



DESIGN SOLUTION

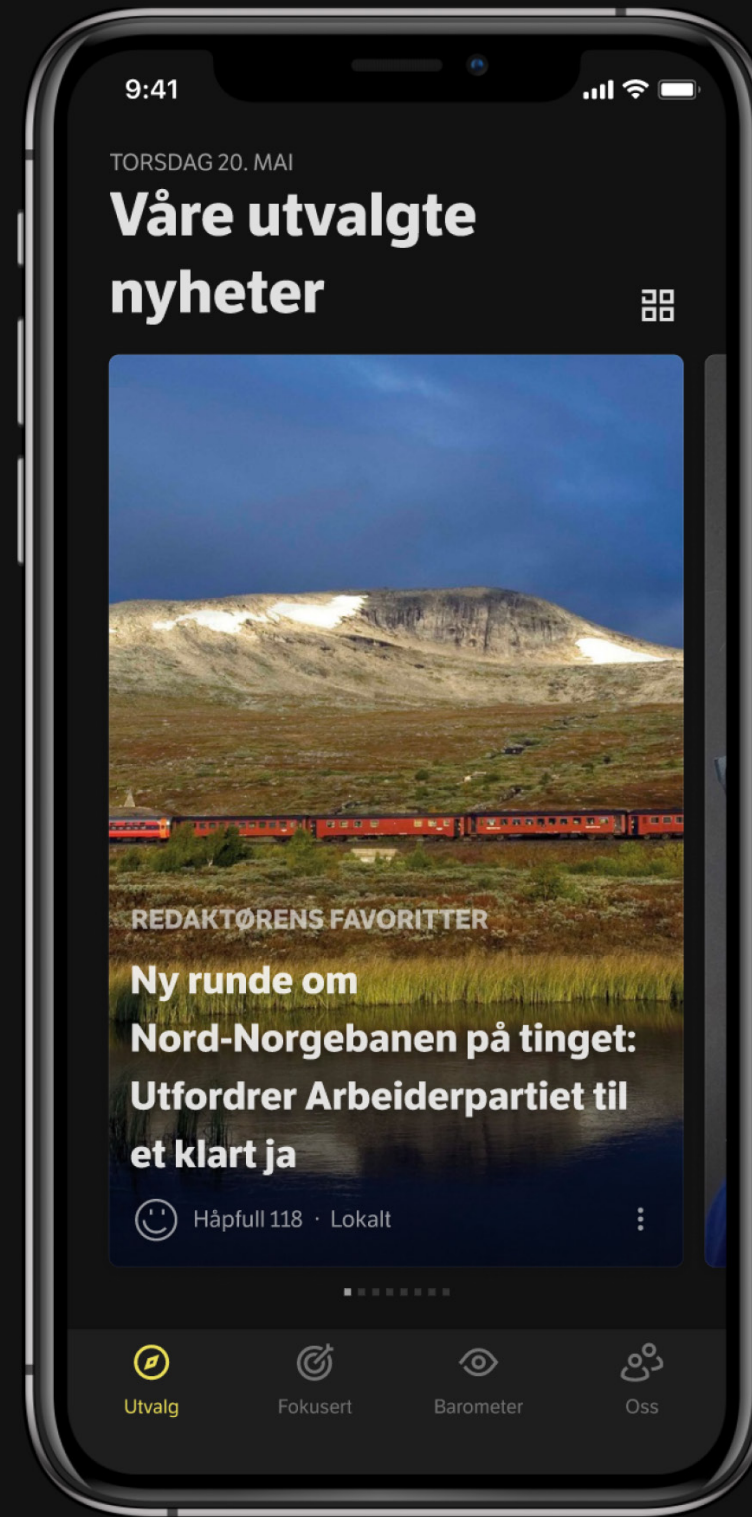
NRK NYSS

Nyss is a sub-platform of NRK, that provides balanced and reliable news that are related to political matters. We developed the concept with the intention of giving people the opportunity to read news in high intent, micro moments. The service will mainly focus on written articles, but will include existing NRK products, like podcasts and shows. We decided on focusing on written content because our research showed that news in that format is less likely to be chosen by youth, and that written political news often requires more experience and background knowledge about the political landscape than youth is in possession of. Nyss is targeting norwegian young adults (18-25), or anyone that wants to read political news and understand what they read.

Clickable prototype:

https://www.figma.com/proto/E00INJ3rkbXxLewzyYxy0a/NRKnyss_-_dark-theme?page-id=771%3A2276&node-id=1880%3A5937&viewport=375%2C402%2C0.10483216494321823&scaling=scale-down

UTVALG



THE FRONT PAGE

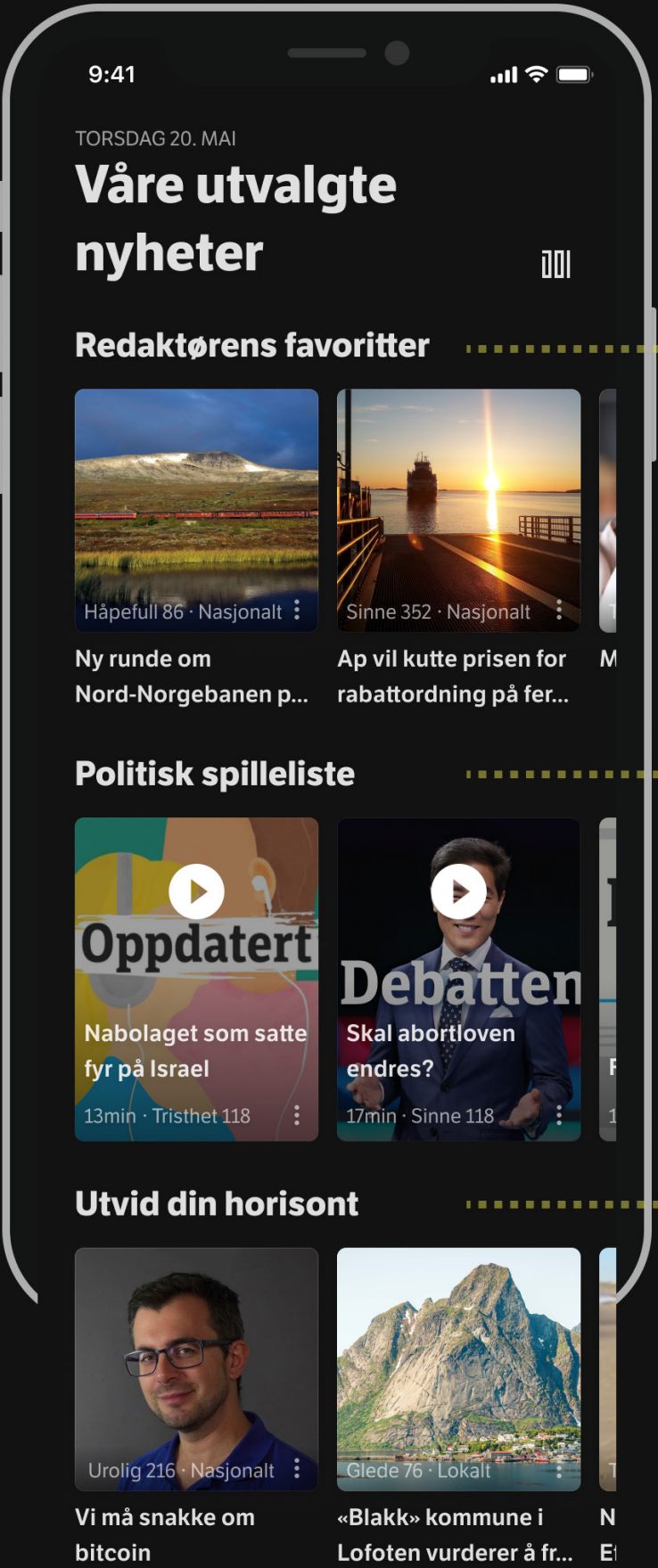
During our research we witnessed the importance of editorial opinion on what news we as the public should receive. This common platform for information is what usually is referred to as the front page. Therefore we wanted our concept to include a front page, which could be a space information that is presented equally to everyone. At the same time we saw that front pages on most online news papers contained an overwhelming amount of information, which were in a state of constant update and change.

