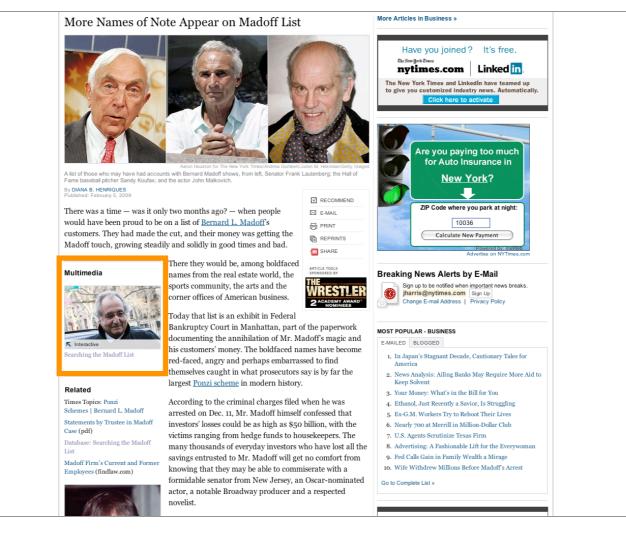


Hello, I'm Jacob Harris, and I'm here to talk to you about Interactive News. I am a founding member of the Interactive Newsroom Technologies team here at the New York Times, but I'm a not a journalist by training; I have a Masters Degree in Computer Science! But I've managed to spend enough time in the newsroom I've been asked to talk about what Interactive News is.

So what is it?

Good question. It's a nebulous concept. Like pornography, you know it when you see it, but it's not the easiest thing to define. And so, I think it's best for me to show you lots of examples. Of news, not pornography. So, that's what I'm going to do here, in the attempt to explore what forms interactive news might take. Since I work for the Times and can answer directly questions about them, many of my examples are going to be from the Times. This is not to say we know the subject better than anybody else, I just know why we've done what we've done.



Let's ask though, what is non-interactive news? Strip away all the photos ads and links and sidebars and sharing tools and this reduces to roughly the same as one that might've run in the paper in 1851: the article. That basic of journalism where the newspaper synthesizes, analyzes, and paraphrases from a variety of sources what you need to know. On the web we can do more though...

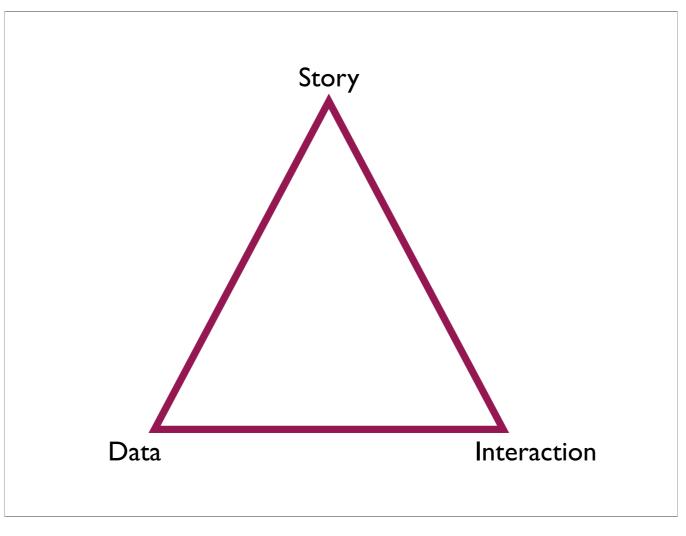
(build)

For instance, this story is about the creditors to Bernie Madoff's bankruptcy filing. Due to physical limitations of print, we wouldn't normally print all 13000 names on the list in the newspaper. But on the web, we can be the paper of record and share that at no cost.

MEDIA & ADVERTISING WORLD BUSINESS	SMALL BUSINESS YOUR MON			LE TRAVEL JOBS REAL ESTATE AUTOS
		EY DEALBOOK		
				RECOMMEND 🛨 SHARE 🖂 E-MAIL
Searching the Madoff L	ist			
The list of customer account names for	und by the court-appointed tru	istee in the record	s of Bernard L. Madoff	's wealth management firm, as well as
				to file a claim. Some of the names on the
list are those of lawyers, accountants, i				
which investigators are calling the bigg	-	-		
	, ,			
Name	City	State	ZIP Code	
				Search
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1620 K Street Associates	Arlington	VA	22202	
1700 K Street Associates Llc	Washington	DC	20036	
1776 K Street Assoc Ltd Ptr C/O Charles E Smith Mgmt Inc	Arlington	VA	22202	
1919 M Street Associates Lp	Washington	DC	20036	
1973 Masters Vacation Fund C/O David Friehling	New City	NY	10956	
1973 Masters Vacation Fund C/O Jerome Horowitz	Boca Raton	FL	33496	
1987 Jih Decendent Trust #2	Chicago	IL	60606	
1987 Jih Descendents Trust #3	Palm Beach	FL	33480	
1994 Bernhard Family Ptnrship	Sarasota	FL	34236	
1994 Trust For The Children	West Orange	NJ	07052	
1996 Trust For The Benefit Of	New Providence	NJ	07974	
1998 Club Stein Family 1999 Nadler Family Trust	Garden City	NY	11530	
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1999 Nadler Family Tst C/O Sidney Kaplan 2427 Parent Corporation		FL VT	33480 05251	

And so, behold! Interactive news!

