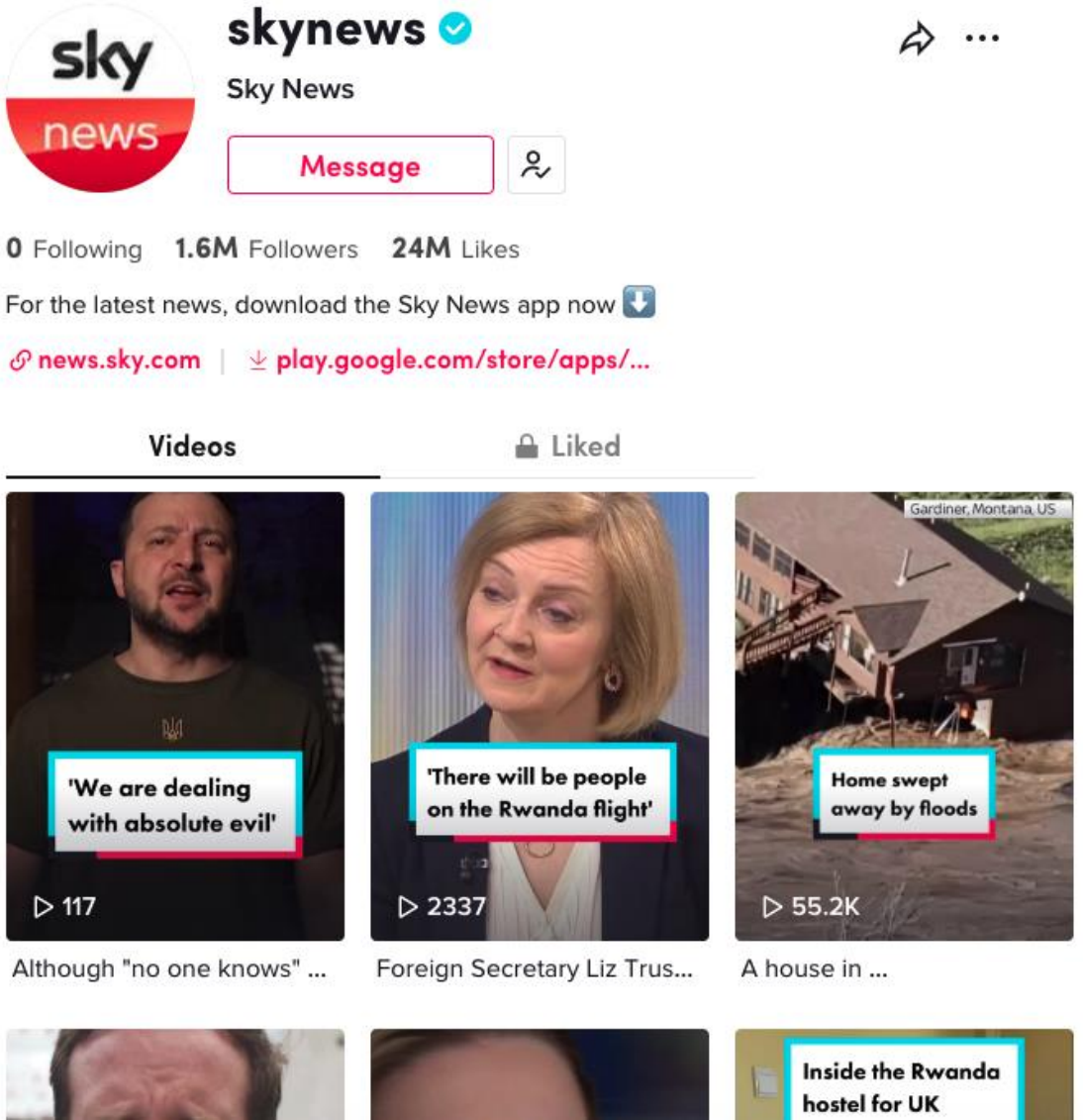
- Positionality.
- Feeling old.
- Not ‘getting’ Tiktok. And I still don’t.

- Pedagogy of co-learning
  - I know about video editing and journalism standards, but not Tiktok
  - Students know about Tiktok, they are *of* Tiktok… but they don't know how to apply it as journalism. (discussions of age and Snapchat/IG, etc)
- Cognitive constructivism (Piaget, 1971)
  students drawing on their experience and understanding of Tiktok.
- Social constructivism (Vygotsky, 1978)
  memes / trends of Tiktok discussed in class, peer review of work.
- Ethnographic theory: I am the 'stranger' (Schuetz, 1944) to this world; the participants (students) tell me all about it.



