

EMERGENT MEDIA AND JOURNALISM EDUCATION TOWARD A THEORY OF EXPERTISE

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Journalism education today



- The education of journalists is facing several problems:
 - ▣ The speed of changes and the introduction of new technological innovations
 - ▣ Finding new instructors who have knowledge (actual and practical)
 - ▣ Selection of the current trend (topics) which will be developed into courses

- Journalism today is experimental (most newsrooms are mainly trying to find the best way to present content (multiplatform publishing) and business models that will lead to profit for publishers)

New skills



"TO SAVE MONEY, WE WILL BE REPLACING OUR REPORTERS WITH BLOGGERS, WHO WILL WORK FOR FREE."

Theory of Expertise (Giyoo Hatano)



- Comes from the area of cognitive psychology
- Give us the direction that journalism programs should consider!!!

- There are two types of expertise:
 - ▣ Routine (skills)
 - ▣ Adaptive (broader knowledge)

Routine knowledge



- Helps people to solve problems quickly on a daily basis
- Do not helps people to adapt well when instability happens

Adaptive knowledge



- Enables people to solve novel problems
- Adaptive experts go beyond the learning of skills by seeking to understand the meaning and implications of their tasks
- Adaptive experts are more adept at solving problems in time of uncertainty

What adaptive expertise do online news media employers prefer?

Adaptive expertise	Percentage
Outside knowledge area	38.4
Creativity	32.5
Independent thought	27.2
Leadership	19.0
Critical thinking	12.3
Problem-solving	10.0
Ability to learn	8.6

Source: Carpenter, Serena. "An application of a theory of expertise: Teaching liberal arts and skill knowledge areas to prepare journalists for change" Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Sheraton Boston, Boston, MA, Aug 05, 2009 <Not Available>. 2010-05-25
<http://www.allacademic.com/meta/p375028_index.html>

What types of routine technical knowledge?

Routine Expertise	Percentage
HTML/CSS	27.4
Posting of content	20.6
Image editing	20.2
Blogging	17.8
Video editing	16.3
CMS	12.8
Animation	11.9
Social media	11.0
Audio editing	10.5

Source: Carpenter, Serena. "An application of a theory of expertise: Teaching liberal arts and skill knowledge areas to prepare journalists for change" Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Sheraton Boston, Boston, MA, Aug 05, 2009 <Not Available>. 2010-05-25
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What types of routine nontechnical knowledge?

Routine nontechnical expertise	Percentage
Writing skills	62.7
Working under a deadline	52.1
Editing copy	40.8
Teamwork skills	37.8
Communication skills	37.0
AP style and grammar	18.7
Researching	16.3
News judgment	15.8
Multiplatform writing	12.7

Source: Carpenter, Serena. "An application of a theory of expertise: Teaching liberal arts and skill knowledge areas to prepare journalists for change" Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Sheraton Boston, Boston, MA, Aug 05, 2009 <Not Available>. 2010-05-25
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Journalism knowledge in Croatia

- **Stanislav Bender - Net.hr**
- “We must have all the knowledge that defines journalism as such, and then learn how to use new media to convey their messages”.
- **Vanja Šalov – Index.hr**
- “Journalists must have excellent knowledge of computer and internet research. Capacity and capability to process the story in an original way and newsgathering more information is crucial!”
- **Gordana Jankoska Vranić - Jutarnji.hr**
- “Besides the 'theoretical' knowledge and experience in journalism - a journalist has to know the web (functionality, ways of processing and presentation of the story - which is essentially the difference of processing print story)”

Source: Research conducted by the author in February 2009.

Solution? Lifelong education?

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MY RECENTLY ACCESSED COURSES

- Video Storytelling for the Web
Last Accessed: 21 hours 38 min ago
- Anatomy of a Multimedia News Organization
Last Accessed: 17 weeks 3 days ago
- Five Steps to Multimedia Storytelling
Last Accessed: 17 weeks 3 days ago

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Please give us your feedback about our site and training. We are glad you're a member of Poynter's journalism e-learning site.

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HIGHLIGHTED COURSES

Developing a Mobile Site: Tips and Techniques

WEBINAR

Writing for the Ear

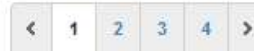
SELF-DIRECTED COURSE

Whether you're new to audio



Credibility and Social Media in Your News Organization

WEBINAR



Time and distance!?