It's a little underwhelming, but this IS interactive news. We built this the day the full list was released, a little app that allows readers to browse and search for particular results in the story. A silly example, but it is compelling to our audience; this application racked up half a million hits the afternoon it launched.

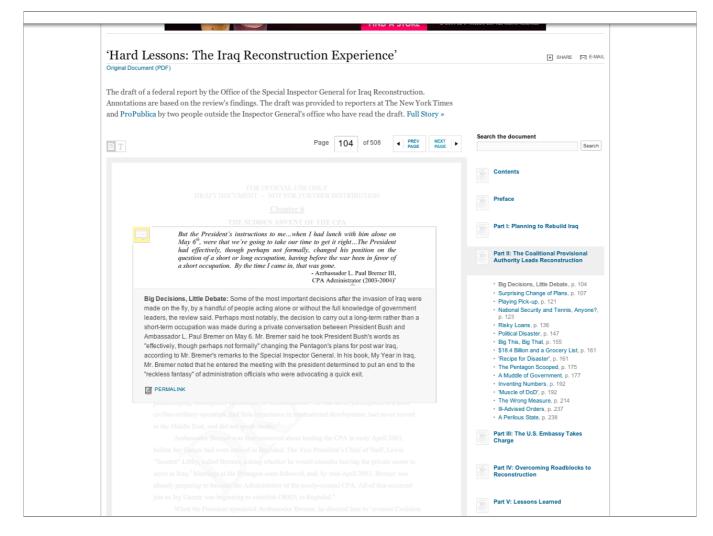


Interactive News applications as comprised of 3 axes. Each interactive news application lies somewhere in this triangle (thanks to Scott McCloud for the inspiration).

First and foremost is Data. Data is what makes an interactive news piece different from a typical interview-a-few-sources-get-opposing-viewpoints article you might find in much of any newspaper. At the extreme end of this triangle are the unprocessed raw data sources for any news, be they PDF documents, spreadsheets, databases, piles of photographs, or hours of audio.

Story is the second axis. At the most extreme point, story is just the normal content we produce every day, be it breaking news, blog posts, or restaurant reviews. But as we mix it with data, story is essential to a good interactive application. Data that has no story to it is not compelling; we could publish a list of last names in the NYC phonebook as data, but without a good reason, who cares? And filling in the story – the people, places, and events – often helps people to approach the data.

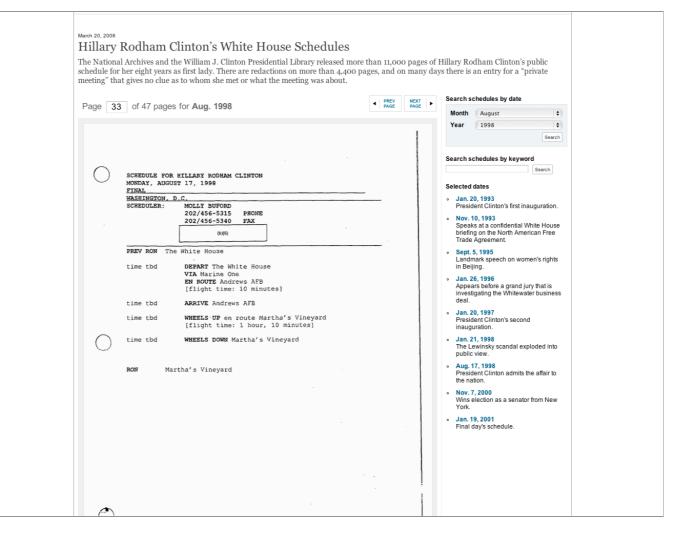
Finally, there is interaction. That's a word we all hear a lot, but often it means very little. A slideshow is interactive after all. You get to click forward AND back! But interactive is what makes the difference between a good and bad application, and the variations on interaction is what we will explore in this talk.



