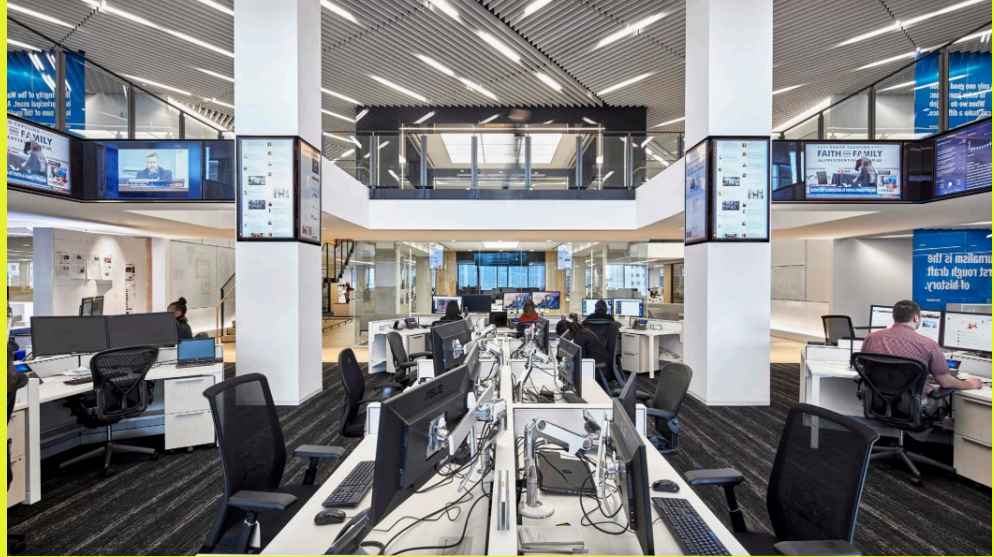


Valeuutiset vaikuttavat journalismiin ja julkiseen keskusteluun





Editorial analytics

- Clicks and reach
- Reader profiles
- Page views
- Daily timeline
- Time spent on page
- Scroll depth
- Video views
- Social shares
- Discussions
- Bounce rate
- Internal links, funnels
- How many subscribers the article generated



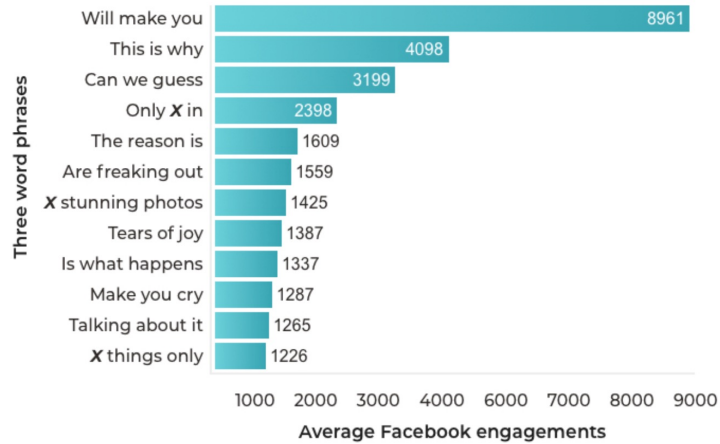
We're Not Really Parenting. We're
Managing Parenthood in a Pandemic.
Camp Is Canceled. Three More Months
of Family Time. Help.

How Bernie Sanders Can Beat Trump Is
Making a Big Mistake

Trump Promotes Posts From Racist and
Sexist Twitter Feed

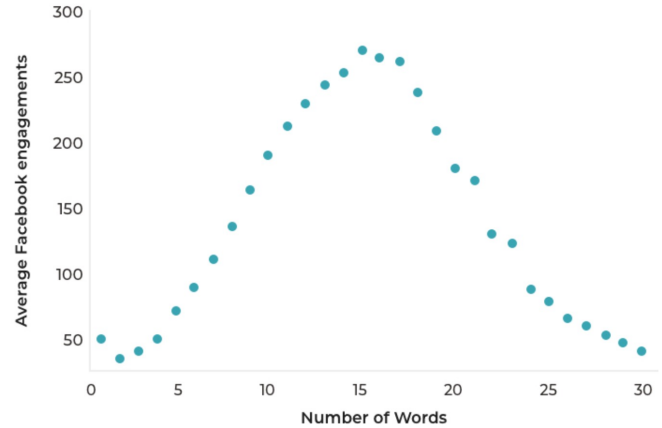
Hong Kong Police Fire Tear Gas at
Protest Against Protesters, Resisting
China's Push Push, Clash with Police