- Courses must be available 24 hours a day, seven days a week via Internet

Part

- The insufficient
- The difference

Partner institution	Courses
American Association for Public Opinion Research	Understanding and Interpreting Polls
Annue E. Casey Foundation	Covering Foster Care: A Seminar Snapshot
American Society of Newspaper Editors	Community Service Photojournalism: Lessons from a Contest; Boot Camp for Scholastic Journalism Advisers; Introduction to Ethical Decision-Making
Dart Center for Journalism & Trauma	Journalism and Trauma
Department of Journalism, J-Ideas, Ball State University	First Amendment Training for the High School Journalist
Frontline Editors Project	Frontline Editors Introduction: Understanding Leadership Styles; Frontline Editors, Personal Edition: Job Aptitude and Analysis
GuideStar	Reporting on Nonprofits
Hechinger Institute on Education and the Media,	On the Beat: Covering Education
International Reporting Project, Johns Hopkins University School of Advanced International Studies	International Reporting Basics: What You Need to Know Before You Go
Kent State University	Boot Camp for Scholastic Journalism Advisers
Knight Center for Specialized Journalism, Merrill College of Journalism, University of Maryland	The Economy in Turmoil: Challenges to the White House, the Statehouse and Your House.
Knight Digital Media Center, University of California-Berkeley Graduate School of Journalism	Five Steps to Multimedia Storytelling: Using Social Media to Build Audience
The Maynard Institute	Anatomy of a Multimedia News Organization; Anatomy of a Newspaper: Understanding the Business
Media Bloggers Association	Online Media Law: The Basics for Bloggers and Other Online Publishers
Metcalf Institute for Marine and Envi-	Covering Climate Change: A Seminar

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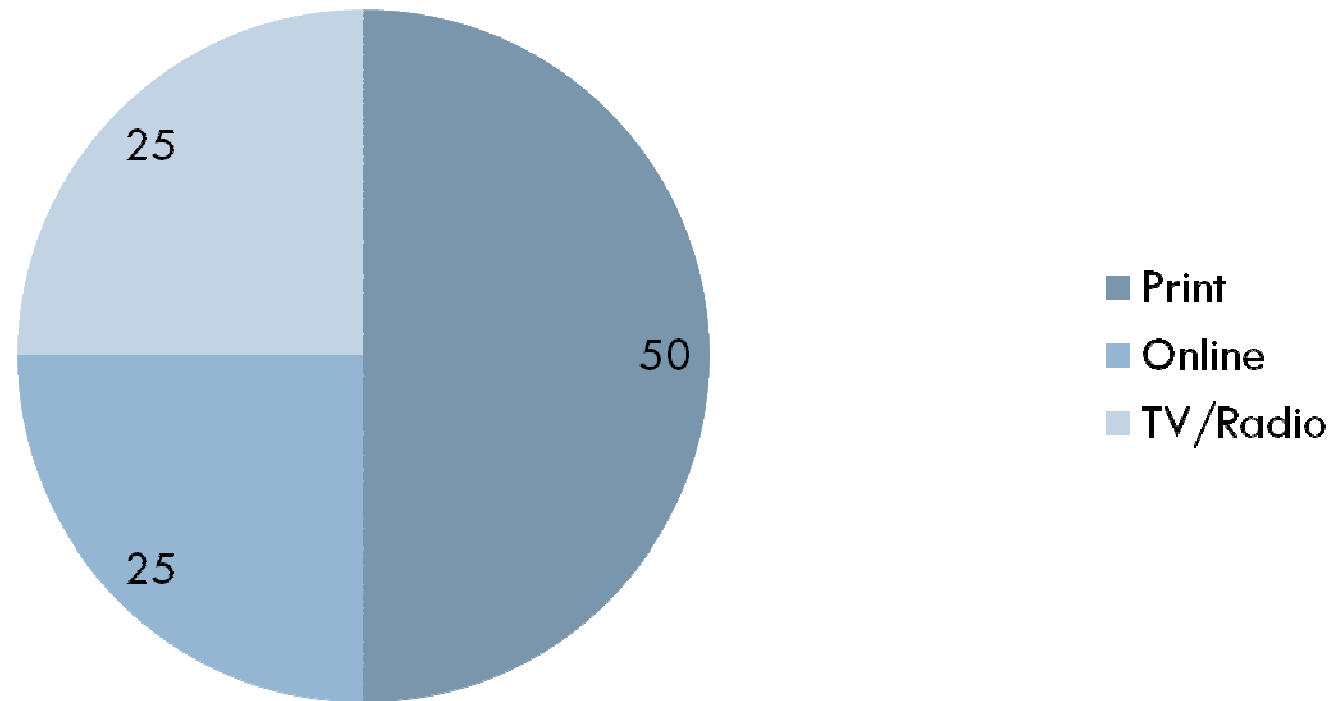
Types of training



