

The Vortex a #digits17

L'algoritmo di Facebook
e il giornalismo iperlocale

Andrea Boscaro

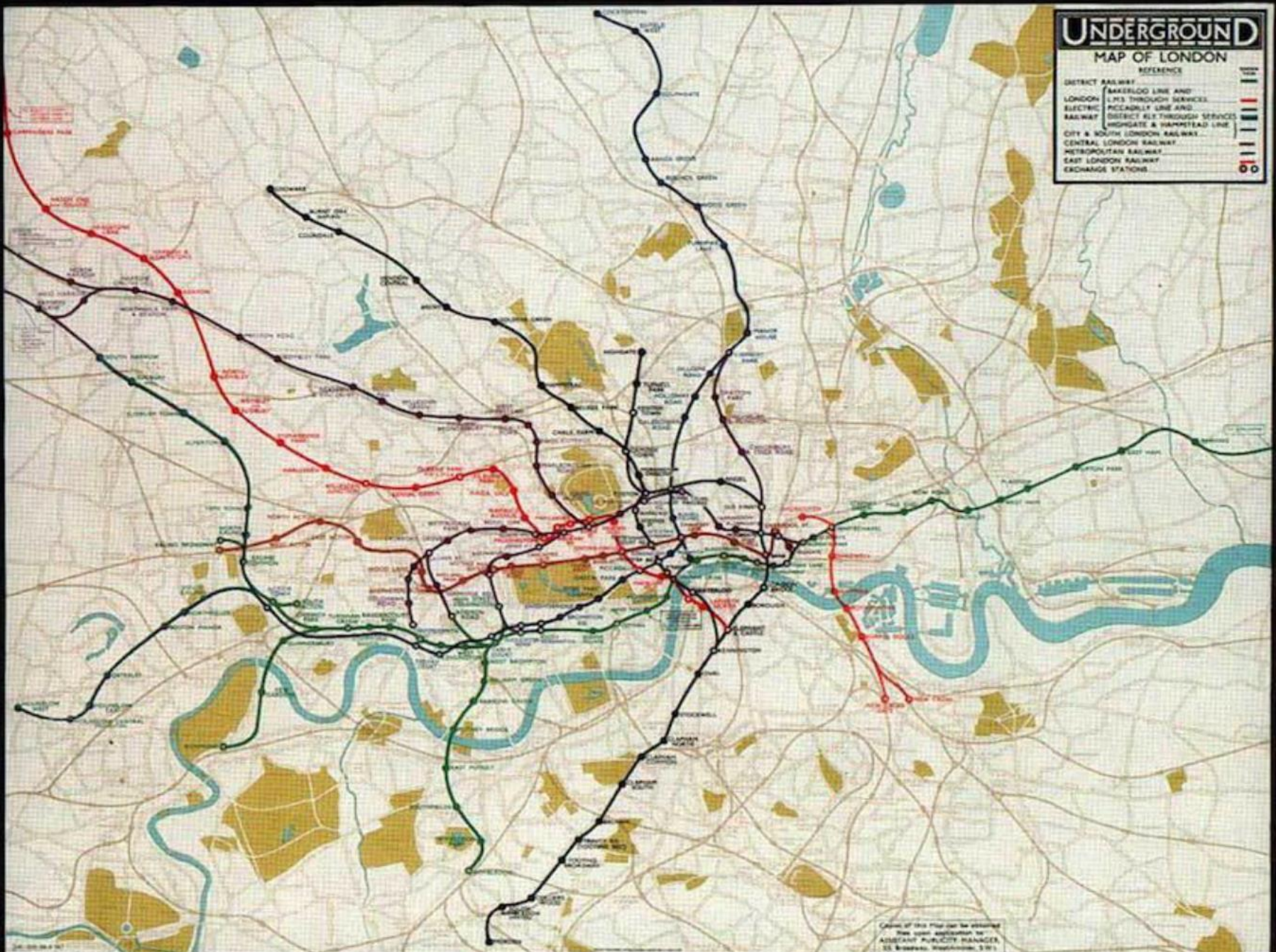


UNDERGROUND

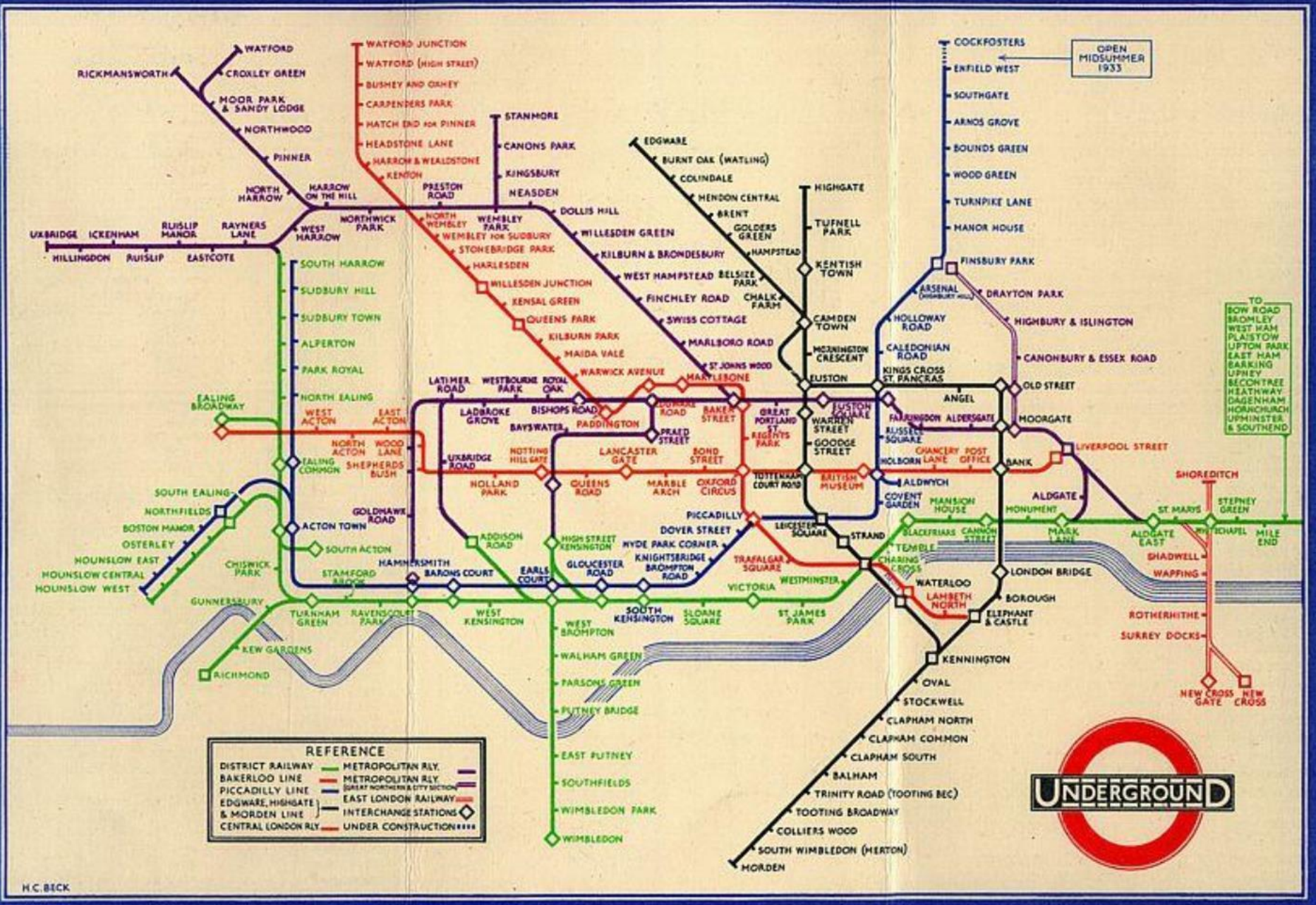
MAP OF LONDON

REFERENCE

DISTRICT RAILWAY	BAKERLOO LINE AND LINES THROUGH SERVICES	—
LONDON ELECTRIC RAILWAY	PICCADILLY LINE AND HIGHGATE & HAINSTED LINE	—
CITY & NORTH LONDON RAILWAY	CENTRAL LONDON RAILWAY	—
METROPOLITAN RAILWAY	EAST LONDON RAILWAY	—
EXCHANGE STATIONS		○



