News Sync Overview

- Web application that offers a two-screen viewing experience to the KOMU 8 audience.

- Provides complementary interactive content, such as raw interviews, poll questions, infographics, etc.
Adults between the ages of 40 and 60. Research shows this demographic is more likely to use a second-screen device while watching television after 8 p.m.
News Sync Interface

- Medical Marijuana in Columbia
- Providence Inn
- Jefferson City Convention Center

CURRENT STORY POLL
Do you think Columbia City Council should allow use of medical marijuana?

- 84% Sure! If people want to smoke doobies...
- 16% No, this is a horrible idea.

CURRENT STORY TWEETS
Show-Me Cannabis Meeting Opposed by Community
MOBERLY - Show-Me Cannabis is hosting a meeting in Moberly Tuesday night, but the group hasn’t received much support from the community.

CURRENT REPORTER
Jim Riek
Contrary to what you heard from my colleagues, my real job is telling you our viewers how to make the switch.
News Sync URL

rji.staging.deltasys.com/?work=WK108429&preview

https://www.youtube.com/watch?v=WXkzSDw6WpY
What’s Watchwith?

- Syncs companion content with real-time broadcast.
- The desktop software application allows producer to create and manage syndicated content.
- The current plan is have one producer organize the News Sync content.
Editing Raw Video in WatchWith

Creating Polls

Poll Instant Editor

Answer Text:
Yes, imposing fines or jail time will cause the owners to fix the properties.

Response Text:

Answer ID:

Answer Submission:
- Focus group consisted of Broadcast and Convergence students
- Had students watch half of a newscast while using News Sync
- Asked for feedback regarding usability as well as incorporating into Convergence 4804 Reporting course
Popular Responses

“I wouldn’t watch the video unless there was a commercial break...it’s too distracting to watch during the newscast.”

Solution: Have arrows in the main component, so the viewer can go back and watch video at their convenience.
Popular Responses

- “I’d like to be able to scroll within the story column to see what’s coming up.”

- “I wish I could stream the video, not have it download into a new window.”
Popular Responses

“I couldn’t see my parents using it. I don’t think they would take the time to pull the computer out...usually they are putting it away at that time.”

“If there’s no way to go back or pause it in real time, it makes it hard to really take advantage of all the additional information. I want to be able to pause it, and then be able to catch back up.”
“The site doesn’t keep up with the newscast unless you’re on it...so if I’m late tuning in...am I out of luck?”
“I really like the poll, I think it’s interactive and it’s cool to see what other people are thinking.”
Features Students Liked

- “The overall look of it is tight but without feeling overwhelmed, it looks aesthetically pleasing.”

- “There’s no scrolling, it’s all in one place.”
- “Definitely” something 4804 students would rather take part in than solely taking pictures.
- Want to feel a part of what KOMU is doing.
- Students seem interested in being introduced to the broadcast side, and unanimously agreed it would give the KOMU newsroom shift more purpose.
Focus Group - Adult POV

- Four adults (ages ranging from 42 to 63) at Columbia Public Library asked to experiment with News Sync.
- Watched half of a newscast and asked for usability feedback.
- “I think the idea is neat, I’ve seen it with my kids when they watch Walking Dead. I would try it during a news show.”

- “There is a lot of good supplemental information, but I’m used to just watching the television, so I don’t know if I would use it.”
Focus Group - Adult POV

- “I like this poll, it’s nice to see what people are thinking.”

- “I enjoy reading about the stories in the link section, but I feel like I’m tuning the newscast out.”
Focus Group - Adult POV

-Overall, of the four participants, two said they would use News Sync during an actual newscast to see how they like it; one has an iPad, the other a laptop.

-The other two participants said they would rather just watch on TV, but would resort to it after the show if they had a question or wanted more information on a particular story.
News Sync Strengths

● Appealing Design
  ○ Efficient use of space
  ○ Well organized

● Supplemental information
  ○ People loved the additional content!

● Polls and Twitter feed
  ○ Participants enjoyed the interactivity
News Sync Weakness

- Inability to browse through content
- Content may pose distraction from actual newscast
- Interacting with a second screen while watching a television show is a new concept for the demographic we’re targeting
The Next Step...

● Provide countdown to the next story
  ○ Possible downfall - will give away too much of newscast and viewers will lose interest
  ○ Ability to see what’s coming up next, but can’t click the actual content

● Archive
  ○ Viewers who missed content in real-time, can go watch it at a later time...Could be great for people who tivo the newscast!