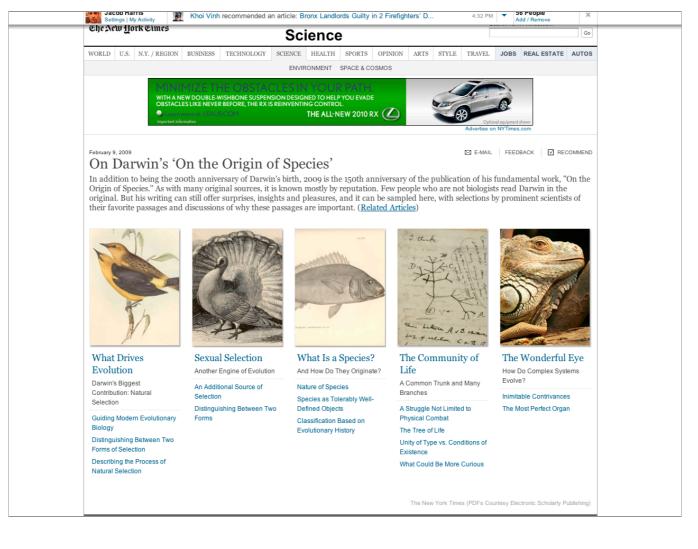
Here's another example of work we've done in the Interactive Newsroom Technologies group. A report on the failure of reconstruction in Iraq was leaked to the New York Times and ProPublica. Investigative journalism is sometimes driven by smoking gun documents like this. Normally, physical limitations prevent us from sharing that content with readers.

But here, we were fortunate to be able to share the full 500-page document online. Of course, if it were just the data axis we cared about, we could just link to a PDF. But this report assumes the reader is intimately familiar with the people and places in Iraq. So, we enhanced the Document Viewer to allow reporters to add expert annotations that tied into the larger story of the reconstruction's failure. Of course, we allow readers to read, search, and link to individual pages and sections on their own.

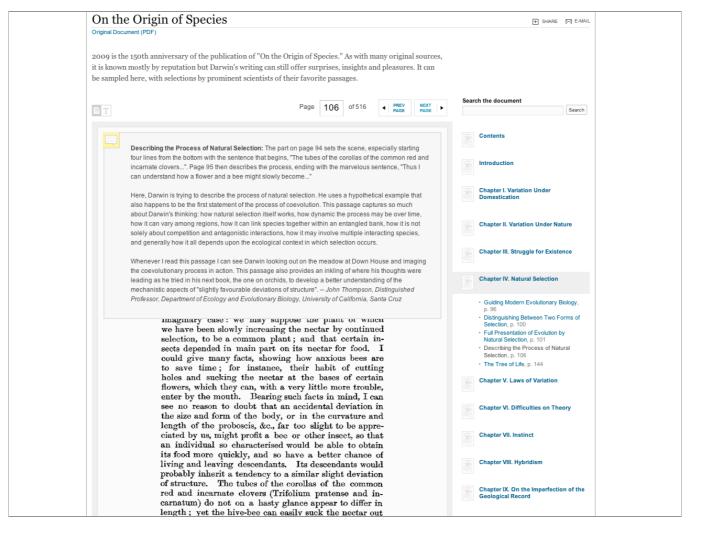
All three components. Data. Story. Interaction.



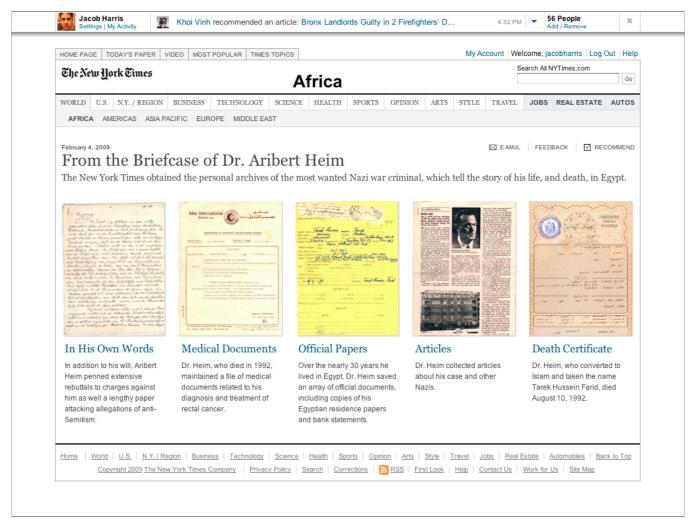
Of course, the nice thing about digital tools



Is once you've built them



You can repurpose



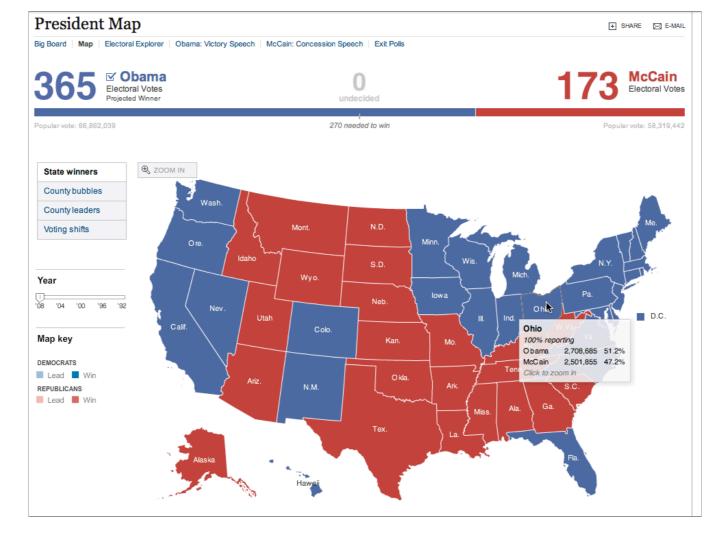
them in many ways

From the Briefcase of Aribert Heim 🛨 SHARE 🖂 E-MAIL A selection of documents spanning several decades from the briefcase of Aribert Heim, a Nazi SS doctor at the Mauthausen concentration camp. Page 35 of 66