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All rights reserved. Printed in Great Britain.



OPEN
MIDSUMMER
1933

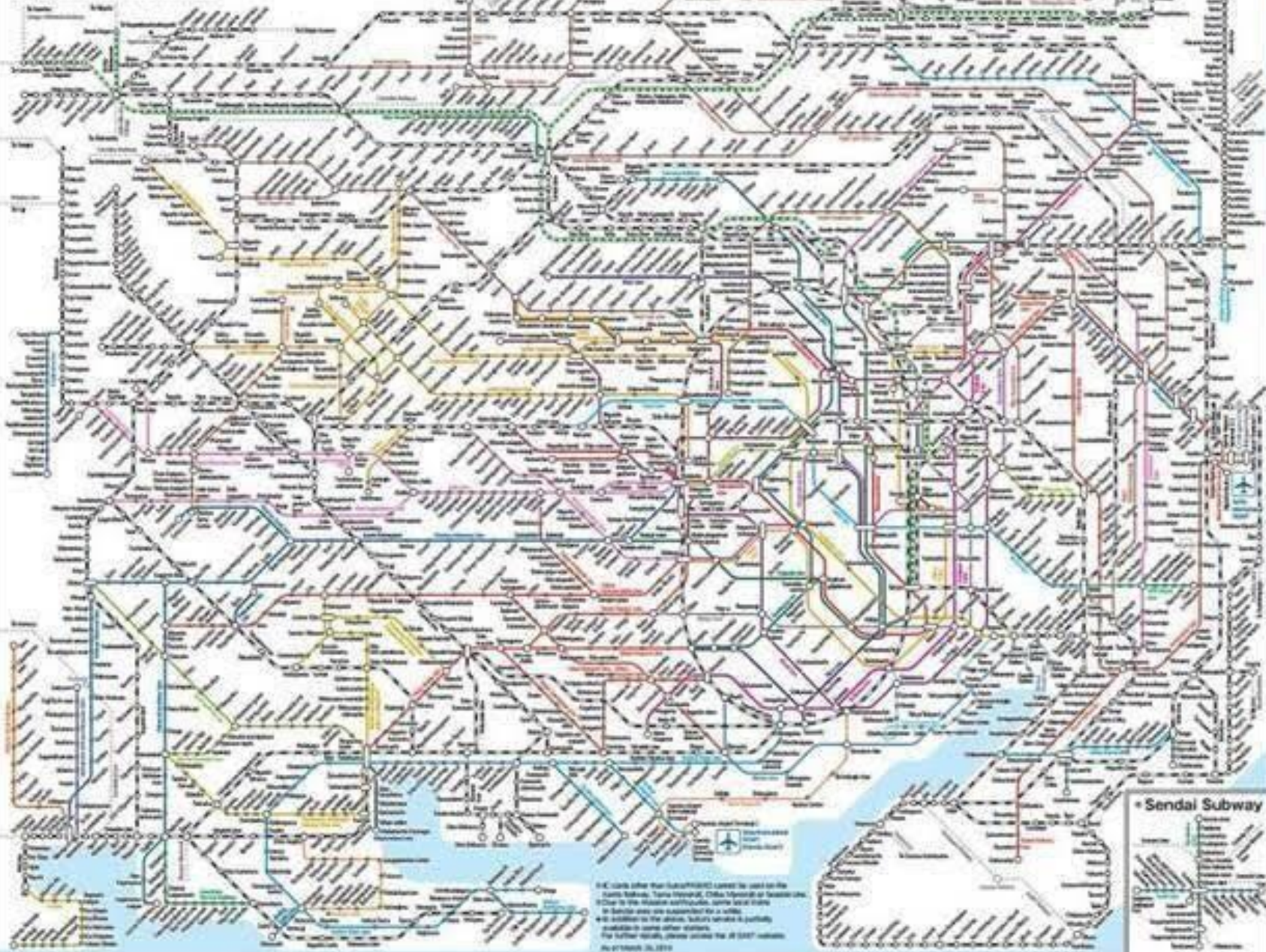
TO
BOW ROAD
BROMLEY
WEST HAM
PLAYSTOW
UPTON PARK
EAST HAM
BARKING
UPNEY
BECONTRÉE
HEATHWAY
DAGENHAM
HORNRICHURCH
UPPINISTER & SOUTHEAD

REFERENCE	
DISTRICT RAILWAY	METROPOLITAN RLY.
BAKERLOO LINE	METROPOLITAN RLY. (GREAT NORTHERN & CITY SECTION)
PICCADILLY LINE	EAST LONDON RAILWAY
EDGWARE, HIGHGATE & MORDEN LINE	INTERCHANGE STATIONS
CENTRAL LONDON RLY.	UNDER CONSTRUCTION



