Defining the Need
Defining the Need
Aggregation Research

Purpose

- Determining what is already known
- Seeing what solutions, if any, have been proposed
Defining the Need
Aggregation Research

Findings

- International news is bad news
- It’s expensive
- There’s a disconnect
Defining the Need
Aggregation Research

Factors
- quick
- intense
- unambiguous
- meaningful
- consonant
- unexpected
- continuous
- reference to elite nations

-Galtung & Rouge, “The Structure of Foreign News”
Defining the Need
Aggregation Research
Findings

“In the world of global news, audiences and journalists do not see eye to eye as to what constitutes the most important stories of the year, particularly from a long-term point of views. The longitudinal pattern offers little support for the agenda-setting function of the mass media as far as the salience of news and audience attention are concerned.”

-Tai and Chang, “Global News and the Pictures in Their Heads”
Defining the Need
Aggregation Research

Findings

<table>
<thead>
<tr>
<th>Topic</th>
<th>Percent Interested</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ordinary People</td>
<td>45.0</td>
</tr>
<tr>
<td>Politics/Government</td>
<td>37.1</td>
</tr>
<tr>
<td>Economics</td>
<td>36.6</td>
</tr>
<tr>
<td>Accidents Disaster</td>
<td>29.0</td>
</tr>
</tbody>
</table>

-Hargrove and Stemple, “Exploring Reader Interest in International News”
Defining the Need
Aggregation Research

Findings
- International news is bad news
- It’s expensive
- There’s a disconnect
Addressing the Need

Blending “international” and “local” news

Case study as a model for other newsrooms
Addressing the Need

What do we have to add?

- Intentional
- Based on community’s interests
- Not event-based
Addressing the Need
Content Analysis
Addressing the Need
Picking the Subject

- Chose Vietnam by the data
- Analyzed the type of stories that did exist
- Goal: find a way into the community
Addressing the Need
Survey of the Vietnamese Community

The information we’re looking for

- Foundational knowledge
- Responses from a significant portion of the community
- Qualitative research
Addressing the Need
Survey of the Vietnamese Community

Questions we asked

- General info about the Vietnamese community
- Media consumption
- Vietnam in the news
- Demographic Info
Addressing the Need
Survey of the Vietnamese Community

Columbia Vietnamese Community

Media consumption

4. How often do you read or watch news?
   - Several times a day
   - Once a day
   - A few times a week
   - A few times a month
   - Rarely or never

5. How do you get your news? (Check all that apply)
   - TV
   - Newspaper
   - Radio
   - Magazine
   - Website
   - Mobile Application
   - Other (please specify)
Addressing the Need
Survey of the Vietnamese Community

Results
- 18 total respondents
- All but two thought Vietnam did not receive enough coverage
Addressing the Need
Survey of the Vietnamese Community

- “Cultural events, profiles of community members, philanthropic events”
- “How we help each others and build a close and supportive community”
Case Study Components

- 1 overview article
- 1 infographic
- 2 video pieces
- 1 text piece with photography
- More to come
What’s Vietnam to a Missourian?
Social Media Infographic

- Introduction to the project
- Answers the question “Why should we care?”
- Get people talking about the other components
What’s Vietnam to a Missourian?

More than eight thousand miles, hours of plane flights, and the expanse of the Pacific Ocean separate the Southeast Asian country of Vietnam from the Midwest state of Missouri, but the two are connected in many ways. This graphic was created to show the ties of two seemingly unrelated counties as part of an project to share non-crisis news to Missouri audiences.
By the Numbers

Vietnam has almost twice the land mass of the state of Missouri, but it has nearly 15 times the population. Despite this, Vietnam is still more than twice as rural as Missouri.

**Landmass**
- Vietnam: 127.9 thousand square miles
- Missouri: 88.7 thousand square miles

**Urban v Rural Population**
- Vietnam: 64% rural, 70.4% urban
- Missouri: 36% urban

**Total Population**
- Vietnamese: 93.8 million
- Missourians: 6 million

(Each person icon = 1 million people)
In the US

Country of Origin

The US is home to more than one and a half million people who identify as Vietnamese, about 5 percent of the US population. About one third were born in the US, while the other two thirds were born in Vietnam.