We decided to create a front page with a manageable amount of content, to support people not becoming overwhelmed. Desk research and comparative studies led us to limit the amount of news on the front page, to nine daily pieces. Additionally we looked to VGs newsapp Peil, and their research which concluded that ten daily pieces is enough if you want to stay on top on news. With our version of the front page, we can help people get a sense of being on top of and get familiar with prioritized cases in the political news landscape.

THE NEWS SELECTION

Nyss will highly editorialize the news, and it will include news on a national, local and international level. This is to support geographical knowledge balance. The news will mainly be chosen based on its impact on the general public, targeting people across locations, age and occupation.

The feed will be composed of three main categories. We have included three types because we want to give people choices and support people reading with an intention:



Redaktørens favoritter (editors pick) Will include three written articles picked by editors in Nyss. The goal is to motivate people to read, because the news is verified and found interesting by people with competence and integrity in the news industry.

Utvid din horisont (Expand your horizon) Will highlight articles you have missed out on reading. It will be a mix of articles from categories you have not selected in Ditt utvalg (View Fokuser). This is because we want to give people a chance to break their habits and routines, and discover new areas to explore.

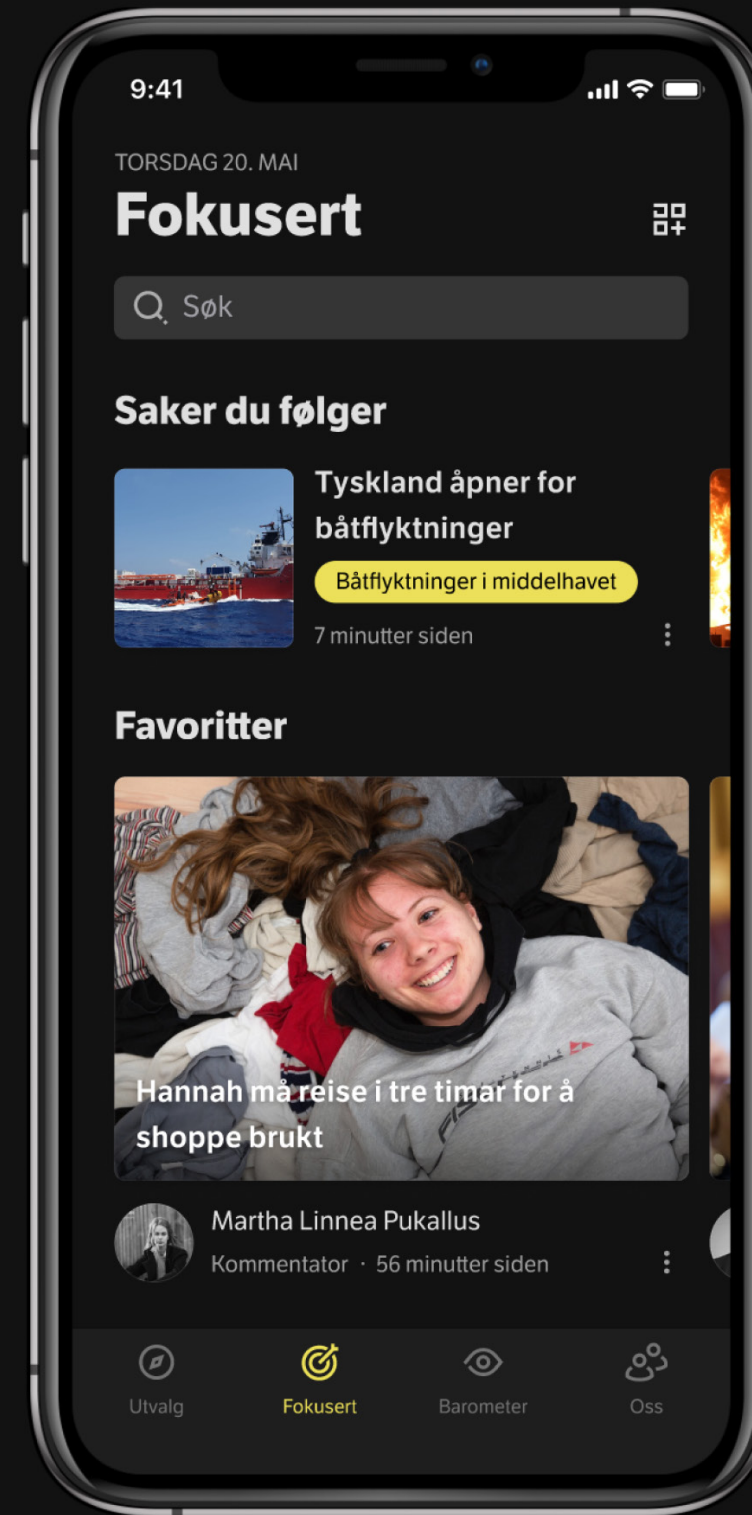
Politisk spilleliste (political playlist) Will be a daily updated playlist created by the journalistic team in Nyss. This will allow people to get their news, even if they don't find the time or motivation to sit down and read. It will consist of political episodes from Oppdatert, Politisk Kvarter and Debatten.