Suica/PASMO Network Map

■ Areas where Suica/PASMO can be used



Niigata Area



Sendai Area

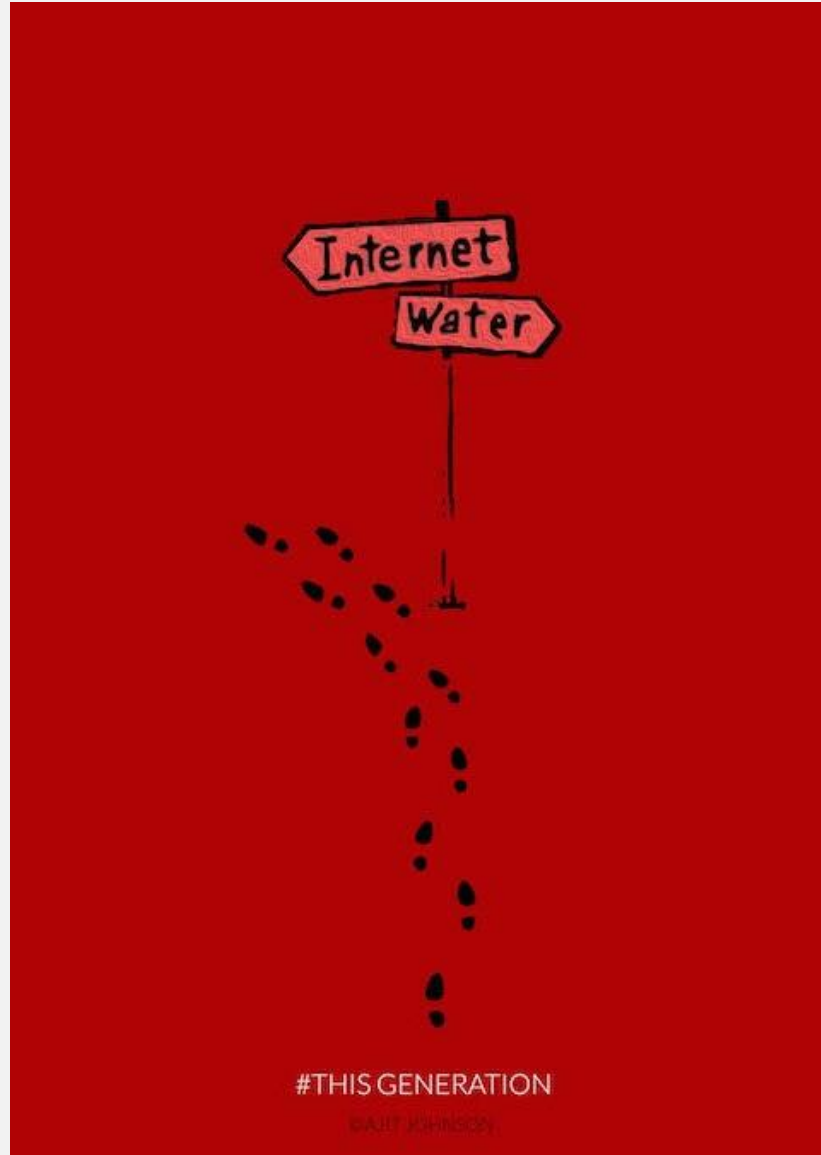


Sendai Subway



● IC cards other than Suica/PASMO cannot be used on the Sendai Subway, Tohoku Shinkansen, Chiba Shinkansen or Tohoku Shinkansen.
● Due to the limited service area, some local lines in Sendai area are suspended for a while.
● Not available in the above, Suica/PASMO is not available to some other stations.
For further details, please contact us at 022-233-0000.
As of March 31, 2014

Internet, oggi



Internet, oggi

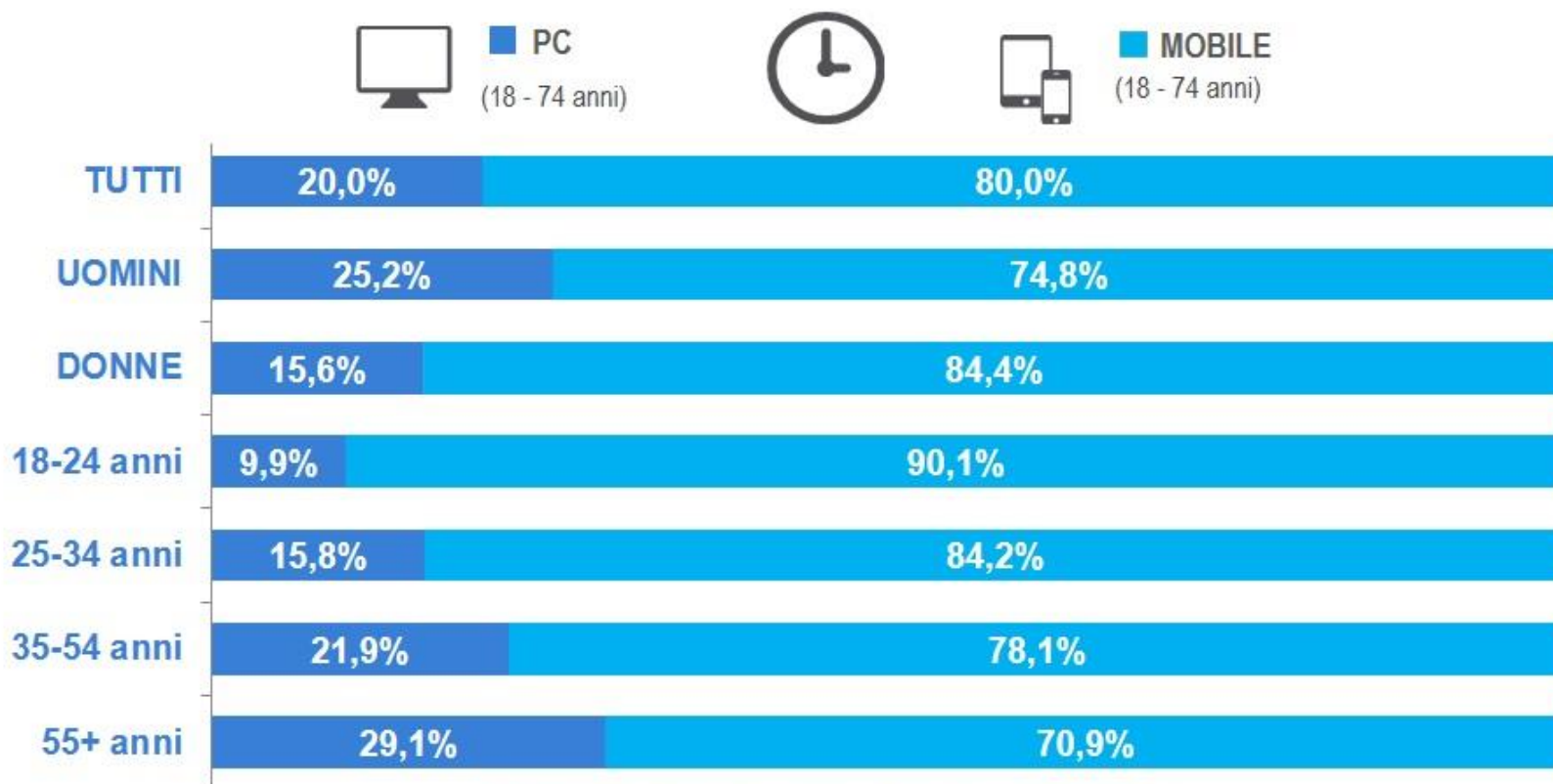
Tab. 4 - Mezzi utilizzati per informarsi negli ultimi sette giorni (val. %)

	Totale popolazione	Giovani (14-29 anni)	Più istruiti (diplomati e laureati)
Telegiornali	60,6	53,9	62,1
Facebook	35,0	48,8	41,1
Giornali radio	22,4	10,4	25,3
Motori di ricerca su internet	21,8	25,7	28,8
Tv all news	20,2	11,7	23,7
Quotidiani cartacei	14,2	5,6	15,1
YouTube	12,6	20,7	14,5
Televideo/Mediavideo	11,0	5,8	13,3
Siti web di informazione	10,3	11,2	16,3
Quotidiani online	10,0	10,3	15,1
Settimanali/Mensili	9,6	5,8	12,0
App su smartphone	8,6	11,7	11,8
Free press	5,0	4,3	5,7
Twitter	4,8	10,6	5,5
Blog/Forum online	4,1	4,6	5,5
Servizio sms tramite telefono cellulare	3,7	3,2	4,3