Native: 32.2%
Foreign Born: 67.8%

US Vietnamese Immigration

Of the nearly 1 million Vietnamese that have moved to the US, approximately 136 thousand are living in the Midwest, less than any other region.

West: 48.8%
South: 32.9%
Northeast: 9.5%
The Heart of the Heartland

Where are Missourian Vietnamese?
Of the 136 thousand Vietnamese in the Midwest, more than 17.5 thousand have settled in Missouri, mostly in the major cities.

Columbia: 448 Vietnamese
Kansas City: 5,140 Vietnamese
St. Louis: 5,537 Vietnamese
Springfield: 512 Vietnamese

Carthage: Carthage, Mo. is home to the Marian Days festival the first weekend of every August. This festival attracts tens of thousands of Vietnamese Roman Catholics from around the country.

Growth in Numbers
During the 2010 census only 14.5 thousand Vietnamese lived in Missouri. Over the next two years, the Missouri Vietnamese grew by around 1.3 thousand. Though American Community Survey hasn’t released more recent data, at this growth rate close to 20 thousand Vietnamese will be living in Missouri by 2014. That’s roughly the population of the Missouri city of Rolla, and about two thousand more than Hannibal.

This graphic was created as a part of a larger project to connect local audiences with non-crisis international news. For more information, and to see other components of the project, visit www.globaljournalist.org.

Sources: CENSUS BUREAU, THE WORLD FACTBOOK, AMERICAN COMMUNITY SURVEY, WORLDBANK

Evan Townsend / MU School of Journalism
What’s Vietnam to a Missourian?

Social Media Infographic

Advantages
● Visual
● Easy to view
● Versatile

Disadvantages
● Lack of depth
● Doesn’t stand on its own
American education valuable to Vietnamese family

Text/Photo Essay Piece

- Missourian/Tribune-type audience
- In-depth reporting following family
- Photographs
American education valuable to Vietnamese family

Text/Photo Essay Piece

Advantages
- Cooperative
- Very visual
- Data + Human interest

Disadvantages
- Timeliness
- Invasion/Authorit y
- Language Barrier
Raising a Tiger
Video Piece

- Soft feature
- Magazine style approach
Raising a Tiger
Raising a Tiger

Video Piece

Advantages
● Fun and appealing
● Meets audience wants

Disadvantages
● Language barrier
Vietnam veterans in a new context
Broadcast-Style Piece

- Political, more news style
- Interesting to Vietnamese and non-Vietnamese community
- Provides cultural awareness
Vietnam veterans in a new context

Broadcast-Style Piece

Advantages
- Political
- Timely
- Community perspective

Disadvantages
- Sourcing
- Controversy
- Archival footage
Project continuance

- Profiles of MU Faculty involved in Vietnamese Community
- Another story
- Exit Survey
# Hindsight SWOT analysis

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>International experience</td>
<td>All American</td>
<td>Weak coverage in local media</td>
<td>Authority</td>
</tr>
<tr>
<td>Diverse skill set</td>
<td>No prior connections to Vietnamese community</td>
<td>Interesting things happening in the community &amp; globally</td>
<td>Community Disconnect</td>
</tr>
<tr>
<td>Experience with platforms</td>
<td>Low survey response</td>
<td>GJ Audience</td>
<td>Politically-charged story</td>
</tr>
<tr>
<td>Diverse subject matter</td>
<td>No budget</td>
<td>Ability to define our own project</td>
<td>Aftermath</td>
</tr>
<tr>
<td>Data research skills</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
What We Learned

- There’s a need
- There’s a wealth of stories to be told
What we learned

- There are obstacles
- But these stories are much easier than the traditional route
What we learned

- Those stories have depth, integrity
- They fill a need
Questions?