Top Facebook Headline Trigrams

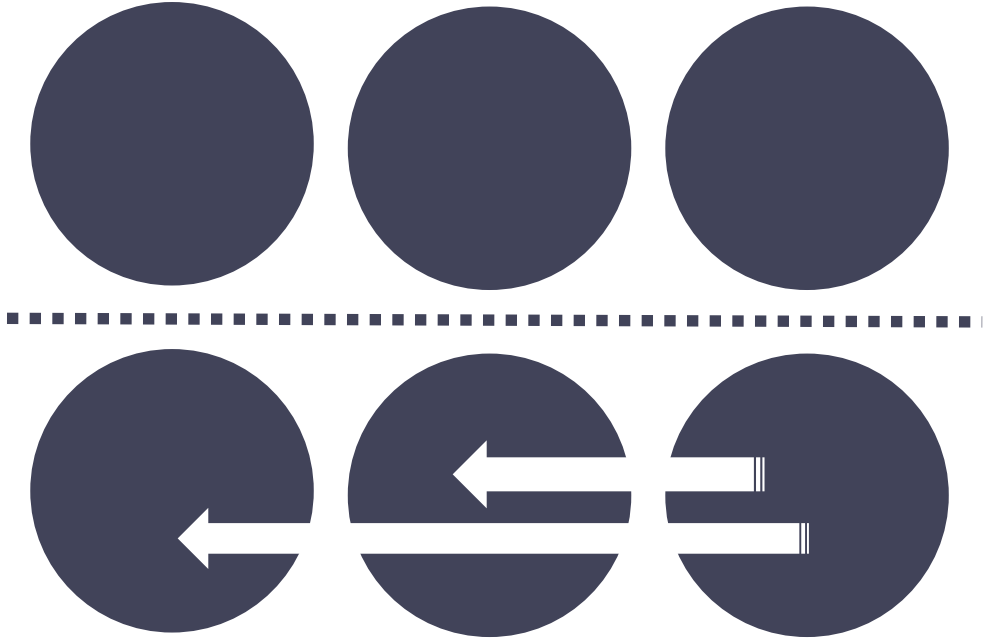


Source: **Buzzsumo**

Number of Headline Words and Average Facebook Engagements



Source: **Buzzsumo**





“Refocusing journalism on facts, explanation, and specialism”: One unexpected by-product of the pandemic seems to have been a renewed confidence amongst journalists about the value of their product.

One can call it a renaissance of the news. Corona has affected everyone, so fact-based reporting represents a lifeline for the vast majority of our audience.

Kaius Niemi, Editor-in-Chief, *Helsingin Sanomat*

Accelerating the shift to paid content. COVID-19 has given a big boost to the trend, with subscription specialist Zuora reporting that media publishing was the second fastest growing segment after video streaming services. Average subscriptions were around 110% higher than the year before.

Anti-vaxxer campaigns reach new pitch. Bottom-up activism and small well-organised groups drive much of the spread of anti-vaccine messaging.

Newsrooms place more emphasis on specialism. This crisis has made many newsrooms realise how little they understand about science and technology – and the value of that rare breed of journalists that can explain these complex issues to a general public.

More focus on data and visual storytelling formats. The pandemic has demonstrated the value of news organisations that could visualise and explain complex stories in an accessible way.