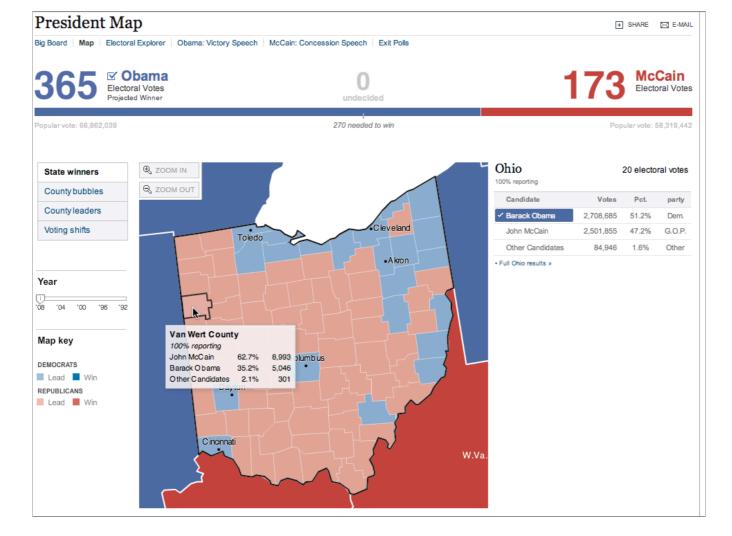
PREV NEXT
PAGE PAGE In His Own Words Daily schedule: Dr. Heim recounts his work as a concentration camp doctor. Cover letter, p. 1 ma quarter which was ourside of the mudies Research on Jews, p. 2 The treatment lasted about two hours. Mailing list, p. 3 Updating Heim's will, p. 4
Der Spiegel response, p. 6 Then it followed the treatment of the in mater in the infrancery station of the panys achieving much survey as furnales carbuncles abrenes and a visit in the rick from of the infirmary. With that the manning time from 8 English translation, p. 7 Response to Der Spiegel, p. 1 Heim's defense, p. 28 to I o'clock has passed !! A doctor's notes, p. 29 to I of lock the parsed. I he afteriorn it followed too the treatment of the soldiers and a visit in the sick room of the informacy. Decessionally I tack off smear checks in the camps's brothel and I visited ill prevous of the vibles, fruites, Additionally I achieved two energench-operations namely an appendices; tony at an girl investe of the brothel and an operation (herein intertime) at a 70 years old male on and, who died directly after the operation due to at a 70 years old male on and, who died directly after the operation due to Heim's resume, p. 34 Daily schedule, p. 35 Insurance statement, p. 36
Letter to Vatican, p. 38 Heim's will, p. 44 Medical Docume a sinculatory disorder. Deling my staying in the months atthe November 1941 in the samp, it has Official Papers not existed a pieret order for enthanasia for nick and desabled in mates. Selections not called a picer order for contraining in firms some not delivered, were not achieved likewine poison injections some not delivered, I now ordered to the camps M. as a doctor for the poldier quardrans and I did only provice by very of a make shift in the samps informary. But some not remonsible for events in the samps informary, which could buyyened Articles Death Certificate without my presence because I was doctor for the soldiers only, all other events in the camps reported in the prosecution are frame to n new as they were new for the investigation authority. This 9 declare herewith in lien of an outh land I include houten my in report " Witness tedieurly and analysis", 5.9.80

For all sorts of newsworthy uses

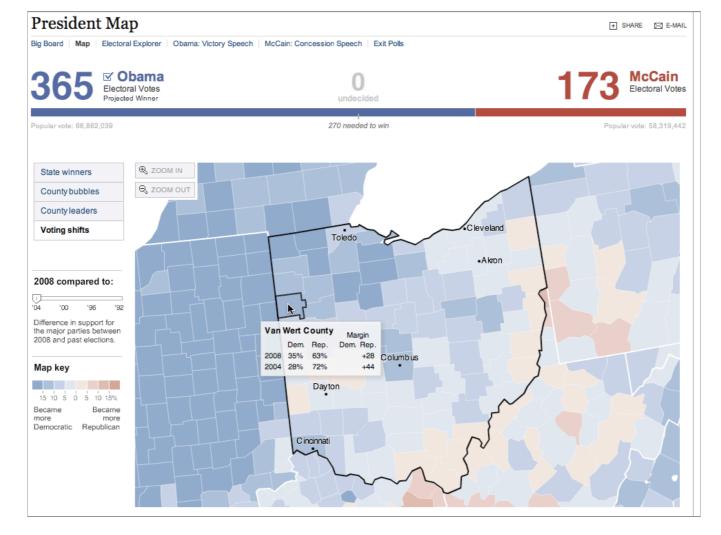
Oh, we are hoping to open source this code very soon.