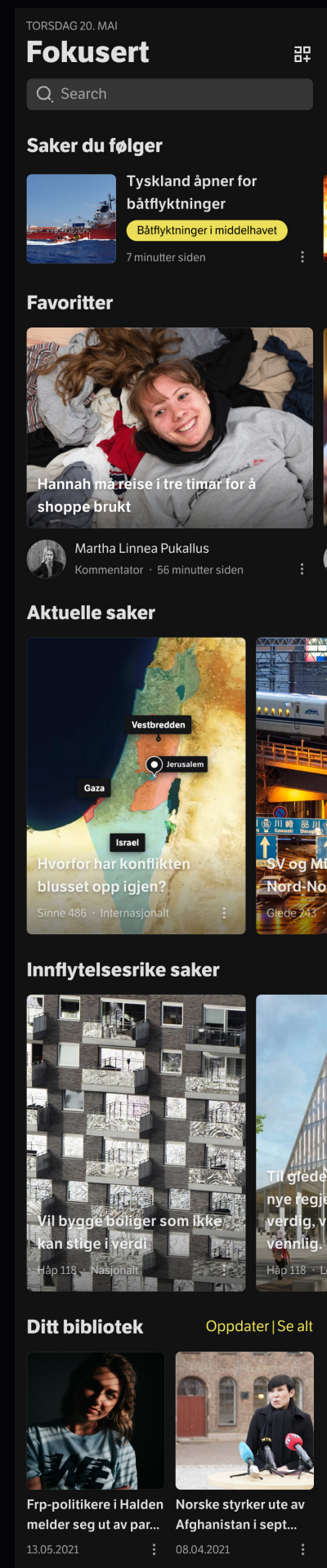
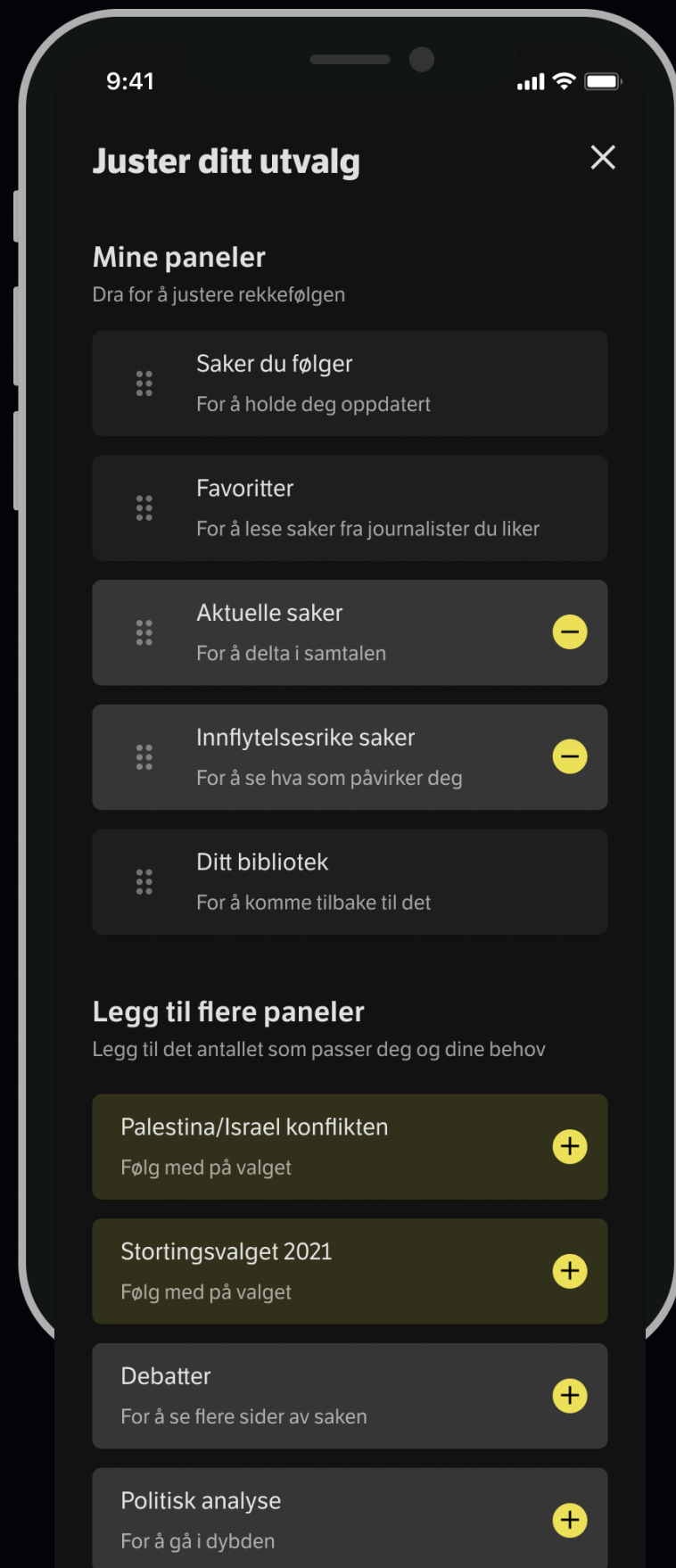
FOKUSERT

The field of news can be experienced as chaotic and difficult to navigate. Additionally, making a choice on what to read is often done with low intention. Information overload, news fatigue and negative emotions are some of the consequences we have seen through our research.

We have explored ways of giving readers an opportunity to make active choices on their information intake. We also wanted to support a sense of personal relevance. We landed on designing a dedicated page for focused news reading. Here readers will be encouraged to set some clear intentions when reading political news.

The page collects cases you follow, your own selection, articles from journalists you follow and saved articles. Additionally all the articles will be marked with other people's emotional responses to it. This will give readers a hint of how reading it will affect their own emotional state or mood.





THE PANELS

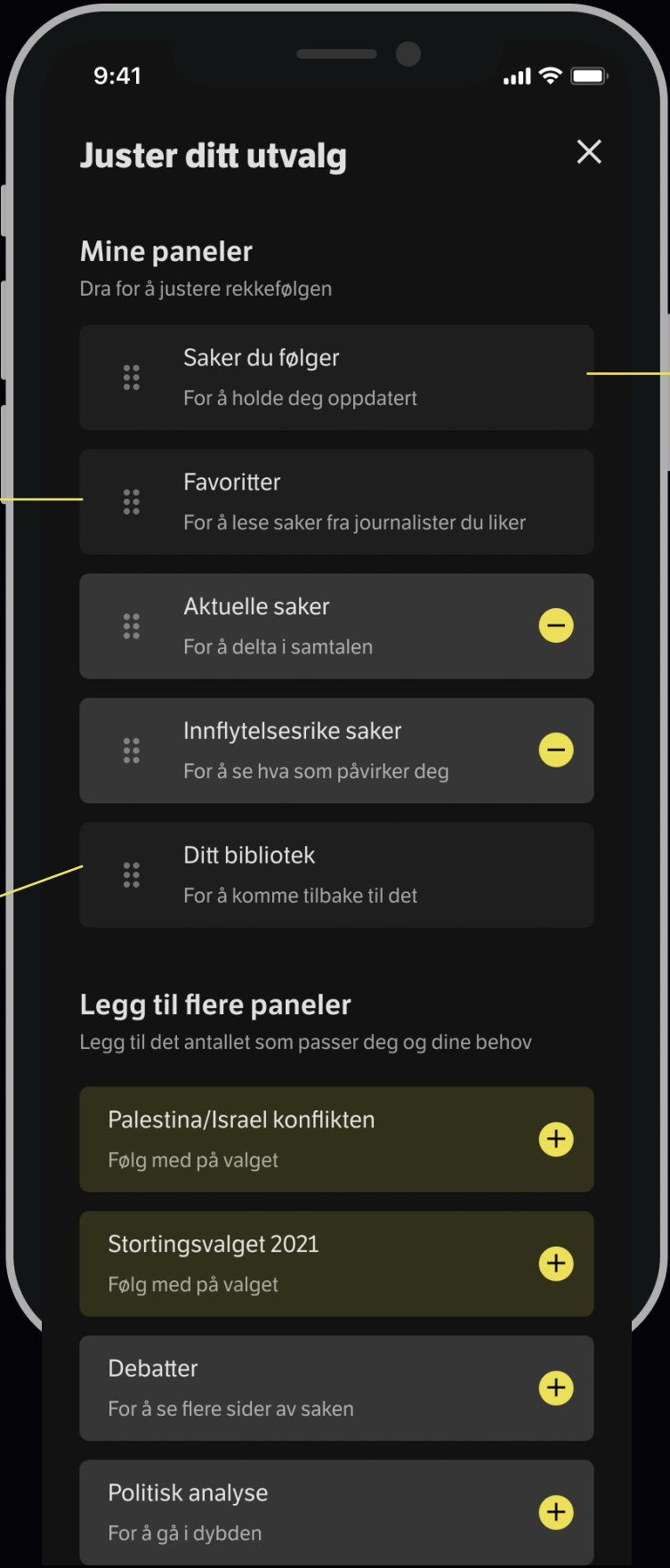
The feed will consist of a set of panels. How many panels one sees will be up to the individual reader. This is because we want it to be experienced as a manageable amount, and we believe that this amount is up to the individual to decide. Based on our research and mapping out what political news is, we were able to identify some main categories that could support people having a focused consumption. Here people will be encouraged to read with an intention.

FIXED PANELS

The feed will include three fixed panels. The panels have in common that they will not show anything, unless people make an active choice on adding something to the panels. This is to support individual needs related to amount and interest.