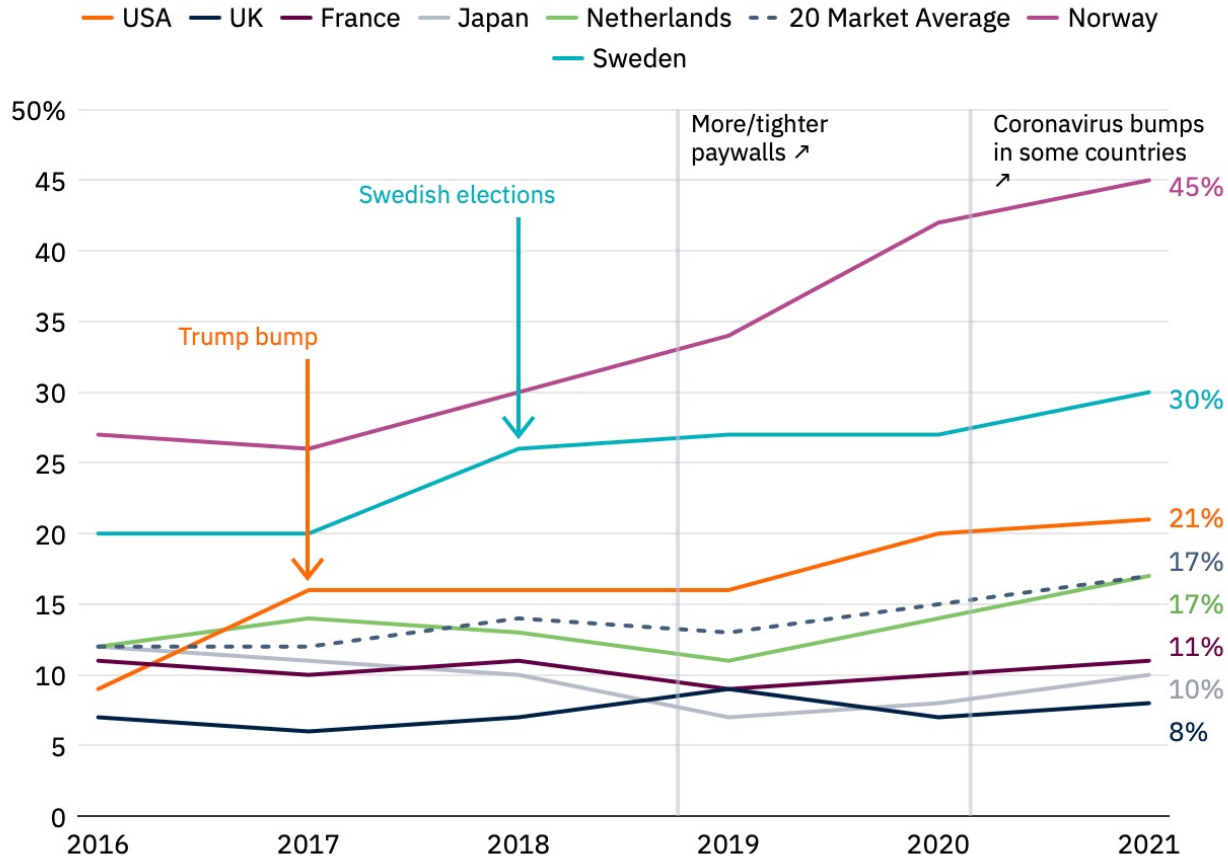
Case for public media becomes stronger. Heavy usage of public broadcasters and their websites during the pandemic may have made it harder for critics to undermine existing funding models – a recurrent theme in many European countries.

Hunger for positive news. Both audiences and journalists want to find positive stories in contrast to the overwhelming coverage of the pandemic.

Proportion that paid for any online news in the last year

2016-21

Selected markets




Ulkomaat | Ukrainan sota

HS aloittaa somekuvien aitouden varmistamisen aiempaa tarkemmin – Mitä tietoja kuvista ja videoista voidaan datan avulla selvittää?

How China's TikTok, Facebook influencers push propaganda

By AMANDA SEITZ, ERIC TUCKER and MIKE CATALINI March 30, 2022 GMT





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ZELENSKY Volodymyr una cover di John Lennon - imagine

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Haastattelusta kieltäydytään "te ootte valemedia" -perusteella usein.

Tiedonhankinnassa pitää varautua siihen että vastapuoli tallentaa juttelutkin, ja julkaisee niistä itse editoimiaan pätkiä.