Of course, sometimes a good map or a picture is worth 10000 DB rows. Here's the map we ran on election night. With data from the Associated Press, this was a collaboration between Interactive News and Graphics.



We allowed people to drill in and look at individual counties in both the map and in tabular versions on the state overview pages. Sadly we aren't able to share this raw data via an API.



Sometimes the story comes before the data. But here's a case where the data revealed the story of the election.

Compared to the previous election, the data showed how a large majority of the country shifted democratic the day afterwards. That county may have seemed Red, but it was less Red than before and that changed played out again and again nationwide.

VORLD U.S. N.Y. / REGION BUSINESS TECH	HNOLOGY SCIENCE HEALTH SPORTS	OPINION ARTS	STYLE	TRAVEL	JOBS	REAL ESTATI	E AUTOS
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Detainees Timeline About			Se	arch the Gu	Jantánam	10 Docket	Search
The Detainees				Latest	Transf	ers	
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been transferred and 242 remain, according to a				· Four	detainee	s were transferr	ed to Iraq
Defense. In addition, five detainees died while it			he			ma Rabai Said w	/as
detainees, thousands of pages of government do	cuments and links to court records and new	s media reports.			ferred to A	0	
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Name	Citizenship	Status		Decem	ber 2008		
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	Saudi Arabia	Held					
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Interactive news is also not necessarily static.

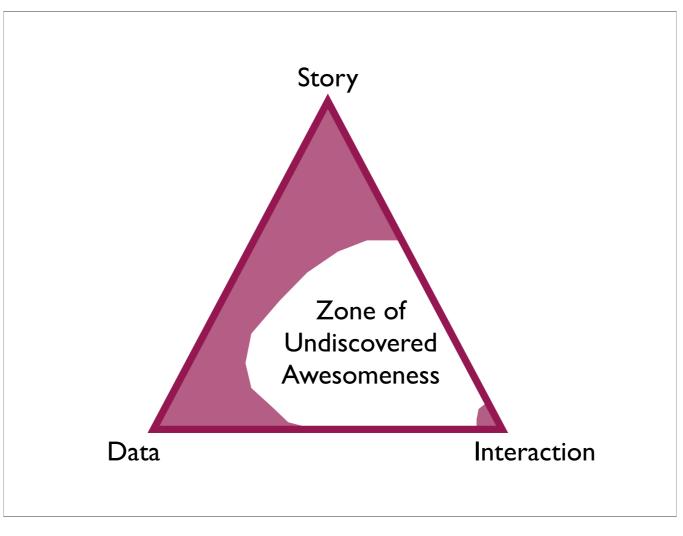
As long-running stories develop in new ways, applications can evolve. Here's the Guantanamo Docket, a collaboration between Interactive News, Computer Assisted Reporting, and Investigations. As more information is learned, the data evolves and the story develops. Trends become apparent.

Sattings My Activity Ranjit Prabhu recommended an article: Kansas Governor Is Top Choice for Secre	. 8	:40 PM 🔻	56 People Add / Remove	×
The Guantánamo Docket		+ SHARE	E 🖾 E-MAIL	FEEDBACK
Detainees Timeline About	Search	the Guantán	amo Docket	Search
« Return to Mazin Salih Musaid al Awfi's documents				
5 results for <i>casio</i>				
Combatant Status Review Tribunals Summaries — 1 page		Search the det	tainee's docume	nts
p. 1		casio		Search
"Detainee, at capture, had in his possession a Casio watch, model # F-91 W,				
which has been used in bombings linked to Al Qaida."				
Combatant Status Review Tribunal Transcripts — 1 page				
p. 3				
"Detainee, at capture, had in his possession a Casio watch, model 4 F-91 W,				
which has been used in bombings linked to Al Qaida."				
"Millions and millions of people have these types of Casio watches."				
Administrative Review Board Round 1 Summaries — 1 page				
p. 2				
"The detainee, at capture, had in his possession a Casio watch, model # F-91				
W, which has been used in bombings linked to al Qaida."				
"The detainee claims to have bought his Casio watch years before he left				
Afghanistan and did not know where he bought it specifically."				
Administrative Review Board Round 1 Transcripts — 1 page				