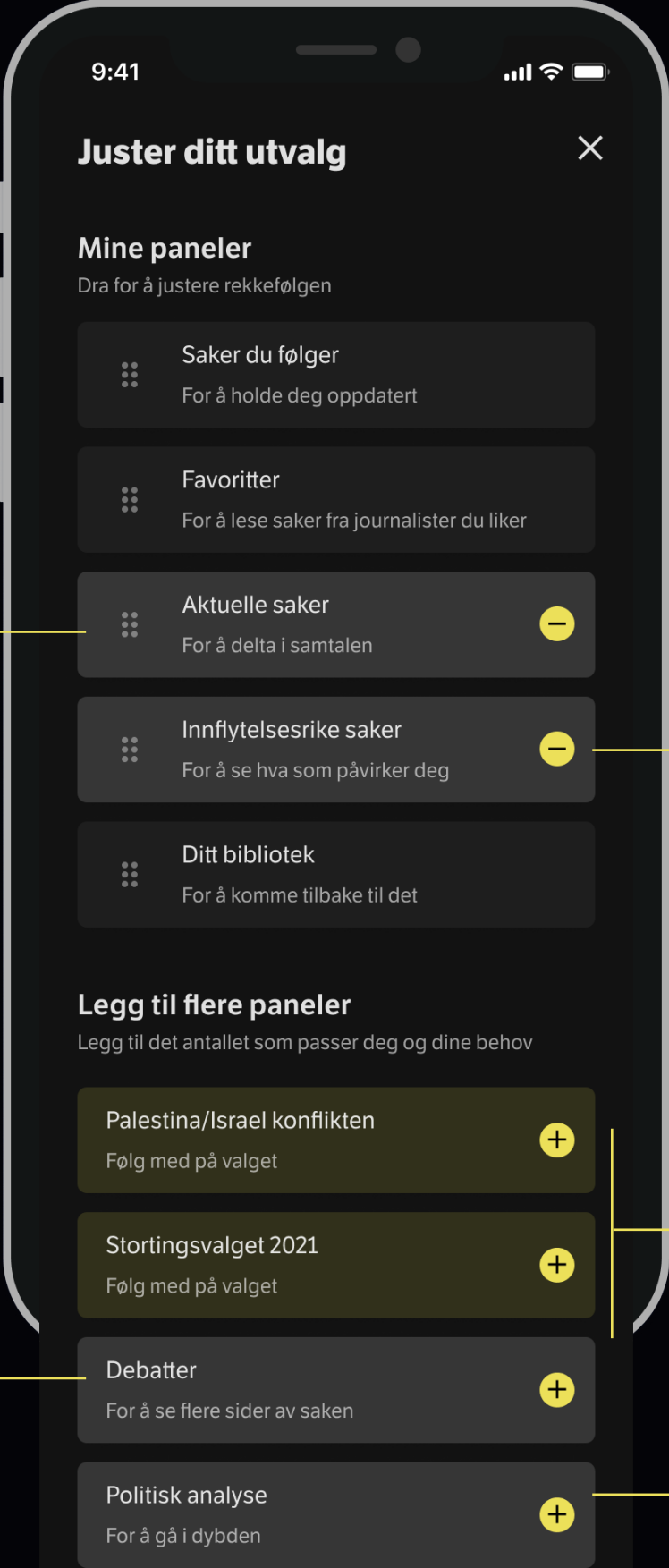
Favoritter (Favourites)
Is a collection of articles written by Nyss journalists you follow. Here people will get the chance to read based on journalistic style and expertise. The panel can also support readers getting a closer relationship to the writers, and chose based on journalistic styles and fields of expertise.

Ditt bibliotek (Your library)
Is a panel that allows you to go back in time. It can be used either for collecting articles you have an intention of reading at a later point, or articles you want to remember or easily find again.



Saker du følger (cases you follow)
When reading an article, people will get the choice of following the main case the article is related to. This is to give people a chance to read based on interest, and receive the latest updates on cases of interest.

Our research showed that push-notifications from news apps, mostly, are experienced as annoying and are rarely read. Nyss will therefore only send out push notifications to their readers when there are new articles from cases reders personally follow.



Aktuelle saker (Current issues)
Is news that is currently part of the public debate. Here people can get updated and informed on societal matters, and read up on news that will allow them to participate in *the conversation*.

Innflytelsesrike saker (Influential cases)
Are collecting the news on political cases that might have an impact on your personal life. This will mainly be geographically decided, but if you want a more detailed selection, you will get the choice to add variables.

In addition we have included temporary panels that people can include in their feed. This is to consider people's interest in matters that are current within a time frame, like elections.

Debatter (Debates)
Is covering debates, discussions and cases where there are several opinions presented. This might help the reader to understand a case from more than one point of view, and is included because we want to support people making up their own opinions while seeing more than one perspective.


Politisk analyse (political analysis)
Is news that goes in depth on political matters, and gives readers deeper knowledge on political subjects.

TORS DAG 20. MAI

Fokusert

Q Search

Saker du følger




Tyskland åpner for
båtflyktninger


Båtflyktninger i middelhavet

7 minutter siden

Favoritter




Hannah må reise i tre timer for å
shoppe brukt



Martha Linnea Pukallus


Kommentator · 56 minutter siden

Aktuelle saker




Hvorfor har konflikten
blusset opp igjen?

Sinne 486 · Internasjonalt




Innflytelsesrike saker



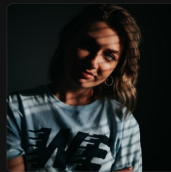
Vil bygge boliger som ikke
kan stige i verdi

Håp 118 · Nasjonalt




Ditt bibliotek

Oppdater | Se alt



Frp-politikere i Halden
melder seg ut av par...

13.05.2021



Norske styrker ute av
Afghanistan i sept...

08.04.2021

We have decided to surface varied information on the different panels. This is because we see that what people look for and find important when making their decisions depends on the categories.

By clicking the tag in *Saker du følger*, you will get the option to adjust the feed, and adjust which cases you receive push notification about.

