

## NEXT GEN NEWS 2

# Recommendations for news producers

## CONSUMPTION

What I get from information

### Substantiate

- > Meet your users
- > Lead with facts
- > Show your work

### Study

- > Show interest
- > Go deep
- > Bring it to life

### Sensemake

- > Create open conversations
- > Orient the audience
- > Include the audience
- > Use satire wisely



### Socialize

I receive news and want to connect with others through sharing

## SOCIALIZE

- > Highlight human stories
- > Make sharing a product feature
- > Utilize memes for meaning and humor



### Substantiate

I want to check the facts



### Study

I want to develop my knowledge



### Sensemake

I want to understand other perspectives