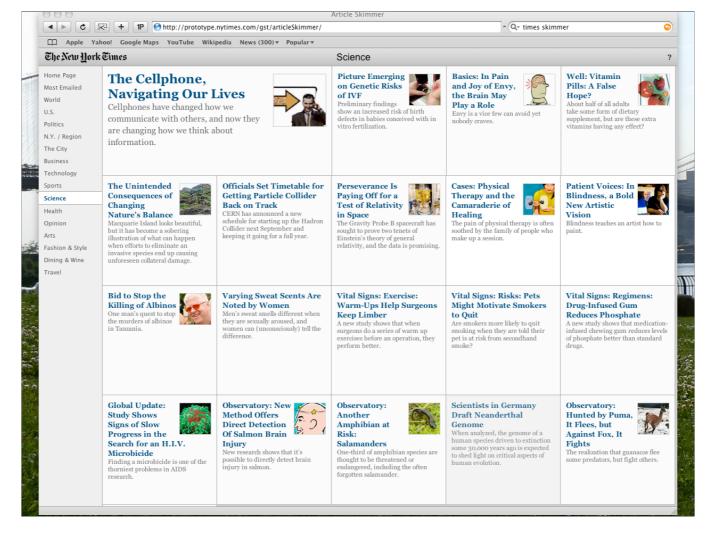
For instance, 35 detainees were implicated as bombmakers merely because they owned a particular cheap Casio wristwatch.

Settings My Activity	Add / Remove		
Mazin Salih Musaid al Awfi Iazin Salih Musaid al Awfi is a 29-year-old citizen of <u>Saudi Arabia</u> . He was captured near the Pakistan-Afghan order in <u>Dec. 2001</u> . He was transferred to Saudi Arabia on <u>July 15, 2007</u> .	Internment Serial Number: 154 Alternate name • Mazin Salih Musaid Alawfi		
Page 4 of 30 4 PREV PAGE >	Combatant Status Review Tribunals Summaries		
UNCLASSIFIED//FOUO	Combatant Status Review Tribunal Transcripts		
Personal Representative: Yes ma'am. Mazin and I met for our initial interview on 21 October. Our meeting lasted approximately one hour. He was very cooperative during the interview. When I presented the Summary of Unclassified Evidence, however, he was in disbelief as to the nature of the evidence. We went over each piece of evidence, one point at a time, and I took notes as to what he had provided me. I conducted a	Transcripts of Detainee Testimony and Documents Submitted by Detainees at Combata Status Review Tribunals Held at Guantanamo Between July 2004 and March 2005		
follow-up meeting with Mazin just yesterday. We reviewed the notes that were taken during the first session and made any updates in preparation for today. The Personal Representative begins going through the allegations on the Unclassified Summary one at a time, providing the Detainee's response to each one. 3.a. The Detainee is associated with Al Qaida.	Administrative Review Board Round 1 Summaries Administrative Review Board Round 1 Transcripts		
3.a.1. Detainee's associated with At Quida. 3.a.1. Detainee's name and telephone number were on a list of Al Quida members that was discovered on a computer hard drive seized during raids on Al Quida safe houses in Pakistan.	Administrative Review Board Round 2 Summaries		
Personal Representative on behalf of the Detainee: The name on that list was not my name, nor was the phone number. During one of these interrogations approximately one and half years ago, an interrogator showed me a list from the Al Quida. He showed me a list of the names of people. The rest of the names were darkened out. When I looked at the name, I told the interrogator that is not my name. The name on the list was Salah Al Awfi. That was the name I saw on list, but my name is Mazin Salih Musaid. My phone number is 831-2425. The telephone number on the list was not that number. The interrogator looked into this and came back to me and told me that Allah is with me, this is not your name. In the same meeting.	Search the detainee's documents		
3.a.2. Detainee, at capture, had in his possession a Casio watch, model # F-91 W, which has been used in bombings linked to Al Qaida.			
Personal Representative on behalf of the Detainee: I am a bit surprised as to this piece of evidence. Millions and millions of people have these types of Casio watches. If that is a			

And again, we can reuse tools in new ways.

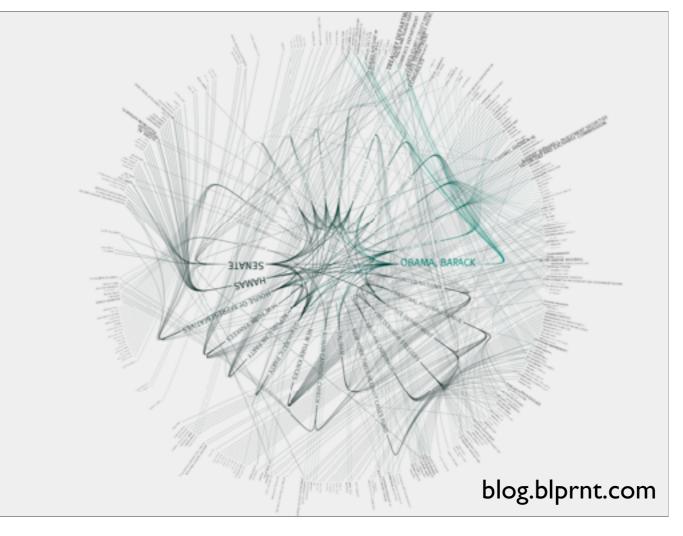


So back to interaction. As newspapers, we do an excellent job of filling in the left side of the triangle. Stories and data are what we've done well for over 100 years. Now, our main task is learning how to share that. But I think there is much more to interactivity. Mainly becuase there are so many different ways in which users might interact with the news above the individual story or application and how APIs tie into that.