THE ARTICLE

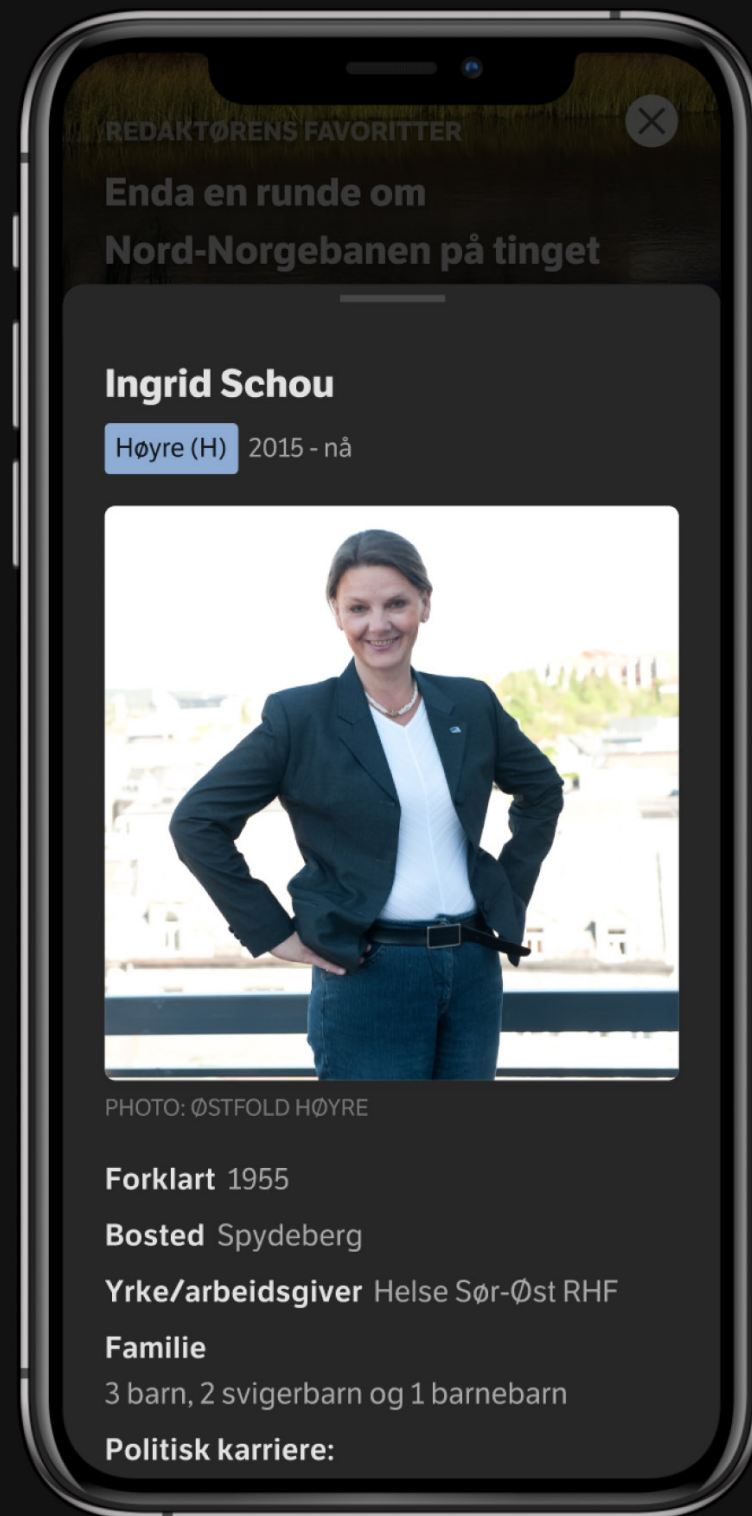
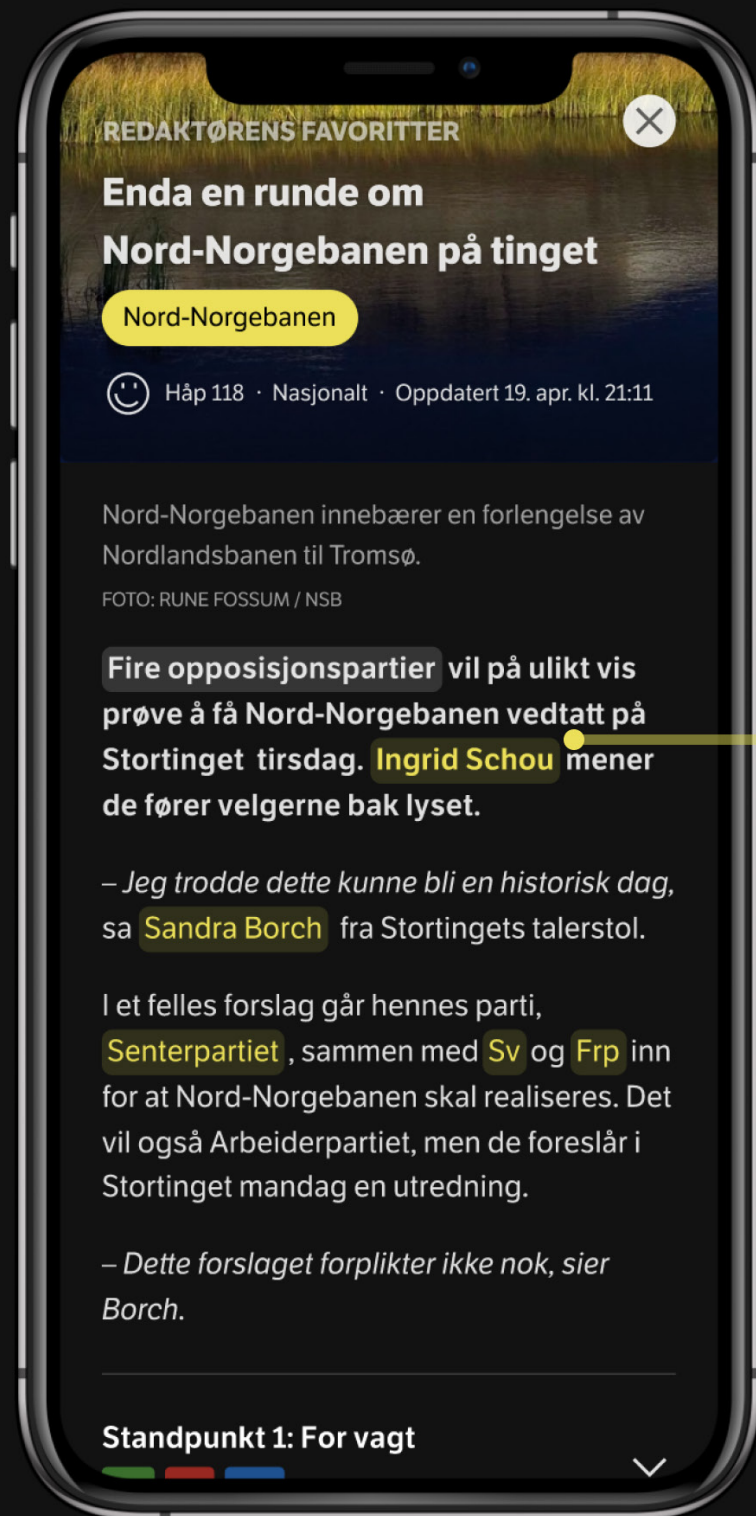
ARTICLE DESIGN FEATURES

We have used an existing NRK article¹¹ as our base when designing one for Nyss. We changed the article by:

- Showing the general emotional impact on the majority of the readers.



- Have full-screen view to facilitate focused consumption.



- Highlighting names and provide explanation on who people are, which we found was one of the biggest thresholds when reading political news. (Ref: Our case study).



- Give readers contextual clues on the case, to support a quick overview.