Fonte: indagine Censis, 2017

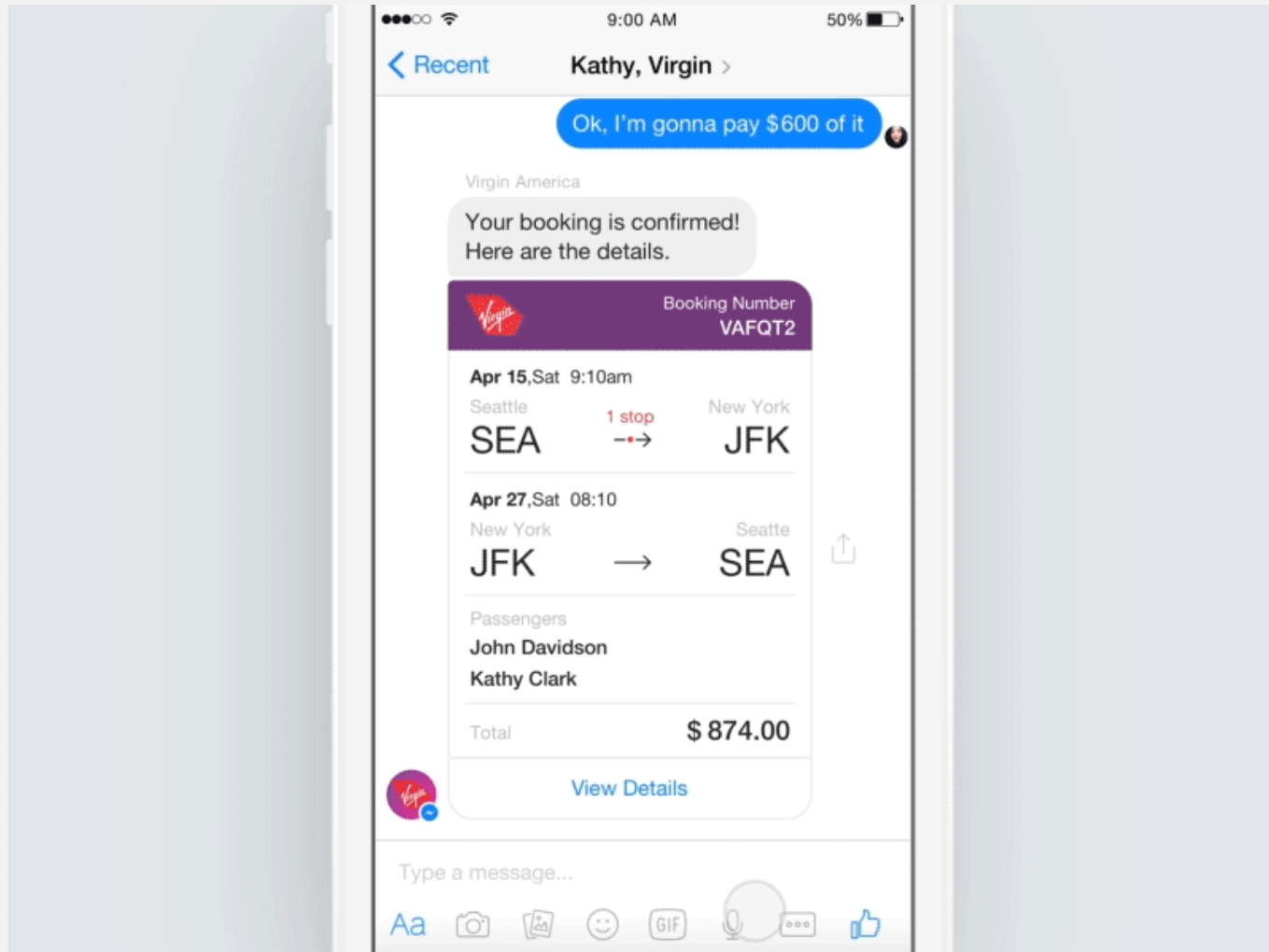
Soprattutto mobile

LA DISTRIBUZIONE DEL TEMPO TOTALE TRASCORSO ONLINE




*Base: totale minuti spesi online nel giorno medio.

Un futuro di chatbot?



Un futuro di chatbot?

DIGIDAY UK SECTIONS EVENTS CAREERS + follow



The Sun's Facebook chatbot drove nearly half users back to its site

Lucinda Southern | September 14, 2016 265

The Sun has been dabbling with chatbots for its football coverage with some success lately. Now, the publisher will take what it has learned to roll out more bots across other verticals, including entertainment, in the coming weeks.

Over the past month, the publisher ran a football-related Facebook Messenger chatbot, delivering news during the transfer window, in which players switch to different clubs. Football's transfer window is a time rife with stories about outrageous offers, rumors and rejections, all content The Sun felt could be better filtered.

Popular


Bleacher Report and Copa90 made a Snapchat 'TV' series, 'Saturdays are

T L D R OFF

vodafone UK 4G 15:39 55%

Home (3) The Sun Football > Typically replies in a few... Manage

Ok, you're all setup! You're now following West Ham United. If you change your mind at any point just type 'unsubscribe'.



West Ham United

Unsubscribe

Share this Bot

This was our latest update.

 Type a message...

43% cliccato sul servizio
61% è tornato sul sito nelle settimane successive



Il contenuto più condiviso del 2016

7. Bald Men Are Sexier

This post follows a similar format to other viral Facebook posts namely recent scientific research that will appeal to a particular audience, i.e. Bald men looking for reassurance. That's a large audience, trust us...

Buzzsumo

Bald men are sexier, more masculine, scientific study finds

March 30, 2016, By fristmalta@outlook.com | Comments (Closed)



FACEBOOK ENGAGEMENTS	LINKEDIN SHARES	TWITTER SHARES	PINTEREST SHARES	GOOGLE+ SHARES	DOMAIN LINKS	TOTAL SHARES
2.1M	15	790	8	31	43	2.1M

I «migranti digitali»



Paolo Nespoli ✓ @astro_paolo · 32m

Buona domenica a un'Italia q
nuvole!/
Good morning Italy!
#VITAmision #EarthFromSp



47 212 435



Perlina57
@Perlina571

In risposta a @astro_paolo

Buona domenica anche a te

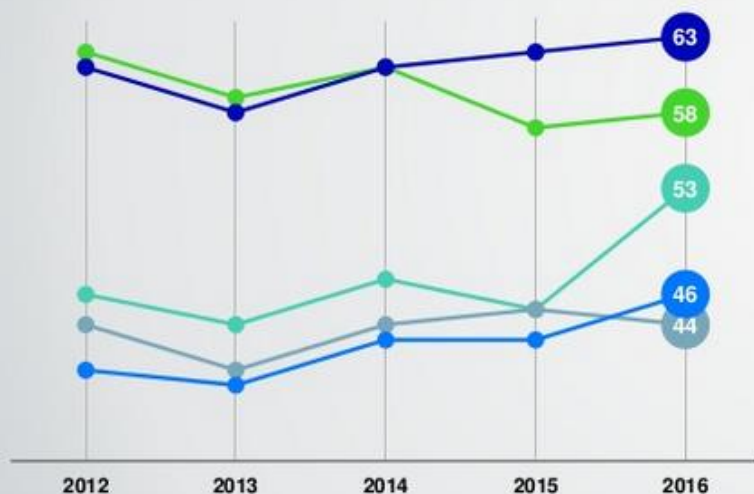


La fiducia



Transformed Media Landscape

Percent trust in each source for general news and information



▲ General Population

Industry	2012	2013	2014	2015	2016	Millennials	Gap
Search engines*	61	58	61	62	63	66	▲ 3
Traditional media	62	59	61	57	58	58	0
Online-only media**	46	44	47	45	53	58	▲ 5
Owned media	41	40	43	43	46	51	▲ 5
Social media	44	41	44	45	44	51	▲ 7