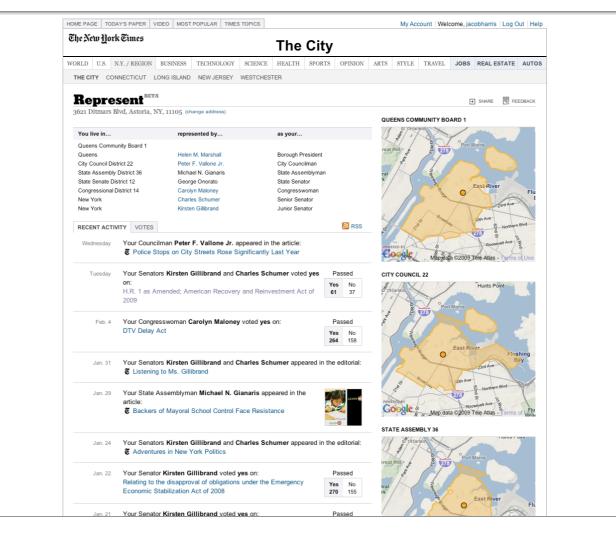
There's the homepage for instance. You've seen our nytimes.com homepage already. But does it have to be THE homepage for everyone?

This is NewsSkimmer, a new spin on the traditional homepage by the new Prototypes Group of nytimes.com. It uses our RSS feeds converted into JSON.

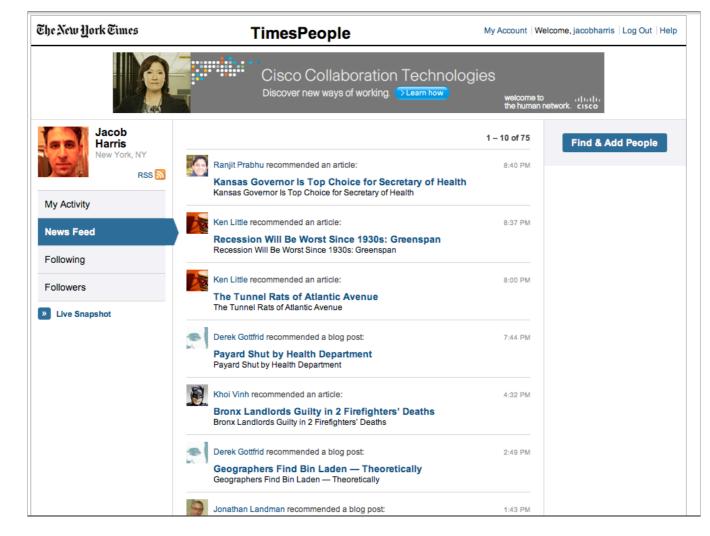


On the more abstract end of things, here's a representation of relationships between key people and organizations in 2009 made by Jer Thorp and using the Article Search API.

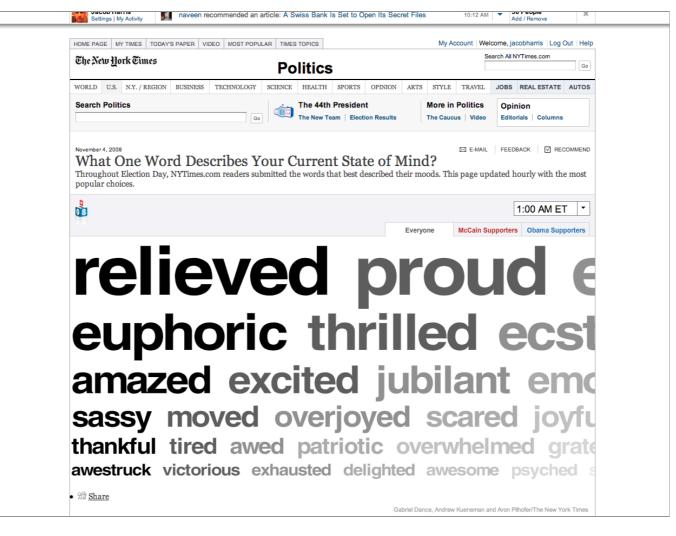
You don't have to know Flash to do Interactive News however. I don't, although I respect there are some good places for it. You do need to understand how the Web works however. When possible, everything should have a URL, everything should be a page, everything should be linkable.