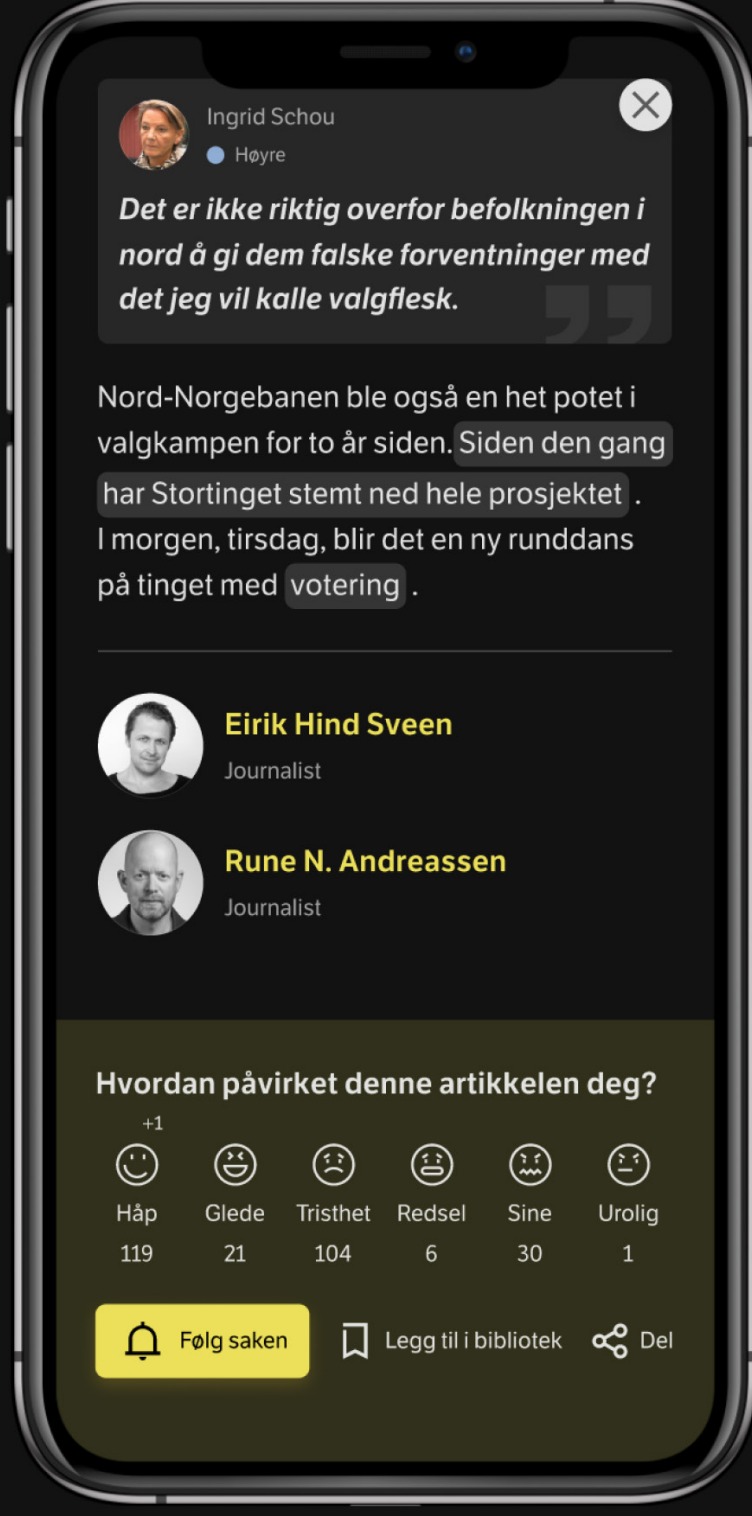


- We wanted to avoid hyperlinking, and rather provide basic information at a glance.



- Change the language and give further explanations on difficult words, to make political news more available.

- To support readers getting an overview we layered information by outlining key standpoints of the different parties.
- Seperate quotes from the body text to layer information and highlight political statements and opinions.



- Give feedback on how reading it affected you, and see how it has affected others. (View: Barometer)
- Provide the opportunity to follow the case and receive updates.
- Give the opportunity to share with others or save in your personal library.

BAROMETER

We wanted Nyss to be a platform that takes into consideration the way their news is affecting the reader. In this part of Nyss readers can explore their own news habits, and compare them to others. This is because we want to let people have a chance of achieving balance. We still believe that balance to one individual is not the same as to another. Balance will therefore not be about evening out the levels, but rather being able to take a look at one's own current levels, and make informed decisions regarding ones own news habits based on it. Our exploration led us to concluded three main areas readers can explore:

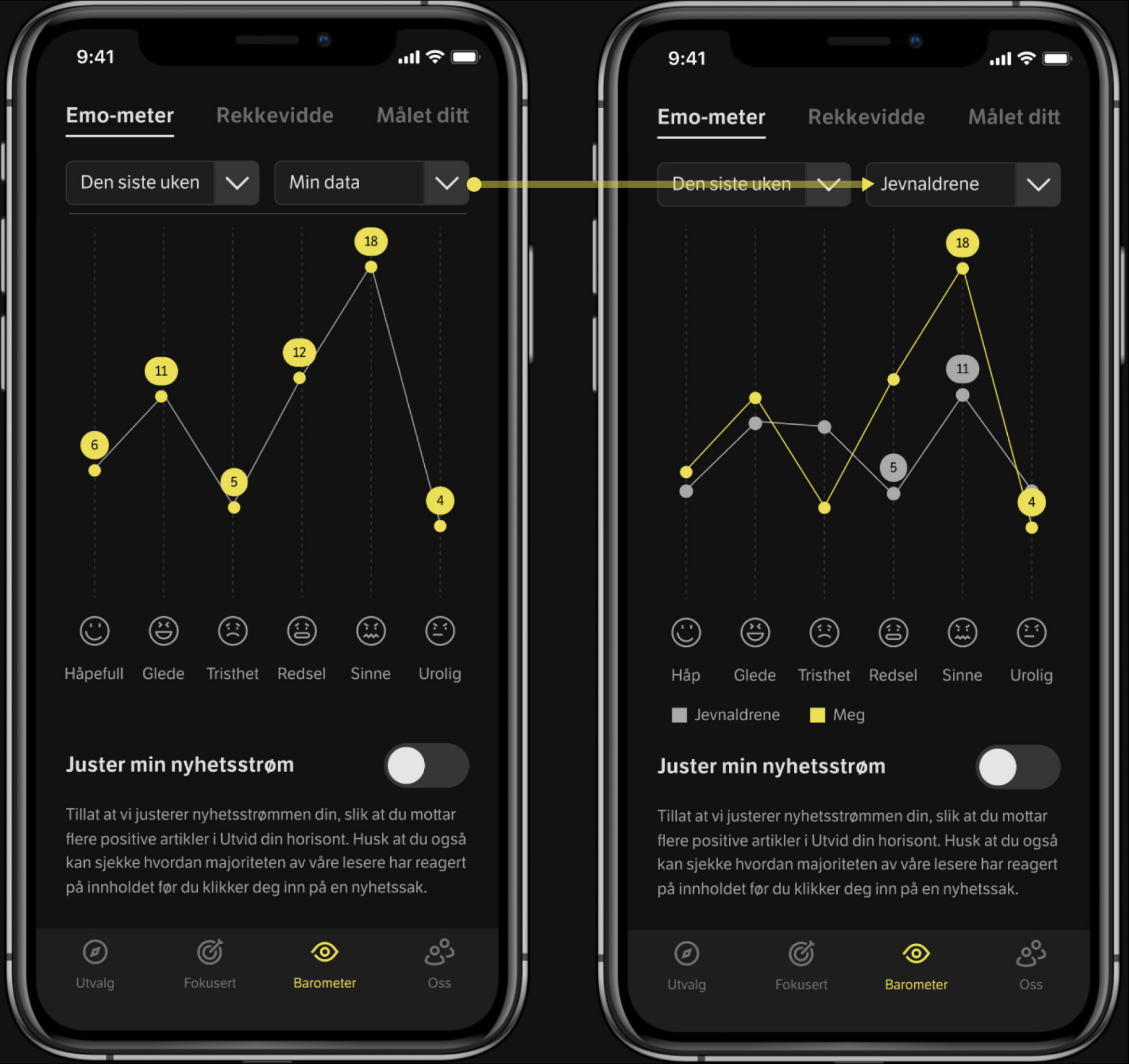


Geographical reach: For readers being able to get aware on what geographical level they have the most political knowledge. This can motivate people to broaden their horizons or explore politics on different levels.



The intentions: This will show the level of attention you have given to the different categories of political news. This can work as a way of challenging one's own habits and explore new ways of approaching news.

Emotional impact: If the reader decides to react to news they read, they will be able to follow the overall impact news has on them. This can support people in making choices on what news to read.