Millennials

even more trusting of digital media than general population

Fonte: Edelman Trust Barometer

La fiducia

Legenda ■ 14-29 anni ■ 65-80 anni ■ Totale della popolazione



The screenshot shows the Journalism.co.uk website. At the top left is a 'Log-in' button. A search bar on the top right contains the text 'Search news' and a magnifying glass icon. Below the search bar is a banner for 'newsrewired.com' with a pink diagonal stripe that says '19 July 2017'. To the right of the banner, it says 'Reuters HQ, London' and 'Learn from experts: App alerts, audio for social, innovation at local level & more digital journalism trends'. A navigation bar below the banner includes links for Home, Jobs, Training, PressGo, PressQ, Freelance, JTweeps, and newsrw tickets, along with social media icons for Twitter, Facebook, and RSS. The main article is titled 'The Washington Post has a Facebook group where readers can ask reporters how and why they cover stories'. The sub-headline reads 'The PostThis Facebook group launched three months ago and now counts more than 2,800 members'. The article is dated '7 June 2017' and written by 'Mădălina Ciobanu'. Below the text is a photograph of a newspaper with 'The Washington Post' visible. On the right side, there is a 'Jobs board' section with a link to 'View all 65 job vacancies', a 'Job of the week' for a 'Reporter' at 'Legal Week', and a 'Featured jobs' list with three positions: 'South west business editor - Insider Media', 'Online news reporter - Bridging & Commercial', and 'Head of media and communications - The RSA'. A 'Go to the jobs board' button is located at the bottom of the sidebar.

Log-in

Search news

journalism.co.uk

newsrewired.com

19 July 2017

Reuters HQ, London


Learn from experts: App alerts, audio for social, innovation at local level & more digital journalism trends

Home Jobs Training PressGo PressQ Freelance JTweeps newsrw tickets

The Washington Post has a Facebook group where readers can ask reporters how and why they cover stories

The PostThis Facebook group launched three months ago and now counts more than 2,800 members

Posted: 7 June 2017 By: Mădălina Ciobanu



Jobs board

» View all **65** job vacancies

Job of the week

Reporter
Legal Week is looking for an ambitious reporter keen to find and break news about a dynamic and competitive sector as part of our enthusiastic London team.

Featured jobs

- » South west business editor - Insider Media
- » Online news reporter - Bridging & Commercial
- » Head of media and communications - The RSA

Go to the jobs board

La fiducia



Gazzetta di Mantova Alcuni commenti sono stati rimossi perché offensivi.

Mi piace · Rispondi · 16 h



Luana Manganelli w la vostra democrazia

Mi piace ·  1 · 15 h



Gazzetta di Mantova Signora Luana, il suo commento è stato cancellato perché democrazia non vuol dire definire "zecche schifose" un gruppo di persone e dire "ben vengano le torture". Buona serata.

Mi piace ·  5 · 15 h

[↪ Visualizza altre risposte](#)

LA NAZIONE PRATO



PRATORALLARMI
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NOLEGGIO E VENDITA
SISTEMI DI SICUREZZA

PREVENTIVI GRATUITI

Via Curtatone, 15 - Prato - Tel. 0574 35985

www.lanazione.it/prato/
e-mail: cronaca.prato@lanazione.it
e-mail: kpe.prato@spoweb.it

Lunedì
30 Luglio 2012

Cinese ucciso a coltellate: è giallo

Il corpo è stato trovato nel sangue all'esterno dei capannoni ex Fedora. Sentiti alcuni connazionali



Le nostre tradizioni
Palla Grossa
I Rossi a caccia
della vittoria

MORTALEN e a pagina 2

La fiducia

THE VORTEX

Resto del Carlino Fondato nel 1885
Quotidiano Nazionale
16 - N. 235
www.ilrestodelcarlino.it



EDIZIONE RAVENNA-FAENZA-LUCERA



L'arciprete di Brisighella

Muore prima del funerale

In Cronaca



La fiducia



La fiducia



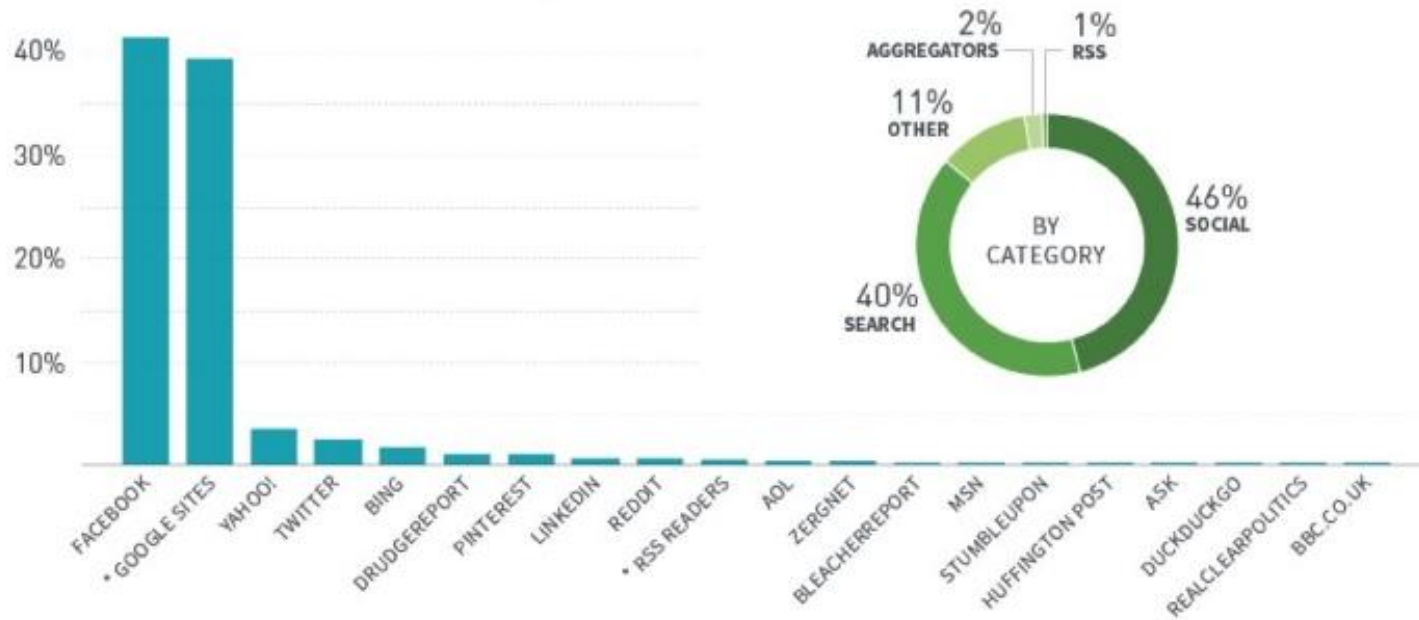
La digital transformation



La digital transformation

Traffic Referrals By Source, Jan.-Feb. 2016

Top Traffic Referral Sources Jan. - Feb., 2016
Percent Of Known Referrals In The Parse.ly Network



*Google Sites: Aggregate of all of Google-owned properties, e.g. Google.com, Google.ca, and Google News.