Class discussions

- Defining differences between influencer content and news media. i.e. what makes news ‘news’?
- Reframing and experimenting beyond ideas of Tiktok as an everyday ‘youth culture’ and celebrity platform (Kennedy, 2020)…
- …using it to engage news audiences (Vázquez-Herrero et al., 2020)

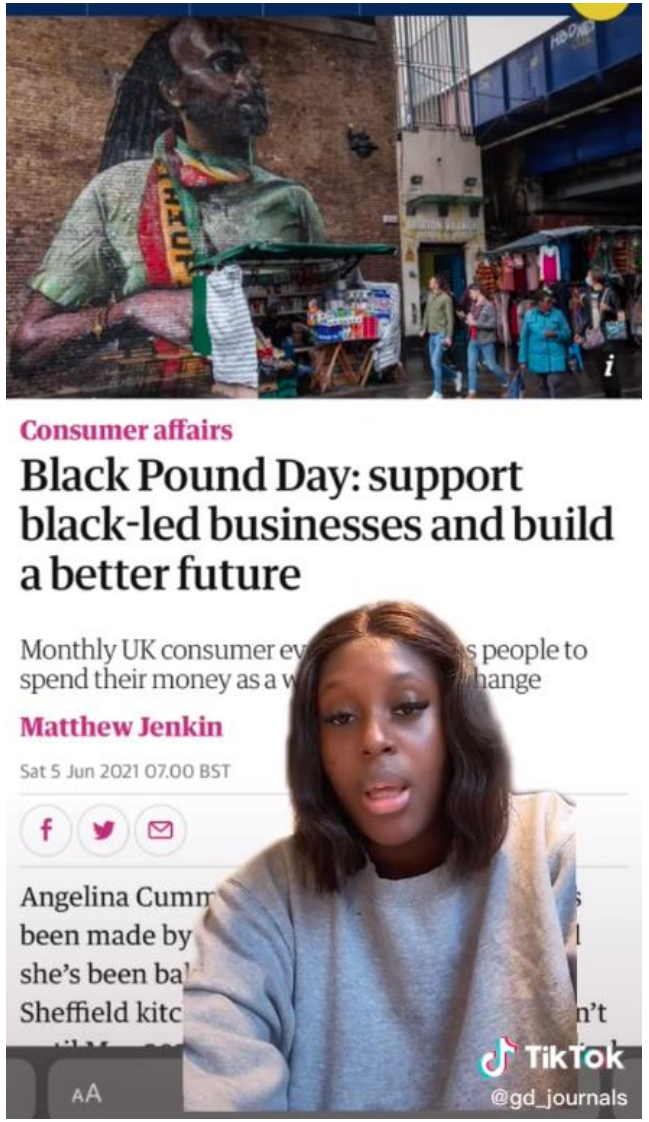


Student portfolio task

- To research ‘sequential storytelling’ journalism examples
- And create their own (some created IG or Snapchat stories).
  - To plan it in advance. Storyboarding.
  - To consider what will make this ‘journalism’? Factual, impartial, informative. Style?
  - Story types: interview; explainer; tutorial; profile or factfile; event; collaborative.
  - To incorporate appropriate creative methods, tools, and tropes of Tiktok (e.g. emojis, captions, trending music)
  - To consider how much *they* can / want to be present in the stories.

FAN LED
REVIEW OF
FOOTBALL
GOVERNANCE
2021
TikTok
@footyfinance

The story of PupClub:
The Group's founder, Dan has always had a passion for dogs, and when he got two pups himself he saw the gaps in the dog world and knew there was a way to enhance many dogs' lives. Giving his dogs the opportunity to make some great friends through constant socialisation, he came up with the idea of PupClub. A place to continuously guide dogs on how to socialise properly.
TikTok
@stephabcu


Consumer affairs
Black Pound Day: support black-led businesses and build a better future
Matthew Jenkin
Sat 5 Jun 2021 07.00 BST
TikTok
@gd_journals

Sir David Amess and the safety of our MPs
Deb Daniel
BERLIN
TikTok
@empowordjournalism

BLACK FRIDAY IN THE UK IS A BIG DEAL
IN 2021, OVER 10% OF ALL GLOBAL BLACK FRIDAY SEARCHES ONLINE WERE MADE IN THE UK
SAVE UP TO
50%
BLACK FRIDAY
FORECASTED SALES FOR 2021 ARE PROJECTED TO GROW BY 7.3% ON 2020 IN-STORE SALES

My Story
1m ago
Cllr Julien Pritchard on Dog Fouling By-laws in Jasmin Reserve
0 Views

What we got out of it: students / myself

- Not all students chose to post to Tiktok. Consumers, not creators? Or potential for brand damage?
- Students understanding a familiar platform as being disruptive to the industry, but also alien to those not immersed in its use / culture.
- Platforms as culture, as spaces.
- How we differentiate NEWS media.
- The extent to which professionalism AND amateurism is important in news media / engaging audiences.
- My better understanding of the platform – 164k views!
- Considering how memes, trending songs, etc might be used within the module this year.

References

- Kennedy, M. (2020). ‘If the rise of the TikTok dance and e-girl aesthetic has taught us anything, it’s that teenage girls rule the internet right now’: TikTok celebrity, girls and the Coronavirus crisis. *European journal of cultural studies*, *23*(6), pp.1069-1076.
- Piaget, J. (1971). The theory of stages in cognitive development. In D. R. Green, M. P. Ford, & G. B. Flamer, *Measurement and Piaget.* McGraw-Hill.
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- Vázquez-Herrero, J., Negreira-Rey, M.C. and López-García, X., 2020. Let’s dance the news! How the news media are adapting to the logic of TikTok. *Journalism*
- Vygotsky, L.S. and Cole, M. (1978). *Mind in society: Development of higher psychological processes*. Harvard university press.