

NEWSARCADE NEWSLETTER

A CREATIVE EUROPE INNOVATIVE PROJECT BRINGING TOGETHER
JOURNALISM AND GAMIFICATION



NEWSARCADE **Seriously Play the News!**

This issue's introduces what the partnership has been working on the previous months:

ANALYSIS OF DATA COLLECTED FROM EXPERIMENTS & IMPROVEMENT OF THE TOOL

Media companies are facing a fundamental challenge: the questioning of their legitimacy. What they need is to reaffirm their usefulness within democratic societies, by strengthening the bond with their audience and even creating new connections with parts of the population that have become distant. Their audiences demand to be taken into consideration. Thus, media companies need to prove themselves useful and this can only happen if they can explain to the public why.

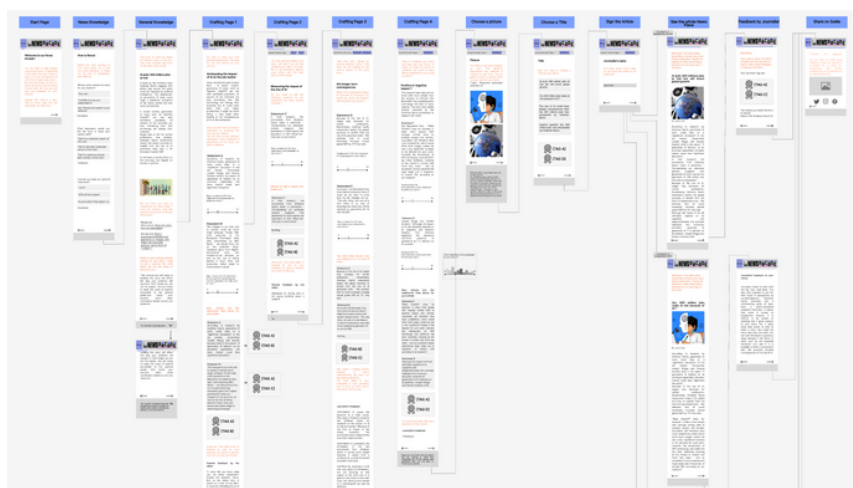
Therefore, NewsArcade aims to tackle these challenges by bringing together journalism and news consumption closely by means of gamification. By creating the necessary tools and a new format for gamified news, that can tell a comprehensive 360 degrees news story the project will aim to improve citizens' skills in news literacy, build critical thinking skills and thus strengthen the position of media outlets. The project leverages creativity and gamification in order to create a powerful engagement tool that can tackle disinformation by allowing the public to acquire the necessary skills for spotting fake news and better understanding how stories can be manipulated willingly or unwillingly.

Refinement of the tool

In the newest update of the NewsArcade wireframe, we have added more crafting pages, therefore, increasing the number of statements and choices the users will select to craft their articles. Also, to add more agency for the users, the title has become a choice rather than a pre-selection from journalists. Finally, a tag system has been created by the team and added to the whole game structure, where each statement selected will be assigned to two tags, which will in turn determine the quality of the article crafted and the feedback the user will receive.

The tags have been inspired by the most important news values/engagement criteria by Galtung and Ruge (1965) and adjusted by Aslak Gottlieb (2016). These are:

- analytical
- confrontational
- empathetic
- entertaining
- impactful
- constructive
- surprising
- trending



In October-November we have invited 1K+ Danish high school students to test a pilot of two NewsArcade experiences about sex equality in professional football and military service. The students are all part of a media literacy training program ran by Southern University of Denmark in collaboration with Danish news media outlets.

NEWSARCADE AT DUTCH MEDIA WEEK 2023: ENGAGING AUDIENCES AND BUILDING FUTURE SUCCESS

During the Dutch Media Week, held from October 2nd to October 8th, 2023, NewsArcade took stage at NISV. With a strategic approach, we participated in two distinct events - the Business & Innovation Day and the Backstage Day - each tailored to specific target audiences. The Business & Innovation Day on October 3rd catered to those seeking insights into business opportunities and revenue streams in the media sector, while the Backstage Day on October 6th engaged media students by delving into the inner workings of the NewsArcade project. In total, we engaged approx. 30 individuals, including educators keen on exploring future roles in NewsArcade. The long-term outcomes are promising, as we anticipate further improvement of the NewsArcade tool and increased initial adoption upon its launch.



WHAT IS COMING NEXT? STAY TUNED!

- Designing and creating the interactive news format and releasing the 2nd version of the NewsArcade tool in November 2023.
- Implement pilot tests with media professionals and scale up experiments with the educational sector from December 2023 onwards.
- Participation in upcoming dissemination events to promote the project on a European level.

<https://newsarcade.eu/>



CONTACT US

If you are a media professional (journalist, content creator, trainer), or a stakeholder (publisher, editor, decision maker, policy maker) who wishes to get involved in the upcoming experiments of the project and/or wish to be informed about our project's news, contact us directly:
<https://newsarcade.eu/contact/>.



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NEWSARCADE -
SERIOUSLY PLAY THE
NEWS!

Partners

The organisations participating in the project are: DIAS Media Productions (Project Coordinator) – Cyprus; IN2 Digital Innovations – Germany; Portaplay APS – Denmark; WAN-IFRA – France; Alliance de la Presse d'Information Generale (APIG) – France; Syddansk Universitet (SDU) – Denmark and Stichting Nederlands Instituut Voor Beeld en Geluid (NISV) – Netherlands



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