*RSS Readers: All external traffic from RSS reader services such as feedly.com.

La digital transformation



44,000,000 MESSAGES PROCESSED

26 NEW REVIEWS POSTED ON YELP

120 NEW ACCOUNTS OPENED ON LINKEDIN

MORE THAN 140 SUBMISSIONS ON REDDIT

MORE THAN 2,315,000 SEARCHES

486,000 PHOTOS



MORE THAN 21,000,000 MESSAGES SENT

70,000 VIDEO MESSAGES SHARED

MORE THAN 3,000,000 ITEMS ARE SHARED

MORE THAN 18,000 MATCHES MADE

MORE THAN 195,000 MINUTES OF AUDIO CHATTING ON WECHAT



972,000 DAILY SWIPES ON TINDER

MORE THAN

IN 60 SECONDS

GO-Globe CUSTOM WEB DEVELOPMENT

MORE THAN 150,000,000 E-MAILS ARE SENT



Shusaku Takaoka

GO-Globe CUSTOM WEB DEVELOPMENT

YouTube



MORE THAN 430,000 TWEETS SENT



MORE THAN 280,000 SNAPS SENT ON SNAPCHAT



MORE THAN 100 NEW DOMAINS REGISTERED

MORE THAN 39,300 HOURS OF MUSIC LISTENED

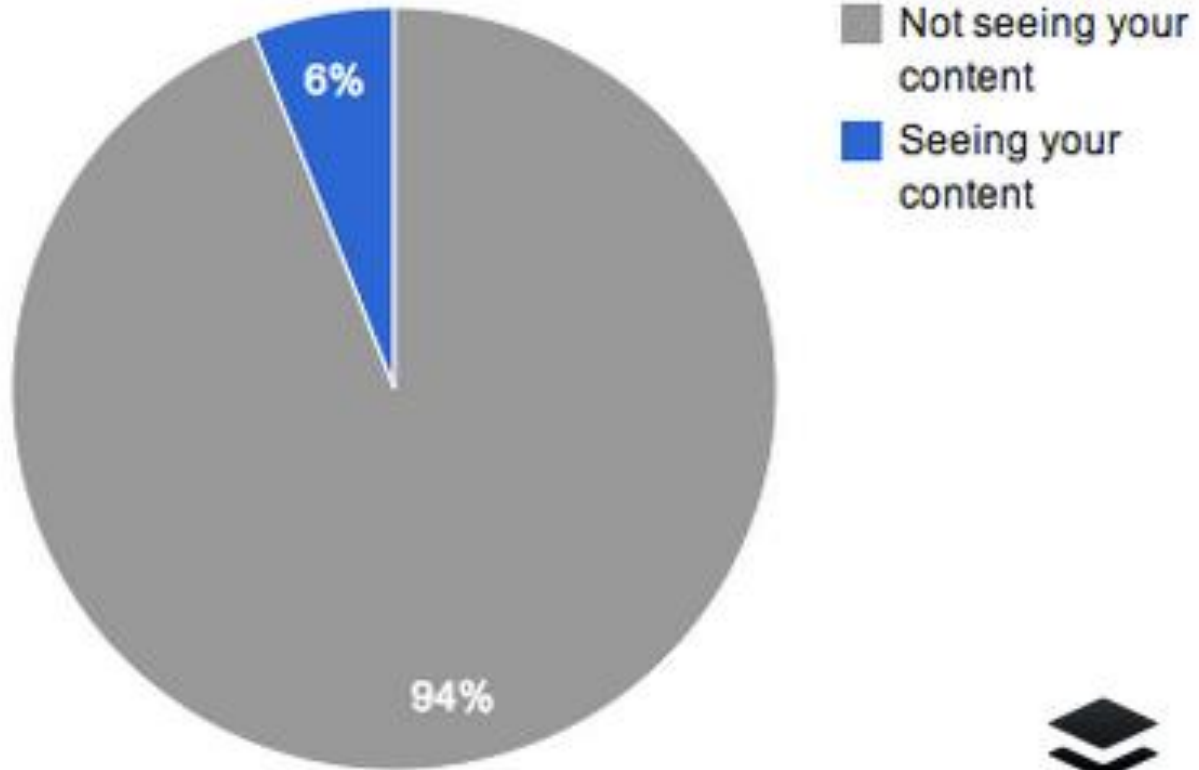
14 NEW SONGS ADDED ON SPOTIFY

MORE THAN 2,700,000 VIDEO VIEWS AND 139,000 HOURS OF VIDEO WATCHED

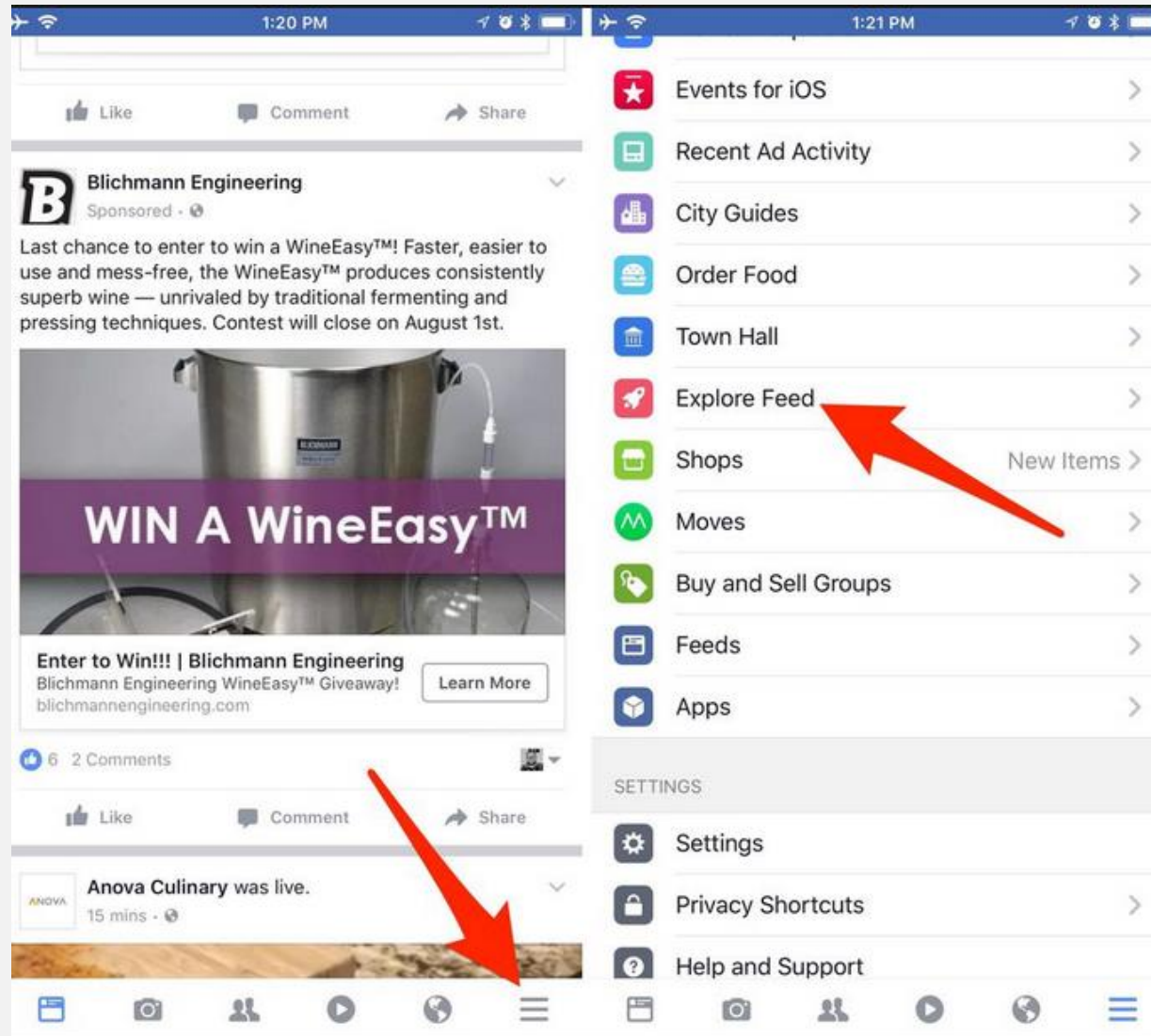
MORE THAN 300 HOURS OF VIDEO ARE UPLOADED

Facebook, il gatekeeper

Facebook Organic Reach



Facebook, il gatekeeper



Facebook, il gatekeeper



I fattori dell'algoritmo

- Click baiting e link esterni

Il click baiting

**il Post** 
September 15 · 

Stasera in tv ci sono le audizioni del nuovo X Factor, molti film d'azione e "La pazza gioia" di Paolo Virzì. Oppure lo show di Bocelli, dai.



Cosa c'è stasera in TV

ILPOST.IT · CREATED 1 MONTH AGO

 Like  Comment  Share

I fattori dell'algoritmo

- Click baiting e link esterni
- Commenti negativi

I commenti negativi



The Vortex

Posted by Caterina Bassani [?] · Yesterday at 4:11pm · 🌐

Facebook, Twitter, LinkedIn, ma anche #Pinterest e #Whatsapp: qual è l'importanza della condivisione #social?



Il valore dei pulsanti di condivisione social per il business e la reputation

In un articolo apparso qualche settimana fa su Key4biz, abbiamo spiegato l'importanza della condivisione social, non solo tramite i "classici" ...

THEVORTEX.IT

547 People Reached

13 Likes, Comments & Shares

10 Likes	8 On Post	2 On Shares
--------------------	---------------------	-----------------------

0 Comments	0 On Post	0 On Shares
----------------------	---------------------	-----------------------

3 Shares	2 On Post	1 On Shares
--------------------	---------------------	-----------------------

21 Post Clicks

0 Photo Views	11 Link Clicks	10 Other Clicks ⓘ
-------------------------	--------------------------	-----------------------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

I fattori dell'algoritmo

- Click baiting e link esterni
- Commenti negativi
- Il fattore tempo

Facebook Watch