- News University offers 4 types of eLearning courses:
 - Self - directed courses
 - Online group seminars
 - Webinars
 - Seminar Snapshots

Who uses NEWSU?

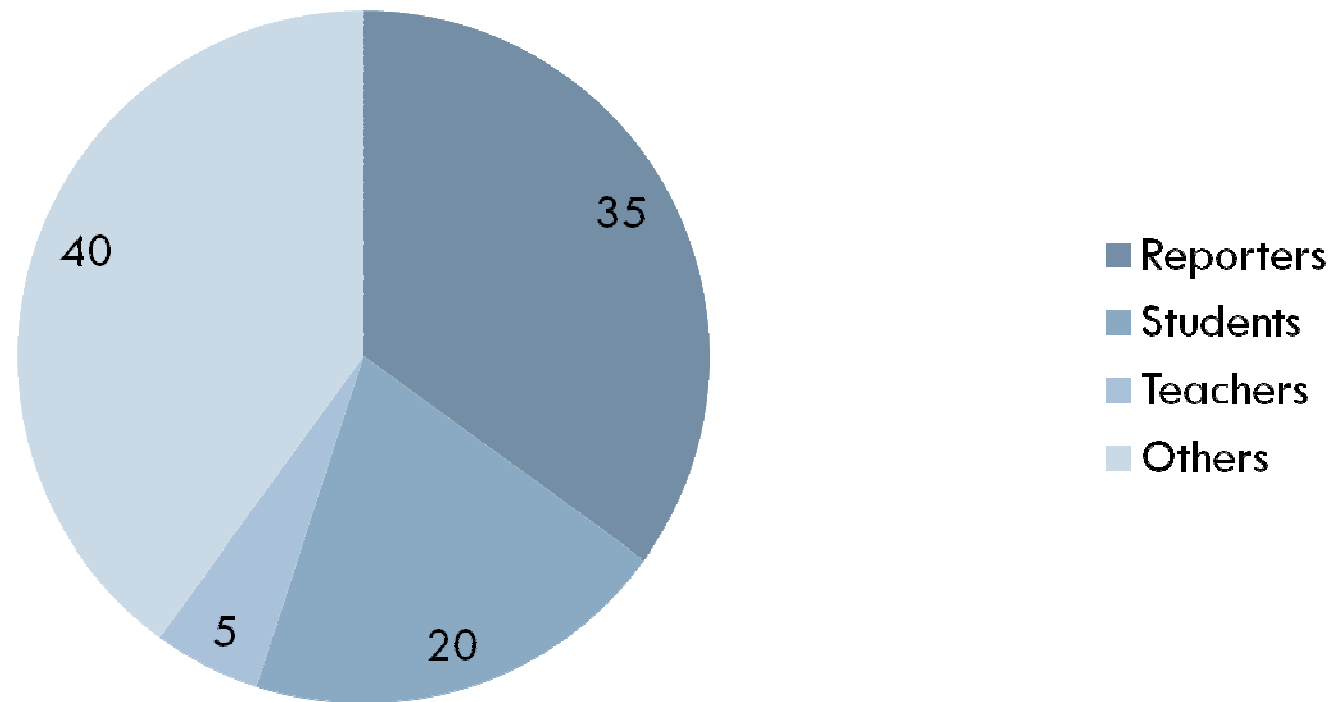
Users (students)



Source: Poynter Institute 2010.

Who uses NEWSU?

Users (students)



Source: Poynter Institute 2010.

Thank you! Questions?