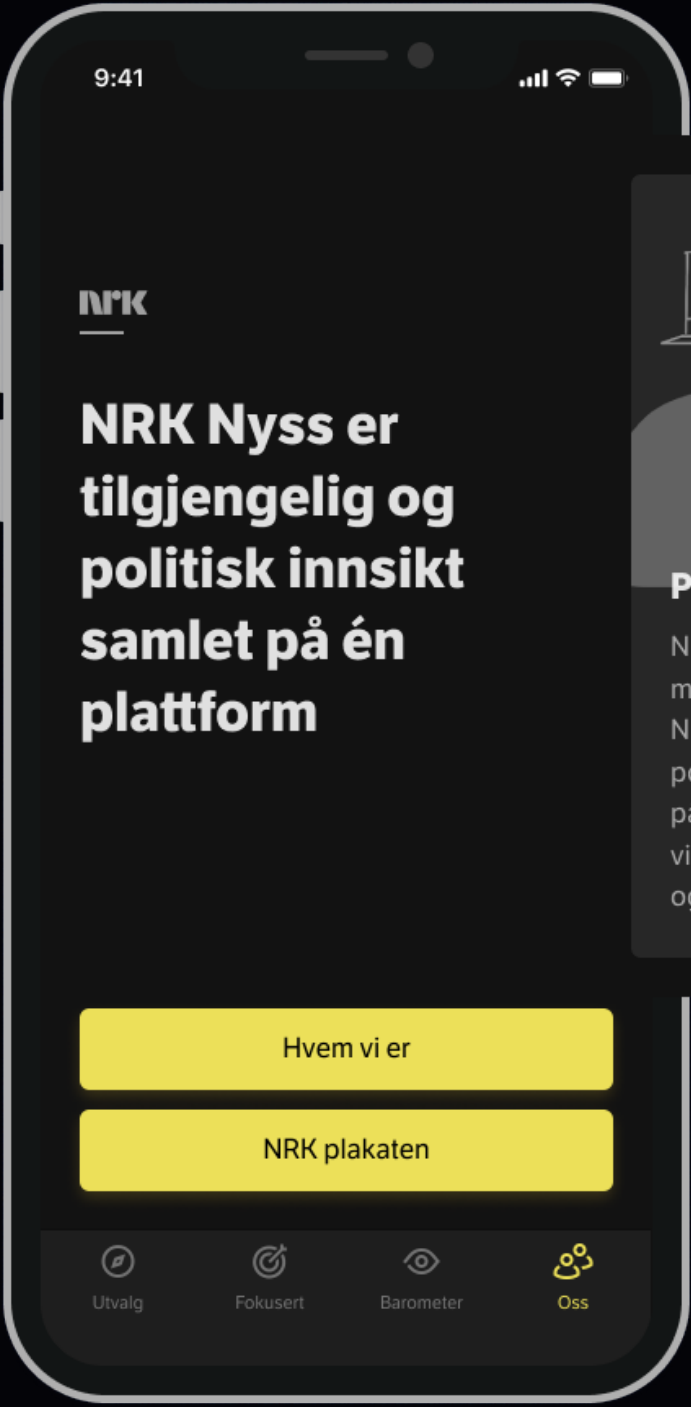


Nyss will give the readers the opportunity to compare their data with others.

OSS

We wanted Nyss to include elements that underlines its journalistic integrity and responsibility. Most Norwegian established news media follow journalistic guidelines, press ethics and established editorial responsibilities. We saw an opportunity in bringing this information up to the surface to create awareness around it's existence and use it as descriptive elements of our service.

We want Nyss to be experienced as transparent, while arguing the value and importance behind political news, reliability and balance. We also want to support critical thinking, and have therefore included a page for evaluating and exploring NRKs values through highlighting the guidelines that sets the standard of the news that are published. Lastly, we want our readers to have close relationships with the journalistic and editorial team behind Nyss. We believe this is a good way to gain trust and close relationships to the reader.



Politiske nyheter

NRK er en nøytral aktør i medielandskapet. Vi ønsker å bruke NRK sin posisjon til å bidra til at politiske nyheter kan leses i sikre og pålitelige rammer. Vi mener det er et viktig grunnlag for meningsdannelse og samfunnsdeltagelse.



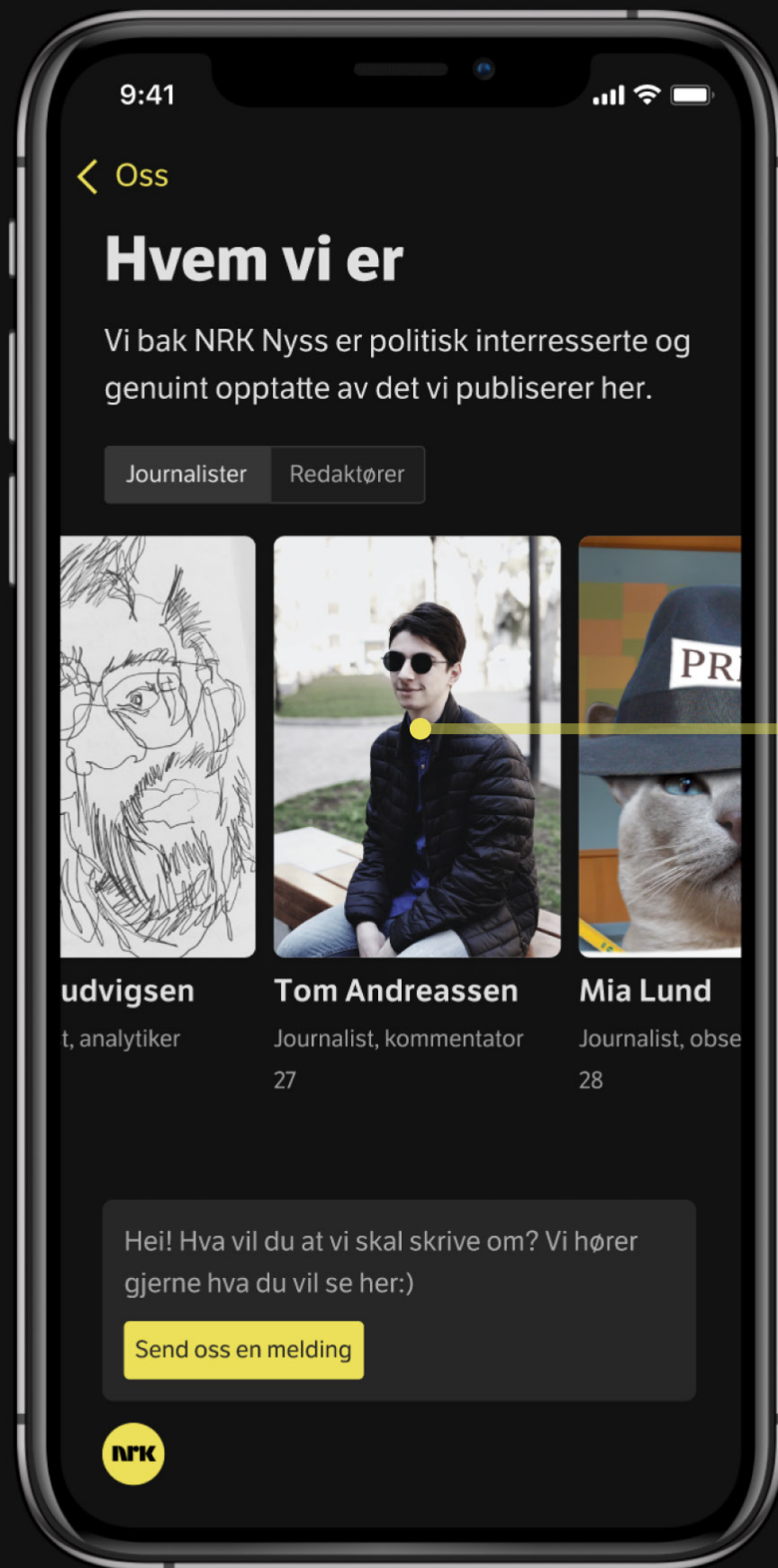
På en balansert

Vi ønsker å dekke det politiske landskapet på en balansert måte. I NRK Nyss betyr det at vi vil strekke oss etter å gi leserne våre ulike perspektiver å basere meningene sine på, og lik dekning og representasjon av ulike ståsted.