https://www.facebook.com/KitchenLittleByTastemade/videos/364737723981644/

80% rad

Search

Andrea Home

Chef Nyesha & Mila Get Their Gruyère On

Kitchen Little added a new episode. [Follow](#)

last Thursday · 🌐

A Croque Madam may sound fancy and French, but it's no match for a culinary artist like Mila and her second-in-command, Chef Ayesha Arrington. Prepare to get cheesy.

👍 🗨️ 📄 1.2K 471 Shares 499K Views

Like Comment Share

Comments Up Next

- Chef Eric and Eli's Sea Creature Creation**
Kitchen Little
269K Views
6:19
- Must Be *This* Tall to Eat Pretzel Bun**
Kitchen Little
383K Views
6:00
- Brooke Williamson's Sushi Surprise**
Kitchen Little
498K Views
6:01
- Curtis Stone's Curious Cauliflower Dish**
Kitchen Little
663K Views
5:33
- Kitchen Little**

Tastemade

I fattori dell'algoritmo

- Click baiting e link esterni
- Commenti negativi
- Il fattore tempo
- Affinity e Post Type

Affinity



The Vortex
Business/Economy Website

Contact Us ▾


Timeline | About | Photos | Likes | More ▾

Share | ...

4,599 likes +14 this week

1,543 post reach this week

Status | Photo / Video | Offer, Event +









 | Write something...



Publish ▾

ABOUT >


Affinity

-  **General**
-  **Page Info**
-  Post Attribution
-  Notifications
-  Page Roles
-  Apps
-  Featured
-  Banned Users

Favorites	Page is not added to Favorites	Edit
Page Visibility	Page published	Edit
Publishing Ability	Anyone can publish to my Page timeline Anyone can add photos and videos to my Page timeline	Edit
News Feed Audience and Visibility for Posts	The ability to narrow the potential audience for News Feed and limit visibility on your posts is turned on	Edit
Messages	People can contact my Page privately.	Edit
Tagging Ability	Only people who help manage my Page can tag photos posted on it.	Edit
Country Restrictions	Page is visible to everyone.	Edit
Age Restrictions	Page is shown to everyone.	Edit

Affinity

Publishing Tools



CHANGING MEDIA
ARE CHANGING BUSINESS

Contact Us

Share

Status Photo / Video Offer, Event +

Write something...

Narrow Audience Potential Audience: 4,599

- Gender
- Relationship Status
- Educational Status
- Age
- Location
- Language
- Interests
- Post End Date

Publish

Georgia Callegari [?] · 3 hrs ·

...ppi su #LinkedIN diventano privati.

I fattori dell'algoritmo

- Click baiting e link esterni
- Commenti negativi
- Il fattore tempo
- Affinity e Post Type
- Story Bumping
- Last Actor
- Weight

Emozionale

Shareable content

Ti coinvolgo

Ti emoziono

Bidirezionale

Unidirezionale

Ti aiuto

Ti informo

Razionale

Ti informo



Louis Armstrong

Uno strumento utile per creare immagini interattive è Thinglink [[link](#)].