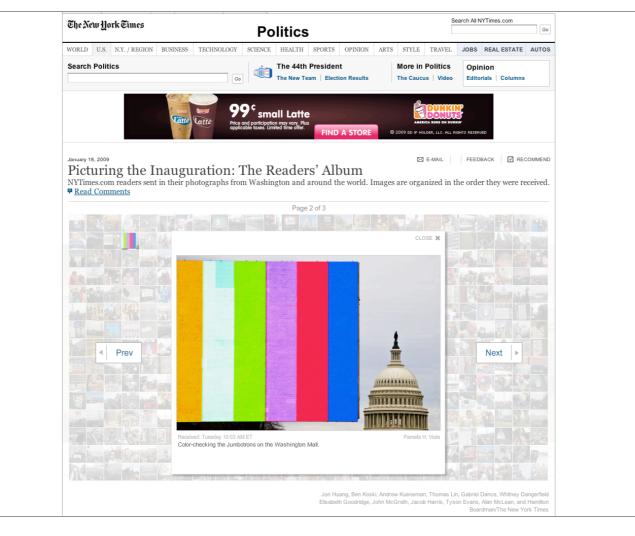
Interaction is also aggregation. Content is often spread across websites and across the web. Pulling it together into a cohesive whole creates new opportunities. Represent is a beta from interactive news that hits several APIs to answer "what are my elected officials doing?".



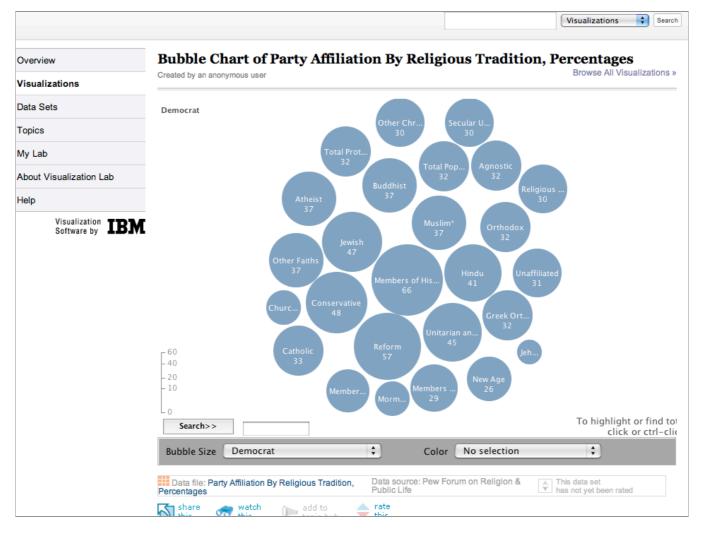
Interaction is community. Article comments allow strangers to yell at each other about politics. Email this allows direct dispatches, but new interactive social layers like TimesPeople allow friends to connect and share the news that interests them. Think of it as personalized filter to the news.



As readers react to the news, we can ask for their reactions.



And more... here we solicited reader photographs from people watching the inauguration both in DC and around the world. And honestly, I found the photographs more emotional and compelling than the photography from official reporters.



We might also ask if it's possible to create a Wikipedia-style collaborative layer on top of the news?

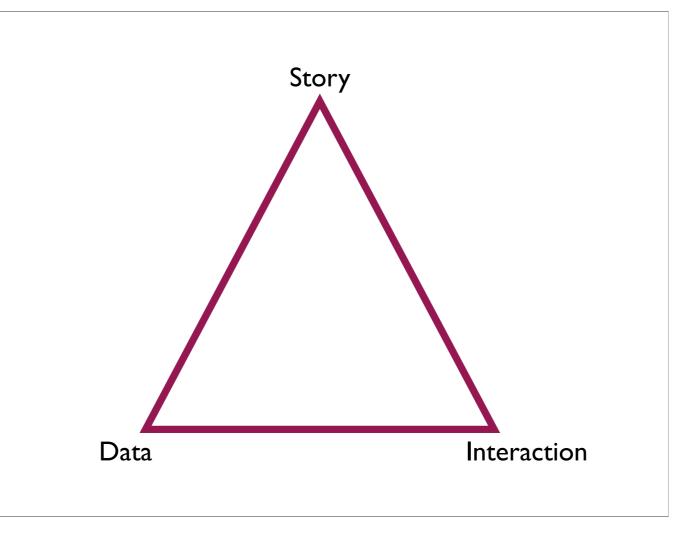
As one possibility, here's VisualizationLab, a project that allows people to create and share their own visualizations of raw data. We could also consider similar collaborative annotation layers on top of news as well. You can guess we're already thinking of adding user annotations to the DocumentViewer



Maybe we'll see functionality like this NewsMixer prototype applied to real news and data.



And finally, for many of us the web is now on the go, in our phones, our TVs, our toaster ovens (okay, maybe not toasters). New applications for mobile form factors are the newest frontier for newspaper websites and other applications.



So to repeat, data. story. interaction. Now show me what amazing work you've done.

Thank you.