Mä olen törmännyt tähän positiivisen kautta. Olen saanut kentällä kommentteja, että on tärkeää että ootte täällä, että nimenomaan länsimainen journalistinen media on paikalla. Toinen asia, johon olen törmännyt: jotkut ihmiset kyllä luulee myös valeuutisiksi asioita, jotka ei välttämättä ole sitä.

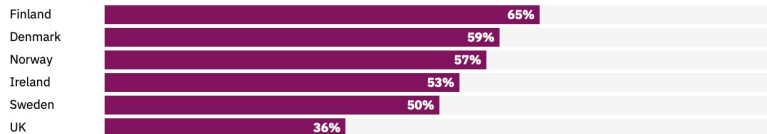
Yhä useammin epäillä, että toimitus on "ohjeistettu" kirjoittamaan jollain tavalla. Että tiedon takana joku hyötyy ja vetelee naruja. Liittyy musta yleisesti informaationsodasta puhumisen yleistymiseen.

Minustakin näyttää, että on yleistynyt ilmiö epäillä salaliittoa ja jonkun vaikuttamisyrityksiä, kun mediassa on juttu, jossa on epätoivottu kulma, oiotaan mutkia, on virheitä tms. Ainakin jos se koskee ulkopoliittikkaa. Todellisuudessa (edelleen, uskon) yleensä syynä on inhimillinen sähellys ja säättö, eikä mikään salaliitto.

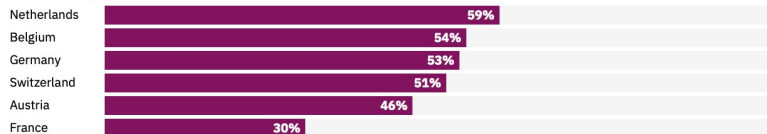
Proportion that trusts most news most of the time

All markets

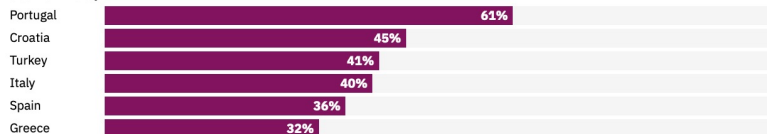
Northern Europe



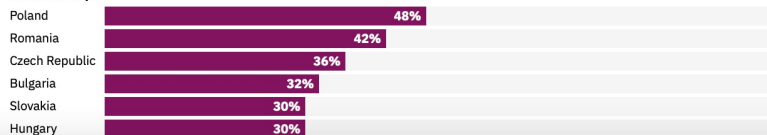
Western Europe



Southern Europe



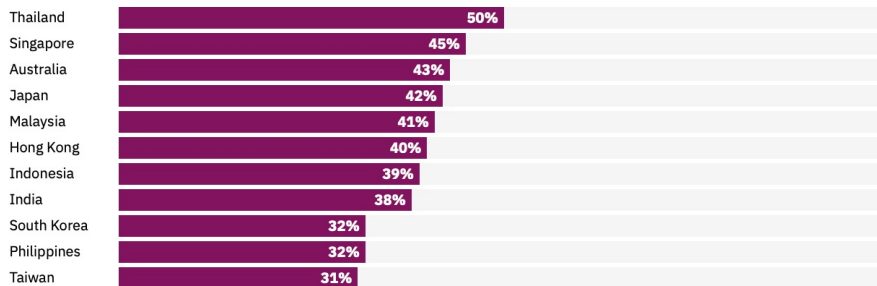
Eastern Europe



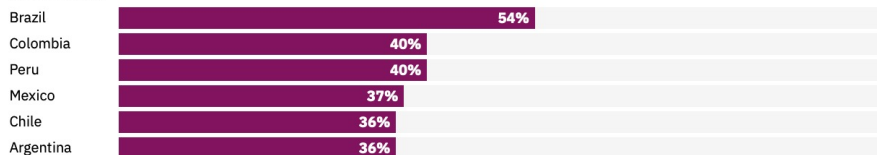
Africa



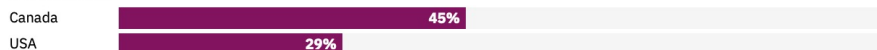
Asia-Pacific



Latin America



North America



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