FLIGHT VIDEOS DECONSTRUCTED

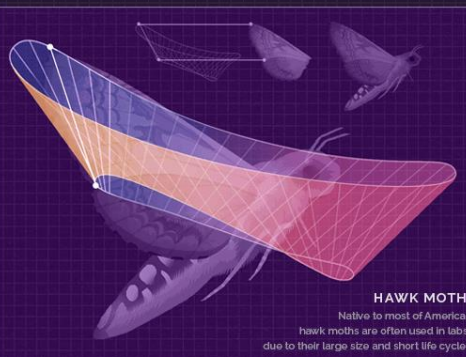
This illustration shows the wingbeats of five different flying species. Each frame is based on traced body positions taken from slow-motion videos of real animals. Specific points on the wings were marked at each of the 15 frames and connected using imaginary curves.

NOTE: This illustration is an observational exercise only. It does not represent any peer-reviewed, scientifically accepted information.



DRAGONFLY

Dragonflies are very fast predatory insects that eat mosquitoes and other small insects.

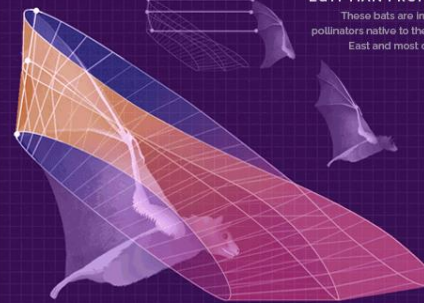


HAWK MOTH

Native to most of America, hawk moths are often used in labs due to their large size and short life cycle.

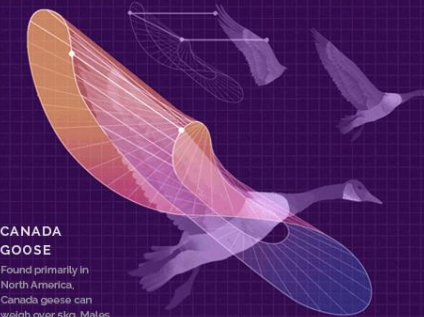
EGYPTIAN FRUIT BAT

These bats are important pollinators native to the Middle East and most of Africa.



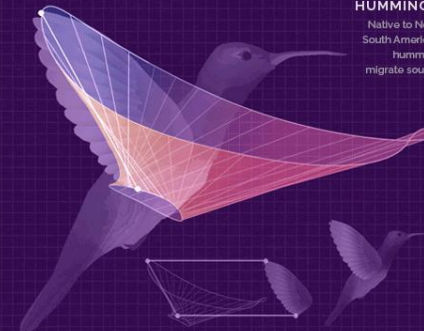
CANADA GOOSE

Found primarily in North America, Canada geese can weigh over 5kg. Males are territorial.

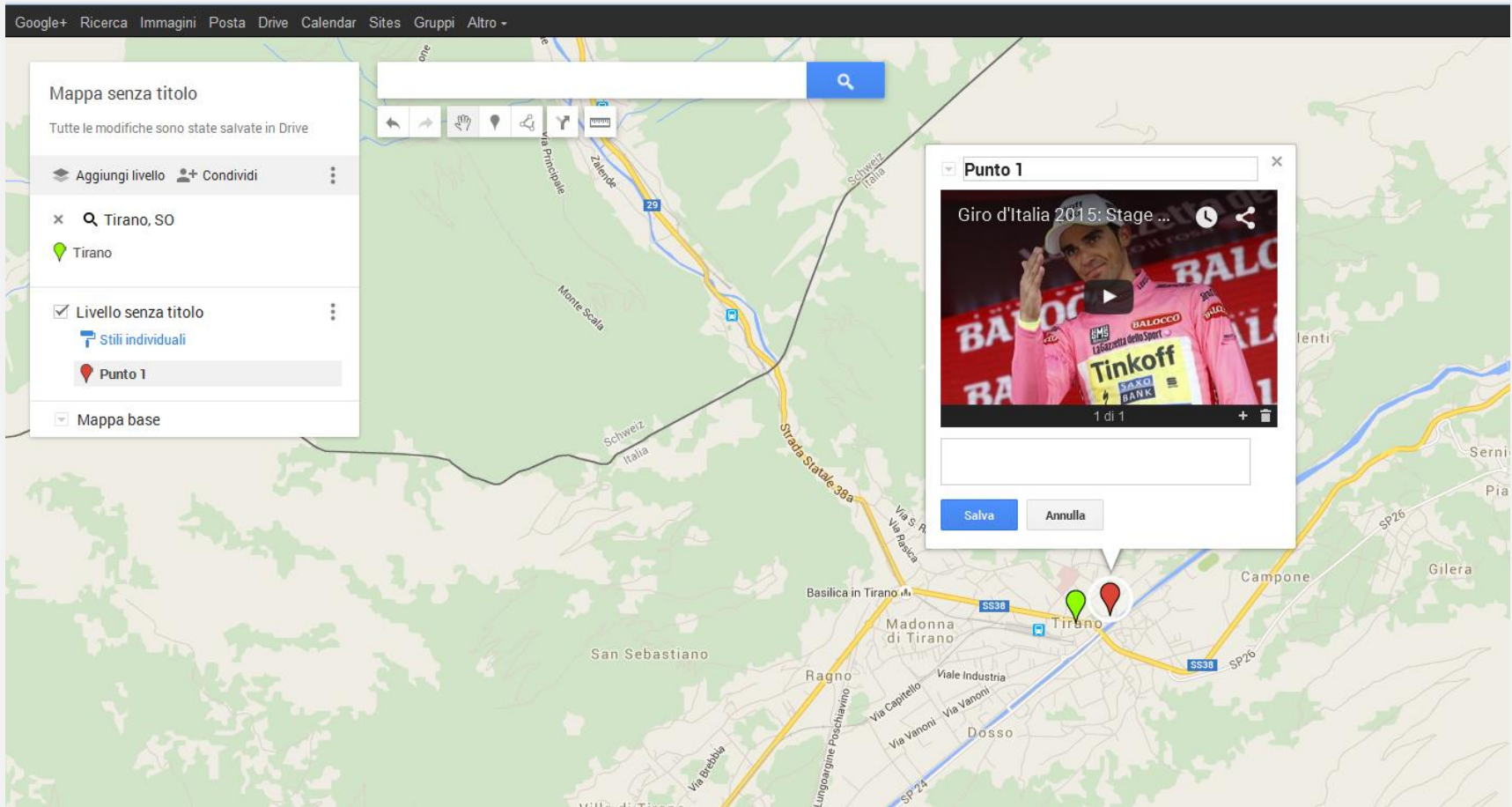


HUMMINGBIRD

Native to North and South America, most hummingbirds migrate south in the winter.



Ti coinvolgo



Google My Maps, Google Fusion Tables sono strumenti utili per creare mappe interattive

Ti intratterò



Ti intrattengo

 **Freeda** 15 hrs · 🌐

"Ogni volta che vinci una gara lo sai che non la vinci per te, ma la vinci un po' per ringraziare tutti gli altri." - Beatrice Vio



quando vedi qualcosa che non conosci tendi a spaventarti

176K Views

 Like  Comment  Share 

 Valentina Di Leo, Michela Lombardo and 7.2K others [Top Comments](#) ▾

825 Shares

Concludendo

Vienna, metà 800



Vienna, metà 800



**I social servono
a stringere mani
non ad alzare pollici.**

#socialselling

Grazie per l'attenzione

www.thevortex.it
[@andrea_boscaro](https://twitter.com/andrea_boscaro)