Og pålitelig måte

Vi ønsker at våre lesere skal ha tillit til nyhetsmediene. NRK Nyss har ikke politiske eller kommersielle baktanker med det vi publiserer, og vi vil strekke oss etter å publisere kildesikker informasjon. Videre følger vi *Vær varsom plakaten*, og vår egen NRK-plakat for å sikre at nyhetene vi publiserer følger høye standarder.



OSS: THE JOURNALISTIC TEAM

Nyss will be structured in a way that is comparable to a blog, where news is published by a journalistic team the readers can get to know. The journalistic team will consist of a set of permanent journalists, commentators and analysts who the readers will get a chance to know through profiles and their published news. Nyss will also give insight into the mechanisms behind publishing, through the Nyss editors. The team should consist of people with a genuine interest for political matters. We want the names of this team to be known by the readers, and envision it being possible to keep it to a small group of people. To compare, NRKbeta is structured in a similar way, where journalists and editors are presented in a way that supports familiarity, and publishes news they are genuinely interested in.

OSS: THE NRK POSTER

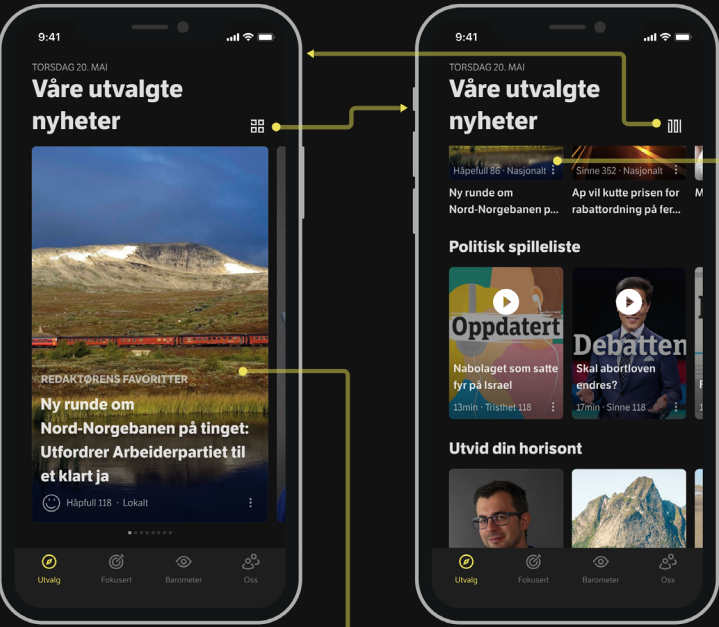
Our research made us question how aware youth are of journalistic guidelines, press ethics and editorial responsibilities. In a digital format where this information is often hidden and underprioritized it might not play out its main intention; to give readers something to measure the information they receive up against.

We wanted to surface this information, and in that way give readers a chance to evaluate what they read up against established standards. The NRK poster, intended to ensure reliable news, confirmed a lot of the incentives we had set in our project framing. We therefore saw the opportunity to make this available, to underline why readers should consider Nyss as a reliable news source.

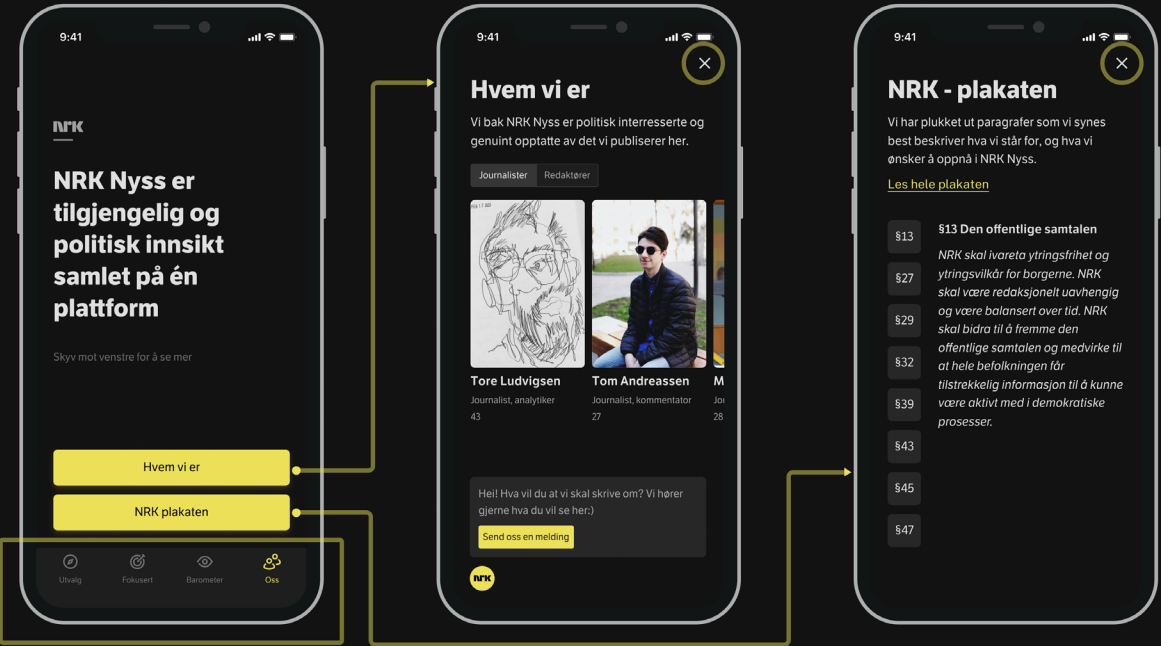


FLOW

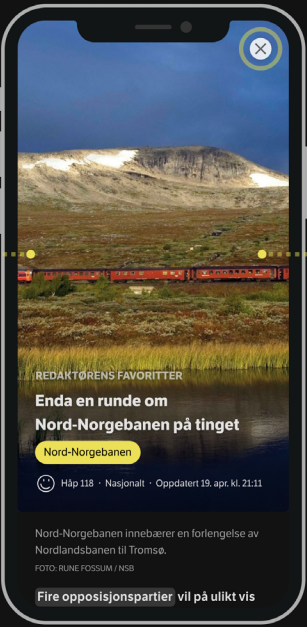
Våre utvalgte nyheter



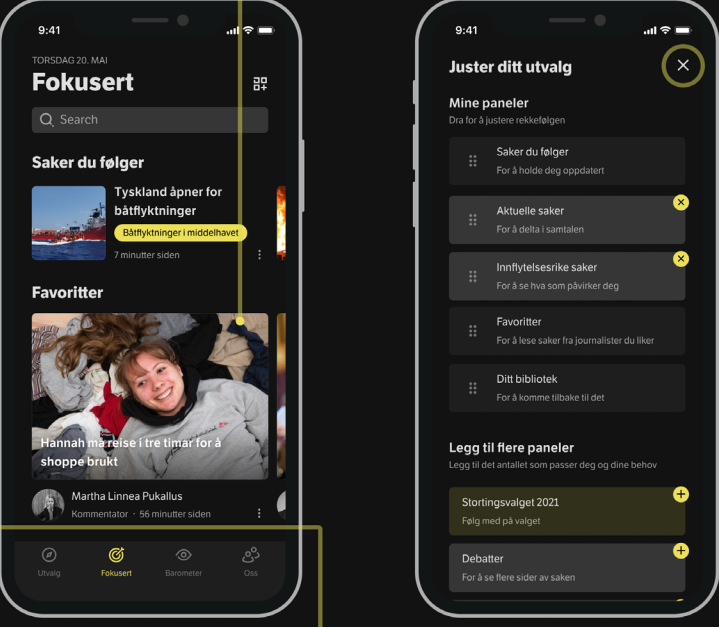
Oss



Artikkelen



Fokusert



Barometer

